



# DOME 4.0

## Deliverable D6.2 - Community-building Plan: Industrial End-Users, Partner Networks and Standardisation Bodies

Responsible Partner:	SISW	26 May 2021
Contributor(s):	SISW, INTRA, CMCL	26 May 2021
Reviewer(s):	INTRA, CMCL	27 May 2021
Coordinator:	CMCL Innovations	28 May 2021
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## Document History

Version	Date	Author	Remarks
V0.1	8 March 2021	SISW	Contents & text discussed live in a meeting with INTRA & CMCL.
V0.2	17 May 2021	SISW	Expanded and modified taking the feedback from INTRA & CMCL into account; incorporated relevant parts from the internal “Dissemination and Communication Plan” authored by INTRA.
V0.3	18 May 2021	CMCL	Review and comments
V0.4	20 May 2021	INTRA	Review and comments
V1.0	26 May 2021	SISW	Review addressing reviewer’s comments. Expand dissemination & communication activities description. Deleted annexes 1 and 2.

## Executive Summary

This deliverable describes a community-building plan focused on industrial end-users, pre-existing partner networks and standardization and policy-making bodies. This plan will be implemented in the framework of task 6.2 (Dissemination within Partner Networks, Industrial End-Users, and Standardisation Bodies), with other tasks contributing synergistically to the community-building effort; in particular, those in work package 5 (Industry Commons Cooperation) and work package 6 (Dissemination, Communication and Liaison).

The dissemination and community-building strategy described in this document is in line with the global dissemination and communication strategy of DOME 4.0. Therefore, this document relies considerably on the parts of the DOME 4.0 Dissemination and Communication Plan [1] that are most relevant to the community-building strategy. The DOME 4.0 Dissemination and Communication Plan is an internal document authored by INTRASOFT International in the framework of work package 6 that should serve all the consortium as a handbook for communication and dissemination activities related to DOME 4.0.

The ultimate goals of this community-building plan are to consolidate a critical-mass community around the DOME 4.0 Ecosystem and to create the conditions that facilitate the adoption of DOME 4.0. Indeed, the multi-sided and multi-asset nature of DOME 4.0 as “Marketplace of Marketplaces” requires a strategy that reaches out to a broad community, going beyond individual research and innovation endeavours.

To this end, the present plan contains a dissemination strategy for community-building, including relevant target stakeholders, key messages, methods, and channels. It also describes a flexible and adaptive implementation and follow-up approach in line with the global dissemination and communication strategy. Overall, the aim is to lay the groundwork for a successful community-building effort around the DOME 4.0 ecosystem. This document will be treated as live and updated regularly during the project.

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# 1. Introduction

## 1.1 Scope and goals

This document describes a community-building plan through which DOME 4.0 will devote focused efforts to liaise with relevant industry stakeholders, partner pre-existing networks and standardisation and policy-making bodies and working groups. The ultimate goals of this community-building effort are to consolidate a critical-mass community around the DOME 4.0 Ecosystem and to create the conditions that facilitate the adoption of DOME 4.0. Indeed, the multi-sided and multi-asset nature of DOME 4.0 as “Marketplace of Marketplaces” requires a strategy that reaches out to a broad community, going beyond individual research and innovation endeavours.

Given the importance of community-building to facilitate the adoption of the DOME 4.0 Ecosystem by a critical-mass community, there are several tasks foreseen in the project that focus synergistically on different aspects contributing to this goal. In particular,

- Work package 6 focuses on dissemination and communication, including:
  - Dissemination towards partner networks, industrial end-users and standardisation and policy-making bodies (task 6.2)
  - Industrial Engagement Open Days (task 6.3)
  - Hackathons and Industry Commons Ecosystem (ICE) Lab (task 6.4)
  - Education and training (task 6.5)
- Work package 5 focuses on cooperation and community-building within Industry Commons, to ensure the connectivity with all related & relevant EU-funded initiatives, as well as contributions to standardization and best practice definition.

This community-building plan focuses especially on dissemination and communication efforts to engage with partner networks, industrial end-users and standardisation and policy-making bodies (task 6.2); in this context, it represents a complement to and reinforcement of other community-building efforts, such as the cooperation and engagement with Industry Commons targeted by work package 5.

For the full dissemination and communication strategy to be implemented in work package 6, the reader is referred to the (internal) DOME 4.0 document “Dissemination and Communication Plan” [1], which should be used also by the partners as a handbook to guide their dissemination and communication actions. The present document will refer to this document and will reproduce parts of it where relevant.

## 1.2 Outline

The content of this document is structured as follows: Section 2 describes the dissemination strategy for the community-building plan and positions it in the context of the overall dissemination and communication plan of the project DOME 4.0. Section 3 focuses on the implementation and follow-up approach of the community-building plan.

## 2. Dissemination strategy for community building

This section describes the strategy for dissemination within partner networks, industrial end-users, and standardisation bodies. This dissemination effort is part of the global dissemination and communication strategy of the project implemented in work package 6.

The following subsections describe the target stakeholders and key messages of the dissemination strategy for community building (based on the global Dissemination and Communication Plan), as well as the main communication channels and methods, including an overview of dissemination and communication activities.

### 2.1 Target stakeholders

The DOME 4.0 dissemination and community-building actions are aimed at the following groups of stakeholders:

**Industry, Innovators and Researchers:** Project results will be disseminated among industry, innovators, and researchers of different backgrounds and active in the fields covered by DOME 4.0, particularly those including manufacturing, material sciences, data scientists, academic and industrial software developers, AI and ML experts, etc. the open nature of the proposed data marketplace will further promote data-based innovation. Open-access publication of scientific findings in the project will also facilitate future exploitation of the project by industry, innovators, and researchers. Pan-European network supported by other EU projects will be invited to join the DOME 4.0 stakeholders' group. The proposed hackathons, Industrial Engagement Open Days, Industry Commons Ecosystem (ICE) Labs and similar workshops and training will be leveraged to raise the awareness about project results and ensure the availability and reusability of research data produced during the project.

**Public Bodies and Policy Makers:** Another key aspect for proper dissemination is to communicate DOME 4.0 accomplishments that particularly concerns public bodies and policy makers from the point of view of promoting digitalisation, data economy and innovation in materials and manufacturing. Authorities of all levels, including EC and regional/local authorities are the target group for these dissemination efforts, to further advance the open data marketplace idea as well as standardisation of data documentation, interoperability between data repositories, platforms etc. potential impacts of engaging and using DOME 4.0, techno-economics of the showcases, success stories and lessons learned during the project will be communicated to these groups, and in doing so, the project will contribute to EU policies and directives and to the achievement of EU goals.

**Key Members of 9 Showcases:** The integrating nature of DOME 4.0 dictates that we shall encompass all 9 showcases including their stakeholders, data consumers, data producers, value-product consumers, and producers (i.e., the core of the marketplace), business initiators etc. and prove that DOME 4.0 is an added-value augmenting cross-functional multi-sided platform that is complementary rather than a competition alternative. Proper ways to communicate the benefits of the transparent and fair compensation schemes of DOME 4.0 as a parallel layer will be communicated. Their fears, business needs, adoption barriers, values envisioned and most importantly their motivation to join DOME 4.0 will be of paramount

importance. To that scope many joint-events, cross-dissemination activities, joint workshops and aligned communication efforts are planned to be performed.

**General Public:** The public's acceptance and appeal toward the project is key for successful dissemination. Deeper understanding of citizens about aims, and accomplishments of DOME 4.0 project will contribute to better livelihood of the society through creating new jobs and opportunities. Developing short stories or other relevant material that could appeal to the general public is one way that has been planned for in DOME 4.0. Like the target groups in hackathons, a specific communication campaign will target young people as future industry innovators in the EU.

Messages will be strategically tailored to be appropriate for different target groups, contacting them via familiar channels in line with their expectations. Amongst the previously described groups, the community-building strategy has a special focus on the following groups:

- **Pre-existing partner networks:** This includes companies and research institutions that are part of the network of the consortium partners. These can be customers, providers, business partners, research partners, etc., of the consortium members.
- **Industrial end-users:** This includes industrial companies that are potential end users of the technology developed within DOME 4.0. Industries for which the project showcases are directly relevant will be targeted (data consumers, data producers, service providers, product providers and consumers), but the outreach effort will extend to other potential industrial end-users of the DOME 4.0 beyond the 9 DOME 4.0 showcases.
- **Standardization and policy-making bodies:** This includes European Standardisation bodies such as CEN (European Committee for Standardisation), CENELEC (European Committee for Electrotechnical Standardization) and ETSI (European Telecommunications Standards Institute), as well as other potential stakeholders such as national standardisation bodies or the Small Business Standards association representing the interests of small and medium-sized enterprises in standardisation.

## 2.2 Key messages, channels and methods

As detailed in previous sections, this community-building plan will be particularly tailored to engaging with industry end-users, partner networks and standardization and policy-making bodies, with the goal of creating a critical-mass community adopting DOME 4.0.

Therefore, a key focus of the communication strategy for community building will be on showcasing the success stories to illustrate how the DOME 4.0 ecosystem can add value to the individual marketplaces, data repositories and platforms. Special attention will be paid to communicating the added business value brought by the DOME 4.0 platform (as measured, by instance, by their respective key performance indicators as defined in the project proposal).

Several efforts are planned in the project that will further contribute to the dissemination goals of the DOME 4.0 platform:

- Dedicated Industrial Engagement Open Days will be organized in order to expand the links with industry and to further engage the community of (potential) industrial end-users. This will create the opportunity to learn about standard data handling and data management practices in those industrial organisations and understand how to develop compatibility between proposed data management solutions in the project with already existing data management practices in the industry as well as the novel business models that DOME 4.0 employs.
- Three Hackathons will be organized in the course of the project. The events will focus on rapid development aimed at solving problems and proposing new solutions via demonstration. The three hackathons will bring the innovators and creative youth together with designers, coders, presenters, engineers, and project managers, thus offering a great networking and outreach support too.
- Tailored models for training and education will be developed and made publicly available, in order to distribute knowledge about the usage of the DOME 4.0 marketplace, its data documentation, as well as B2B best practices, in collaboration with the respective education and training, including leads. Industrial associations and conference organisers will be contacted for DOME 4.0 training events to demonstrate the DOME 4.0 ecosystem potential and showcases to end-user communities.

In addition to the focus on the showcases to exemplify the added value brought by the DOME 4.0 platform, specific contributions to standard definitions are foreseen based on the project results as part of the community-building effort. Standards and best practices will be documented in deliverable D5.5 of DOME 4.0, as part of the cooperation and community-building effort within Industry Commons.

All these tasks will contribute synergistically to achieve the community-building goals. The dissemination and communication of the concepts and the results of DOME 4.0 will take several forms and use a variety of means and activities, intended for transferring the project's achievements, information, and news, but also for engaging the targeted audiences in the project activities. Table 1 provides some examples of dissemination and communication activities in the scope of the dissemination and community-building plan; a full list of activities and an initial set of metrics to measure the progress has been created for its use by the consortium in the internal Dissemination and Communication plan [1]. An overview of these activities is provided in sections 2.2.1 and 2.2.2.

*Table 1: Examples of dissemination and communication activities for community-building*

TARGET GROUP	ACTIVITIES
<b>Pre-existing partner networks</b>	Publication of articles in partner blogs Sharing of links in social media channels Joint participation in events within partner networks Direct mailings
<b>Industrial end-users</b>	Publication of articles in industrial magazines, industrial blogs, and professional social media (e.g., LinkedIn) Participation in industrial conferences and fairs Direct mailings, visits
<b>Standardisation and policy-making bodies</b>	Participation to events related to standardisation Submission of reports describing contributions to definition of standards and best practices Liaison to workgroups focusing on policy-making



## 2.2.1 Dissemination activities

**Participation in external events:** Participation in events, such as conferences, workshops, fairs, etc. is an opportunity to increase and strengthen the network of relevant parties interested in becoming target audiences and intermediaries becoming multipliers of DOME 4.0. The DOME 4.0 consortium will actively participate in the EC activities organised at programme level relating to Data and Digital Marketplaces.

**Organization of events:** As explained above, the work plan of DOME 4.0 includes the organization of events such as two dedicated Industrial Engagement Open Days and three hackathons, the last of which in collaboration with the Industry Commons Foundation.

**Publications:** The partners will publish papers in specialized journals and conferences, as well as white papers and articles on magazines and industry-led journals to disseminate the results of the project and increase visibility.

**Liaison with other projects and collaboration:** The DOME 4.0 consortium will conduct dedicated stakeholders clustering, engagement and awareness raising activities. These activities will target mainly the industrial communities, namely the communities that hold more potential in commercially exploiting the results and applying them in daily practice. The consortium will explore synergies with relevant projects, initiatives and networks to increase the impact of the dissemination actions.

**Training activities:** Training and education models will be developed focusing on the usage of the DOME 4.0 platform and made publicly available. The training activities and material organized in the framework of the DOME 4.0 project will focus on topics such as ontology and translation, FAIR deployment of data and best practices for software engineering.

## 2.2.2 Communication activities and channels

**Project website:** DOME 4.0 website is accessible at <https://dome40.eu/> and will be the main communication tool for diffusing information related to the project.

**Social media:** Various social networks will be used as a marketing tool in order to promote in a regular basis activities and outputs of the project, while also encouraging a wider discussion on the topics related to DOME 4.0 activities.

**Newsletter:** A Newsletter will be produced by the DOME 4.0 consortium on a periodic base and will provide regular updates on what is happening on the project, highlighting its major achievements. All the newsletter issues will be uploaded on the project website. A mailing list will be created giving the possibility to share the newsletter as well to inform interested users about project news, achievements and planning of events.

**Project videos:** Images and videos, which will be taken at DOME 4.0 events and meetings or during other activities will be used for both internal and external dissemination materials such as website articles, reports, presentations, etc.

**Blog posts:** Significant project developments, news and announcements, press releases, but also articles introducing DOME 4.0 and presenting the developments of the project will be published in 3rd party portals, including professional specialised platforms, Cordis, relevant thematic blogs/collaboration platforms, partners' web portals, as well as through several freely accessible tools.

**Press Releases:** DOME 4.0 will produce several press releases, during important moments (milestones) of the project. Press releases will be circulated by the partners to their networks, and published on partners' websites, as well as on external platforms and websites.

## 3. Implementation and follow-up

### 3.1 Overall approach

The activities related to dissemination within partner networks, industrial end-users and standardisation bodies will follow closely the guidelines of the Dissemination and Communication Plan [1], which amongst others specifies the strategy in terms of:

- Project brand identity (e.g., visual identity, logos, templates, EU emblem)
- Dissemination (e.g., participation and organisation of events, publications, collaboration with other projects, trainings)
- Communication (e.g., digital channels, promotional material)

The DOME 4.0 dissemination and communication approach is meant to be a dynamic and flexible enough process in order to be adjusted in accordance with the results of the feedback received from various information providers (consortium members, stakeholders involved, etc.) and taking into account the various opportunities. The consortium therefore will regularly review and update the strategy on the basis of the stakeholders' expectations and requirements and according to the progress of the project, in order to focus on efficiently promoting the results of each phase.

The dissemination and communication strategy will be implemented in two phases, based on the project's results.

1. **Awareness raising:** During the early stage of the project, with no solid results still available, the project will follow a content related dissemination approach, employing various dissemination channels and material for communicating messages to the identified stakeholder groups. During this phase, the strategy will mostly focus on raising the awareness about the project as well as on engaging the potentially interested stakeholders in the project's activities. Firstly, informing the different target groups about the developments taking place in the project as well as concerning the topic itself is of highest priority. In addition to informing about the respective status of the project, it also includes making selected deliverables accessible, informing about exploitation plans, publicising events at which the project is represented and similar activities.
2. **Engagement:** The focus on the second phase will shift more on further building up and further establishing a reputation. It will follow more result-oriented approach, with emphasis on the real outcomes of DOME 4.0 and the dissemination being more focused on the actual product of the project.

During the second phase, the project consortium will aim to engage interested community members to "spread the word" via their respective channels about DOME 4.0 aims and results. Therefore, it is important for the dissemination and communication team to detect existing communities around the relevant topics in order to:

- Initiate discussions (e.g., in the Social Media, by visiting relevant events, etc.)
- Gather new insights that might help to improve the work done in the project
- Create a network of 'multipliers' that could help disseminate the DOME 4.0 ideas and outcomes

In order to measure the impact of the conducted activities and to be able to adjust the dissemination and communication strategy for achieving the expected outcomes and maximising visibility, a set of metrics has been defined in the internal dissemination and communication plan. Additionally, an online tracker of dissemination and community-building activities has been set up in the context of work package 6. This will allow the partners to track the participation in events, networking and communication activities that contribute to community building, and to evaluate the progress of the community-building effort.

## 3.2 Steering group for community-building and industrial engagement

The community-building strategy will be implemented as a collaboration between the partners of the DOME 4.0 consortium. Some partners have specific roles in this community-building effort, and will form the core steering team for the monitoring and steering of the community building; amongst them, the three partners contributing to task 6.2:

- SISW as lead of task 6.2, which focuses on community-building efforts towards Industrial Stakeholder Liaisons, Partner Networks & Standardisation Bodies
- INTRA as leader of work package 6 and the overall dissemination and communication strategy
- CMCL as project coordinator and responsible for the coordination of the cooperation with Industry Commons (task 5.1)

Progress reviews of the community-building plan will be held periodically; if necessary, dedicated meetings will be organized. The progress of the implementation of the community-building plan will be monitored using the dissemination tracker, and corrective actions will be proposed and discussed when needed. A mailing list for the purpose of community-building will be used (and continuously updated) throughout the project to integrate new contacts corresponding to end-users and/or standardization workgroup members.

## 4. Deviations from Annex 1

There are no deviations from Annex 1.

## 5. References

- [1] DOME 4.0 Dissemination and Communication Plan, Intrasoft International, v1.0, 12/05/2021  
(consortium confidential)

## 6. Acknowledgement

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Project partners:

#	Type	Partner	Partner full name
1	SME	CMCL	Computational Modelling Cambridge Limited
2	Research	FHG	Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung E.V.
3	Research	INTRA	Intrasoft International SA
4	University	UNIBO	Alma Mater Studiorum – Università di Bologna
5	University	EPFL	Ecole Polytechnique Federale de Lausanne
6	Research	UKRI	United Kingdom Research and Innovation
7	Large Industry	SISW	Siemens Industry Software NV
8	Large Industry	BOSCH	Robert Bosch GmbH
9	SME	UNR	Uniresearch B.V.
10	Research	SINTEF	SINTEF AS
11	SME	CNT	Cambridge Nanomaterials Technology LTD



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