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D10.7. iPRODUCE review of communication and dissemination activities

June 2022

Prepared by **F6S**

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Abstract	The iPRODUCE review of communication and dissemination activities is the first version of two documents that will go over all the created materials, implemented activities and used channels to establish a strong iPRODUCE's visual identity and to ensure the most effective dissemination of the project and its results and outcomes. This deliverable will focus on all the activities performed during the first 30 months of the project (from Jan 2020 to June 2022)

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Executive Summary

This deliverable is *D10.7 – iPRODUCE review of communication and dissemination activities* of the iPRODUCE project, funded by the European Commission. This deliverable describes in detail the various activities, materials and communication channels implemented, created and used throughout the first 30 months of the project to ensure an effective and successful promotion of the project and dissemination of its results.

It is important to highlight that most of iPRODUCE's dissemination activities have been planned and defined in the two previous deliverables: *D10.1. Content Marketing and Growth Hacking Playbook* and *D10.2. Content Marketing and Growth Hacking Playbook 2.*

This document is structured into several sections that are summarised in what follows.

Graphic material

The materials created in the scope of the project had, in the beginning, the objective of defining and establishing a strong brand and the visual identity of the project. Now, they have the objective of reinforcing and continuing to grow this brand and identity. The created materials include a logo and a style guide; a brochure, a leaflet, a rollup and a ppt presentation; several social media visuals, and several project videos (some focused on the cMDFs and some more generic intended to explain the project); and merchandising materials (t-shirt, hoodie, water bottles, pens and pencils, a notebook, and a tote bag).

All printable materials are intended to be used both in the online channels as well as in in-person events (conferences, fairs, workshops, etc).

The merchandising materials were created to be given as part of the prizes to the winners of the Open Competition #2 and to also be worn by the consortium members in in-person events, to reinforce the brand of the project.

Online dissemination tools and channels

The online tools and dissemination channels are an essential part of the communication strategy of the iPRODUCE project.

The main communication channel of the project is its ***website*** which acts as a hub for the hosting and distribution of valuable and relevant content. By the end of M30, the website had already more than 20,900 page views and 10,600 users.

The project has three **social media** channels: *Twitter*, *LinkedIn* and *YouTube*. Among the three of them and counting the number of people registered to receive iPRODUCE's newsletter, the project has achieved and engaged a community of more than 500 people.

On Twitter and LinkedIn, the project shares news about partners, cMDFs (results, tools, workshops, events, open competitions, etc.) and relevant news and events related to the project ecosystem, synergies, and cross-posting with relevant partners, such as other H2020 projects, and more.

The YouTube channel is a repository of the videos developed in the scope of the project. Some of them are focused on cMDF activities, while others are more generic and intend to explain the project. So far, the project uploaded seven videos that have received 560 visualizations.

As for the blog posts, articles in external blogs, scientific publications, newsletters, and press releases, they are all vehicles to communicate and disseminate the project news (e.g., event participation) and its achievements and results (e.g., about the tools being developed) more extensively. The project produced so far 84 articles on its website, 32 articles in external blogs, five scientific publications (three conference papers and two book chapters) and released five newsletters and seven press releases.

Growth hacking activities

iPRODUCE's growth hacking approach aims to maximise the engagement of the project's stakeholders and target groups in the project activities. Such activities include two open competitions, the second of which is running at the time of submission of this deliverable; albeit winners have been announced for two of the five specific cMDF competitions. Other activities include the organisation of events, either general in nature (three to date) or cMDF specific (more than 30 events), as well as the participation in external events to promote and disseminate results (more than 15 events). Lastly, the project's growth is also established by cooperating with other activities and initiatives, including the iPRODUCE sister projects, in which several collaboration activities have already taken place.

Monitoring - Dissemination KPIs

An effective monitoring of the communication and dissemination Key Performance Indicators (KPI) is important to ensure that all awareness-raising, communication, and dissemination activities are registered and available to be reported to the EC as and when required.

KPIs have been defined for iPRODUCE, associated with the proposed channels, tools, and activities, including target values to be reached by the end of the project. 50% of the iPRODUCE defined KPIs have already been surpassed by M30 and the others are at a good pace to meet their target values by the end of the project.

It is important to highlight that maintaining the KPIs on track is a combined effort between all the partners. Also, every partner is responsible for reporting the activities they participate in or carry out (e.g., participation in an event, publication of news, etc.).

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1 Introduction

This deliverable is *D10.7 – iPRODUCE review of communication and dissemination activities* of the iPRODUCE project, funded by the European Commission. This deliverable describes in detail the various activities, materials and communication channels implemented, created, and used throughout the first 30 months of the project to ensure an effective and successful promotion of the project and dissemination of its results.

Most of iPRODUCE's dissemination activities have been planned and defined in the two previous deliverables: *D10.1. Content Marketing and Growth Hacking Playbook and D10.2. Content Marketing* and *Growth Hacking Playbook 2*. This deliverable has the purpose to show all the activities developed throughout the project.

After this introduction, this deliverable is divided as follows:

- **Graphical materials**: showcases the materials developed to help communicate and support the dissemination of the project, from the establishment of a strong visual identity to its application across the different activities and adaptation to different types of content, platforms, and stakeholders. This chapter will address in detail:
    - Visual Identity and Logo
    - Brochures, leaflets and roll up
    - Project ppt presentations
    - Visuals
    - Project videos
    - Merchandising
- **Online dissemination tools and channels:** summarises the online channels, tools and activities that have been used to market and communicate the project and to disseminate results. It also provides a summary of the main activities and results achieved by using these channels and tools. This chapter will address in detail:
    - Website
    - Social media platforms and metrics
    - iPRODUCE blog posts
    - Articles in external blogs
    - Scientific publications
    - Newsletters
    - Press releases
- **Growth hacking activities:** describes the activities carried out to maximise the engagement of the project's stakeholders and target groups in the project. This chapter will address in detail:
    - Open competitions
    - Events
    - Engagement with the iPRODUCE sister projects - collaboration sessions
    - cMDF ecosystem building
- **Monitoring:** provides updated information on the defined communication and dissemination KPIs, to allow for a reflection of the results achieved.
- **Final considerations:** presents a final reflection and considerations of the deliverable.

2 Graphical materials

This section provides an overview of the graphical materials created during the first 30 months of the project, to promote and disseminate the project and its outcomes.

2.1 Visual identity and Logo

A strong visual identity was created for iPRODUCE at the beginning of the project, as showcased in *D10.1 Content Marketing and Growth Hacking Playbook V1*.

The iPRODUCE visual identity mainly includes:

- iPRODUCE logo
- Colour palette and typography (style guide)
- EU emblem and disclaimer

The **iPRODUCE logo** was designed according to a series of requirements discussed among the project partners, such as: being printable and manufacturable, having minimal squared edges in the design, having lines with enough thickness that, when printed, and could be easily readable.

Figure 1. iPRODUCE logo

In addition to the letters, the logo is composed of 2 main elements: a lightbulb and a visible '*i*' inside of the lightbulb.

The 'lightbulb' intends to represent the concept of 'idea', 'innovation' and 'creativity', and is also suggestive of the *eureka!* moment, related to the experience of finding the solution to a problem or a discovery. The '*i*' in the lightbulb reinforces the concepts of ideation and innovation.

The logo is used in all communication materials, to personalise them and allow for the visual identity and the iPRODUCE brand to become well established and well-known.

Figure 2. iPRODUCE logo – white text for coloured backgrounds

Figure 3. iPRODUCE logo – favicon for website and social media

Figure 4. iPRODUCE logo – main version with bold text for printing

Figure 5. iPRODUCE logo – white bold text for coloured backgrounds and for printing

In addition to the logo, **iPRODUCE developed a style guide** featuring the colour scheme and typography to be used throughout the project. This has been used as a guideline for all project and partners' communication activities.

Figure 6. iPRODUCE style guide

The **EU emblem and disclaimer** are included in all materials developed for communication and dissemination purposes, providing acknowledgement that the project has received support from the Horizon 2020 EU programme.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 870037. This [*document/ material/ publication/ video*] 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.

Figure 7. EU emblem and acknowledgement of funding source to be included in tools and materials prepared for communication and dissemination purposes

2.2 Brochures, leaflets, and rollup

A brochure, a rollup, a generic leaflet, and some flyers related to each cMDF were developed to showcase the project at events. These materials were developed to be used mainly in *offline* situations where people can read them, or as a facilitator in a conversation/explanation about the project.

Still, the *brochure* (Figure 8), the *rollup* (Figure 9) and the *leaflet* (Figure 10) were uploaded in the *promotional materials* area of the iPRODUCE websites. Together, they have been received approximately 450 downloads, proving that the *online* is gaining as much importance as the offline, and materials like these are important in both channels.

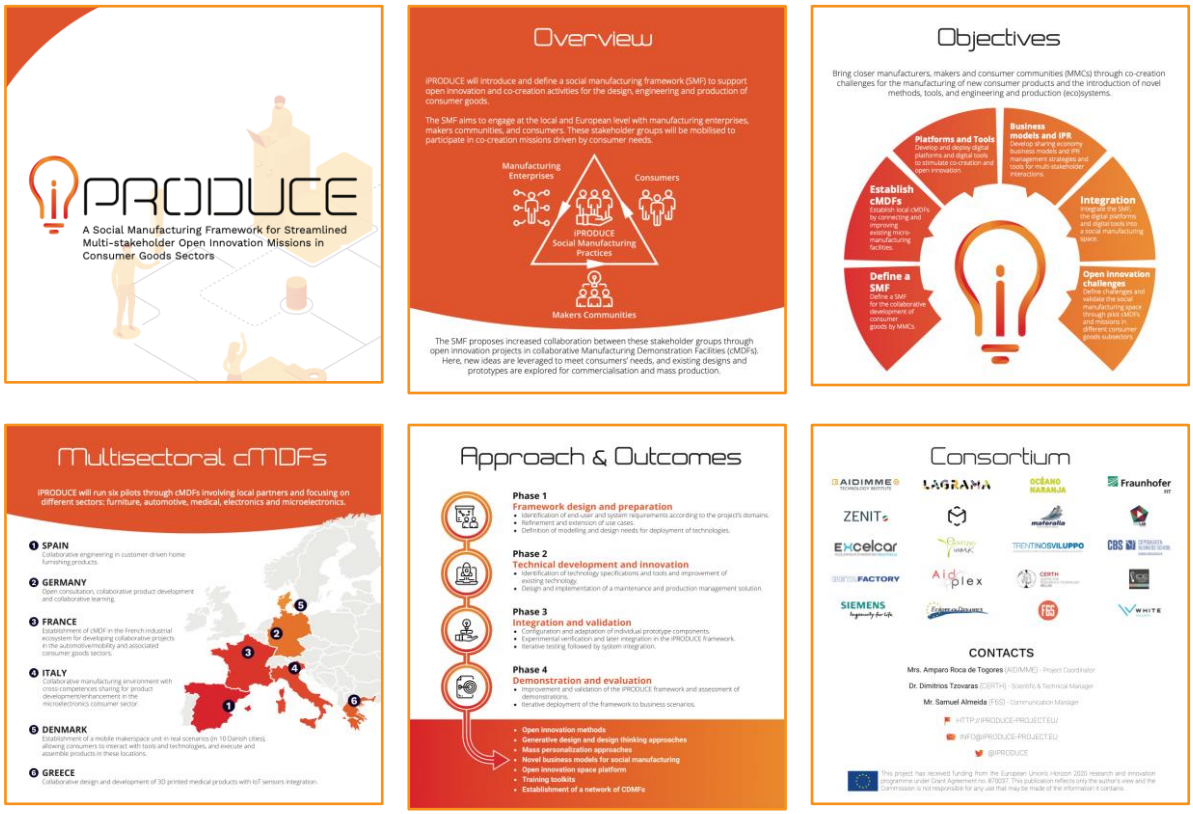

Figure 8. iPRODUCE brochure

Figure 9. iPRODUCE rollup

Figure 10. iPRODUCE flyer

Figure 11. iPRODUCE example of a cMDF flyer- Spanish cMDF

2.3 Project templates

Two main templates were developed. A Word template was developed to be used by the consortium in documents and official deliverables. A project PowerPoint presentation (Figure 12) was developed to support partners in their promotion activities (e.g., presentations of the project to potential stakeholders, presentations at events). This is just a template and not a closed presentation, as the partners have the freedom to adapt it to the specific needs of their events or activities. The only mandatory requirement is that they keep at least one slide with reference to the EU funding.

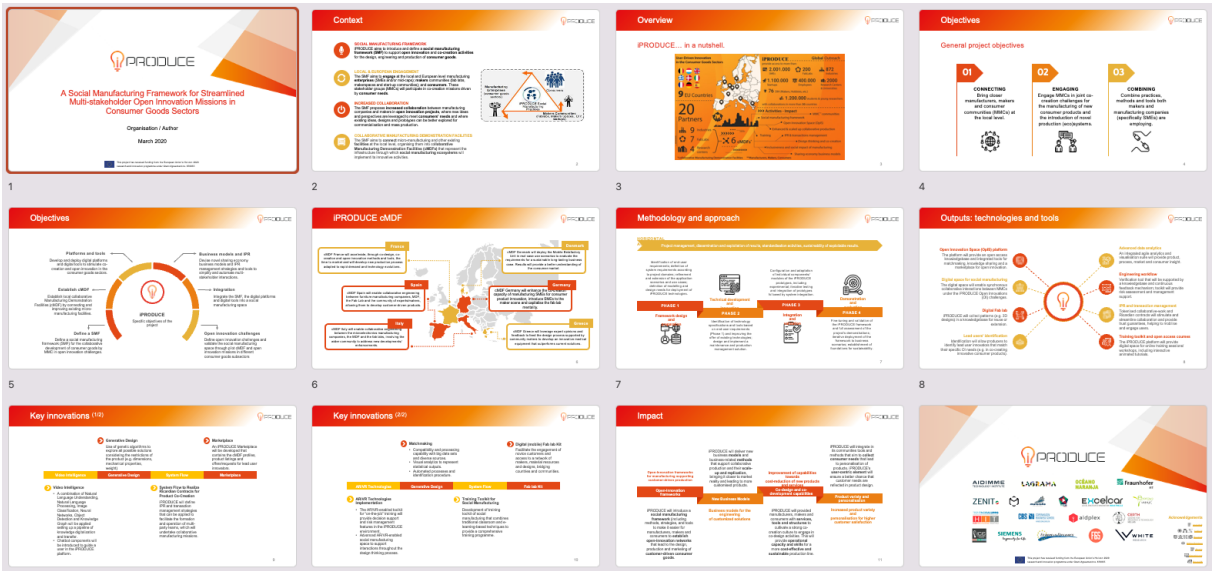

Figure 12. iPRODUCE presentation overview

2.4 Visuals

To support the iPRODUCE open competitions (Figure 13) or events (Figure 15), some visuals were developed to be used mostly on social media, presentations and on the F6S platform.

Figure 13. iPRODUCE competition #1 social media visual example

Figure 14. iPRODUCE competition #1 visual used on the F6S platform

Figure 15. Online workshop visual

2.5 iPRODUCE videos

To better explain the concepts of the project and the developed tools to a broader and possibly less tech-savvy audience, two videos were developed. The videos were carefully designed to follow the project's branding, using the project's colour pallet and project logo.

The first video - *iPRODUCE | Digital platforms and tools of the Open Innovation Space* - focuses on explaining what the iPRODUCE social manufacturing framework is and presenting the digital platform and tools that are a part of iPRODUCE's open innovation space (OpIS).

The second video - *Meet Bruce and his iPRODUCE journey* – is animation based and intends to be a fun, more informal and very visual means to explain the iPRODUCE project concept. The idea behind it is that anyone (technical or non-technical person) can understand what iPRODUCE is about.

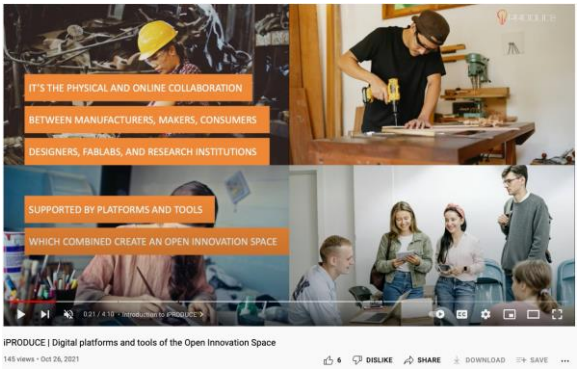

Figure 16. iPRODUCE | Digital platforms and tools of the Open Innovation Space

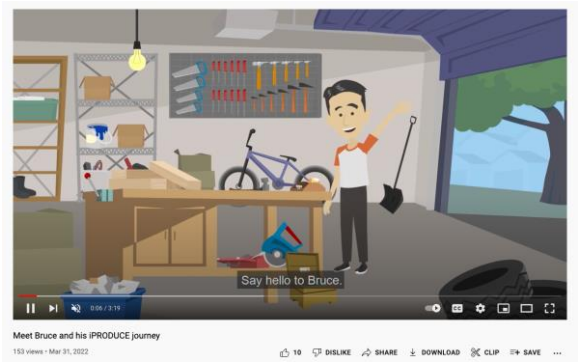

Figure 17. Meet Bruce and his iPRODUCE journey

2.6 Merchandising

In the scope of the project, some merchandising was developed, mostly to be distributed as part of the prizes to the winners of the *Open Competition #2* and to be worn by the consortium members in in-person events to reinforce the brand of the project.

This merchandising consists of t-shirts, hoodies, water bottles, pens and pencils, notebooks, and tote bags. The images below represent examples of the iPRODUCE merchandising.

Figure 18. iPRODUCE merchandising examples (hoodie, pencil, and water bottle)

3 Online dissemination - tools and channels

This section provides an overview of the online dissemination activities performed during the first 30 months of the project, divided by communication channel/activity, following what was defined in the *D10.1 Content Marketing and Growth Hacking Playbook V1*.

3.1 Website

The iPRODUCE website (*www.iproduce-project.eu*) is the project's main channel of information. It was designed for this information to be delivered in a way that provides visitors with content tailored to their needs, showing them a solution to a problem or question they have.

On the website it is also possible to have access to information about the consortium partners (*www.iproduce-project.eu/consortium*); the cMDFs and respective partners (*www.iproduce-project.eu/iproduce-cmdfs*) and the past/future events and presentations (*www.iproduce-project.eu/events*).

The resources section is where all the relevant project dissemination materials can be found (*www.iproduce-project.eu/resources-and-results*) and the news area (*www.iproduce-project.eu/news/project-news*) is where all the activities related to the participation in events, the open competitions and relevant project results are made available.

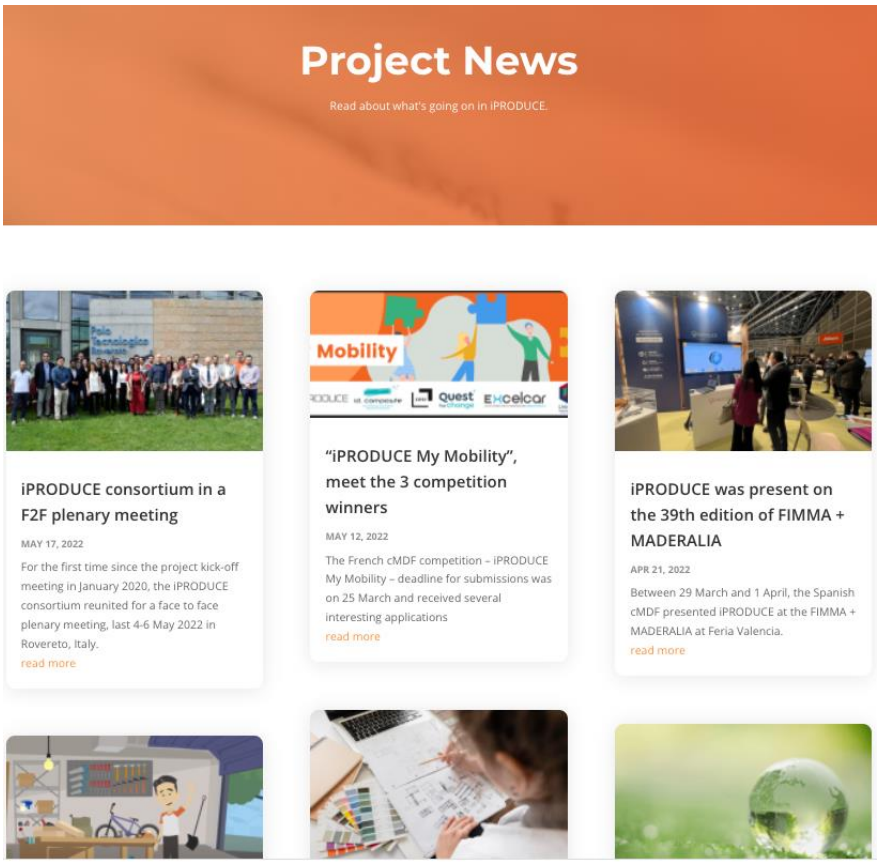

Figure 19. iPRODUCE news page

Then, there are some pages that are created based on the needs of that moment, as it is the case of the iPRODUCE open competitions. When the competitions are running, the website is updated to provide all the information about them (competition objectives; how, who and where to apply; deadlines, etc). And as they close, it's again updated with information about the winners and the outcomes of the competition.

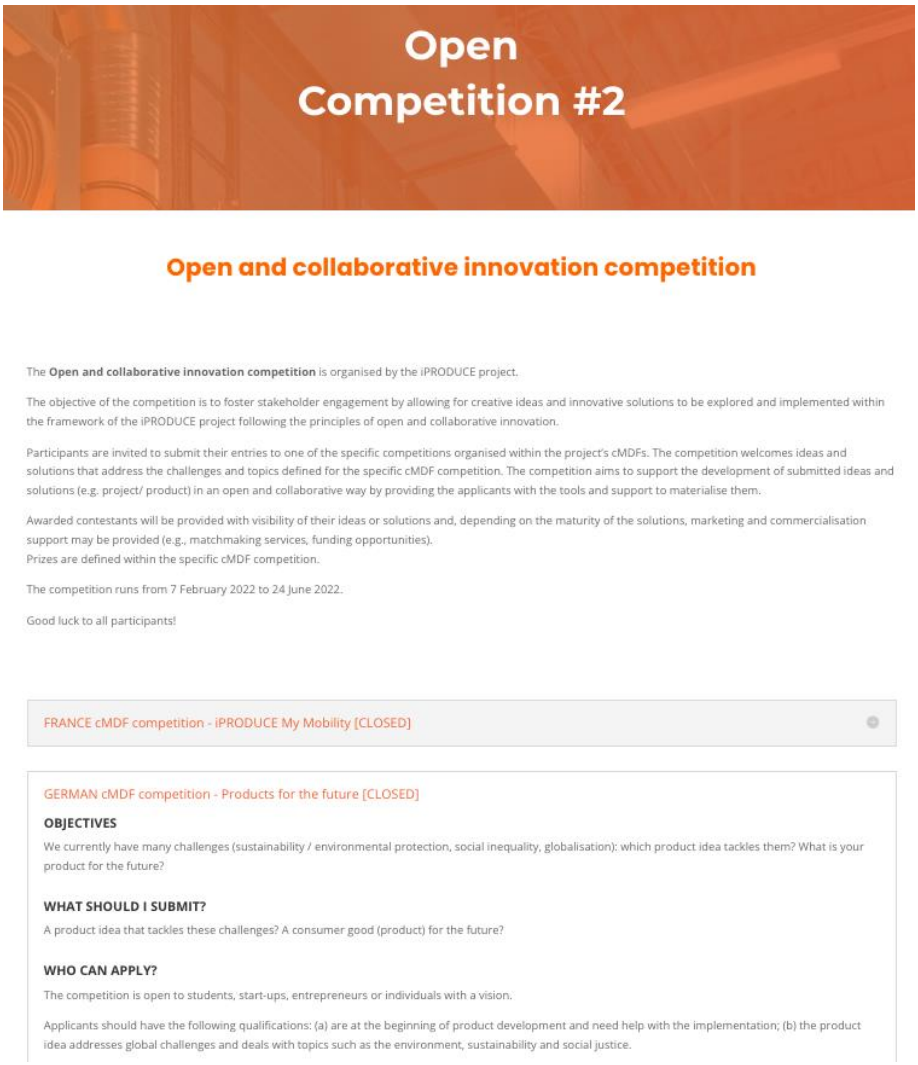

Figure 20. iPRODUCE competition #2 page

3.1.1 Website statistics

One of the most important metrics to analyse within the scope of iPRODUCE's dissemination channels is engagement with and impact of the official website.

As planned, using Google Analytics, a tool that allows for all website-related data to be measured and accessible at all moments, it was possible to monitor relevant (and confidential) statistics regarding website visitors. Additional metrics were implemented to measure, for example, the number of downloads of project materials (e.g., deliverables, newsletters). If, for example, there is a content that was supposed to be downloaded several times and it's not, maybe the way this content is displayed is

not accessible or clear enough for the users and the way it is presented needs to be restructured. So, this information is considered highly relevant to keep improving the website usability.

As of 31 May 2022, which corresponds to 29 months of the project, the following website consumption statistics and analysis can be presented (Table 1).

Table 1. iPRODUCE website statistics - general information

Month	Users	New users	Sessions	Page views	Avg. session duration
M17	3,262	3,271	4,667	9,576	1:32 (*min:sec*)
M29	8,136	7,389	10,640	20,971	1:44 (*min:sec*)
Target	3,750	3,750	6,250	20,000	2:30 (*min:sec*)

In Table 1 are presented the values reported at M17, the values collected until M29 (May 2022) and the target values for the established KPIs. This way is more intuitive to understand the progress of the website numbers. It should be noted that several of the target values related to the website were revised upward as part of the updated strategy in deliverable D10.2.

Overall, the performance of the website is very satisfactory, and it is well seen its audience evolution since M17. By M17 the website target KPIs had already been surpassed (which justified the revision of target values), but by M29 the number of users, new users, sessions, and page views, more than doubled (compared to M17). This means that iPRODUCE has been successful in maintaining and growing an engaged audience.

The only KPI that is still falling a bit short is the *average session duration*. Still, the improvement in this number is visible from M17 to M29. In that sense, new and relevant content will continue to be produced to keep bringing this parameter closer to its target value (2m30sec)

Table 2. iPRODUCE website statistics M29 - demographic information (top 5 countries)

Countries	Users (%)	Sessions (%)	Pages/ session	Avg. session duration
Germany	834 *(11.6%)*	1,281 *(12.04%)*	2.20	1:48 (*min:sec*)
Spain	771 *(10.78)*	1,248 *(11.73%)*	1.92	1:25
USA	671 *(9.38%)*	692 *(9.36%)*	1.33	0:22
Greece	506 *(7.07%)*	508 *(6.87%)*	2.08	1:46
France	447 *(6.25%)*	723 *(6.80%)*	2.15	2:38

By the end of M29, it can be noted that four of the five countries responsible for the most users are those represented by project partners and the cMDF. Germany is the most represented in users, but second in terms of time-consuming content. On the other hand, while France is fifth in terms of users, it has the highest time consumption.

Table 3. iPRODUCE website statistics M29 – website page consumption (top 5 pages)

Page	Page views (%)	Entrances	Avg. time on page
Home page	9,761 *(46.55%)*	6,566 *(61.71%)*	1:20 (*min:sec*)
About	1,169 *(5.57%)*	319 *(3.00%)*	2:27

Open Competition 1	941 *(4.49%)*	737 *(6.93%)*	3:08
Consortium	763 *(3.64%)*	105 *(0.99%)*	1:11
Co-creation methods and tools	489 *(2.33%)*	279 *(2.62%)*	3:23

Regarding consumption of specific pages (Table 3), the 'Home page' is clearly the most visited page, with nearly 50% of all page views, and responsible for around 62% of entrances (i.e., the page through which users get on the website). This is mainly because when sharing the website, on social media or by e-mail, it is the homepage that is provided most of the time, rather than a specific page.

It should also be highlighted that the fifth most visited page is the one dedicated to 'Co-creation methods and tools' and the average time on this page is significantly high (3m23sec). It should be mentioned that this page was added later to present and make available to visitors one of the main outputs of the project, as presented in deliverable D2.4.

Table 4. iPRODUCE website statistics M29 – traffic/ acquisition overview

Type	Page	Users (%)	Sessions	Avg. time on page
Direct *(3,730 users; 49.21%)*	Home	2,432 *(61.82%)*	3,032 (63.07%)	1:17 (*min:sec*)
	Open Competition 1	431 *(11.08%)*	533 (11.09%)	0:53
	Open Competition 2	125 *(3,18%)*	165 (3.43%)	1:52
Social *(630 users; 8.31%)*	LinkedIn	333 *(51.95%)*	556 (65.11%)	2:44
	Facebook	188 *(32.51%)*	229 (23.49%)	0:40
	Twitter	181 *(18.56%)*	130 (23.4%)	2:22

In regard to traffic/ acquisition (Table 4), direct traffic represents almost 50% of the visits to the website, of which the Home page is responsible for the highest number of users.

Table 4 also highlights the traffic coming from social media, to show that the social media efforts have an impact. LinkedIn is the most relevant, representing more than half of the traffic (51.95%). Interestingly, about a third of the traffic coming from social media is through Facebook, a platform that iPRODUCE is not using. This might be explained by the fact that Facebook is a widely used social media network and iPRODUCE partners have Facebook accounts where they share the most relevant news about the project. Examples of this can be seen in the links bellow:

- *AidPlex share about open competitions #1*
- *AIDIMME share about the in-person meeting in Rovereto*
- *Fablab – Università di Trentino share about open competition #2*

Although not represented in the table, it is also important to mention that the second source of traffic acquisition to the website is the organic search, representing more than 2,500 (36%) of all the users coming to the website. This means that when searching for relevant keywords on search engines (like Google), the users find the iPRODUCE website.

3.2 Social Media platforms and metrics

Nowadays, social media platforms represent a key enabler of project marketing and are recognisably an important tool to reach a wider but also targeted audience. Therefore, they are usually a common denominator across all European-funded projects, European institutions, among others.

iPRODUCE has three social media channels (*Twitter*, *LinkedIn* and *YouTube*). and in the first 29 months of the project has been active in producing and posting quality content. The results can be seen in the metrics analysed for the channels below.

3.2.1 Twitter

The iPRODUCE Twitter's account (*https://twitter.com/iPRODUCE_EU*) has grown to 161 followers. On this page, the project shares news about partners, cMDFs (e.g., results, tools, workshops, events, open competitions, etc) and relevant news and events related to the project ecosystem, synergies, and cross-posting with relevant partners, such as other H2020 projects, and more. The statistics of this page by M29 (May 2022), can be seen in Table 5. The figures below represent some of the most recent *tweets* shared on the iPRODUCE Twitter profile.

Table 5. iPRODUCE Twitter statistics up to M29

Total Tweets *M29*	Total impressions *M29*	Profile visits *M29*	Mentions *M29*	New followers *M29*
190	84,725	8,645	186	161

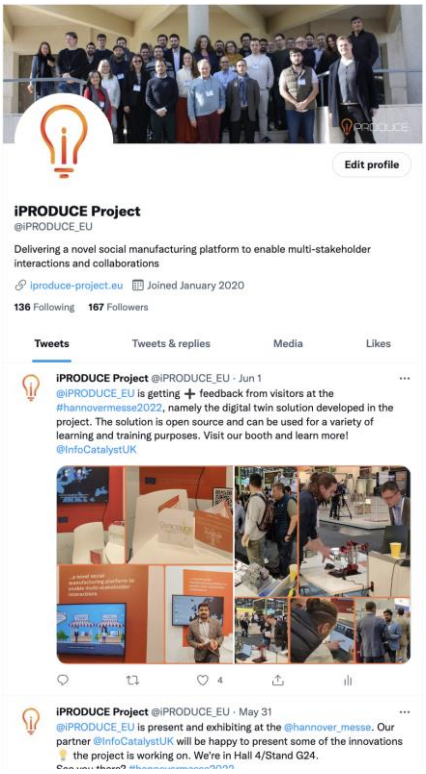

Figure 21. iPRODUCE Twitter Homepage - Beginning of June 2022

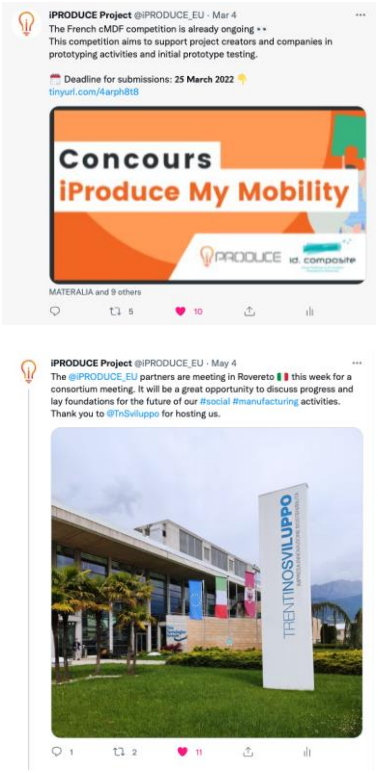

Figure 22. Examples of iPRODUCE's Twitter posts

3.2.2 LinkedIn

The iPRODUCE LinkedIn's account (*www.linkedin.com/company/iproduce-project*) has grown to 239 followers. As this is a more formal and professional platform, everything shared here is naturally adapted to a more formal language, without forgetting that this is meant to be a *community-friendly* page. There is also always the concern to tag partners and relevant stakeholders for maximum outreach.

The project also has a group (*www.linkedin.com/groups/8876687*), that counts with already 117 members.

The statistics of the LinkedIn page by M29 (May 2022), can be seen in the table below. The figures below represent some of the most recent *tweets* shared on the iPRODUCE LinkedIn account.

Table 6. iPRODUCE LinkedIn statistics

Total page views *M29*	Total impressions *M29*	Total visitors *M29*	Total engagement rate *M29*	New followers *M29*
1,109	24,430	508	52.02	239

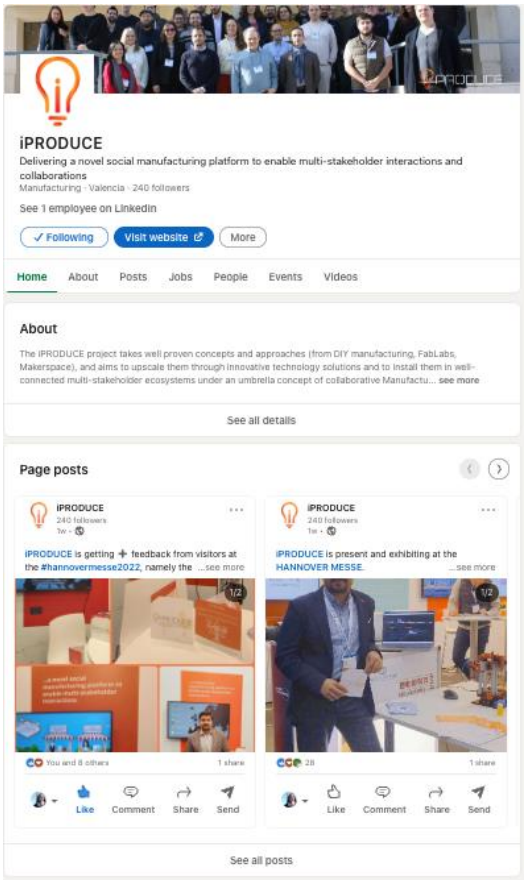

Figure 23. iPRODUCE LinkedIn Homepage - May 2022

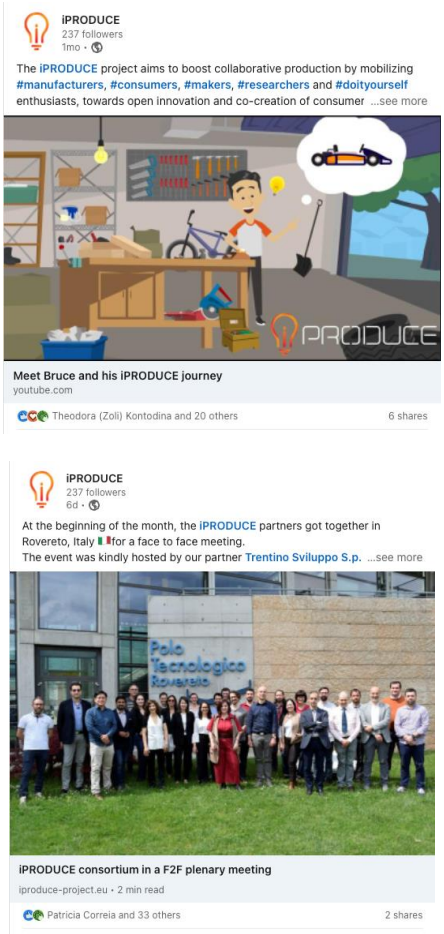

Figure 24. Examples of iPRODUCE's LinkedIn posts

3.2.3 YouTube

The iPRODUCE YouTube channel (*www.youtube.com/channel/UCECO_LmEXaP4ZhiGd-jMHKg*) intends to host project-related videos, including promotional videos, videos showing activities within the project's cMDF, interviews, or others. So far, the channel has 28 subscribers and seven uploaded videos with 560 visualisations.

It is worth referring that the videos were also shared directly on social media (not via YouTube), therefore the number of visualisations is higher.

The following videos were created and added to the channel:

- iPRODUCE @ FABxLive 2020 (*view*)
- The social manufacturing paradigm: co-creating with manufacturers, makerspaces and consumers (*view*)
- GERMANY: Get to know the German cMDF (*view*)
- DENMARK: Get to know the Danish cMDF (*view*)
- iPRODUCE | Digital platforms and tools of the Open Innovation Space (*view*)
- Meet Bruce and his iPRODUCE journey (*view*)
- iPRODUCE Denmark cMDF - Use Case 1 on co-creation in schools (*view*)
-

Figure 25 showcases the main interface of the project's *YouTube* channel, while Figure 26 is a screenshot from the '*Meet Bruce and his iPRODUCE journey*', the most watched of the project's videos.

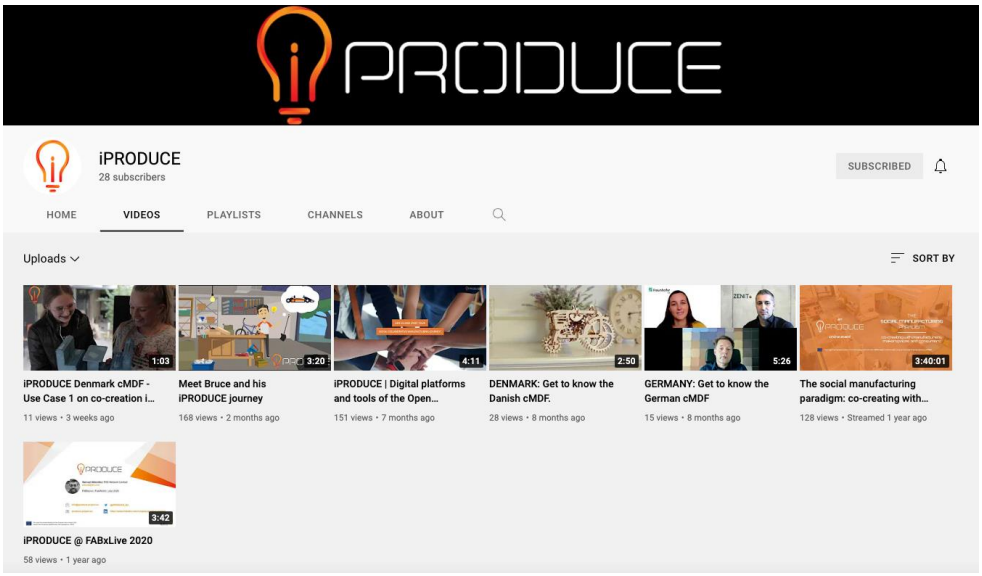

Figure 25. iPRODUCE's YouTube channel

Figure 26. Example of video in iPRODUCE YouTube channel

3.3 iPRODUCE Blog posts

The iPRODUCE blog posts are compiled in the website News section (*www.iproduce-project.eu/news/project-news*), which has 84 uploaded articles, including press releases, events participation and outcomes, development of tools, open competitions information, and more. The most recent posts include (Figure 27):

- Spanish cMDF competition – INNOVAMOBEL
- Meet Bruce… from iPRODUCE!
- iPRODUCE was present on the 39th edition of FIMMA + MADERALIA
- "iPRODUCE My Mobility", meet the 3 competition winners
- iPRODUCE consortium in a F2F plenary meeting

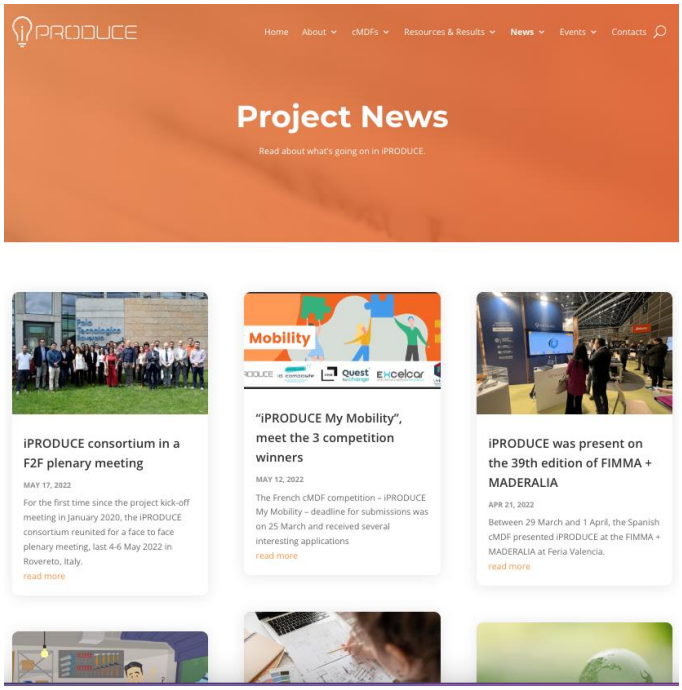

Figure 27. News section on the iPRODUCE website

3.4 Articles in external blogs

Table 7 illustrates the efforts made by the consortium partners in advertising the project in external channels, until M30.

Between press releases, presentations of the project and articles about the open competitions, the iPRODUCE project had 37 published articles on websites other than the official project website.

Table 7. iPRODUCE articles in external blogs

Date	Description of Activity	Where
31 January 2020	iPRODUCE KoM and presentation on CORDIS	CORDIS
20 January 2020	iPRODUCE information	AIDIMME
Jan 2020	iPRODUCE related article	Fraunhofer FIT
February 2020	iPRODUCE information	White Research
1 March 2020	iPRODUCE information on institutional website	European Dynamics
9 April 2021	Participation in the Open Innovation for collaborative production engineering event	CORDIS
20 April 2022	iPRODUCE presentation and announcement of a survey	Enterprise Europe Network
20 April 2022	iPRODUCE presentation	ZENIT
23 April 2021	Open Innovation for collaborative production engineering event	CORDIS
30 June 2020	iPRODUCE information	Fraunhofer FIT
07 July 2020	iPRODUCE presentation and workshop announcements	ZENIT
27 July 2020	iPRODUCE information	BetaFactory
30 July 2020	iPRODUCE institutional information	ZENIT
July 2020	iPRODUCE institutional information	AIDIMME
14 October 2020	iPRODUCE online event	CORDIS
10 November 2020	iPRODUCE online event: general presentation of the event, objectives and agenda	CORDIS
18 December 2020	iPRODUCE online event: summary of event highlights	CORDIS
21 December 2020	Presenting of the iPRODUCE project	EXCELCAR
21 January 2021	Presentation of iPRODUCE project linking to opening perceptions and opportunities towards local manufacturing	The Business of Society
16 April 2021	iPRODUCE in Hannover Mess Fair	ZENIT
6 May 2021	Presentation of open competition #1	CORDIS
2 June 2021	Start me up – helping citizen engagement become the hot new kid on the block	The Business of Society
June 2021	Presentation of open competition #1	AIDIMME
June 2021	Presentation of open competition #1	MAKERSPACE BONN
June 2021	Presentation of open competition #1	HIT
June 2021	Presentation of open competition #1	EXCELCAR
11 August 2021	iPRODUCE and workshops presentation	Enterprise Europe Network
27 October 2021	Workshop promotion	ZENIT

Date	Description of Activity	Where
27 October 2021	Article in Horizon Europe	ZENIT Horizont
13 January 2022	French cMDF competition - webinar	EXCELCAR
8 February 2022	French cMDF competition	EXCELCAR
12 April 2022	Presentation of open competition #2	La Voce Del Trentino
12 April 2022	Presentation of open competition #2	Trentino
4 April 2022	German cMDF competition	Fraunhofer FIT
21 April 2022	Spanish cMDF competition	AIDIMME
12 May 2022	Presentation of French competition winners	EXCELCAR
19 May 2022	Plenary meeting Rovereto	AIDIMME

3.5 Scientific publications

In the first 30 months of the project, the iPRODUCE partners have submitted five scientific publications. These publications are divided into three conference papers and two book chapters. The book chapters are still in review process. Table 8 provides more information on the publications.

Table 8. iPRODUCE list of scientific publications

Type	Title	Author	Title of Journal/Proc/ Book	Status/Link (If applicable)
Conference Paper	Current practices, challenges, and design implications for collaborative AR/VRapplication development	Veronika Krauss, Alexander Boden, Leif Oppermann, René Reiners	ACM CHI Conference on Human Factors in Computing Systems	*Link*
Book chapter	Open innovation (OI) architecture as a service: How to implement and facilitate crosscutting collaborations in the built environment	Isabel Fróes (CBS), Cameline Bolbroe (KHR)	Humanities meets business	*In review*
Conference Paper	3D Printed Smart Luminous Artifacts	V. Papadopoulou, T. Kontodina, E. M. Pechlivani, G. Kastrinaki, A. Asimakopoulou, I. Tzitzios, D. Ioannidis and D. Tzovaras	*ProDPM'21*	N/A
Conference Paper	The Mechanical Performance of Additive Manufacturing Silica Lattice Structures	N. Kladovasilakis, T. Kontodina, K. Tsongas, E. M. Pechlivani, D. Tzetzis, and D. Tzovaras	*ProDPM'21*	N/A
Book chapter	Application of Generative Design in Social Manufacturing	PhD Anjelika Votintseva, Rebecca Johnson, Maryna Zabigailo, Jaeyoung Cho	HCI International 2022	*In review*

3.6 Newsletters

Newsletters are considered a good option to promote the activities and results being developed within the project. It was planned that these be developed periodically, on average every six to nine months.

The iPRODUCE newsletter is shared on the project's social channels, as well as sent via email to its 97 subscribers. The newsletters' audience growth has been consistent since the start of the project. Regular communication activities on social media and on the website have been key to making sure that the audience keeps growing with relevant subscribers.

Five iPRODUCE newsletters have been sent so far. Table 9 shows the evolution of the number of subscribers, as well as statistics for each of the newsletter campaigns.

Table 9. iPRODUCE newsletters campaigns

Nº	Subject/Topic	Date	Opening Rate
1	iPRODUCE launch	28 July 2020	66.7%
2	Event announcement	12 October 2020	60.0%
3	cMDF updates	11 January 2021	60.0%
4	Project updates	27 October 2021	52.0%
5	Open Competition #2	9 March 2022	44.2%

3.7 Press releases

Specific press releases were developed for iPRODUCE with the objective of informing on key project activities and/ or achievements (e.g., organisation of a project event). The press releases can be found in the resources section of the iPRODUCE website (https://iproduce-project.eu/resources-and-results/press-releases/) as well as on CORDIS. From the website, they have already been downloaded 1109 times. So far, seven press releases have been developed (Table 10).

Table 10. Press releases developed for iPRODUCE

Title	Type	Date	Link
Fostering open-innovation and co-creation through social manufacturing	News	3 April 2020	*CORDIS Website*
Join the iPRODUCE event | The Social Manufacturing Paradigm: co-creating with manufacturers, makerspaces and consumers	Event	15 October 2020	*CORDIS Website*
A new paradigm for engagement and production with consumers, makers, and manufacturers	News	10 November 2020	*CORDIS Website*
Building an open and innovative social manufacturing framework: knowing the turning points, eliminating uncertainties, and establishing governance	News	18 December 2020	*CORDIS Website*
Join iPRODUCE, INEDIT, DIY4U, and OPENNEXT in the "Open Innovation for collaborative production engineering" event	Event	9 April 2021	*CORDIS Website*
Open Innovation and the pathway to collaboration along the value chain	News	26 April 2021	*CORDIS Website*
iPRODUCE launches its competition on solutions and services for the prosumer. Join the open innovation journey!	News	7 May 2021	*CORDIS Website*

4 Growth hacking activities

The project's growth hacking approach is to maximise the engagement of the project's stakeholders and target groups in the project activities. As highlighted in deliverable D10.3, the engagement of these actors contributes to the value of iPRODUCE in two key ways: (1) their participation in growth hacking activities allows the project to collect input that can be used in subsequent activities; (2) by participating, they can also absorb knowledge and exploit results in their own day-to-day activities.

4.1 Open competitions

It is planned to organise a series of competitions with the objective of engaging the project's target groups and stakeholders in the identification, definition and resolving of challenges that emerge and can be addressed within the scope of the project. The challenges may be related to developing new activities to increase the project's value proposition, activities to solve identified market challenges, or activities to be carried out within the framework of the project's – now- five cMDF.

At the time of submission of this deliverable, the project has already organised one competition and the second competition is already underway.

4.1.1 Open Competition 1 - Solutions and services for the prosumer competition

The first competition "*Solutions and services for the prosumer competition*" ran from 5 May to 30 June 2021. The objective of the competition was to foster stakeholder engagement by allowing for creative ideas and innovative solutions to be explored and implemented within the framework of the iPRODUCE project, particularly considering the principles of co-design and co-development. Participants were invited to submit ideas, whether a product or service, to one or more of the competition challenges that were defined by the original six cMDFs. The project would support the winners in the collaborative design and development of their awarded idea, helping these reach further stages of prototype development and implementation.

The first open competition planned to award three entries with prizes that included monetary support to implement the awarded idea and mentoring/ coaching support. The delivery of the prize would be done along different stages and over the course of several months, adjusted to the specificities of each awarded entry.

Regarding the promotion of the open competition, several activities can be highlighted:

- News and information on the *iPRODUCE website*.
- Visuals for the website, social media, and general promotion purposes (Figure 28).
- Press release on the *CORDIS website* (Figure 29).
- Direct contact (e-mail, messaging, etc.) by the partners was extensively explored to target potential interested stakeholders, directing them to the project website for further information.

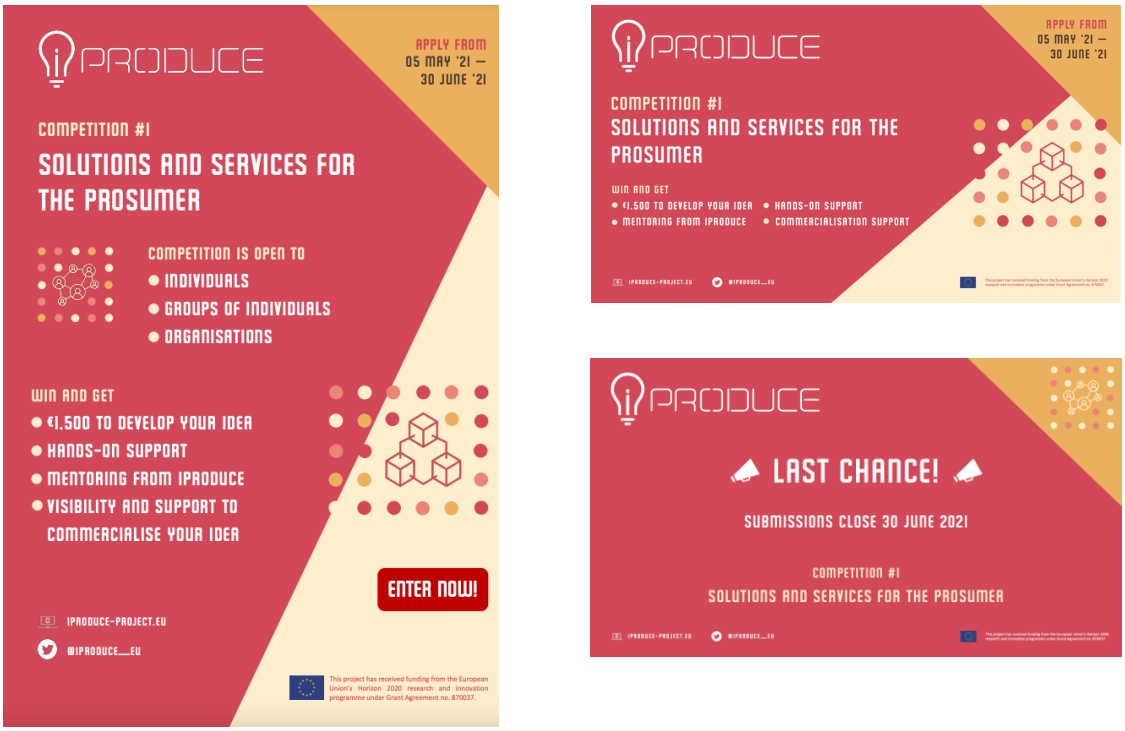

Figure 28. Examples of visuals to promote the competition

Figure 29. Promotion of the competition with a Press Release on the CORDIS platform

4.1.2 Open Competition 2 - Open and collaborative innovation competition

The second iPRODUCE competition "*Open and collaborative innovation competition*" was launched in February 2022. The objective of the competition is closely aligned to that of competition 1, which is to foster stakeholder engagement by allowing for creative ideas and innovative solutions to be explored and implemented within the framework of the iPRODUCE project following the principles of open and collaborative innovation.

The second competition was conceptualised and defined based on several lessons learnt from the first competition. The competition is in fact organised into five smaller competitions organised at the local level by the project's cMDFs. The competition has general *guidelines* as well as specific rules for each cMDF competition. In this competition, participants are invited to submit their entries to one of the specific competitions organised within the project's cMDFs. The competition welcomes ideas and solutions that address the challenges and topics defined for the specific cMDF competition. The competition aims to support the development of submitted ideas and solutions (e.g., project/ product) in an open and collaborative way by providing the applicants with the tools and support to materialise them.

The awards and prizes have been defined with each cMDF competition and include, for example, training, access to infrastructure, or the coaching to support the implementation of submitted ideas.

There has been a mix of general promotion by iPRODUCE together with direct promotion by the cMDFs and respective partners to better reach their local networks. Several activities can be highlighted:

- News and information on the *iPRODUCE website*.
- Individual news pieces on the website for each of the five cMDF competitions as they were launched, namely *France*, *Greece*, *Italy*, *Germany*, and *Spain*.
- *Newsletter* with detailed information on the competition.
- Promotion of the competitions on the project's Twitter and LinkedIn social media channels (examples in **¡Error! No se encuentra el origen de la referencia.** and **¡Error! No se encuentra el origen de la referencia.**).
- Tailored social media visuals for specific cMDF competitions (e.g., France cMDF, Figure 32)
- Tailored flyers for specific cMDF competitions (e.g., Italian cMDF - Figure 33, Greek cMDF, Figure 34).

Figure 30. Promotion of the French cMDF competition on Twitter

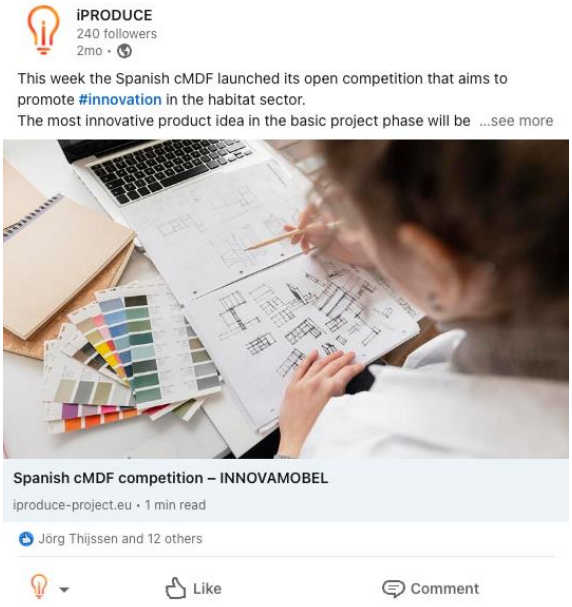

Figure 31. Promotion of the Spanish cMDF competition on LinkedIn

Figure 32. Social media visual for the French cMDF competition

Figure 33. Flyer for the Italian cMDF competition

Figure 34. Flyer for the Greek cMDF competition

At the time of the submission of this deliverable, some of the cMDFs (i.e., France and Greece) have already announced the winners to their specific competitions. These announcements have also been communicated through the iPRODUCE channels, including the *website* and social media (Figure 35).

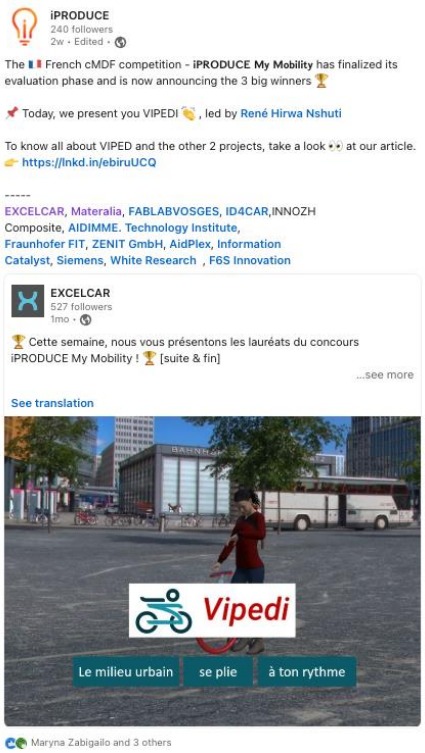

Figure 35. Announcement of French cMDF competition winners on social media

The remaining cMDFs are expected to announce their winners in the upcoming weeks up until the end of July 2022. The second competition will be followed by the third major competition to be organised in the format of a hackathon, tentatively scheduled for the beginning of 2023.

4.2 Events

Events are an integral part of the iPRODUCE growth hacking strategy. Several types of events can be considered within the framework of the project: general iPRODUCE events, organised to promote the full project; cMDF-oriented events, organised by the cDMF partners; and non-iPRODUCE events, in which partners participate with the objective of promoting the project and/ or disseminating results. These are detailed in the following sections.

4.2.1 iPRODUCE general events (organized by the project)

4.2.1.1 General iPRODUCE events

iPRODUCE organised its first major online event titled "*The Social Manufacturing Paradigm - Co-creating with Manufacturers, Maker Spaces and Consumers*" (Figure 36) on 26 November 2020. The objective of the event was to promote a discussion regarding the role of makers and consumers in the social manufacturing landscape. This event was also used to engage with the sister projects, namely OPENNEXT, as well as POP-Machina.

The event was attended by 68 people, mainly from the academia/research community (34 participants, 50%); start-ups/SMEs from other areas (6 participants; 8.82%); industry/ manufacturers and maker communities (both with 5 participants, 7.35%); and consumers (3 participants, 4.41%).

The recording of the event, which was streamed simultaneously, is available on the project's YouTube *channel*. All *presentations* are available on the project website.

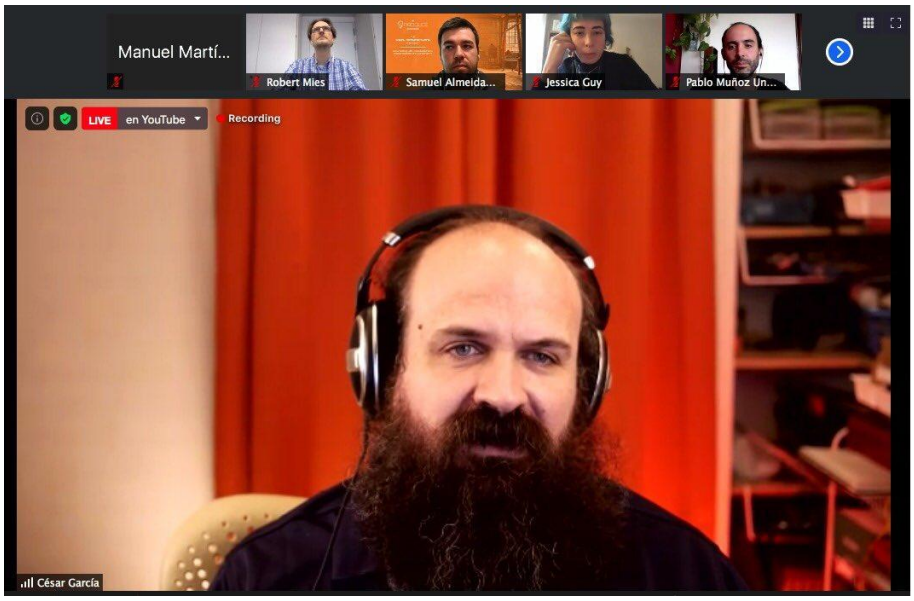

Figure 36. Screenshot from the iPRODUCE event (courtesy of *Manuel Martinez Torán*)

4.2.1.2 iPRODUCE co-organised events

Together with its sister projects - INEDIT, OPENNEXT, and DIY4U - iPRODUCE co-organised the "*Open innovation for collaborative production engineering*" online event, held on 22 April 2021 and attended by over 70 participants. The title of the event was aligned with the H2020 topic that funded the four projects, thus focusing the objective of the event on how each project addresses open innovation. The event allowed each project to present their objectives and main concepts and included a discussion about the specific application of open innovation. The session had 74 registrations from 15 countries.

Figure 37. Representatives of the projects at the Open innovation for collaborative production engineering event

Building on the success of this first joint-event, the sister projects co-organised the "*Open Innovation for collaborative production engineering*" online event, which was held on 28 June 2021 in the framework of the *Open Innovation Congress 2021*. The objective of the Open Innovation Congress was to discuss the experiences and challenges of open innovation, and to provide examples of successful open innovation activities in different areas. The congress was organised by the Baden-Württemberg Ministry of Economics, Labour and Tourism and Steinbeis 2i GmbH / Steinbeis-Europa-Zentrum.

The session managed by the sister projects focused on providing successful open innovation examples in the framework of the four sister projects and to foster discussions on the application of such examples and how they can be replicated beyond the projects. A video recording of the session can be found online *here*.

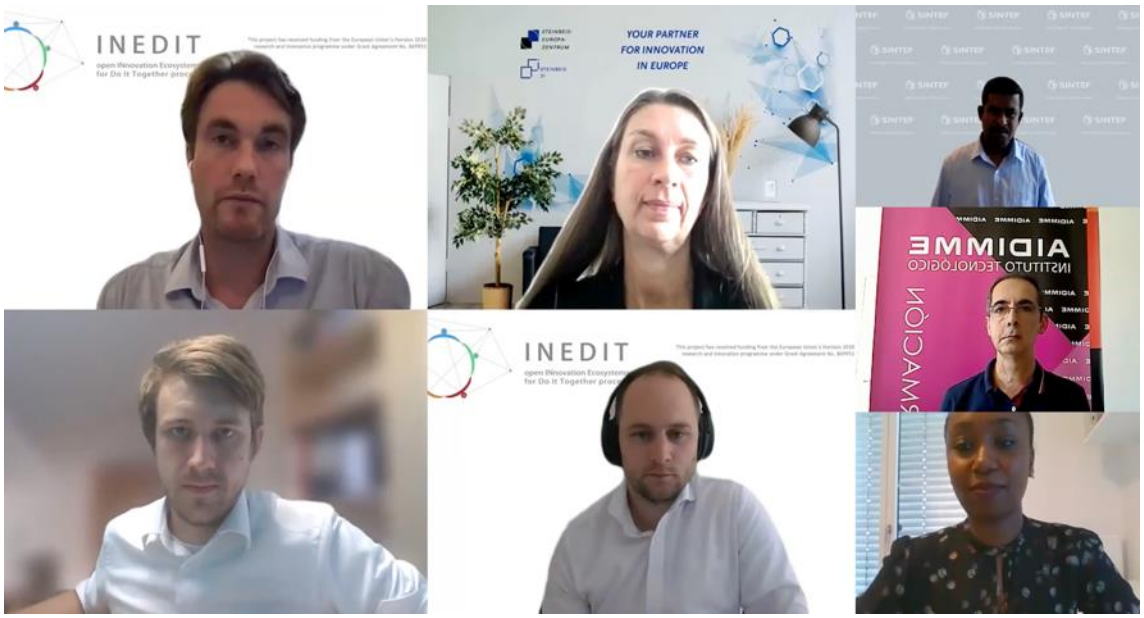

Figure 38. Representatives of the four sister projects at the Open Innovation Ecosystem for collaborative co-creation event

4.2.2 cMDF-based events

The iPRODUCE cMDFs have been active since the beginning of the project in the organisation of events with the objective of engaging and cooperating with stakeholders, promoting their cMDF offering, the use cases they are working on, as well as iPRODUCE in general.

Considering that many of these activities are engagement and cooperation focused, specific details on many of these events can be found in deliverables D10.4 and D10.5, Report on Cooperation activities version 1 and version 2, respectively. The events organised by the cMDFs are outlined in Table 11.

Table 11. List of main internal events organised by the six cMDFs

cMDF	Event title	Date
Denmark	Co-creation workshop & Kick-off event	27/08/2020
	Women makers' 1st meeting	07/10/2020
	Workshop with schools to plan collaborations	22/10/2020
	Women makers' 2nd workshop	29/11/2020
	Women Makers 3rd and 4th workshop	16/04/2021
	Visit to Duevej skolen to present the iPRODUCE project	11/01/2021
	Visit to Ådalen skolen to present the iPRODUCE project	23/02/2021
	3rd Women Makers' workshop	28/02/2021
	Visit to Køge Lille skolen to present iPRODUCE project	03/03/2021
	4th Women Makers' workshop	11/04/2021
	Workshop at Helsingør with Helsingør Museum and Municipality	07/05/2021
	2nd workshop with Helsingør Museum and Municipality	31/05/2021
	5th Women Makers' workshop	30/05/2021
	3rd workshop with Helsingør Museum and Municipality	09/10/2021
France	Introduction of the iPRODUCE cMDF use cases and set up of the French cMDF	19/01/2021

cMDF	Event title	Date
	1st warm-up event with French cMDF ecosystem	02/11/2021
	2nd warm-up event with the French cMDF ecosystem	23/11/2021
	Launch and promotion of the competition “iPRODUCE competition for open and collaborative innovation | iPRODUCE My Mobility”	08/02/2022
Germany	Learning about methods and digital tools from the Maker-Community	21/04/2020
	Advantages and disadvantages of various collaborative online tools	19/05/2020
	Maker vs. virus special: How to innovate, produce and distribute new products	16/06/2020
	Using design thinking to foster innovation + design your own 3D product	18/08/2020
	Innovating in maker spaces: 3D-Printing for giveaways – X-mas special	28/10/2020
	Online focus group "Design Thinking for Maker"	20/02/2021
	Workshop with Open Edge “Design Thinking in a nutshell - selected methods for maker audiences” (Online Training)	23/02/2021
	Human Centred Prototyper Training with Open Edge	21-23/09/2021
	Live-Prototyping Workshop with Rossbach-Wojtun	02-12/11/2021
Greece	Online workshop on the Additive Manufacturing & 3D Printing Technologies under Greek Social Manufacturing	18/01/2021
	Online workshop on Digital Technologies in Education & Culture	04/06/2021
Italy	Kick off meeting of the Italian cMDF	29/07/2021
	Second meeting of the Italian cMDF	21/10/2021
	Promotion of iPRODUCE at Digital Automation Lab in Reggio Emilia	26/11/2021
	Warm Up event with Italian cMDF partners and potential new partner	01/02/2022
	Presentation of the iPRODUCE Italian cMDF within in webinar on EU Projects	25/02/2022
Spain	Meeting with Spanish makerspaces	26/06/2020
	Workshop with core Spanish cMDF group	03/02/2022

4.2.3 External events (where the project was promoted)

Over the past 30 months, the project has explored opportunities to participate in events that focus on the themes addressed in the project. While the COVID-19 pandemic limited the number of events that could be attended, participation in events still occurred, including in online format. A summary of the main events in which iPRODUCE participated are presented below (Table 12).

Table 12. List of main external events participated by the cMDF representatives

cMDF	Event title	Date
France	The Mobilities Transitions Forum (Rennes, France)	03/05/2022
Greece	1821-2021: Through the eyes of the children (Chalkidona, Greece)	25/09/2021
	2nd Thessaloniki Design Week (Thessaloniki, Greece)	13-17/10/2021
	ProDPM'21 Conference (Online)	27-29/10/2021
	“Create in the classroom, the importance of the University FabLabs”	23/09/2020

Spain	(Online)	
	Habitat Congress 2020 (Valencia, Spain)	22/10/2020
	"Makerspaces: digital manufacturing, motivation, and learning" (Online)	27/11/2020
	Maker Fair Galicia (Online)	05/06/2021
	Habitat Congress 2021 (Valencia, Spain)	21/10/201
	FIMMA-MADERALIA 2022 (Valencia, Spain)	01/04/2021

Below are detailed a selection of some of the more relevant external events in which iPRODUCE has participated in, as well as those participated by cMDF representatives, as listed in Table 12.

4.2.3.1 FABxLive 2020

iPRODUCE participated in the 2020 edition of *FABxLive*, which was held online from 27-30 July 2020. iPRODUCE participated in the 'FabWorld' sessions of the event, which ran daily from 27-30 July. A three-minute *video* was submitted that presented the project's context, its main objectives, the cMDFs, and the outputs and impacts. The video was streamed to the participating audience on 30 July and can be *viewed* on the Fab Foundation YouTube channel (Figure 39).

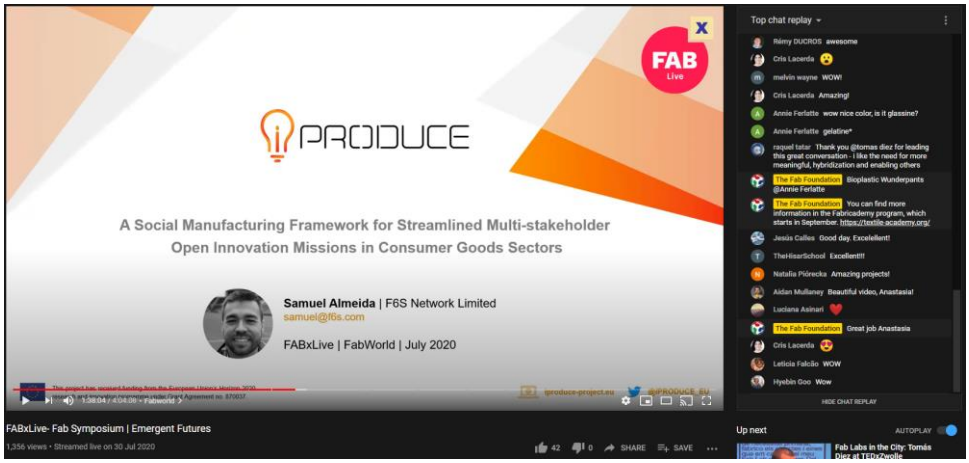

Figure 39. Screenshot from the streaming of the iPRODUCE presentation at FABxLive 2020 (1)

4.2.3.2 European Forum for Electronic Components and Systems (EFECS) 2020

iPRODUCE *participated* in the *EFECS 2020* online event, which took place on 25-26 November 2020. The engagement and networking opportunities were made possible through visits to virtual booths, which iPRODUCE also participated with (Figure 40).

Figure 40. iPRODUCE booth at the EFECS 2020 virtual event

4.2.3.3 HABITAT Congress 2020

iPRODUCE was present at the *HABITAT Congress 2020*, organised by and represented at the event by partner AIDIMME, which took place on 22 October 2020 (Valencia, Spain). The HABITAT Congress is one of the most important meetings about strategies in the home furnishing sector in Spain, which is fully aligned with the activities of the Spanish cMDF.

The event was an opportunity for iPRODUCE to be presented to participants, which was supported by a promotional *video* of the Spanish cMDF that was displayed in the venue's main hall (Figure 41).

Figure 41. iPRODUCE Spanish cMDF video on the congress video wall

4.2.3.4 HABITAT Congress 2021

iPRODUCE repeated its presence and participated in the *HABITAT Congress 2021*, organised by AIDIMME, which took place on 21 October 2021 (Valencia, Spain). The theme of the 2021 edition was "transition to circular businesses".

iPRODUCE participated with a dedicated booth where it invited attendees to learn more about the project, the progress achieved, and a selection of the tools aimed to support open innovation and social manufacturing. This was achieved with the support of a project *video* showcasing the iPRODUCE open innovation space tools, as well as a *roll-up* on display.

Figure 42. iPRODUCE OpIS tools video on the congress video wall

Not only was the event an important opportunity to present iPRODUCE to a very relevant set of stakeholders, it was also a valuable opportunity to show to participants and allow them to interact with some of the OpIS tools.

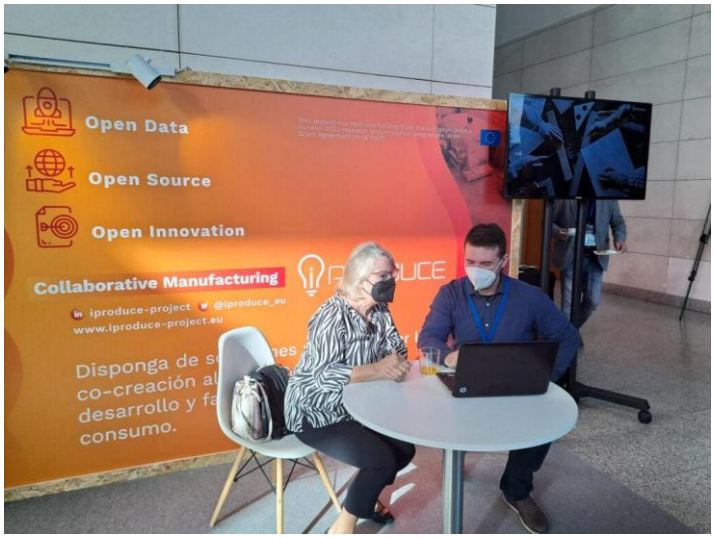

Figure 43. congress visitor interacting with the iPRODUCE OpIS tools at the project booth

FIMMA-MADERALIA 2022

iPRODUCE representatives of the Spanish cMDF were present at the FIMMA-MADERALIA 2022 event, which was held between 29 March and 1 April 2022 in Valencia. The main objective of iPRODUCE's participation was to introduce the OpIS to the event visitors.

To achieve this, partner AIDIMME had an institutional booth with a specific part where the iPRODUCE project was showcased with the support of poster, a TV showing a video with a demo of the tools and a table for specific demos to be tested. Several demonstrations were organised daily and explanations of iPRODUCE solutions in face-to-face meetings were provided.

By the end of the event, it is considered that the objective was successfully accomplished as a lot of interest was received mainly from furniture manufacturers.

Figure 44. Visitors at the iPRODUCE booth of the FIMMA-MADERALIA 2022 event

HANNOVER-MESSE 2022

iPRODUCE had the opportunity to participate in the Hannover Messe 2022, one of the world's largest industrial events, which took place from 30 May to 2 June 2022 (Hannover, Germany).

The project, represented by partner ICE, was present at a booth and was able to showcase live several of the tools being developed in the framework of the project, also supported by the recent project *video* and distribution of other *materials*.

Figure 45. iPRODUCE animated video and materials in distribution at the fair

Figure 46. Booth visitors interacting with and learning about the OpIS tools and services

4.3 Engagement with other activities and initiatives

4.3.1 Engagement with the iPRODUCE sister projects - collaboration sessions

As outlined in deliverable D10.2, after some initial and successful engagement and cooperation activities with other EU-funded projects, namely the iPRODUCE sister projects (INNEDIT, OPENNEXT, and DIY4U), iPRODUCE pioneered what would be a series of collaborative sessions to discuss topics of common interest. The objective of these sessions is to discuss these topics, identify and promote opportunities for learning, and identify good practices implemented in one or more projects that could be replicated in other projects.

Such topics would be related to SW architecture and IT structure; user interaction, roles and prescription; ecosystem engagement; business models; IPR management; open innovation competitions; and others that the projects agreed upon.

Following a framework and approach agreed with the sister projects, two sessions have been organised.

The first collaboration session took place on 7 October 2021 and addressed the theme of ***open innovation competitions***. Key discussion points were the processes employed by each project, the strategy to reach out to stakeholders, definition and management of prizes, and general engagement from their target audience.

The second session (Figure 47) was held on 23 February 2022 and addressed the theme of **Ecosystem engagement: incentives, prescription, and roles**. Key discussion points in this session were participation of complementary agents in their co-creation ventures, and how these actors shape a community or ecosystem that must be temporarily secured to ensure participation and implication.

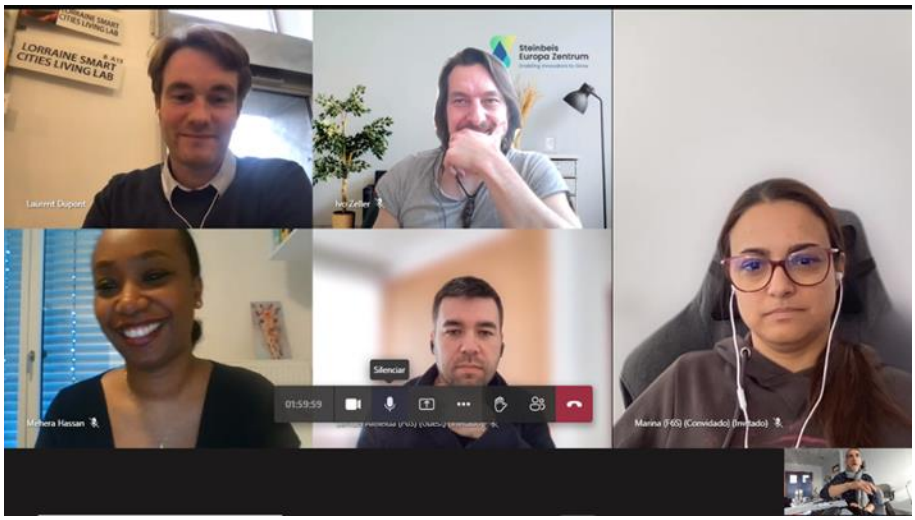

Figure 47. Representatives of the four sister projects at the 'Ecosystem engagement. Incentives, prescription, and roles' collaboration session

Meeting minutes are taken in each of these sessions and will be collated and delivered as a complementary report at the end of the project with a series of findings and recommendations.

4.3.2 Cooperation and engagement within cMDFs

Growth hacking also emerges through the cooperation and engagement activities carried out within the iPRODUCE cMDFs as part of their own *growth* activities. This may be related to engaging and informing local stakeholders or cooperating with them to achieve the development of their use cases.

Many of these activities have been listed as part of the cMDF-based events listed in Table 11. As mentioned, specific details on many of these events can be found in deliverables D10.4 and D10.5, Report on Cooperation activities version 1 and version 2, respectively.

4.4 cMDF ecosystem building

As described in deliverable D10.2, the social engagement established by the cMDF representatives can benefit from the support of other materials that inform about the cMDF, their activities, what they offer, how to join, and what a stakeholder can gain by being a part of the cMDF.

At this stage, the growth hacking actions foreseen are still underway, with the following developments having been achieved.

4.4.1 Expansion of the iPRODUCE website

In addition to the existing *general page* on the cMDFs, which presented the cMDF partners and objectives, individual pages have been set up for the six cMDFs that present detailed information about their scope and activities. These individual pages include the following:

- Participating partners
- Scope and purpose of the cMDF
- Expansion strategy (i.e., how the cMDF plans to bring in new stakeholders)
- Key services offered by the cMDF
- Presentation of the cMDF use cases, covering description, objectives, methodology, and expected results.

An example for one of the cMDFs is presented in Figure 48 and Figure 49.

Figure 48. General description of the cMDF

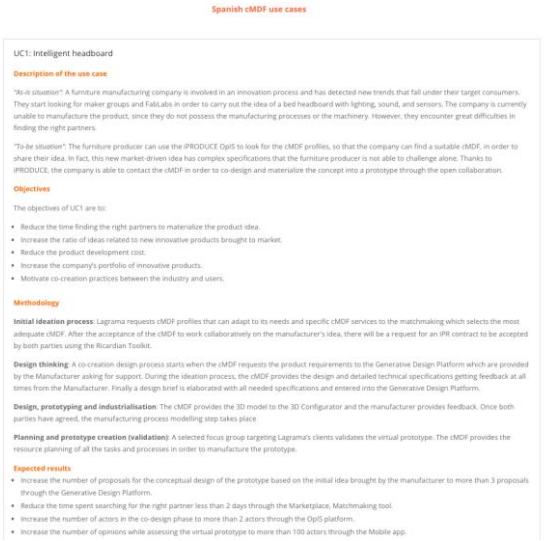

Figure 49. cMDF use case description

4.4.2 Leaflets and booklets

Work has already been done on the development of leaflets and a booklet for the cMDFs. The leaflets aim to be single page document with information specific to each cMDF, following the approach of the website, but in a simplified format. Initial iterations of the leaflet have been developed (Figure 11), following a slightly updated design, and a final version aiming to support the cMDF expansion will be delivered later on in the project.

Regarding the envisioned booklet, the focus is now on delivering a single booklet that can be used as a reference guide for the establishment of new cMDFs in the future, building on the good practices and lessons learned from the original iPRODUCE cMDFs.

5 Monitoring

An effective monitoring of the dissemination KPIs is important to ensure that the proposed activities are being developed as planned and reaching the target audience. All partners are responsible for reporting the activities they participate in or carry out (e.g., participation in an event, publication of news, etc.).

5.1 Dissemination KPIs

A set of Key Performance Indicators (KPI) and respective target values have been defined for the channels, tools, and activities. Table 13 lists the various quantitative indicators and respective tools/ channels as defined in the first Playbook.

The values presented are the target values for end of the project (including those that have been revised upward as part of the second iteration of deliverable D10.2); the values registered by M17, and the values registered by M29 (May 2022). This way its more visible the improvement in the numbers and which KPIs have already been achieved.

Table 13. iPRODUCE KPIs and proposed target values (end of project)

Tools/Channel	Key Performance Indicator (description)	Initial target value / Updated target value	Value (M17)	Value (M29)
Project website	Number of visits to the website	5,000 (sessions) // **6,250 sessions** (+ *25%*)	4,667	10,640
	Number of unique visitors	2,500 (users) // **3,750 users** (+ *50%*)	3,262	8,136
	Number of page views	Not defined in D10.1 // **20,000**	9,576	20,971
	Average time on website	> 2m30sec.	1m32sec.	1m44sec
Press Releases / Articles	Number developed	6 (2 / year) // **9** (3/ year)	7	18
Newsletters	Number of newsletters developed	> 4	2	5
	Number of newsletter visualisations/ downloads	> 200 (avg. 50/ ed.)	22	66
Events (Organisation)	Number of events organised	2	1	2
	Number of participants	> 10 /event	68	143
	Satisfaction of event organisation; relevance of event and contents.	Score of ≥ 3.5 on a 0-5 Likert scale	4.5 / 4.5	4.5
	Number of follow-up activities resulting from the event	≤ 3 activities	2	2
	Number of (e-)training sessions on tools developed in the project	> 10 sessions	*N/A*	6
	Number of participants in the (e-) training sessions	25 (average) per session	*N/A*	20
Events (Participation)	Number of events participated in	> 15	5	29
	Number of presentations at conferences/ fairs	4	3	5
	Number of follow-up activities resulting from the event	≤ 3 activities	1	5
Videos	Number of videos developed	6 (one per cMDF)	*N/A*	9
	Number of views	1,000 (all videos)	152	570
Brochure/ leaflets/ flyers	Number of brochures printed and distributed	750	*N/A*	125
	Number of brochure	1000	200	428

Tools/Channel	Key Performance Indicator (description)		Initial target value / Updated target value	Value (M17)	Value (M29)
	visualisations/downloads				
Scientific/ technical publications	Number of publications developed		4	3	5
	Proportion of joint publications		50%	*N/A*	0
	Average number of different authors per publication		3	5.7	4.8
Social Media	Twitter	Followers	> 150 // **> 200** (+ *33%*)	123	161
		Profile visits	> 500 // **> 2500** (+ *400%*)	1697	8,645
		Posts	> 150	121	190
	LinkedIn	Profile followers	N/A **> 200**	125	239
		Group members	> 50	69	117
		Posts	> 30	8	58
Open Competitions	Number of competitions organised		3 (two online competitions; one hackathon)	1 *(ongoing)*	2 (1 done + 1 ongoing)
	Number of applications to competition		10 *(average)*	*N/A*	---
	Number of applications to hackathon		10	*N/A*	---
	Number of newly developed concepts in the Open Competitions		3	*N/A*	---

Regarding KPIs and their progress, as already mentioned, most of the KPIs have already been achieved. This is evident in those related to the project website and social media. The two exceptions are the average time spent on the project website, and the total number of Twitter followers. In fact, the current number of Twitter followers (161) has already surpassed the initial proposed value (as defined in D10.1) but is below the revised version proposed in deliverable D10.2. As for the average time spent on the project website, is important to highlight that, although the average is below the target KPI, there are some pages, such as the '*Co-creation methods and tools*' page, where the users are spending more than 3 min (the KPI is 2m30sec.).

To make progress and work towards achieving the online-channel KPIs that are yet to be met, the project will continue to prepare and publish high level content to showcase the results that are now emerging, explore further opportunities to participate at events, etc. This will keep the existing audience engaged and help the project reach new followers. And, as this needs to be a consortium effort, all partners will continue to share the project content on their own online channels, to achieve maximum outreach.

As for the offline-channel KPIs, such as those concerning events (organisation), now is the time where the tools are getting mature enough to be showcased. So, it is considered that from now on, more workshops and training sessions will happen. As for the number of printed materials (e.g., brochures), this might be a more challenging KPI, since many events have already established a "green policy" of not distributing printed materials. However, as the participation in events increases, so will the number of downloads of these materials, compensating for the fewer number of printed copies.

As shown throughout this document, good progress has been made towards the achievement of all KPIs. Increased efforts will be made in the forthcoming months to continue to increase those already achieved and meet the target values of those that are still pending.

6 Final considerations

During the first 30 months of the iPRODUCE produce, it is considered that the communication and dissemination activities produced the expected results.

iPRODUCE's brand and visual identity were continuously strengthened through its implementation in several graphic materials such as social media visuals, a brochure, a rollup, a leaflet, videos, merchandising, etc.

Online channels were frequently updated with relevant news and information about the project being the website the main point of information. The website had more than 20,900 page views, 10,600 users, and an average time of usage of 1m44sec, throughout the project's first 30 months.

As for social media platforms, the project achieved an engaged, strong and "growing-by-the-day" community of over 500 people via Twitter, LinkedIn, YouTube, and newsletters.

The news of the project such as those related to partners, cMDFs (results, tools, workshops, events, open competitions, etc.) and events related to the project ecosystem, were disseminated by taking advantage of all these channels.

By M30, the project published 84 articles on its website, 32 articles in external blogs, 5 scientific publications (3 conference papers and 2 book chapters) and released 5 newsletters and 7 press releases.

The project and respective partners have progressed well in the proposed growth hacking activities. Two open competitions have been organised, the later still ongoing but already producing positive results. A final hackathon will be organised in the final months of the project. The project and the partners have been highly engaged in organising and participating in events. The iPRODUCE cMDFs alone have organised more than 30 events to promote their activities, and the project has been showcased at relevant events, most recently at the Hannover Messe 2022.

As for the KPIs, it's fair to say that the numbers are growing at a good rhythm and are on the right path to meet all the target values by the end of the project. By M30, 50% of the defined KPIs have already surpassed the target values.

In addition to all the tools, channels and materials that have been addressed in this deliverable, several others are being discussed to ensure maximum promotion of the project over the coming months, as well as the dissemination of key results that are steadily emerging. These new solutions will be addressed in the forthcoming deliverable *D10.3 Content Marketing and Growth Hacking Playbook 3*, while the full results of the project's communication and dissemination activities will be included in deliverable *D10.8 iPRODUCE review of communication and dissemination activities 2*.

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