



**iBUS**

*“an integrated business model for customer driven custom product supply chains”*

**Grant Agreement: 646167**

***Deliverable 8.1***

**Dissemination Plan**



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## ABSTRACT

The Dissemination Plan is the reference document for the Communication strategy and Communication activities for the iBUS project. Herein, the partners will find listed and described in detail the procedures, tasks and timing of the planned activities. The present document also includes the common tools to be used for Communication purposes as well as the logos.

## 1. INTRODUCTION

iBUS “*integrated business model for customer driven custom product supply chain*” is a European Union’s Horizon 2020 research and innovation programme funded under grant agreement No 646167. The call, NMP-35-2014 is an innovation action whose aim is to support new Business models with new supply chains for sustainable customer-driven small series production. The new iBUS model will enable consumers to become designers and “customisers”; retailers to become virtual business brokers; manufacturers to produce in a distributed and small scale manner; and suppliers to be more flexible and demand-driven

### 1.1 iBUS Rationale

Ever since the industrial revolution, society has been able to produce most needed objects for work or play in cost effective ways. However, affordability came with mass production of standardised products. When production costs rose in developed economies, production moved offshore to lower cost economies. This shift in production had unintended impacts on supply availability, quality and the environment. Furthermore, the processes involved in the engineering of mass produced standardised products focused on reducing production costs while the conceptual design processes often limited the creativity and involvement of the customer.

There is now a need for new supply chain models, which are cost effective, but also respect European key values for innovation, quality and sustainability. These models need to engage disruptive technologies, to meet economic and sustainability objectives, but also to attract a new generation of young Europeans to careers in manufacturing, revitalizing traditional manufacturing sectors such as toys and furniture.

Today, consumers are rapidly becoming accustomed to personalized choice and customised products. Through the internet and social media, our outlets for self-expression are becoming limitless and instantaneous. Consumers, not only want to customise or personalise their purchase, they want it ‘on-demand’. Today, we can create what we design through new technologies such as additive manufacturing systems including 3D printing. We can think of the object, model it virtually and print it, with remarkable outcomes in short time spans.

Exploiting these new technologies as customers and businesses will only be limited by our access to the technologies and our ability to dream.

## 1.2 iBUS Approach

The overall iBUS goal is to develop and demonstrate, by 2019, an innovative integrated business model, for the sustainable supply and manufacture, within the EU, of traditional toys and nursery furniture.

The successful development of iBUS project is expected to deliver the following goals:

- return delocalised manufacturing of traditional toys and furniture to Europe by a minimum of 5% of the total manufacturing capacity within 5 years.
- reduce the environmental footprint by at least 20% by establishing a local production, by planning the production according to the demand requirements and by using Additive Manufacturing technologies where appropriate.
- create a novel supply network involving at least 100 organisation at the end of the project and 1000 within 5 years after the project
- create new embedded services supporting the customer-driven supply chain and the reduction in the environmental footprint.

## 1.3 Need for the iBUS Dissemination Plan

iBUS will implement a set of targeted dissemination and exploitation measures to support the development of a new supply network involving at least 100 organisations at the end of the project, and 1000 within 5 years after the project.

To that end, the iBUS Dissemination Plan, based on WP8 of the iBUS project, will identify: i) the specific communication and dissemination goals; ii) the target groups; iii) the main messages to address for the promotion, dissemination and exploitation of the project's outcomes, and iv) the main activities and tools to reach them. Additionally, the Dissemination Plan includes its own work plan, embedded into the overall project's timeline as well as a monitoring process of the intended Communication activities.

On the basis of the above, the iBUS Dissemination Plan is composed of the following sections:

Section 2: Goals of the iBUS Dissemination Plan.

Section 3: iBUS target groups.

Section 4: iBUS key messages.

Section 5: Tailored communication, activities and tools.

Section 6: iBUS Communication work plan.

Section 7: Monitoring of iBUS Communication activities.

## 2. GOALS OF THE iBUS DISSEMINATION OBJECTIVES

The overall dissemination objectives are:

1. To **raise awareness** on the project benefits to pave the way towards the **future market penetration** once the iBUS has finished.
2. Receive **inputs** on concepts from the **relevant target groups and stakeholders** to incorporate new concepts and ideas, as the underpinning technologies and business models are rapidly changing.
3. To effectively **communicate** and **convey** to **end-users** the results of the project, supporting the **growth of the network** and achieving the **impact** foreseen.
4. To ensure that **relevant information** on the outputs of the project will have an extended **reach across Europe to all the stakeholders** (research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training).
5. To **support** the iBUS **exploitation strategy**, initially within the toy and furniture sectors, facilitating the first entry in the European market.

Additionally, to the objectives established within the iBUS DoA, the EASME establishes specific general objectives of dissemination issues.

6. To **bring** our research **to the attention** of as many relevant people as possible.
7. To **demonstrate** how **research projects contribute to a European “Innovation Union”** and account for public spending by providing tangible proof.

As said before, the iBUS dissemination overall objective is to support the development of a new supply network involving at least 100 organisation at the end of the project, and 1000 within 5 years after the project. The **dissemination strategy** uses a cascade approach, to achieve maximum outreach to the target communities, making extensive use of established networks both within and outside the partnership. These will range from information diffusion via existing supply chains to inter-action through sector associations, industry support organisations, academic professional organisations etc. These objectives are quantified initially in the DoA which is the basis for the following (Table I). All members of the consortium will contribute to achieve them in a proportional way to their current network.

**Table I Building a new supply network for iBUS project**

iBUS Partner	Role	Current Network	New iBUS network members
Fabrica de Juguetes	Manufacturer, Distributor (Own and licensed games)		50 consumers-as-designers (individuals)
Juguettos	Retailer Subcon own-brand products	232 Retail Outlets 50,000 Loyalty Clusters Millions of consumers	50 consumers-as-designers (individuals)
LeFabshop	AM Equipment Broker with a network of 'FabLabs'	Thousands LeFabClub makers 100s business users	100's consumers-as-designers (individuals)
MCOR	AM Equipment Manufacturer	100s – customers	5% of customers = 5 organisations
Dassault	3D Design Software	1000s – customers 1000s users	
ManOPT	SCM Software	100s SCM s/w users	
AIJU	Spanish Research Association EU Notified body - Safety of toys)	500 member companies (toys) 7000 families approved	5% of members = 25 organisations

iBUS Partner	Role	Current Network	New iBUS network members
UL	Co-ordinator, Research, Education	100s NPD Students 100s SCM Students	
<i>Total – Current</i>	<i>11 organisations</i> <i>20 Individuals (FTEs)</i> <i>(From the budget table)</i>	<i>Total - NEW</i>	<i>100's organisations</i> <i>1000's Consumers-as-designers</i>

**Milestones: Supply network involving at least**

25 organisations / individuals (designers) at the end of M24,  
 50 organisations / individuals (designers) at the end of M36,  
 100 organisations / individuals (designers) at the end of the project, M48  
 1000 organisations / individuals (designers) within 5 years after the project.

These goals will be achieved through a number of activities that will allow, on the one hand, complying with the requirements set by the Horizon 2020 programme, and on the other hand, specifically catering for the communication needs of the iBUS project:

- ✓ Mandatory resources and activities set up as a contractual obligation and included in Annex I of the Grant Agreement. They include the following activities, whose specific objective, target and expected impact are quantified.

Activity	Objective / Target Audience / Impact
<p><b>Project website:</b> the main interface of the project towards the target groups and stakeholders, hosting the results of the project and providing updates on its activities, and keeping the partners in contact. T8.3</p>	<p><b>Objective:</b> General promotion of the project and notification of activities to potential users across Europe.</p> <p><b>Target Audience:</b> 20 average users per month in Y1 raising to 200 average users per month by the end of the project.</p> <p><b>Impact:</b> Generate interest among the potential user community.</p>
<p><b>Social media tools:</b> actively promotion of iBUS via LinkedIn, Facebook, Twitter and thematic blogs to raise awareness of its activities and share its results. T8.5</p>	<p>iBUS e-news, which adds new material on a monthly basis.</p> <p>Impact: Generate following of individuals from target sectors across Europe.</p> <p><b>Target Audience</b> 20 average followers per month in Y1 rising to 200 average followers per month by the end of the project.</p>
Activity	Objective / Target Audience / Impact
<p><b>Designer networks:</b> Engage with designer network such as ‘Design Crowd’; ‘Maker clubs’ such as Lefabshop’s and Fan artists for branded products.</p>	<p><b>Objective:</b> to further enhance the overall prospects of customers, successfully translating their needs into a proper product design.</p>
<p><b>Dissemination material:</b> project brochure, leaflets, poster, stickers and flyers for distribution and display at the project events such as the planned workshops, and at other local and international events that will be attended by the partners. T8.6</p>	<p><b>Objective:</b> to catch up the attention of a by-passer at specific events.</p> <p><b>Target Audience:</b> 20% of special events by-passers</p> <p><b>Impact:</b> allow quick and direct access to the project information, website (by QR codes of similar), continuously reminding the target audience.</p>
<p>Formal <b>Project Launch</b> in each country. T8.2</p>	<p><b>Objective:</b> General promotion of the project and EU H2020.</p> <p>Focused on potential users, including influencers in local regional agencies.</p> <p>Target: 100 attendees per country</p>
<p>Generate <b>promotional ‘news’ activity</b> in sectoral newsletters, local, regional or national papers. T8.3</p>	<p>General awareness to readers of newsletters and other media.</p> <p>Impact: To create interest in the project and its potential results.</p> <p>Target: Each country will generate 3 activities.</p>
<p><b>Workshops,</b> demonstrating AM technologies, will be held as part of the partnership meeting schedule (~ every six months). T8.11</p>	<p>These workshops will be held in selected locations chosen from the countries of the partner organisations:</p> <p>Impact: Spread the message to potential users</p> <p>Target: 30 attendees per workshop</p>
<p>Each country partner grouping will present at two <b>briefing events</b> during the project timeline – early</p>	<p>Provide visibility for the project to companies; industry groups and industry support agencies in the regions of the partners.</p> <p>Impact: Identify to potential companies how they could get</p>



to announce the project; towards the end to disseminate results. T8.6	involved in such an initiative. Target: 25 persons per event
Presentations of papers and awareness briefings at appropriate regional, national and/or international events.	To broadcast the aims and results of the project. Targeted towards industry and support agencies in partner countries & beyond. Impact: Identify to potential companies how they could get involved in such an initiative. Target: 500 companies, agencies and educational bodies
Liaise with Regional and National Development Agencies. T8.9	Awareness by RDA executives as to what iBUS can achieve for their clients. Impact: Potential integration of the results into national and regional initiatives. Target: Each partner country to liaise with 3 RDAs or equivalents.

Activity (continued).	Objective / Target Audience / Impact
Liaison with other catalysts, sectoral associations, support agencies, educational institutions, etc. T8.9	To ensure sustainability via mainstreaming of results through key sectoral players, decision makers and information multipliers.
Case studies reflecting end-users experiences and benefits. These will be available on the web-site. T8.10	A case study will be developed of each of the end-user partner's experiences. The case studies will be used as part of the final dissemination activities in each country. The case studies will also be published.
Submission of papers to at least one relevant conferences + Publication of papers per partner.	Papers presented and published. Impact: Acceptance of iBUS model among research community Target: Academic and business research community
Presentation of findings & results at relevant conference (preferably in non-partner country).	To act as pan-European launch of outcomes Impact: To provide information on the results to prospective users, to industry associations and to industry support executives across Europe.
<b>Technical Document to related TC (TC 261, TC...).</b>	To pave the way for the deployment of the iBUS system within the EU.
<b>Networking with other initiatives and projects:</b> information exchange, utilising synergies and promotion of iBUS including via the websites of other projects and initiatives. T8.9	Target audience: <b>Cordis</b> Website. <b>Eureka</b> ( <a href="http://www.eurekanetwork.org">www.eurekanetwork.org</a> ), whose objectives are to increase the productivity and competitiveness of european business through technology. <b>Development Agencies</b> as OECD, IVACE (in Spain, Comunitat

	<p>Valenciana), Enterprise Ireland, others</p> <p><b>Sectorial Platforms</b> as EFFRA - European Factory of the Future Research Association, PLATECMA –Technological Platform of Traditional Manufacturing Sectors (SMT), Manufacture, Eumat – European Technology Platform for Advanced Engineering Materials and Technologies design, etc.</p> <p><b>Federations &amp; Associations:</b> ESBA (European Small Commerce Association, EMOTA – the European e-Commerce and distance selling, Business Europe, FEDMA – Federation of European Direct Marketing Association, e-Commerce Europe, IAB Europe, Eurochambres, Toy Industries of Europe, the British toy business and a large etcetera.</p> <p><b>Other related projects</b> see partner networks and projects, Section 4.</p> <p><b>Standardization TC</b>, i.e. TC261 through AIJU</p> <p><b>Others</b> considered during the Project development.</p>
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Activity (continued).	Objective / Target Audience / Impact
<p><b>Dissemination at Trade Shows relevant to the iBUS supply chain. Consideration will be after cost / benefit analysis to dissemination targets. TX.X</b></p>	<p>Conferences organised by Partners:</p> <p>3D printing in Berlin —&gt;<a href="http://inside3dprinting.de/?lang=en">http://inside3dprinting.de/?lang=en</a></p> <p>Rapid Tech Erfurt —&gt;<a href="http://www.rapidtech.de/en/homepage.html">http://www.rapidtech.de/en/homepage.html</a></p> <p>Euromold: <a href="http://www.euromold.com/index.php?id=51&amp;l=1">http://www.euromold.com/index.php?id=51&amp;l=1</a></p> <p>Le FabShop is the organizer of Maker Faire Paris, and Mini Maker Faire in France.</p> <p><u>Others:</u></p> <p>Spielwarenmesse International Toy Fair, Nuremberg (DE)</p> <p>The Toy Fair, London (UK)</p> <p>POWTECH-World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids, Nuremberg (DE)</p> <p>EuroMold-World Fair for Moldmaking and Tooling, Design and Application Development (DE)</p> <p>imm cologne-The international furnishing show, Cologne (DE)</p>

✓ Design and implementation of project specific Dissemination activities and materials. They include: periodic e-newsletters, publications (press releases, (e-)magazines, etc.) in technical and general mass media, participation in (International) events related to the project subject, tests with families, videos, etc. The overall goal of the project’s own activities is to inform an EU-broad stakeholder audience about the project’s activities and outcomes.

The different activities are temporarily planned in section 5 (Dissemination tools and activities) and translated in detail to the Communication working Plan.

### 3. iBUS TARGET GROUPS/ STAKEHOLDERS

The iBUS stakeholders are those organisations, groups or individuals that can affect or become affected by the activities carried out within the project and the implementation of its results. The following discussion introduces the stakeholders of the iBUS project and their impact on the project.

Initially the iBUS network is the iBUS consortium partners. Members of the consortium contribute to the design, implementation and validation of the iBUS model. They can act individually, (introducing the whole, or part, of the iBUS model within their individual business strategies and networks) OR collectively as a network. The iBUS network will grow during the project duration under conditions to be agreed by the consortium for the iBUS business model (WP7 Tasks 7.3 and 7.4).

The Special Interest Group (SIG) are those interested in the iBUS concept, with the potential to contribute to the design of the model, join the network, or spin-out the iBUS model as either customers, suppliers, retailers etc. (Table III).

#### 3.1 iBUS target Groups: Value Chain

The focus of iBUS project is on the capture, creation and delivery of equitable value for all the value chain – consumers, suppliers, manufacturers, distributors and retailers-, enhancing collaboration and trust within the demand and supply networks (Table II). They constitute the main target of the project outputs. They can pro-actively contribute to the iBUS system demonstration by introducing the system within their business strategy or being part .

***The following are considered actors within the iBUS new business model and are potential iBUS network members***

- Consumers choose their activities and use to purchase according a solid personal basis. They have a great capability of dissemination of the information, through the world of mouth, generating a viral effect of great persuasiveness.

Within iBUS concept, customers will transform their role from being passive consumers to become designers and “customisers”, achieving a tailored product according to their requirements with expected longer life cycle (as it should cover their full requirements). In this sense, the customer awareness must be mobilised and easy tools (as the platform the iBUS intends through pre-configured templates or freeform design user-friendly ones) provided to allow them creating better personalised products that totally fit their expectations, manufactured locally and sustainably to order, and that meet product safety guidelines.

- Designers all, home-based, fan-artists and professional designers can customise existing designs (parametric design principles) or test new design concepts. They can contribute to increase the designs network according to IP approach (similar to the sale of Project Website templates although other will be evaluated in detail). This can increase the

employment for local designers. Home-based designers and fan-artists will be able to link to the manufacturer, working with known branded products, thus leveraging the brand's opportunity. In turn the home based designers provide the brand with new designs. The toys and furniture designers use the information on Market Opportunity to prioritise their new product template designs. With this aim, they will have available in the cloud, based tool to design their products and easily create a 'Shop Front' on the iBUS eCommerce platform. They will support the platform by evaluating the efficacy of the iBUS component systems.

Additionally to the activities established in section 5 of this Deliverable, they will be directly addressed in order to reach the intended milestones MS14, MS15 AND MS16.

- Suppliers will be included in the iBUS suppliers' network. Within iBUS system, they will have the chance of being more flexible and demand driven, growing both, their B3B and direct B2C business. They will have the competitive advantage of supplying customised products based on internet enabled transactions in one step manufacturing process according to its production capabilities and having demand information in real time. They will have visibility of, and make decisions based on, end-customer demand thus increasing their economic yield. They will be capable of making specific orders according to their resource capacity and materials on hand. The platform also intends to support post sales engagement between suppliers and the customer.

Apart from being part of iBUS suppliers' network, they can provide the iBUS project with their requirements for a Market Demand Visibility suite of support tools.

- Manufacturers will then produce the furniture and toys in small scale series production driven by the actual customer demand. Thus, production will be carried out in a distributed manner. They will have the chance of selectively exploit disruptive technologies; (i) the internet (digital information) and (ii) additive manufacturing (3D printing) to locally fulfil the demand for safe customisable products. They will be able to increase their direct sales through internet and social media channels, particularly on low volume customised products. With this system, they will not have inventory excess.

They are also part of iBUS network and will contribute to the design and validation of iBUS for the customised manufacturing of different kinds of products as well as providing a valuable supply chain for the iBUS Integrated Model.

- Retailers can significantly contribute to iBUS project by hosting **in-store design workshops** whereby potential designers can experiment online with 3D tools and print the product also in-store. Several options are considered within the iBUS project: (i) Consumers can bring, or upload, a digitised design ready to print. (ii) The consumer could customise a design from the retailer's own-range of products, or (iii) customise a licensed design.

These outlets will also be used to facilitate "workspaces" where the customers or local designers can come to develop the product concept, which are then produced on small scale 3D printing equipment in the store, at a local supplier, or custom manufactured at a local

manufacturer. This concept also has the possibility to allow final customisation of, and accessories for, standard own-brand toys in-store.

With this system, they can augment retail sales with internet sales channels; retailers can be both ‘brick’ and ‘click’. They will have available cloud based tool to design their products and easily create a ‘Shop Front’ on the iBUS eCommerce platform.

- Distributors will first handly know the demand likes and trends by participating in such a system. They can adapt their products to this likes and tastes, avoiding having any surplus. They can jointly collaborate with retailers to determine where customisation issues trends are being set and consequently adapt their business.

AS both, traditional and iBUS system businesses will be developed in parallel, distributors contribute to the iBUS business by covering the large market section that is not covered by the new structure.

- The Federations and Associations represent in a unified way the common interest of a certain groups related to a given field. They carry out advice functions and search for a common goal. In this sense, they can be a tractor channel to implement the results of the iBUS project.

Value chain will be addressed and reached according to section 5 through general communications, workshops at the retail, direct communications, mailing, etc., networking actions, etc. all, through digital and printed media, by e-mail or in life events, etc. in such a way that it highlights the benefits the iBUS system can report them to boost their interest in actively contributing to the iBUS supply chain.

Table II Target Groups: the Value Chain

Target Group	Organisations related to the value chain	
	Individuals	Organisations
Consumers	Parents and their children	Organisations aiming to make a benchmarking action
Designers	Home designers Professional designers on their own Designers Networks	Professional designers working for an SME or LSE Designers Networks
Suppliers	Toys & Furniture Chains Toys & Furniture Franchises Non-specialist distributors (department stores, multi-stores, hypermarkets, DIY, mail order)	

Manufacturers	Toy Manufacturers (AIJU’s database) Toy Industries of Europe (represents 95% of the EU Toys manufacturers) Furniture manufacturers (AIJUS childcare articles manufacturers), <b>other partners database</b> European Furniture Manufacturers Search in different data bases
Retailers	Independent toys & Furniture retailers Direct sales Search in different data bases

Table II Target Groups: the Value Chain

Target Group	Organisations related to the value chain	
	Individuals	SMEs
Distributors.	AIJU’s data base Online sites Specialised toy stores Search in diverse data bases	
Federations & Associations	European Small Commerce Association (ESBA) European e-Commerce and distance selling, Business Europe (EMOTA) Federation of European Direct Marketing Association, e-Commerce Europe (FEDMA) IAB Europe Eurochambres TIE - The Toy Industries of Europe British toy business UEA: European Federation of Furniture Manufacturers Toy Retailers association International Council of Toy Industries British Toy & Hobby Association Association of Suppliers to the Furniture Industry Ltd (ASFI) European Furniture Industries Confederation (EFIC) The International Furnishings and Design Association (IFDA) The British Contract Furnishing Association (BCFA) British Furniture Manufacturers (BFM) EuPC - European Plastics Converters APME- Association of Plastic Manufacturers in Europe	

### 3.2 iBUS SIG/Stakeholders

The Special Interest Group (SIG) are those interested in the iBUS concept, with the potential to contribute to the design of the model, join the network, or spin-out the iBUS model as either customers, suppliers, retailers etc. Specific Stakeholders are listed in Table III.

- The European Institutions represent the European citizens, promoting the interest of the entire EU and establishing general priorities. Within the national scope, the governments protect their own National interests within the Council of European Union. In their functions, they mark the EU general policy by means of the 'ordinary legislative procedure' and the laws that apply throughout the EU.

These institutions, jointly to the public authorities listed below, will be addressed through the own European Commission procedure with the aim of including those results of the project that can influence on current policies, supporting new legislative measures or reviewing the current boosting sustainable development.

- Public authorities (local, National & European) can have a relevant paper when generating specific policies that promote the implementation of the project results, it is to say, to encourage the use of internet to create business models with new supply chains for sustainable customer-driven small series production.

Current legislation promotes action to return delocalised manufacturing to Europe, the reduction in the environmental footprint compared to products produced in the traditional value chains, the creation of novel supply networks and the creation of new embedded services supporting the customer-driven supply chain. These policies will evolve, be adapted and updated accordingly the project results and its indicators.

Table III list the main public organisations related to the involved value chain. These agencies will facilitate the industrial implementation at European level of the iBUS project integrated business.

- The Standardisation and Certification organisation, establish the requirements a new product must fit to achieve its full market implementation, applying European Directives and Regulations and the way the products can be tested to verify its fulfilment. Especially on those related to additive manufacturing processes, they do not compete with traditional technologies at the same level. Consequently, it is very important in order to achieve a full market implementation to establish new standards for those technologies. Moreover, the toy sector regulation within Europe is one of the most stringent ones worldwide. For the overall implementation of the iBUS outputs it is required to ensure that issued products will be as safe as traditionally made ones.

These organisations can be addressed through several ways; by sending them a technical document asking for the standardisation of this system within the market that includes and enhances the consideration of safety issues in such a standardised market as the Toy sector

or also by demonstrating them that products achieved by this system goes through a complete testing process.

- The Environmental organisation promote the sensitisation and communications in environmental subjects as well as the monitoring of emerging knowledge and the application of good practices in the corresponding system, analysing the potential implication on the group.

The detected environmental organisation as stakeholders will be addressed through communication in specific sites and, in specific cases in which they generate a considerable added value, directly, making them aware of the big environmental benefits of the iBUS project.

These organisations have big influences on a section of the populations whose actions and purchase motivations are being pushed by good environmental practices. This constitutes the main aim of their interest as stakeholders.

- The Consumer organisations uphold the consumers and users' rights. They execute the legal representation of the last, participation, defence, advice and consult in the corresponding territorial scope. It is of big interest, as a consequence, that the results of the project are consistent with the consumers' interests.

With this aim, these organisations could be consulted if a deviation on regard the foreseen objectives that could infringe the consumers' rights are observed. They will be also addressed through general communications actions carried out within the project.

- Researchers are in the state-of-the-art of the different research parcels they conduct. Jointly to the Technological Platforms/Associated Technological Centres they define the research strategies and technological development to improve the competitiveness within the sector they are involved in. They are promoted by industrial organisation and feature with the participation of the scientific and technological agents to align the EU research priorities with the industrial needs. They include the complete economic value chain, what guarantees that the knowledge generated by research are transformed in processes and technologies and, definitely, in commercial products and services.

They can highly contribute to iBUS system by providing feedback on the different research parcels (especially Additive manufacturing, hybrid technologies, B2B and B2C systems) the project is involved in.

They will be reached through technological newsletters, specialised publications, active participation in congresses, conferences, conventions, workshops or other format events and other specific actions established in section 5 of this Deliverable.

- Investors will be attracted by and benefit from such an innovator business driven by the demand that can produce customised products in an effective and (eco-)efficient way.



They can promote the iBUS project in such a way that can ensure its market implementation. For this reason, they will be reached with dedicated documentation addressed to them.

- As far as iBUS market implementation is expanded, skills and educational training is a must. This action will be progressively made through the dedicated workshops at the retailers and intended FabLabs to the partners involved and, extensively, all those that could be interested during the project execution that can contribute implementing strategies within their organisations that imply pushing the penetration of the iBUS system.

- The media perform a previous selection of the content in their editions. Consequently, it is very interesting to catch up their interest in such a way that they publish the content we send them and, consequently, inform the corresponding target on the project development. For that, the language used according to the target and the title will have a main function.

- Other related projects can contribute to iBUS by sharing their experiences with the consortium in such a way that they can that 'good practices' can be implemented to the iBUS nurtured by others' experiences as well as improve some of the subjects involved.

In the same way, iBUS development can feed and contribute to other projects good practices and improvement.

- Others arising during the project development that could have not been considered in this deliverable.

Table III Stakeholders

Stakeholders	Consumers	Designers	Product Modelling & Cloud Infrast.	Manufacturers/ Suppliers	Machine/ Tool makers	Retailers/ Virtual Business Broker
European Institutions, Public Authorities	European Commission, European parliament, Council of the European Union, European council, etc.: Cordis Website, Eureka Network National Ministries, Regional organisations, Town Halls... Regional and National development agencies: OECD, IVACE, Enterprise Ireland					
Standard Bodies	CEN/TC 52 – Safety of toys CEN/ TC 207 Furniture	CEN/CLC/JWG 5 – Design for all CEN/TC 406 – Mechanical products – Eco-Design methodology	CEN/WS RACS – Requirements & recommendations for Assurance in the cloud	CEN/TC 438 Additive Manufacturing ISO/TC 261 Additive Manufacturing CEN/WS 072 - Framework for SustainValue - Sustainable Value Creation in manufacturing networks	CEN/SS 117 Machinery in general (incl. Safety) CEN/TC 114 – Safety of Machinery CEN/TC 143 – Machine tools – safety ...	CEN/WS eBES – e-Business Board for European Standardisation CEN/WS eCAT - eCataloguing (Multilingual catalogue strategies for ecommerce and ebusiness ...

Table III Stakeholders

Stakeholders	Consumers	Designers	Product Modelling & Cloud Infrast.	Manufacturers/ Suppliers	Machine/ Tool makers	Retailers/ Virtual Business Broker
Environmental	<p>Global Environment facility (ESPG), Intergovernmental panel on Climate Change (IPCC), International Union for Conservation of Nature (IUCN), United Nations Environment Programme (UNEP), World Nature Organisation (WNO), Centre for Science and Environment (CSE). IDEAS for Us, Society for the Environment, World Business Council for Sustainable Development (WBCSD), World Resources Institute, (WRI), Worldwatch Institute, Centre for Environment Science and Technology (CESTE), etc. at the international level.</p> <p>European Environment Agency (EEA), International Council for Local Environmental Initiatives (ICLEI), European Association of Environmental and Resource Economists (EAERE), European Environmental Bureau (EEB), European Environmental Citizens Organisation for Standardisation(ECOS), INFORSE-Europe, etc. within the European scope.</p> <p>Others at National scope.</p>					
Consumers organisations	<p>Consumers international, Organic Consumers Association (OCA), etc. at International level.</p> <p>The European Consumer organisation (BEUC), European Association for the Coordination of Consumer Representation in Standardisation (ANEC), the Internal Market and Consumer Protection (IMCO), European Consumers Safety Association, European Federation of Associations of Market Research Organisations (EFAMRO), European Society for Opinion and Marketing Research (ESOAMAR), etc. within the European scope.</p> <p>Organisation of Consumers and Users (OCU), i.e., within the National Scope.</p>					

Table III Stakeholders

Stakeholders	Customers	Designers	Product Modelling & Cloud Infrast.	Manufacturers/ Suppliers	Machine/ Tool makers	Retailers/ Virtual Business Broker
Platforms, PPPs and RTD's	<p>Networked European Software and Services Initiative (<b>NESSI</b>), European Technology Platform for Communications Networks and Services (<b>Networld 2020</b>), European Technology Platform for Advanced Engineering Materials and Technologies (<b>EuMAT</b>), Future manufacturing Technologies (<b>Manufuture</b>) and its <b>sub-platforms</b> (the <b>AM platform</b>, <b>European Concept</b> sub-platform, the <b>European tooling</b> sub-platform or the <b>Joining</b> Platform), The European Technology Platform Industrial Safety (<b>ETPIS</b>), European Technology Platform for High Performance Computing (<b>ETP4HPC</b>), Embedded computer Systems Platform (<b>ARTEMIS</b>). Their members.</p> <p>PPPs: Factories of the Future (<b>FoF</b>), Sustainable Process Industry (<b>SPIRE</b>), their research associations as <b>EFFRA</b> and members.</p> <p>Others at regional scope: PLATECMA – Technological Platform of Traditional Manufacturing Sectors (SMT).</p>					
Investment	<p>European Fund and Asset Management Association (EFAMA)</p> <p>Angel Den crowd funding platform, Business Angel Art et Métiers, Innovation Warehouse, Propeller Venture Accelerator and others</p> <p>Entrepreneurs in general, start-ups, etc. <a href="https://www.wwbconnection.com/">https://www.wwbconnection.com/</a></p>					
Skills & Educational Training	<p>European and International associations related to education<sup>1</sup></p> <p>ASSOCIATION OF RESEARCH, INNOVATION AND TRAINING</p>					

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<sup>1</sup> <http://www.b.shuttle.de/wifo/educ/r-ass.htm>

Table I Stakeholders

Stakeholders	Customers	Designers	Product Modelling & Cloud Infrast.	Manufacturers/ Suppliers	Machine/ Tool makers	Retailers/ Virtual Business Broker
Media <sup>1</sup> :	6 related media contacts (2 consumers, 1 toys, 3 childcare)	1 related media content + other transversal publications	1 media related to TIC + other transversal publications	11 media related to plastics. 7 media related to AM	40 media related to technology.	10 media related to Business Investors' Business Daily
<sup>1</sup> Just AIJU's database	The dissemination leader has a data base of more than 75 general digital & printed media all at the European, Spanish and International scope for the distribution of press release, articles, videos, etc. 30 additional sites for the displaying of R&D&I news. AIJU's and the partners' <b>communication agencies</b> with their own database for the distribution of press releases, articles, radio or TV broadcasts, etc.					
Other related projects:	Search at Cordis and other databases.					
Others:	To determine according to new signs of interest during the project development as well as the filling in of new related media.					

### 3.3 Processing of personal data

Value Chain, stakeholders and SIG (Special Interest Groups) of iBUS project will be maintained within an iBUS contact list (Annex I **iBUS contact list**) that will be continuously updated by all the members of the consortium.

With this aim, article 39.2 of the Grant agreement must be met. In short, beneficiaries must process personal data under the Agreement in compliance with applicable EU and national law on data processing (including authorisations or notification requirements), only to data that is strictly necessary for implementing, managing and monitoring the Agreement and informing the personnel whose personal data are collected and processed by the Commission, providing them the specific privacy statement (SPSP) before transmitting their data to the Commission.

Consequently, partners will apply the following procedure for the dissemination of information related to the project:

1. Identification of the relevant stakeholders among their respective contact bases with potential interest in iBUS by the project partners.
2. First forwarding of an initial email asking for permission to send them information relative to the iBUS project.
3. Once confirmation of interest received, the information will be directly included within the iBUS contact list in the corresponding label.

## 4. KEY MESSAGES

Key messages are directly related to section 2. GOALS OF THE iBUS DISSEMINATION OBJECTIVES. Thus, key messages according to the communication objectives are directly interrelated in Table IV.

As the key message develops according to the phase of development of the project, they have been put in chronological order, although they can be used in a mixed way in all the phases of the project development.

Table IV Key message to provide according to the dissemination objectives and the phase of development of the project

Objectives (According to Section 2)	Key Message	Phase of development of the project
7. To demonstrate how research projects contribute to a European “Innovation Union” and account for public spending by providing tangible proof	<p>Communication of the Project starting</p> <p>Informing on the project aims and procedure</p> <p>Informing on the transparency in the use of public funds (in all the communications issued)</p>	Project Start
6. To bring our research to the attention of as many relevant people as possible	<p>Wide communication of the project aims and expected impacts (during the whole project)</p> <p>Inform on the project development</p> <p>Display the main advantages expected within the global economy</p>	Project start and development
4. To ensure that relevant information on the outputs of the project will have an extended reach across Europe to all the stakeholders (research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training)	<p>Inform on the project development, highlighting those innovative results that improve current scenario</p> <p>Disseminate relevant outputs (that are not protected by IPRs and/or can be used in technical communications – always-)</p>	Project development, first outputs
2. Receive inputs on concepts from the relevant target groups and	Disseminate relevant outputs and bottlenecks	Project development. First outputs. First associated risks

<p>stakeholders to incorporate new concepts and ideas, as the underpinning technologies and business models are rapidly changing</p>	<p>encountered according to the objectives aimed</p> <p>Direct questions, asking on the risks arisen in relation to the pursued objectives</p>	<p>arisen</p>
<p><b>Objectives (According to Section 2)</b></p>	<p><b>Key Message</b></p>	<p><b>Phase of development of the project</b></p>
<p>3. To effectively communicate and convey to end-users the results of the project, supporting the growth of the network and achieving the impact foreseen</p>	<p>Disseminating relevant outputs, enhancing the benefits for the aimed markets, stakeholders and value chain involved</p> <p>Direct invitation to be part of the supply chain</p>	<p>Project advanced development. Outputs become a reality with little or none associated risks</p>
<p>1. To raise awareness on the project benefits to pave the way towards the future market penetration once the iBUS has finished</p>	<p>Wide transfer of the results by making the end-user to easily design their customised toy or furniture product all, through the internet site or within alive events.</p> <p>To make end-users actively participate</p>	<p>Project almost developed. Main commercial milestones achieved. Some risk pending to be overcome</p>
<p>5. To support the iBUS exploitation strategy, initially within the toy and furniture sectors, facilitating the first entry in the European market</p>	<p>Technical documentation and presentations</p> <p>Technical documents to ISO/TC ensuring that the products made by this system meets safety</p>	<p>Project developed and milestones achieved and risks overcome</p>



## 5. TAILORED COMMUNICATION, ACTIVITIES AND TOOLS.

There is a direct relationship among the different communication objectives (directly related to 4. KEY MESSAGES), activities and tools involved to be used and stakeholders. Table V puts in a visual way this interrelation.

This table considers all the activities and a tool defined in WP8 of the iBUS project on dissemination activities except this Dissemination Plan, and the project Logo, which is part of the corporate image and the Inwards dissemination procedure, both established in section 1.3 [Need for the iBUS Dissemination Plan](#). It also establishes a previous temporal perspective that will be later translated to 6. iBUS DISSEMINATION AND COMMUNICATION WORK PLAN. This Work plan will be an alive document that will include new activities related to the other WPs that WP8 can support (i.e. WP2 questionnaire) and other activities issued within this WP.

Table V Tailored Communications

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project start (2015)	7, 6	Website Layout and post	iBUS Project Website	T8.3	General public
	7, 6	Write a press release	PR distribution sites/ partners' communication agencies	T8.5	General public
	7, 6, 4	Post in partners' corporative website	Partners' corporative Websites	T8.5	Value chain
	7, 6, 4	Article in partners' Newsletters/ publications	Article tailored to their specific target	T8.5	Value chain
	7, 6, 4	Social and other media tools	Facebook, twitter, LinkedIn & partners' available tools	T8.5	General public
	7, 6, 4	Project Newsletter	e-Newsletter	T8.5	Stakeholders
	7, 6, 4	Participation in related events	Dissemination material: Flyer	T8.6	Stakeholders
	7, 6, 4	Formal project Launch in each country	Alive Event	T8.2	Value chain, Stakeholders
	7, 6	Website cont. update	Google Algorithms: SEO	T8.3	General Public

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS initial development (1 <sup>st</sup> ½ 2016)	7, 6	Website continuous update	Google Algorithms: SEO	T8.3	General Public
	7, 4, 2	Press release: main results and potential feedback required by WP2	PR distribution sites/ partners' communication agencies	T8.5	WP2 stakeholders
	7, 4, 2	iBUS/partners e-Newsletter/s - tools	Article on WP2	T8.5	Value chain
	7, 6, 4, 2	iBUS social media identity	Social media tools available for iBUS project. Partners' social media	T8.5	Value chain, stakeholders, general public
	7, 6, 4	Participation in related events	Dissemination material: Poster/ Roll Up	T8.6	Stakeholders
	2	WP2 Questionnaire	Polls distribution sites	T8.8	Stakeholders
	7, 4, 2	Designer networks	Networking actions	T8.8	Stakeholders
iBUS project development (2 <sup>nd</sup> ½ 2016)	7, 6, 4	Website continuous update, natural linking	Google Algorithms: SEO	T8.3	General Public/ stakeholders
	7, 4	Article: main results achieved within WP2	Trade magazine	T8.5	WP2 stakeholders
	7, 4, 2	iBUS/partners e-Newsletter/s - tools	Article on WP2- WP4	T8.7	Value chain
	7, 6, 4, 2	iBUS social media identity	Social media tools available for iBUS project. Partners' social media	T8.5	Value chain, stakeholders, general public
	7, 6, 4	Participation in related events	Dissemination material Presentation	T8.6	Stakeholders
	2, 3	Validate iBUS Demand & Supply Methodology (WP7)	Networking actions	T8.8	Value chain

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project development (1 <sup>st</sup> ½ 2017)	7, 6, 4, 2, 3, 1	Website continuous update, natural linking, keywords determining Post suitable demonstrators Turn into Web 2.0 to receive feedback from users	Google Algorithms: SEO	T8.3	General Public/ Stakeholders / Value Chain
	7, 6, 4, 2	Website analysis and [if proceeds]contingency plan	SEO analytic tools	T8.3	Stakeholders / Value Chain
	7, 4, 2	Press release/s: main results and potential feedback required by WP3, WP4, WP5, WP6 & WP7	PR distribution sites/ partners' communication agencies	T8.5	WP3, WP4, WP5, WP6 & WP7 specific target
	7, 4, 2	Trade article	Article on WP4 outputs	T8.5	WP4 specific target
	7, 4, 2	iBUS/partners e-Newsletter/s - tools	Article on WP4 tailored to their specific target	T8.5	Value chain
	7, 6, 4, 2	iBUS social media identity	Social media tools available for iBUS project Partners' social media	T8.5	Value chain, stakeholders, general public
	7, 6, 4	Participation in related events	Dissemination material, presentations/ papers, etc	T8.6	Stakeholders
	2, 3	Validate iBUS Demand & Supply recruitment Methodology (WP7)	Networking actions	T8.8	Value chain

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project development (2 <sup>nd</sup> ½ 2017)	7, 6, 4, 2, 3, 1	Website continuous update (natural linking, keywords review) Post suitable demonstrators. Web 2.0	Google Algorithms: SEO	T8.3	General Public/ Stakeholders / Value Chain
	7, 4	Article/s: main results achieved within WP3, WP5 & WP6	Trade magazine/s	T8.5	WP3, WP5 & WP6 Target
	7, 4, 2, 3, 5	iBUS/partners e-Newsletter/s - tools	Article on WP3, WP4, WP5, WP6, WP7 & WP9 tailored to the partners' specific target	T8.5	Value chain
	7, 6, 4, 2, 1, 5	iBUS social media networking with SIG	Social media tools available for iBUS project. Partners' social media Networking with SIG through Social media	T8.10	Value chain, stakeholders, general public
	2, 3, 1, 5	Participation in related events	Dissemination material Presentation [if proceeds] Demonstration workshops: Furniture	T8.6	Stakeholders / Value Chain
	2, 3, 1	Apply iBUS Demand and Supply recruitment Methodology	Networking actions	T8.8	Value chain
	7, 6, 2, 3, 1	Case studies development reflecting end-users experiences and benefits	Pictures, diagrams, interviews, short videos	T8.9	Value chain/ Stakeholders

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project development (1st ½ 2018)	7, 6, 4, 2, 3, 1	Website continuous update (natural linking, keywords review) Post case studies and demonstrators. Web 2.0	Google Algorithms: SEO	T8.3	General Public/ Stakeholders / Value Chain
	7, 6, 4, 2, 3, 1	Website analysis and [if proceeds]contingency plan	SEO analytic tools	T8.3	Stakeholders / Value Chain
	7, 6, 4, 3, 1	Broadcast	Radio, TV, etc	T8.5	Broad public
	7, 4	Article/s: main results achieved within WP3 & WP4	Trade magazine/s	T8.5	WP3 & WP4 Target
	7, 4, 2, 3, 1, 5	iBUS/partners e-Newsletter/s - tools	Article on WP3, WP4, WP5, WP6, WP7, WP8 & WP9 tailored to the partners' specific target	T8.5	Value chain
	7, 6, 4, 2, 1, 5	iBUS social media networking with SIG	Social media tools available for iBUS project Partners' social media Networking with SIG through Social media	T8.10	Value chain, stakeholders, general public
	2, 3, 1	Demonstration workshops/ Fairs	Demonstrators issued by the project	T8.11	Stakeholders / Value Chain
	4, 3, 1	Dissemination at Trade shows	Trade shows	T8.6	Stakeholders / Value chain
	2, 3, 1	Apply iBUS Demand and Supply recruitment Methodology	Networking actions	T8.8	Value chain

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project development (2 <sup>nd</sup> ½ 2018)	7, 6, 4, 2, 3, 1	Website continuous update (natural linking, keywords review) Post case studies and demonstrators. Web 2.0	Google Algorithms: SEO	T8.3	General Public/ Stakeholders / Value Chain
	7, 4	Article/s: main results achieved within WP3, WP5 & WP6	Trade magazine/s	T8.5	WP3, WP5 & WP6 Target
	7, 4, 2, 3, 1, 5	iBUS/partners e-Newsletter/s - tools	Article on WP3, WP4, WP5, WP6, WP8 & WP9 tailored to the partners' specific target	T8.5	Value chain
	7, 6, 4, 2, 1, 5	iBUS social media networking with SIG	Social media tools available for iBUS project Partners' social media Networking with SIG through Social media	T8.10	Value chain, stakeholders, general public
	2, 3, 1	Demonstration workshops/ Fairs	Demonstration products	T8.11	Stakeholders / Value Chain
	7, 4, 3, 1, 5	Briefing event by country	Event	T8.6	Stakeholders / Value chain
	2, 3, 1	Apply iBUS Demand and Supply recruitment Methodology	Networking actions	T8.8	Value chain

Phase	Objective no.	Activity	Tool	Task no:	Target
iBUS project finalisation (2019)	7, 6, 4, 2, 3, 1	Website continuous update (natural linking, keywords review) Post case studies and demonstrators. Web 2.0	Google Algorithms: SEO	T8.3	General Public/ Stakeholders / Value Chain
	7, 4	Article/s: main results achieved within WP3, WP5 & WP6	Trade magazine/s	T8.5	WP3, WP5 & WP6 Target
	7, 4, 2, 3, 1, 5	iBUS/partners e-Newsletter/s - tools	Article on WP3, WP4, WP5, WP6, WP8 & WP9 tailored to the partners' specific target	T8.5	Value chain
	7, 6, 4, 2, 1, 5	iBUS social media networking with SIG	Social media tools available for iBUS project. Partners' social media Networking with SIG through Social media	T8.10	Value chain, stakeholders, general public
	2, 3, 1	Demonstration workshops	Demonstration 3D products	T8.11	Stakeholders / Value Chain
	1	Technical document to related ISO/TC	Document	T8.10	Stakeholders
	7, 4, 3, 1, 5	Briefing event by country	Event	T8.6	Stakeholders / Value chain
	2, 3, 1	Apply iBUS Demand and Supply recruitment Methodology	Networking actions	T8.8	Value chain

## 6. iBUS DISSEMINATION AND COMMUNICATION WORK PLAN

According to previous section, a previous approximation of the specific activities have been listed for the whole project, establishing its approximate time of execution, the actions to be carried out, an approximation of the content of the message and the responsible organisation to carry out (Annex 2). Once it is listed in the first label of the excel a GANNT is automatically reproduced in label 2 (Table VI). This work plan also includes Communication activities established within the DoA.

This plan is an alive document. New actions can be planned and included. An annual revision on the impacts achieved and the planned activities will be done in a year basis.

## 7. MONITORING OF IBUS COMMUNICATION ACTIVITIES

The monitoring of these actions will be carried out in the same document (Annex 2), in its label 3. For the determination of the potential impact achieved by them, label 3 considers quantitative and qualitative aspects. Thus, monitoring will be made from a double perspective; the development or not of the planned action and the assessment of the potential impact (Table VII).

AIJU will monitor it, making the partners aware in case of deviation and, if it is required, AIJU will suggest the Coordinator (UL) and the partners involved a potential contingency plan. All contingencies arising will be registered in the observations' label.





Table VII Monitoring Achievements of the iBUS Communication Workplan

ACTIVITY	NO	Title	Responsible	Month End	Results				Made in term	Annex No	Observations
					ES	EU	Internat.	Total			
Project Website	T8.3	iBUS project website: Layout & post	1. UL	4				0	YES/NO		
Formal Project Launch	T8.2	Formal project Launch in each country (ES)	10. AIJU	3				0	YES/NO		
Formal Project Launch	T8.2	Formal project Launch in each country (ES)	1. UL	3				0	YES/NO		
Formal Project Launch	T8.2	Formal project Launch in each country (ES)	5. LeFabShop	3				0	YES/NO		
Formal Project Launch	T8.2	Formal project Launch in each country (ES)	9. UPB	3				0	YES/NO		
Social & other media tools	T8.5	Press release: A new platform gives you the	10. AIJU	4				0	YES/NO		
Social & other media tools	T8.5	Post in the partners' corporative Websites	All	4				0	YES/NO		
Social & other media tools	T8.5	Partners' Newsletters - tools	10. AIJU	4				0	YES/NO		
Social & other media tools	T8.5	Partners' corporative Websites	All	4				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (Start)	10. AIJU	4				0	YES/NO		
Dissemination Material	T8.6	Participation in related events (presentations, if	All	48				0	YES/NO		
Social & other media tools	T8.5	Social Media Identity: Facebook, LinkedIn, Twitter	5. LeFabShop	8				0	YES/NO		
Dissemination Material	T8.6	Rolle Up/ Póster of the projec in each Language	1. UL	10				0	YES/NO		
Inwards dissemination	T8.7	WP2 Questionnaire	10. AIJU	10				0	YES/NO		
Networking	T8.8	Engage with designers Networks	Selection of partners	48				0	YES/NO		
Project Website	T8.3	iBUS project website: continuous update, natural	1. UL	48				0	YES/NO		
Social & other media tools	T8.5	Main results and potential feedback required for WP2	10. AIJU	10				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	7				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	10				0	YES/NO		
Social & other media tools	T8.5	Feeding iBUS / partners' social media	5. LeFabShop	48				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP2 publishable results	1. UL	14				0	YES/NO		
Inwards dissemination	T8.7	Validate iBUS Demand & Supply Methodology	1. UL	48				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	13				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	16				0	YES/NO		
Project Website	T8.3	Website analysis &, if proceeds, contingency plan	1. UL	22				0	YES/NO		
Social & other media tools	T8.5	Press release/s: main results & potential feedback	10. AIJU	22				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP3, WP5 &/or WP6 publishable	Selection of partners	22				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	19				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP4 publishable outputs	10. AIJU	22				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	22				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	25				0	YES/NO		
Social Networks	T8.10	iBUS social media networking with SIG	All	48				0	YES/NO		
Case Studies	T8.9	Reflecting end-users experiences and benefits	1. UL	48				0	YES/NO		
Demonstration Workshops	T8.11	Workshops demonstrating AM technologies	Selection of partners	48				0	YES/NO		
Demonstration Workshops	T8.11	Fabclubs (6 LeFabShop, 4 Juguettos, 1 each	5. LeFabShop	48				0	YES/NO		
Demonstration Workshops	T8.11	iBUS demonstration	5. LeFabShop	48				0	YES/NO		
Demonstration Workshops	T8.11	Dissemination at Trade Shows	All	48				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	28				0	YES/NO		
Project Website	T8.3	Website analysis &, if proceeds, contingency plan	1. UL	34				0	YES/NO		
Social & other media tools	T8.5	Radio, TV broadcast [to determine]	1. UL	34				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP3-WP4 publishable outputs	Selection of partners	34				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	31				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	34				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP3, WP5 &/or WP6 publishable	Selection of partners	40				0	YES/NO		
Dissemination Material	T8.6	Briefing event by country	Selection of partners	48				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	37				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	40				0	YES/NO		
Social & other media tools	T8.5	Trade article on WP3, WP5 &/or WP6 publishable	Selection of partners	48				0	YES/NO		
Social Networks	T8.10	Technical document to related ISO/TC	1. UL	48				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	43				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	46				0	YES/NO		
Social & other media tools	T8.5	iBUS e-Newsletter (According to development)	10. AIJU	48+1				0	YES/NO		

## 8. GENERAL DISSEMINATION PROCEDURES

### 8.1 Information and Publicity requirements of the H2020 programme

The European Commission introduced a single visual identity in order to have a recognisable image and a more coherent voice when communicating and to reduce costs. In this context, EU programmes should phase out their existing logos and no new logos will be created for upcoming programmes.



According to iBUS' Consortium Agreement, paragraph 29.4 any communication activity related to the action (including in electronic form, via social media, etc.) must:

(a) display the EU emblem and

(b) include the following text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646167"*.

Additionally, it establishes that any dissemination of results must indicate that it *"reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains"*.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the *Commission* (Article 52).

According to the Consortium Agreement [Paragraph 8.3.4] Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

### 8.2 Internal communications procedure

In close coordination with the University of Limerick (the project coordinator), and with support from the other iBUS partners, AIJU will be the partner in charge of implementing the iBUS Dissemination Plan, as the overall responsible of WP8. In the framework of the Progress Reports, all project partners shall report on the communication and dissemination activities carried out during the reporting period.

The iBUS Dissemination Plan will be bi-monthly reviewed and consortium meetings on the basis of technical and commercial WPs results in order to better address the dissemination targets. Quarterly reports on the communication activities carried out during the project will be compiled by AIJU and transferred each three months to the University of Limerick, which will supervise them in order to ensure that they meet the required quality standards and contain appropriate acknowledgements of EASME's support. Furthermore, the iBUS Dissemination Plan will include templates to use on all external communication activities of the project, following a corporate image of the project, which will be embodied on the iBUS project logo.

## **9. CONCLUSION AND FURTHER WORK**

The iBUS dissemination plan establishes the basis for the overall iBUS project communication. This is an alive document that allows planning, monitoring and, in its case, applying a contingency plan to achieve the expected goals.

In order to share the task carried out by each member of the consortium within WP8 a bi-monthly Vidyo meeting will be held. One of each three will coincide with the General Assembly meeting.

WP8 leader, AIJU, will report the coordinator, the University of Limerick, each three months. A contingency plan will be agreed among AIJU and the UL and communicated to the rest of the partners in case of deviation of the expected impact.

Planned actions (Annex 2) will be reviewed in a yearly basis, according to the results achieved within this WP and the results of the project development.