D10.8. iPRODUCE review of communication and dissemination activities 2

June 2023

Prepared by **F6S**

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Abstract	The iPRODUCE review of communication and dissemination activities is the second 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 from month 31 to the month 42 of the project (from July 2022 to June 2023)

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DISSEMINATION LEVEL		
PU	Public	✓
PP	Restricted to other programme participants (including the EC services)	
RE	Restricted to a group specified by the consortium (including the EC services)	
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DISCLAIMER

iPRODUCE ● Grant Agreement: 870037 ● Innovation Action ● 2020 – 2022 | Duration: 36 months Topic: DT-FOF-05-2019: Open Innovation for collaborative production engineering (IA)

Executive Summary

This deliverable is *D10.8 – 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 from month 31 to the end of the project (month 42) 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 following two 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 project has successfully developed various materials that contribute to the establishment and strengthening of iPRODUCE's brand and visual identity. These materials encompass a range of items, including a logo and style guide, brochures, booklets, leaflets (both generic and cMDF-specific), a rollup banner, a PowerPoint presentation, a pocket guide for the hackathon, and two infographics. Additionally, the project has created engaging visuals for social media and produced several videos, some focused on the cMDFs, others providing an overview of the project, and some highlighting the OpIS tools and Hackathon winners. Merchandising materials such as t-shirts, hoodies, water bottles, pens, pencils, notebooks, and tote bags have also been produced. These materials collectively contribute to the project's brand recognition and visual identity.

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

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 through the ***website*** which acts as a hub for the hosting and distribution of valuable and relevant content. By the end of M42, the website had more than 36,839 page views and 13,045 users.

The project has three **social media** channels: *Twitter*, *LinkedIn* and *YouTube*. Across these three handles and including the number of people registered to receive the iPRODUCE newsletter, the project has achieved and engaged an overall community of more than 820 people.

The project utilises Twitter and LinkedIn as platforms to share a wide range of updates and news. These include information about project partners, updates on cMDFs (including results, tools, workshops, events, open competitions, and hackathons), as well as relevant news and events within the project ecosystem. Additionally, there are collaborative efforts with other H2020 projects and cross-posting activities to enhance synergies and promote relevant content.

The YouTube channel serves as a centralised platform for hosting project-related videos. The content of these videos varies, ranging from showcasing cMDF activities to providing general explanations about

the project. Some videos highlight the usage of the OpIS Platform tools, while others feature the winners of the Hackathon. In total, the project has uploaded 30 videos, which have garnered 1,064 visualisations.

Various communication channels, including blog posts, articles in external blogs, scientific publications, newsletters, and press releases, are utilised to effectively communicate and disseminate project news, achievements, and results to a broader audience. These channels serve as vehicles to share information about events in which the project participates and provide in-depth insights into the development of tools. The project has produced a total of 96 articles on its website, contributed 52 articles to external blogs, published seven scientific publications (including conference papers, book chapters, a journal article, and a magazine article), and issued eight newsletters and seven press releases.

Growth hacking activities

The project's growth hacking strategy focuses on engaging stakeholders and target groups to optimise their participation in project activities. This involvement brings value to iPRODUCE in two main ways: (1) active participation enables the collection of valuable insights for future initiatives, and (2) it allows stakeholders to gain knowledge and benefit from project results in their own work. The growth hacking approach includes various activities such as the open competitions, events (specific to the project), and participation in external events to promote and disseminate results. Additionally, the project has collaborated with other initiatives, including sister projects, through various collaborative activities.

Monitoring - Dissemination KPIs

Ensuring effective monitoring of communication and dissemination Key Performance Indicators (KPIs) is crucial for capturing and reporting all awareness-raising, communication, and dissemination activities as required by the EC. iPRODUCE has defined KPIs aligned with the project's channels, tools, and activities, with target values set to be achieved by the project's end. By the end of month 41, almost all of the KPIs have not only been met but exceeded.

This success can be attributed to the collective effort of all partners, who actively contributed to reporting their respective activities, such as event participation and news publications. It is worth emphasising the shared responsibility among partners in maintaining the KPIs on track.

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1 Introduction

This deliverable is *D10.8 – 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 during the last 12 months of the project, from M31 to M42 (July 2022 to June 2023) to ensure an effective and successful promotion of the project and dissemination of its results.

It will also briefly summarise some already reported activities (in D10.7) that, for the sake of context, are important to recall.

Most of the iPRODUCE dissemination activities have been planned and defined in the 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 and describe 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
    - Hackathon promotional kit and pocket guide
    - OpIS Tools visuals
    - Infographics and booklet
    - iPRODUCE videos
- **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 the:
    - 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
- **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 last 12 months of the project (from M31 to M42), to promote and disseminate the project and its outcomes.

2.1 Visual identity and Logo

The iPRODUCE visual identity and logo was established in the initial months of the project. Nevertheless, it's important to once again mention it, since it is one of the most important communication and dissemination activities developed in any project. The visual identity is what sets the tone for every communication materials developed during the project.

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 included:

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

The **iPRODUCE logo** (Figure 1) 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.

In addition to the logo, **iPRODUCE has its own style guide (**Figure 2**)** 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.

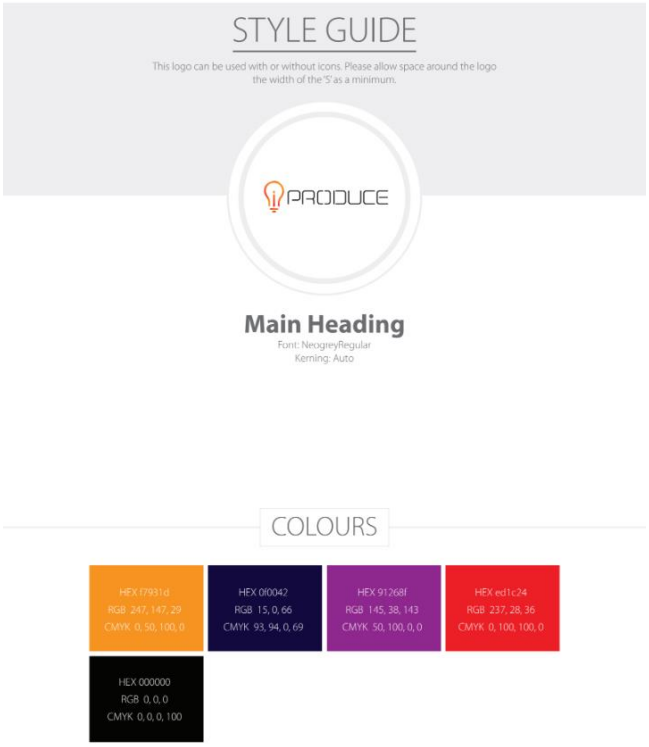

Figure 2. iPRODUCE style guide

The **EU emblem and disclaimer** (Figure 3) 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 3. EU emblem and acknowledgement of funding source to be included in tools and materials prepared for communication and dissemination purposes

2.2 Hackathon Promotional Kit and Pocket Guide

The iPRODUCE Hackathon, took place from 20 to 22 April 2023. The main objective of this competition was to contribute to the validation of the *iPRODUCE OpIS Platform* and respective tools while allowing for creative ideas and innovative solutions to be explored and implemented following the principles of open and collaborative innovation.

To enhance the visibility of the Hackathon and position it as one of the project's final major activities, dedicated promotional materials were created. These materials maintained a cohesive visual identity, derived from the original iPRODUCE branding, with the aim of attracting a larger number of applicants and highlighting the Hackathon's significance within the project.

Figure 4 illustrates some of the social media visuals used during the Hackathon.

Figure 4. Hackathon social media visuals

To facilitate the promotion of the Hackathon, partners were provided with a comprehensive "Hackathon Promotional Kit." This kit included not only visual materials but also a pre-prepared news article about the event (Figure 5), ready for partners to feature on their respective websites. Additionally, partners were given a readily available social media copy (Figure 6) that they could directly post on their social media platforms.

Title: Join the iPRODUCE Hackathon

iPRODUCE is looking for the most innovative and creative ideas within the manufacturing and DIY communities.
Join the iPRODUCE Hackathon and unleash your creative potential!

(visual is HERE)

The iPRODUCE hackathon will be a 3-day hybrid event and competition held locally at each cMDF location (France, Germany, Greece, Italy, and Spain) as well as fully online.
The event will run from 20th April, 9h00 CEST until 22nd of April, 14h30 CEST.
Participants can join individually or in teams of up to 3 people.

The main objective of this competition is to contribute to the validation of the iPRODUCE OpIS platform and respective tools while allowing for creative ideas and innovative solutions to be explored and implemented following the principles of open and collaborative innovation.

The challenge of the hackathon will be for the participants to **develop a product idea by creating their own user journey while using as many of the OpIS tools as possible** to develop their product. Participants can develop any type of idea/ solution, focusing on any type of sector, regardless of being physically at a cMDF or being fully online.

Six participants/teams will be awarded: one at each cMDF location and one from the online participation group.

Sounds interesting? Want to know more?
Please visit the iPRODUCE Hackathon page

Figure 5. Website news

>> Always use a visual to go along with the text <<

Linkedin

iPRODUCE is looking for the most #innovative and #creative ideas within the #manufacturing and #DIY communities.

From 20th April, 9h00 CEST until 22nd of April, 14h30 CEST, join the iPRODUCE Hackathon either locally at each cMDF location (France, Germany, Greece, Italy, and Spain) or fully online.

The #challenge of the #hackathon will be for the participants to develop a product idea by creating their own user journey while using as many of the OpIS tools as possible to develop their product.

Sounds interesting?😁 Want to know more? 👀
Please visit 👉 https://lnkd.in/djiE8ebR

Twitter

@iPRODUCE_EU is looking for the most #innovative and #creative ideas within the #manufacturing & #DIY communities.
Join the iPRODUCE Hackathon
🗓️ 20th April, 9h CEST until 22nd of April, 14h30 CEST
📌 Either locally at each cMDF location or fully online
🔗 https://iproduce-project.eu/hackathon/

Figure 6. Ready to use social media copy

Within the context of the Hackathon, a concise Pocket Guide (Figure 7) was created to provide participants with clear instructions on navigating the OpIS tools more effectively. Particular attention was provided to giving them quick access to the tools through the placement of a QR code.

Figure 7. Hackathon Pocket Guide

2.3 OpIS Tools Visuals

Associated with the Hackathon promotion, but also to promote the OpIS tools, a set of visuals and social media copies were created (Figure 8) and made available to all the partners.

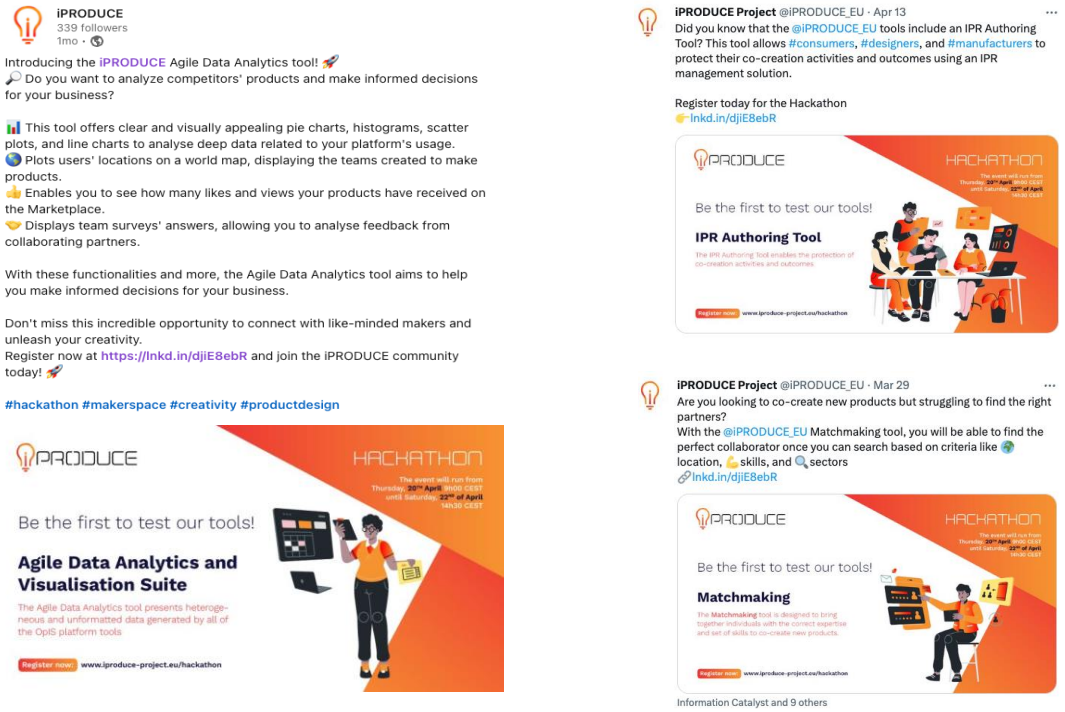

Figure 8. Example of social media posts on the OpIS Tools

To showcase the OpIS Tools on the website, some visuals were also created (Figure 9).

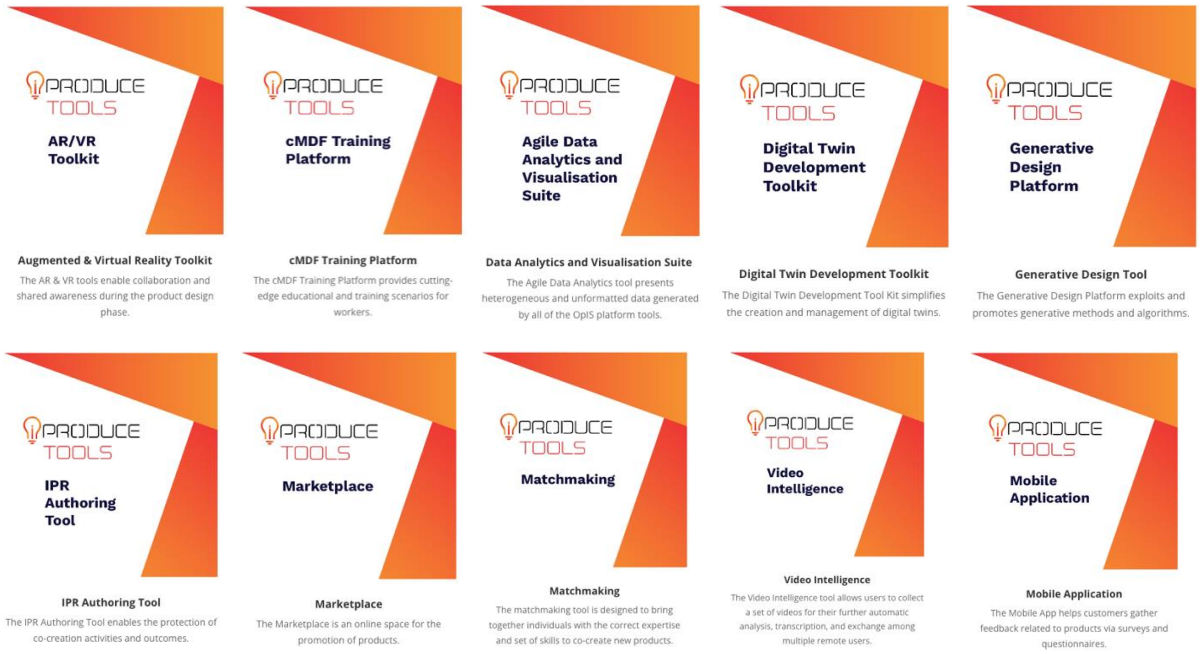

Figure 9. Images developed to showcase the OpIS tools on the iPRODUCE website

2.4 Infographics and Booklet

Until M30, a significant focus of the project was to raise awareness. So, during that period, as already reported in "*D10.7 iPRODUCE review of communication and dissemination activities"*, the following materials were produced:

- A generic brochure[1]
- A rollup[2]
- A generic leaflet[3]
- Some flyers related to each cMDF

From M31 (July 2022) to M42 (June 2023) the focus of the project shifted from raising awareness, to showcasing the results.

In this sense, two infographics were created: "*Perceptions Around Social Manufacturing*" (Figure 10) and "*Perceptions Around Social Manufacturing across the EU*" (Figure 11). The purpose of these infographics was to capitalise the research about "Perceptions around social manufacturing" developed under the task T2.1, which is described in the deliverables "*D2.1 Stakeholder Requirements for UDI in the Consumer Goods Products"* and "*D2.2 Stakeholder Requirements for UDI in the Consumer Goods Products 2".* This way, this research would be made available not only to the consortium members through the deliverables, but also to the general public. The two infographics were downloaded from the iPRODUCE site more than 150 times.

[1] *https://iproduce-project.eu/wp-content/uploads/2022/09/iPRODUCE-brochure-SEPT2022-1.pdf*
[2] *https://iproduce-project.eu/wp-content/uploads/2022/09/iPRODUCE-brochure-SEPT2022-1.pdf*
[3] *https://iproduce-project.eu/wp-content/uploads/2022/09/iPRODUCE-flyer-June22.pdf*

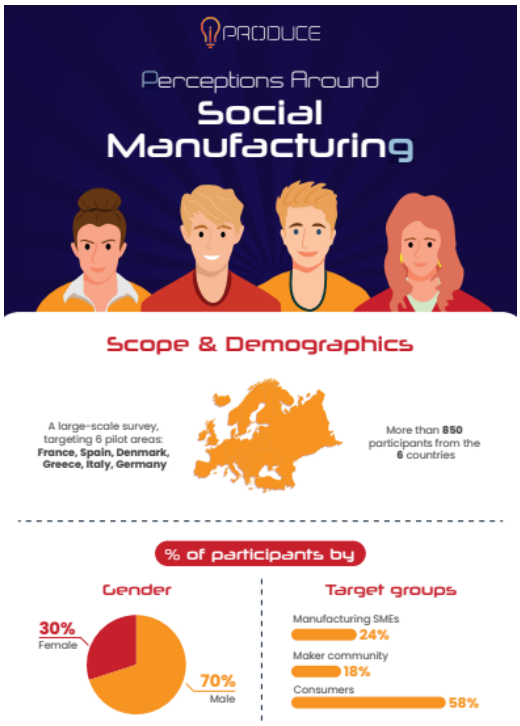

Figure 10. Perceptions Around Social Manufacturing

Figure 11. Perceptions Around Social Manufacturing across the EU

A booklet, "*iPRODUCE Assistive and Collaborative Designing Methods and Tools*" (Figure 12) was developed in collaboration with Copenhagen Business School (CBS) and Fraunhofer FIT. This booklet aims to serve as a compilation of the most effective methods utilised and described within the iPRODUCE toolbox[4]. It represents a selection of the best practices employed throughout the project.

Figure 12. Booklet - "iPRODUCE Assistive and Collaborative Designing Methods and Tools"

[4] *https://iproduce-project.eu/resources-and-results/co-creation-methods-and-tools/*

A set of materials about "*Environmental perspective in life cycle management*" were also produced by AIDIMME, MATERALIA, FIT and IRT M2P and can be consulted on the iPRODUCE website.

The primary objective of these materials is to serve as environmental guides that promote green design and production in line with a circular economy model. These guides provide users with a comprehensive overview of the respective environmental aspects they address. They include practical examples and suggestions on utilising the guide effectively, along with step-by-step instructions for implementing the proposed processes or methodologies.

3 Online dissemination - tools and channels

This section provides an overview of the online dissemination activities performed during the last 12 months of the project (M31 to M42), divided by communication channel/activity, following what was defined in the *D10.1 Content Marketing and Growth Hacking Playbook V1* and *D10.2 Content Marketing and Growth Hacking Playbook 2.*

3.1 Website

The iPRODUCE website[5] 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.

Throughout the project's duration, the website maintained a dynamic structure and was regularly updated to cater to the project's evolving needs. In the final 12 months, additional web pages were created to showcase information related to the ongoing activities of the project.

Concerning the Hackathons two new pages were developed:

- The *Hackathon page* (Figure 13) - where all the information concerning the Hackathon was presented.
- The *Hackathon winners page* (Figure 14)- where all the information about the winners can be found in a clustered way.

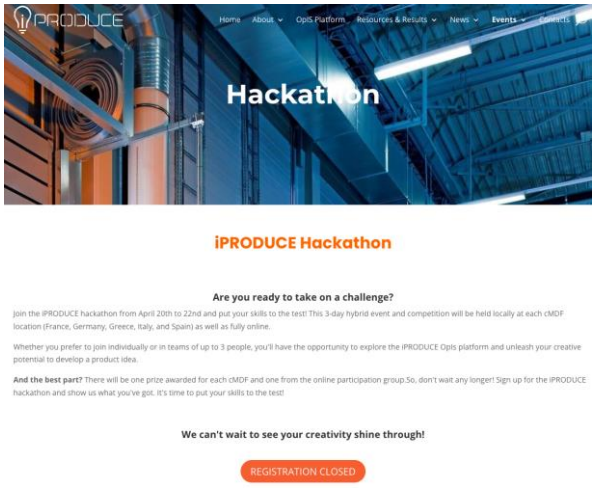

Figure 13. Hackathon page

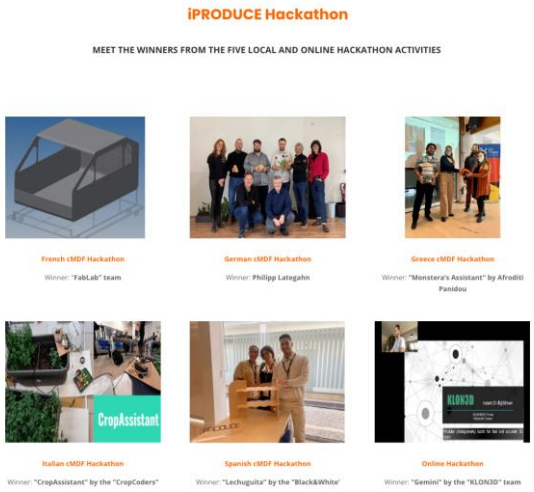

Figure 14. Hackathon winners page

Under "Resources & Results", an "*Environmental perspective in life cycle management*" page (Figure 15) was created. This page provides a collection of environmental guides developed by AIDIMME, MATERALIA, and IRT M2P. These guides aim to facilitate green design and production practices aligned with the principles of the circular economy model.

The "*OpIS Platform*" page (Figure 16) was also created, where all the information about the tools developed in the scope of the project can be found. This page links to the main platform where all the tools can be accessed and used.

[5] *www.iproduce-project.eu*

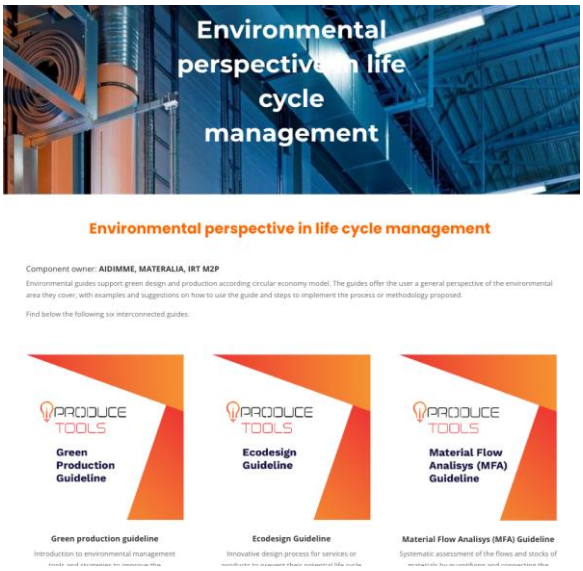

Figure 15. Environmental perspective in life cycle management page

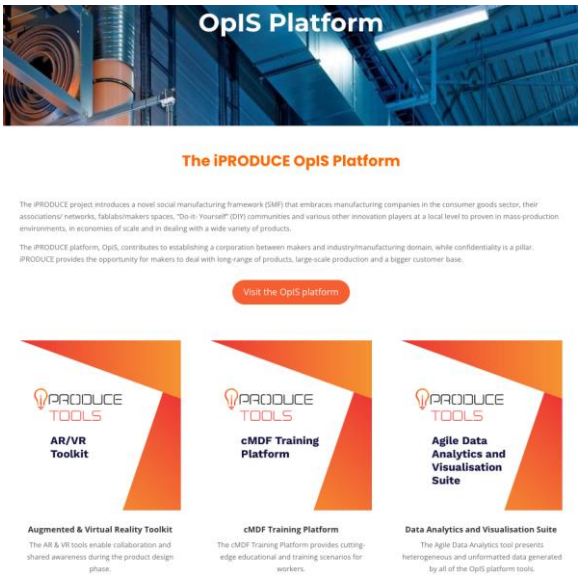

Figure 16. OpIS Platform page

In addition, the "*Project News*" and "*Events*" pages along with all the pages within the "Resources & Results" section, were regularly updated as required with relevant information.

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.

Google Analytics, a tool that allows for all website-related data to be measured and accessible at all moments, was used 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).

As of 31 May 2023, which corresponds to 41 months of the project, the following website consumption statistics and analysis is presented (Table 1).

Table 1. iPRODUCE website statistics - general information

Month	Users	New users	Sessions	Page views	Avg. session duration
Target	3,750	3,750	6,250	20,000	2:30 (*min:sec*)
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*)
M41	12,663	13,045	18,907	36,839	1:35 (*min:sec*)

Table 1 presents the values reported at M17, M29 and the number collected until the end of M41 (May 2023), as well as the target values for the established KPIs. This is a more intuitive way to understand the progress of the website numbers.

The website has demonstrated an excellent performance, with noticeable growth in its audience over time. By M29, all Key Performance Indicators (KPIs) had already been surpassed. However, by M41, the number of users, new users, sessions, and page views nearly doubled, indicating significant progress. This achievement signifies that iPRODUCE has effectively maintained and expanded its engaged audience.

While the *average session duration* KPI has not yet met the desired target, it is worth noting the significant improvement observed in April 2023, coinciding with the month of the Hackathon. During that month, the average session duration reached a noteworthy 2 minutes and 11 seconds. This indicates that users were highly engaged and spent a substantial amount of time gathering information from the website, aligning with our primary objective.

Table 2. iPRODUCE website statistics M41 - demographic information (top 5 countries)

Countries	Users (%)	Sessions (%)	Pages/ session	Avg. session duration
US	1,363 *(10.76%)*	1,491 *(7.89%)*	1.32	0:15 (*min:sec*)
Spain	1,217 *(9.61)*	2,041 *(10.97%)*	2.06	1:43
Germany	1,201 *(9.48%)*	1,843 *(9.75%)*	2.12	1:44
France	810 *(6.40%)*	1,266 *(6.70%)*	2.02	2:02
Greece	768 *(6.06%)*	1,250 *(6.61%)*	2.06	1:46

At the conclusion of M41, an analysis reveals that four out of the five countries contributing the most users are those represented by project partners and the cMDF (Table 2). Spain emerges as the country with the highest user representation, although it ranks third in terms of consuming content duration. France, despite being fourth in terms of users, exhibits the highest time consumption, indicating a greater level of engagement with the content.

Table 3. iPRODUCE website statistics M41 – website page consumption (top 5 pages)

Page	Page views (%)	Entrances	Avg. time on page
Home page	15,582 *(42.30%)*	10,100 *(63.42%)*	1:11 (*min:sec*)
Co-creation methods and tools	1,664 *(4.52%)*	1,245 *(6.58%)*	2:25
About	1,663 *(4.43%)*	458 *(2.42%)*	2:27

Hackathon page	1,293 *(3.51%)*	857 *(4.53%)*	4:11
Open Competition 1	1,040 *(2.82%)*	765 *(4.05%)*	2:45

When examining the consumption of individual pages (Table 3), it becomes evident that the 'Home page' has the highest number of visits, accounting for nearly 50% of all page views. Additionally, it serves as the entry point for approximately 63% of users accessing the website. This can be attributed to the common practice of sharing the website's homepage, rather than linking to specific pages, when sharing on social media or via email.

Another noteworthy point is the performance of the Hackathon page, which was added to the website towards the end of February 2023. Surprisingly, it ranks fourth in terms of the highest average time spent on a page. This suggests a significant level of interest in the Hackathon competition and a desire to thoroughly comprehend its rules and guidelines.

Table 4. iPRODUCE website statistics M41 – traffic/ acquisition overview

Type	Page	Users (%)	Sessions	Avg. time on page
Direct *(5,690 users; 41.57%)*	Home	2,440 *(57.50%)*	4,137 (58.27%)	1:05 (*min:sec*)
	Open Competition 1	437 *(7.39%)*	540 (7.61%)	0:56
	Hackathon	216 *(3,61%)*	275 (3.873%)	1:15
Social *(905 users; 6.61%)*	LinkedIn	533 *(57.93%)*	1,024 (66.80%)	2:41
	Facebook	222 *(24.13%)*	264 (17.22%)	0:46
	Twitter	151 *(16.41%)*	231 (15.07%)	1:55

With regard to traffic/ acquisition (Table 4), it is noteworthy that direct traffic accounts for slightly over 40% of the total website visits. Among direct traffic sources, the Home page emerges as the primary driver, attracting 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 (57.93%). 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:

- *AIDIMME share about the Environmental perspective in life cycle management*
- *Fablab – Trentino Sviluppo share anout the Hackathon*
- *Trentino Sviluppo share anout the Hackathon*

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 5,150 (38%) 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

Social media platforms play a pivotal role in facilitating project marketing efforts and serve as a vital tool for reaching a broader yet specific target audience. Consequently, they are commonly utilised by European-funded projects, European institutions, and various other entities as a shared platform for communication and engagement.

iPRODUCE has three social media channels (*Twitter*, *LinkedIn* and *YouTube*). During the 42 months, 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[6] has, by the end of M41, 277 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 M41 (May 2023), 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 M41

Total Tweets *M41*	Total impressions *M41*	Profile visits *M41*	Mentions *M41*	New followers *M41*
277	187,604	18,434	283	221

[6] *https://twitter.com/iPRODUCE_EU*

Figure 17. . iPRODUCE Twitter Homepage - Beginning of June 2023

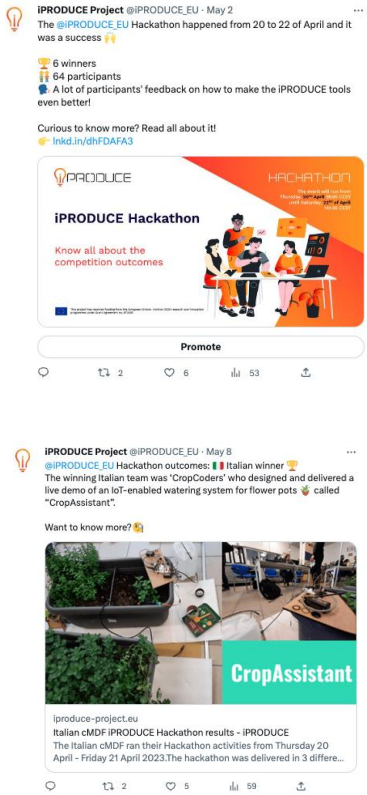

Figure 18. Examples of iPRODUCE's Twitter posts

3.2.2 LinkedIn

The iPRODUCE LinkedIn's account[7] has, by the end of M41, 338 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[8], that counts 125 members.

The statistics of the LinkedIn page by M41 (May 2023), 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 *M41*	Total impressions *M41*	Total visitors *M41*	Total engagement rate *M41*	New followers *M41*
1,870	75,615	837	74.18	338

[7] *www.linkedin.com/company/iproduce-project*
[8] *www.linkedin.com/groups/8876687*

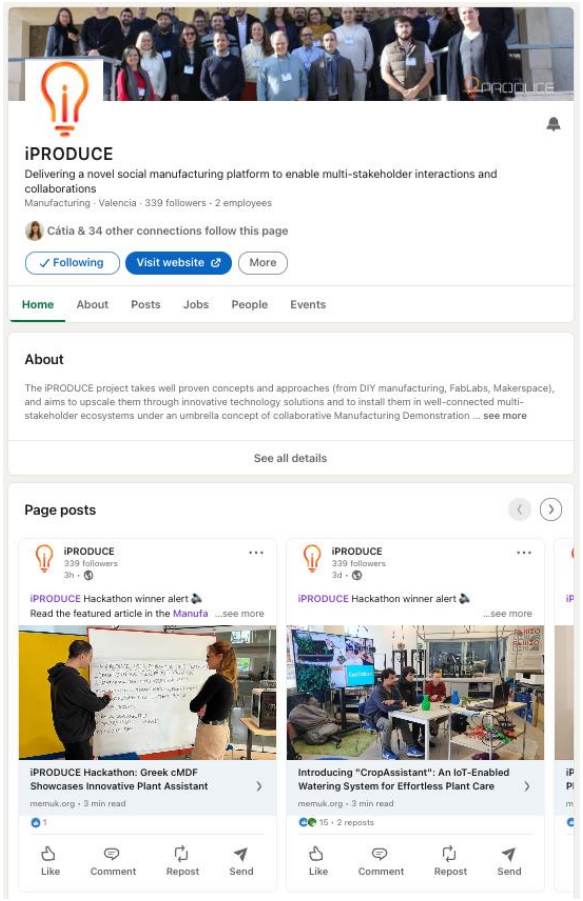

Figure 19. iPRODUCE LinkedIn Homepage - May 2023

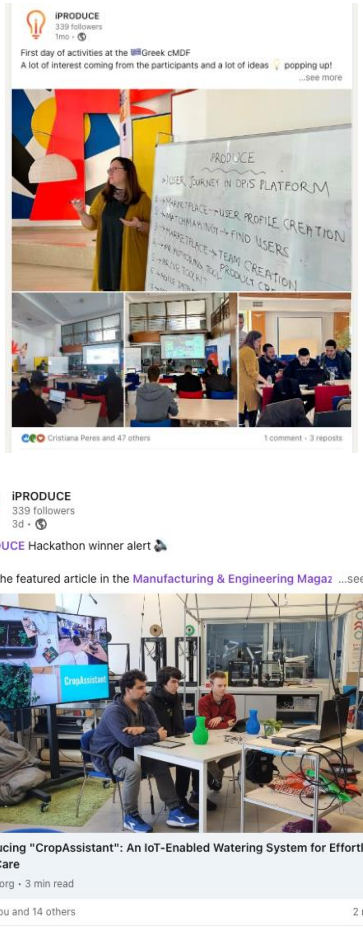

Figure 20. Examples of iPRODUCE's LinkedIn posts

3.2.3 YouTube

The iPRODUCE YouTube channel[9] intends to host project-related videos, including promotional videos, videos showing activities within the project's cMDF, interviews, or others. The channel has 32 subscribers and 30 uploaded videos with 1,064 visualisations.

During the last 12 months, the following videos were created and added to the channel:

- iPRODUCE Tools - Marketplace (user profile and product creation) (*View*)
- iPRODUCE Tools - Marketplace (team creation and management) (*View*)
- iPRODUCE Tools - Mobile Application (create surveys) (*View*)
- iPRODUCE Tools - Matchmaking Tool (find the right partner) (*View*)
- iPRODUCE Tools - AR Tool (*View*)
- iPRODUCE Tools - VR Tool (*View*)
- iPRODUCE Tools - IPR Authoring Tool (*View*)
- iPRODUCE Tools - IPR Authoring Tool iPRODUCE Tools - Agile Data Analytics (*View*)
- iPRODUCE Tools - Generative Design Platform (*View*)
- iPRODUCE Tools - Video Intelligence (*View*)

[9] *https://www.youtube.com/@iproduce-project*

- iPRODUCE Tools - Digital Twin Development Kit (*View*)
- iPRODUCE Tools - Additive Manufacturing guideline (*View*)
- iPRODUCE Tools - Eco Design guideline (*View*)
- iPRODUCE Tools - Industrial Symbiosis guideline (*View*)
- iPRODUCE Tools - Life Cycle Assessment (LCA) guideline (*View*)
- Green Production guideline (*View*)
- iPRODUCE Tools - Material Flow Analysis (MFA) guideline (*View*)
- Online winner of the iPRODUCE Hackathon - "KLON3D" (*View*)
- German winner of the iPRODUCE Hackathon - Philipp Lategahn (*View*)
- Italian winner of the iPRODUCE Hackathon - "CropCoders" (*View*)
- Spanish winner of the iPRODUCE Hackathon - "Black&White" (*View*)
- French winner of the iPRODUCE Hackathon - "FabLab" (*View*)
- Greek winner of the iPRODUCE Hackathon - Afroditi Panidou (*View*)

Figure 21 showcases the main interface of the project's YouTube channel[10], while Figure 22 is a screenshot from the '*Online winner of the iPRODUCE Hackathon - "KLON3D"*', one of the most recent project's videos.

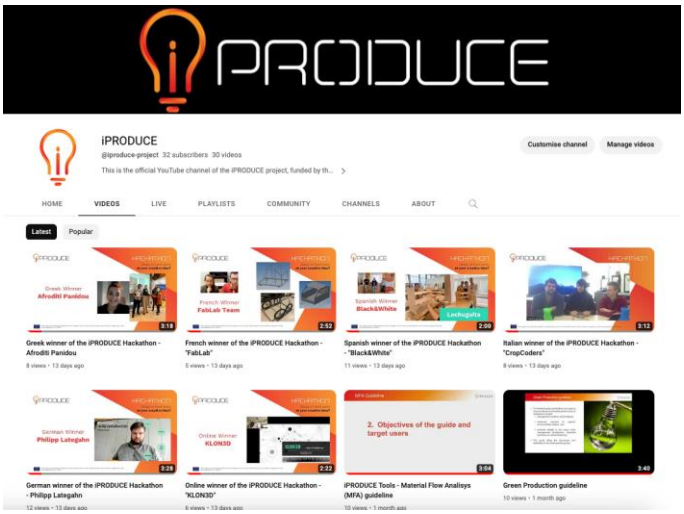

Figure 21. iPRODUCE's YouTube channel

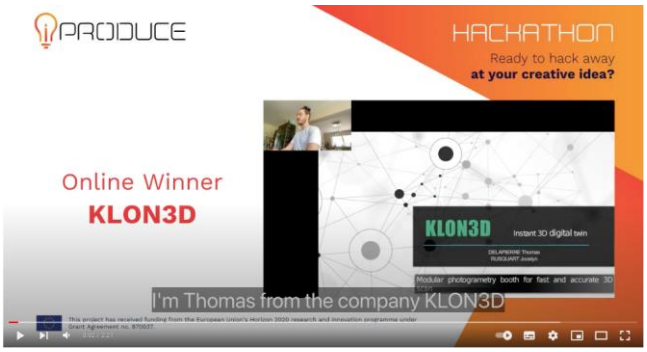

Figure 22. Example of video in iPRODUCE YouTube channel

[10] *https://www.youtube.com/@iproduce-project*

3.3 iPRODUCE videos

The Hackathon placed significant emphasis on utilising videos as a valuable asset for the competition.

Given the hybrid nature of the Hackathon, with both local and online components, it was important to ensure that participants understood the tools they were about to use. To facilitate this understanding, the partners responsible for the iPRODUCE tools created a total of eleven videos (Figure 23) designed to guide participants on using the tools. The intention was to make the competition inclusive and accessible to all, while simultaneously fostering interest and participation rates. These eleven videos were uploaded into the iPRODUCE Youtube channel[11].

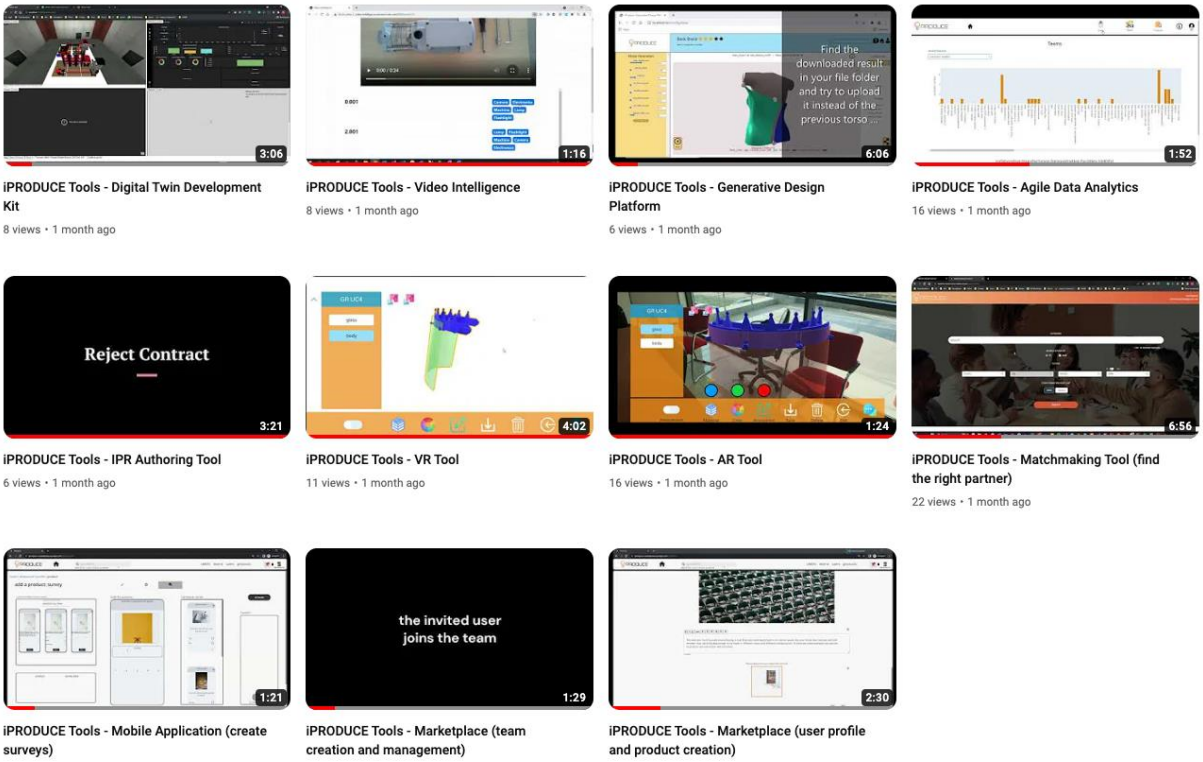

Figure 23. Videos about the OpIS tools

Videos showcasing the Hackathon winners and the ideas they developed during the competition were offered as part of the prize. In this sense, six videos were developed by F6S (Figure 24) and uploaded to the iPRODUCE YouTube channel.

[11] *https://www.youtube.com/@iproduce-project*

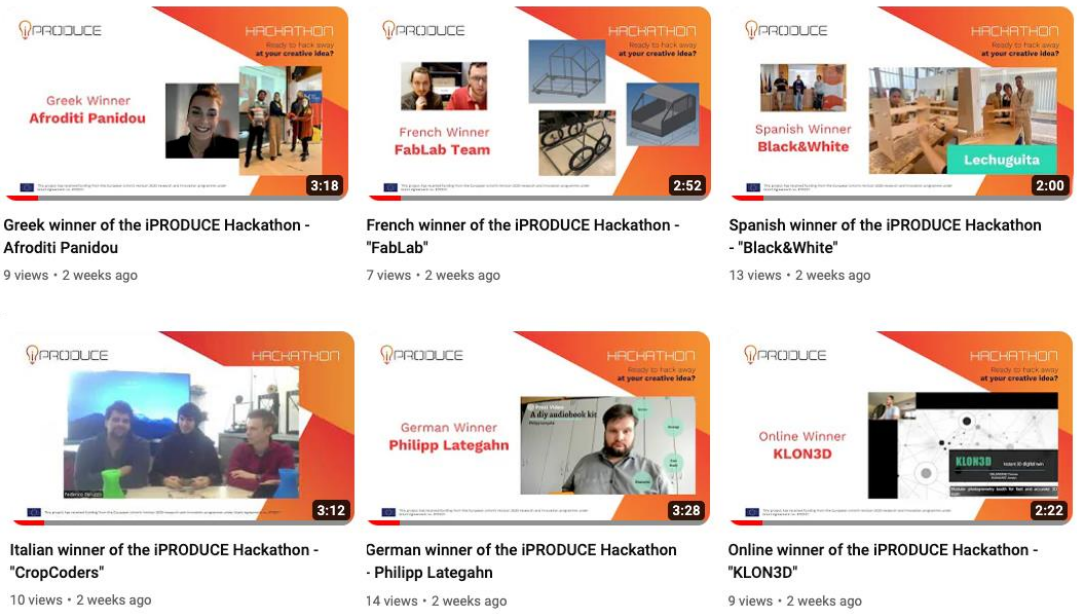

Figure 24. - Videos of the Hackathon winners

Videos were also used as an important and easy way to showcase project results. Specifically, in the framework of the “Environmental perspective in life cycle management” work developed by AIDIMME, MATERALIA, FIT and IRT M2P, six videos were developed by the partners (Figure 25) and uploaded to the iPRODUCE YouTube channel.

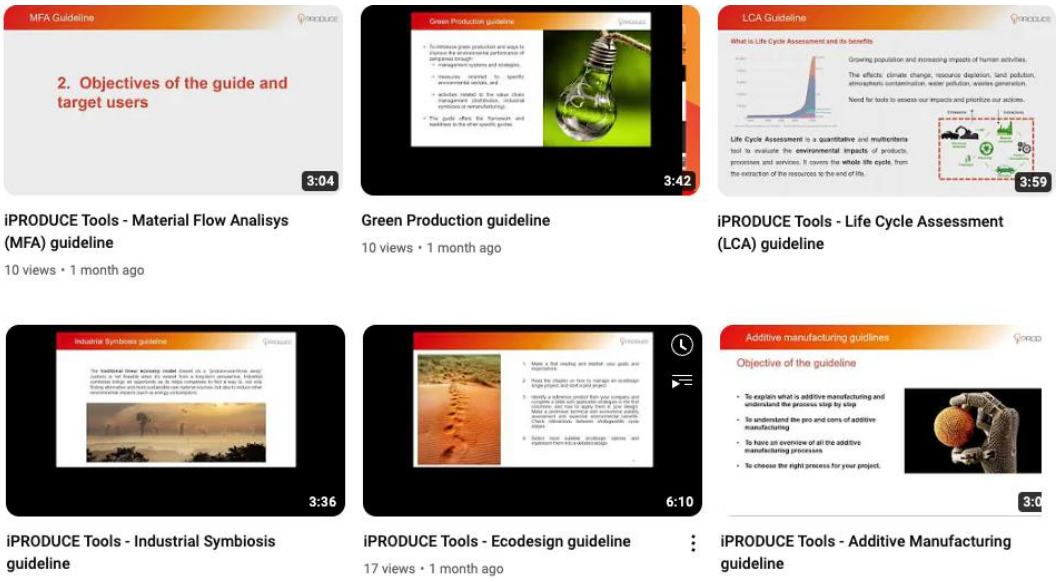

Figure 25. Videos on the subject “Environmental perspective in life cycle management”

3.4 iPRODUCE Blog posts

The iPRODUCE blog posts are compiled in the website News section[12], which by the end of M41 had 96 uploaded articles, including press releases, events participation and outcomes, development of tools, open competitions information, and more. The latest posts (Figure 26) predominantly feature news updates regarding the winners of the Hackathon.

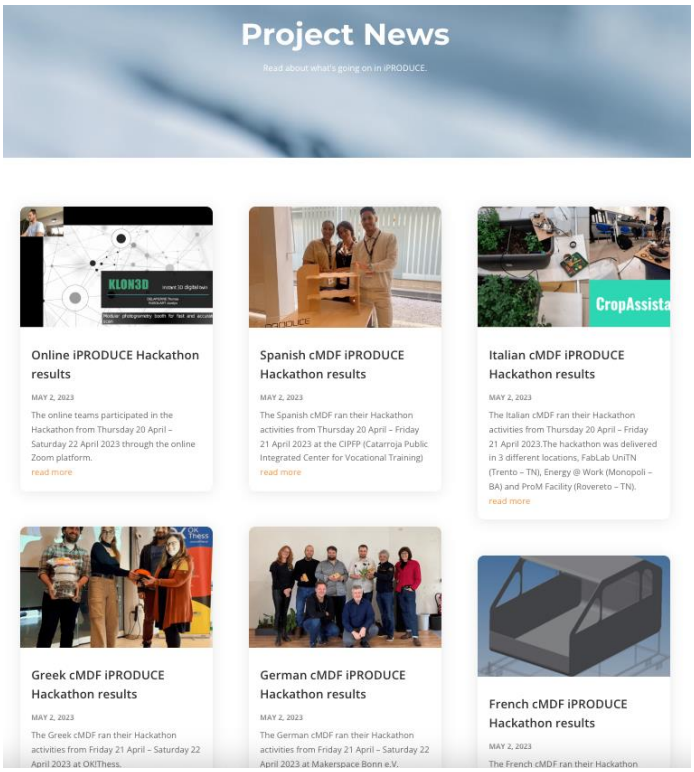

Figure 26. News section on the iPRODUCE website

3.5 Articles in external blogs

Table 7 illustrates the efforts made by the consortium partners in advertising the project in external channels, from in the last 12 months of the project .

Between press releases, presentations of the project and articles about the Hackathon, the iPRODUCE project had 15 published articles on websites other than the official project website.

Table 7. iPRODUCE articles in external blogs

Date	Description of Activity	Where
19 July 2022	*Press relese on the winner of the "i-NOVATION" Italian cMDF open innovation competition*	Trentino Innovation
20 July 2022	*HIT news on iNovation competition results*	Hub Innovation Trentino
15 November 2023	*ZENIT Newsletter article and website publication regarding competition winner*	Zenit Website

[12] *www.iproduce-project.eu/news/project-news*

Date	Description of Activity	Where
19 July 2022	*Press relese on the winner of the "i-NOVATION" Italian cMDF open innovation competition*	Trentino Innovation
25 January 2023	*Infographic and iPRODUCE article in Horizon Newsletter*	Horizont NRW
03 April 2023	*Success story ZENIT website*	Zenit Website
04 April 2023	*Zenit Newsletter*	Zenit newsletter
05 April 2023	*Promotion of the iPRODUCE Hackathon EEN*	Enterprise Europe Network
06 April 2023	*Promotion of the iPRODUCE Hackathon*	NRW Europa
23 May 2023	*Spanish Hackathon winner*	Manufacturing and Engineering Magazine
30 May 2023	*German Hackathon winner*	Manufacturing and Engineering Magazine
30 May 2023	*Online Hackathon winner*	Manufacturing and Engineering Magazine
30 May 2023	*French Hackathon winner*	Manufacturing and Engineering Magazine
30 May 2023	*Italian Hackathon winner*	Manufacturing and Engineering Magazine
30 May 2023	*Greek Hackathon winner*	Manufacturing and Engineering Magazine
31 May 2023	*iPRODUCE: Creating connections in innovation and manufacturing*	Manufacturing and Engineering Magazine

3.6 Scientific publications

During its 42 months, the iPRODUCE partners have submitted six scientific publications. These publications are divided into three conference papers, two book chapters, and a magazine article. Table 8 provides more information on all the publications done in the scope of the project. Some of the publications already reported were, at that time, under evaluation. Reporting all of them again, provides the opportunity to update the state of these publications and the link to them.

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/VR application 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	*Published (Link)*
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	*Published (Link)*
Magazine article	iPRODUCE: Creating connections in innovation and manufacturing	Mirana Khanom, Samuel Almeida, Marina Domingas	Manufacturing and Engineering Magazine	*Published (Link)*

3.7 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 100 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.

In the last 12 months of the project, two more iPRODUCE newsletters were issued, making a total of seven project-related newsletters. Table 9 shows the 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%
6	*Hackathon announcement*	10 March 2023	37.1%
7	*iPRODUCE ending announcement*	05 June 2023	47.1%

3.8 Magazine article

In the last 12 months of the project no press releases have been issued. Nevertheless, a special mention should be given to the article *iPRODUCE: Creating connections in innovation and manufacturing*, published in the Manufacturing and Engineering Magazine.

The article provides an overview of the fundamental pillars of the iPRODUCE project and highlights the accomplishments attained throughout its 42-month duration.

3.9 Zenodo community

The project has also curated its own *Zenodo Community.* Zenodo has been used as a complementary platform to host several of the scientific publications, deliverables and other resources developed within the framework of the project.

Having an iPRODUCE Zenodo community ensures that project outputs remain available and accessible to the public after the end of the project.

4 Growth hacking activities

The project's growth hacking strategy aims to optimise the involvement of stakeholders and target groups in the project's activities. As emphasised in the previous deliverable D10.3, engaging these actors adds value to iPRODUCE in two significant ways: (1) their active participation in growth hacking activities enables the collection of valuable insights for subsequent initiatives, and (2) their involvement allows them to acquire knowledge and leverage project results in their own daily endeavours.

4.1 Open competitions

During the lifetime of the project, a series of competitions was organised 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 primary objective was to collaborate with various iPRODUCE stakeholders to define the challenges and objectives of the competitions. The aim was to attract and engage participants in these open competitions, thereby strengthening the value proposition of the project. Additionally, it aimed to identify common market challenges, including any pilot challenges, in order to address them effectively.

As of the submission of this deliverable, the project has successfully organised two competitions. Below, details on the final competition, the Hackathon, are presented.

4.1.1 Open Competition 3 - Hackathon

The iPRODUCE hackathon was an immersive three-day event that combined in-person gatherings at the five cMDF locations with a fully online participation option. Participants had the flexibility to join individually or form teams of up to three people, engaging with the iPRODUCE OpIS platform to unleash their creative potential and develop innovative product ideas. A total of six winners were recognised, with one team awarded at each of the five cMDF locations and one winner selected from the online participants.

The primary objective of the iPRODUCE hackathon was to validate the value proposition of the OpIS platform and its associated tools within the iPRODUCE framework. Participants were challenged to develop a product idea by creating their own unique user journey and leveraging a range of OpIS tools to bring their concepts to life. The hackathon encouraged participants to explore diverse sectors and come up with ideas/solutions in any field.

The registrations were managed by F6S and the event had a total of 44 eligible team registrations, with 18 teams actively participating. In Open Competition #3, six teams were recognised for their exceptional contributions.

The communication efforts for the promotion of the Hackathon were multiple and made through various channels such as the *project website* (Figure 27), *F6S event page* (Figure 28), *Eventbrite* (Figure 29), *LinkedIn event* (Figure 30), and *Twitter* (Figure 31). Partners also made great promotional efforts by reaching out to their network of connections and sharing the Hackathon messages in their online channels.

Below, several evidence of the online promotion can be seen.

Figure 27. iPRODUCE Hackathon screenshot of website

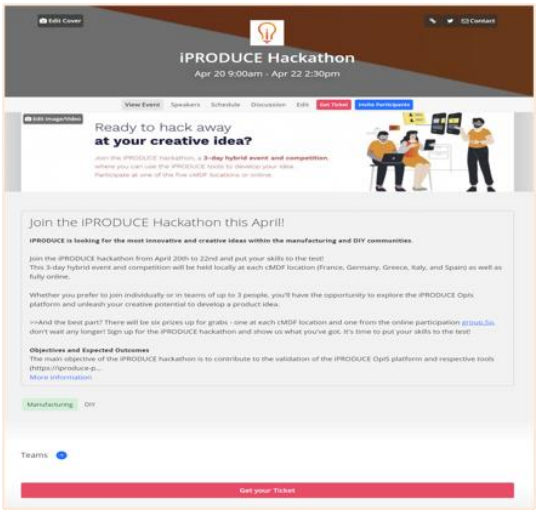

Figure 28. iPRODUCE Hackathon screenshot of F6S Event page

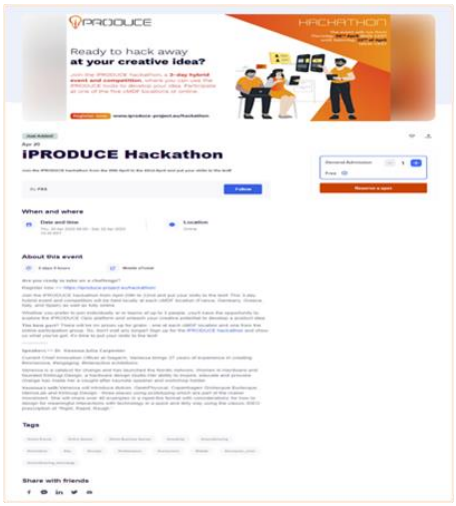

Figure 29. iPRODUCE Hackathon screenshot of Eventbrite page

Figure 30. iPRODUCE Hackathon screenshot of LinkedIn Event page

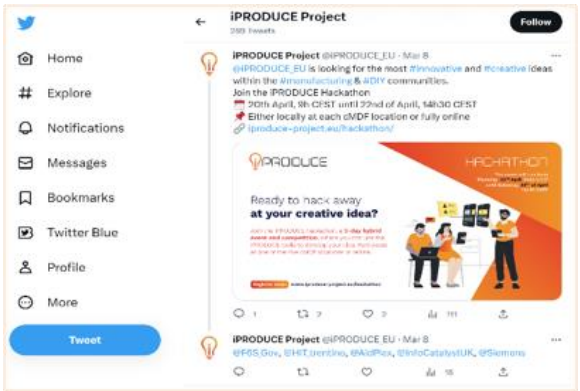

Figure 31. iPRODUCE Hackathon screenshot of Twitter promotion

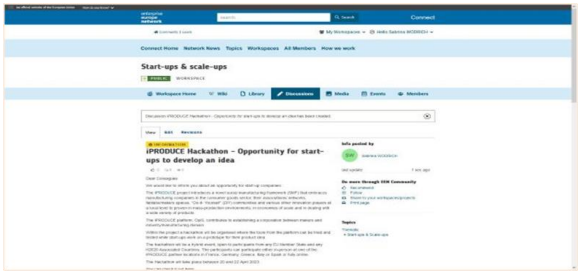

Figure 32. iPRODUCE Hackathon screenshot of message to Enterprise Europe Network

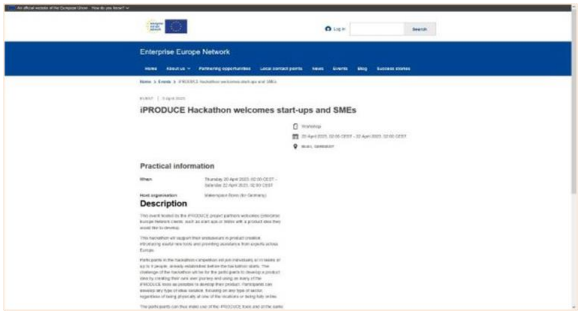

Figure 33. iPRODUCE Hackathon screenshot of promotion via Enterprise Europe Network

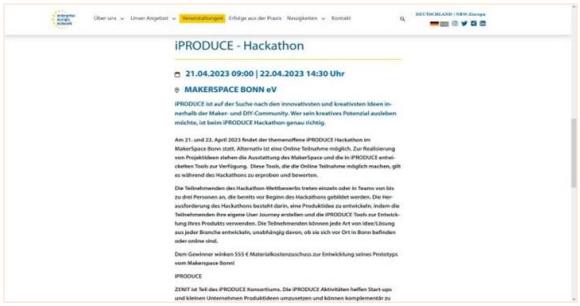

Figure 34. iPRODUCE Hackathon screenshot of ZENIT / NRW Europa website for German Hackathon

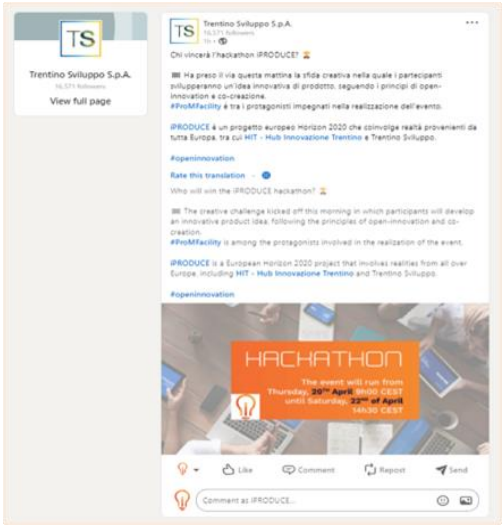

Figure 35. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (1)

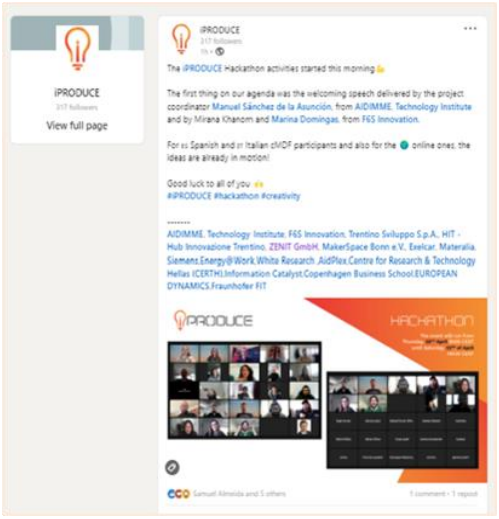

Figure 36. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (2)

Figure 37. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (3)

Figure 38. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (4)

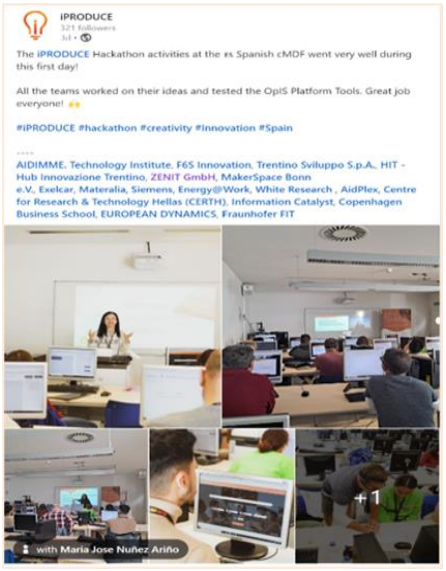

Figure 39. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (5)

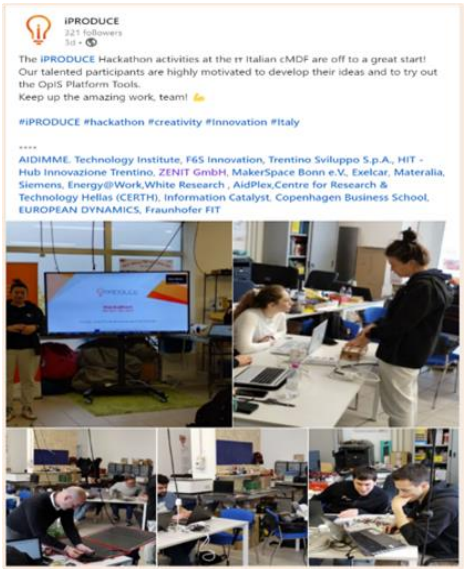

Figure 40. iPRODUCE screenshot of LinkedIn post of Hackathon in progress (6)

After the Hackathon, the online capitalisation of the event continued, as part of the prize offered to the winners was:

- A video per each winner (consult *section 3.3 - iPRODUCE videos*)
- A features article in the “Manufacturing Engineering Magazine" per each winner (consult *section 3.5 - Articles in external blogs*)

The videos and the magazine articles had the purpose to showcase the teams and their ideas, but also to continue to spread the word on the iPRODUCE project and its results.

And individual magazine article was also done about the project were it was discussed the key pillars of the iPRODUCE project and what it achieved during its 42 months.

All the details about the Hackathon organisation and outcomes can be consulted in the deliverable *D6.6 - Open Competitions on Consumer Products Innovation Challenges*

4.2 Events

Events play a pivotal role in the dynamic growth hacking strategy of iPRODUCE. The project encompasses a range of event types that contribute to its overarching objectives. First and foremost, general iPRODUCE events serve as vibrant platforms to showcase the project in its entirety, capturing the essence of its innovation and potential.

Equally significant are the cMDF events, organised by the cMDF partners. These events are carefully tailored to highlight the unique contributions made within their respective domains, amplifying the impact of iPRODUCE on a localised level.

Moreover, iPRODUCE partners actively participate in non-iPRODUCE events, leveraging these opportunities to promote the project and disseminate its outcomes. By strategically engaging with external events, they effectively broaden the project's reach and engage diverse audiences.

Within the following sections, the array of events within iPRODUCE will be outlined, showcasing the value they bring to the project's growth trajectory and overall success.

4.2.1 iPRODUCE general events (organised by the project)

4.2.1.1 iPRODUCE co-organised events

The iPRODUCE project had a presence at the ICE-IAMOT 22 conference held in Nancy, France from 20 June to 22 June. This event brings together industry experts, scholars, and professionals in the fields of technology management, innovation, and entrepreneurship to exchange knowledge and experiences. It serves as an invaluable event for showcasing and discussing the latest research and advancements in these domains.

The joint conference, co-organised by the International Conference of Engineering (ICE) and the International Association for Management of Technology (IAMOT), centred around the theme of "Technology, Engineering, and Innovation Management Communities as Enablers for Social-Ecological Transitions."

Within this dynamic setting, the iPRODUCE project, in collaboration with the INEDIT, OPEN-NEXT, DIY4U, and DIGIERRIN projects, hosted a comprehensive full-day workshop titled "**Open Innovation, Technologies & Communities as Enablers of Socio-Economical Transition.**" This engaging workshop attracted an impressive attendance of approximately 250 participants who were eager to delve into the transformative power of open innovation, technologies, and communities in driving socio-economic progress.

By actively participating in the ICE-IAMOT 22 conference, iPRODUCE reaffirmed its commitment to fostering collaboration, sharing insights, and contributing to the cutting-edge developments that shape the future of technology, engineering, and innovation management communities.

Figure 41. Photo taken at ICE-IAMOT 22 conference (1)

Figure 42. Presentation at ICE-IAMOT 22 conference (2)

Manuel Sánchez from AIDIMME and Jérémy Keller from MATERALIA delivered an impactful presentation on the cMDF approach within the iPRODUCE project. This enlightening session took place in the Octroi space during the afternoon session.

During the presentation, Elie Abou Assis from Fablab VOSGES showcased some outcomes achieved through the initial operation of the French cMDF. The iPRODUCE video served as a tool to illustrate the essence of the project, while fostering valuable networking opportunities among the more than 30 organisations in attendance who shared their own open innovation endeavours.

A highlight of the French cMDF presentation was the unveiling of a wooden bike, a tangible manifestation of the project's innovative approach. This showcased iPRODUCE's commitment to developing sustainable and co-created methods of production, pushing the boundaries of traditional manufacturing techniques.

Overall, the participation in the IAMOT conference was a great success. It provided an opportunity to showcase the innovative work being done by the team and to exchange ideas with other experts in the field.

Figure 43. project presented at the ICE-IAMOT 22 conference (1)

Figure 44. iPRODUCE project presented at the ICE-IAMOT 22 conference (2)

On December 5, 2022, iPRODUCE joined forces with its sister projects, INEDIT, OPEN!NEXT, and DIY4U, for a 1-day event held in Aachen, Germany. This hybrid event aimed to facilitate knowledge exchange, foster discussions on future synergies, and explore pathways for the long-term sustainability of the projects.

Hosted by the Institute for Industrial Management (FIR) at RWTH Aachen University, a valued partner in the INEDIT project, the event brought together a diverse group of participants. Physically and virtually present were iPRODUCE's coordinator Manuel Sánchez, along with project partners Isabel Froes from Copenhagen Business School and Charalampos Tsotakis from the Center for Research and Technology Hellas (CERTH).

The morning session kicked off with an engaging open panel discussion, where each project had the opportunity to provide a concise overview of their objectives and highlight the progress made thus far. As all four projects were approaching the final stages of their work plans, this event proved to be valuable for reflecting on the achieved outcomes and exploring avenues for broader utilisation by different stakeholder groups.

The event featured a presentation by Laszlo Hetey, the Project Officer of the sister projects from the European Commission, who focused on project exploitation and sustainability pathways. His insights shed light on the individual and collaborative possibilities that the projects could pursue to maximise their impact. Additionally, the local NCP delivered a presentation, outlining upcoming opportunities of relevance to all projects.

In the afternoon, the four projects engaged in fruitful discussions centred around exploitation challenges and opportunities beyond project completion. These dynamic exchanges resulted in the identification of specific tasks that the attending project partners agreed to collaborate on in the coming months. The

agreed-upon tasks aimed not only to increase the visibility of the projects' results but also to enhance the visibility of the platforms and outcomes of other related projects.

Figure 45. Participant (physical) attendance at the Aachen meeting

Figure 46. iPRODUCE project presented at the Aachen meeting

4.2.2 cMDF-based events

Throughout the entirety of the iPRODUCE project, the cMDFs have demonstrated proactivity in organising events aimed at engaging and collaborating with various stakeholders. These events enable the opportunity to promote the offerings and use cases of the cMDFs, as well as showcase the broader impact and potential of iPRODUCE as a whole.

Given the emphasis on fostering engagement and cooperation, a comprehensive record of these events can be found in deliverables D10.6, specifically the Report on Cooperation activities version 3. This detailed report provides valuable insights into the specific nature and outcomes of each event organised by the cMDFs. For a comprehensive overview of these events, please refer to Table 10 below, which highlights the range and diversity of activities conducted by the cMDFs.

Table 10. List of main internal events organised by the five cMDFs

cMDF	Event title	Date
France	Workshop French cMDF Business Plan	30 September 2022
	Consultation workshop	06 February 2023
	iPRODUCE Hackathon	20-22 April 2023
Germany	Produktschmiede Workshop with Lisios	12 September 2022
	Produktschmiede Workshop with Vintus	25 September 2022
	iPRODUCE Hackathon	20-22 April 2023

cMDF	Event title	Date
Greece	Greek cMDF Consultation Workshop with Ambassadors I, training workshop	23 November 2022
	Greek cMDF Consultation Workshop with Ambassadors II, training workshop	03 December 2022
	Walkthrough of the iPRODUCE Platform & Integrated Tools through a Use Case Scenario, training workshop	08 February 2023
	Hackathon of the Greek cMDF, training workshop	20-22 April 2023
Italy	i-NOVATION Challenge	September 2022 – March 2023
	Co-Creation Hackathon	29 November 2022
	Consultation workshop ambassadors' workshop I	29 November 2022
	Arduino Day Hackathon	25 March 2023
	Consultation workshop ambassadors' workshop II	25 March 2023
	iPRODUCE Hackathon	27 April 2023
Spain	Workshop of the Spanish cMDF	01 June 2022
	Workshop of the Spanish cMDF (second round)	22 June 2022
	Consultation Workshop Spanish cMDF+Ambassadors+Core Group	21 February 2023
	Consultation Workshop Spanish cMDF+Ambassadors	14 March 2023
	iPRODUCE Hackathon	20-22 April 2023

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 11)

Table 11. List of main external events participated by the cMDF representatives

cMDF	Event title	Date
France	Working session on the winner's project	06 July 2022
Germany	Webinar MEDICA	08 November 2022
	Greener Manufacturing Show	09-10 November 2022
	Webinar Cycling Europe	20 March 2023
	iPRODUCE at regional ZDI Robot Competition	16 May 2023
Italy	Wired Next Festival	6-7 May 2023
Spain	Habitat Fair - Workshop with visitants to the fair and AIDIMME´s booth	20-23 September 2022
	Eurobrico Fair - Attending visitors to AIDIMME´s booth	04-06 June 2022
	Training to product designers in EASD	15 December 2022
	iPRODUCE Hackathon in a Vocational Training Centre (CIPFP)	20-21 April 2023

Deliverable *10.6 - Report on Cooperation Activities 3* provides comprehensive information on the external events in which iPRODUCE actively participated, as well as the events attended by representatives of the cMDFs.

4.3 Engagement with other activities and initiatives

4.3.1 Engagement with the iPRODUCE sister projects - collaboration sessions

As mentioned in the section above, iPRODUCE actively participated in a collaborative effort with its four sister projects. These joint sessions serve the purpose of discussing shared interests, fostering a learning environment, and identifying successful practices that can be replicated across projects. To date, four sessions have been organised, each contributing valuable insights to the collective knowledge.

The third session, held from 20-22 June 2022, focused on the theme of "Open innovation, technologies & communities as enablers of socio-economic transition." Key discussions revolved around the management of technology, engineering, and innovation, and how these aspects contribute to social-ecological transitions. The topics covered not only product and process aspects but also encompassed changes in user practices, markets, policy, regulations, culture, infrastructure, lifestyle, and the management of firms.

The fourth collaboration session, held on 5 December 2022, delved into the theme of "exploitation challenges and opportunities." The key points of discussion revolved around a set of tasks that the participating project partners agreed to collaborate on in the coming months. This collaborative effort aimed to address the challenges of project exploitation and identified opportunities.

Through these sessions, iPRODUCE and its sister projects have fostered a fruitful exchange of ideas, knowledge, and best practices, with the ultimate goal of advancing collective objectives.

4.3.2 Cooperation and engagement within cMDFs

Throughout the concluding 12 months of the project, the iPRODUCE cMDFs have demonstrated dedication to engaging and collaborating with diverse stakeholders. Their primary objective has been to disseminate comprehensive information regarding iPRODUCE and the range of activities conducted within the cMDFs. Moreover, they have sought to mobilise these stakeholders, encouraging them to actively participate within the cMDF structure.

During this period, all five cMDFs have actively participated in a variety of activities centred around fostering cooperation and collaboration. These initiatives have served as focal points for engaging stakeholders, promoting knowledge sharing, and creating meaningful partnerships. By facilitating such cooperation-focused endeavours, the cMDFs have played a crucial role in driving the iPRODUCE project forward.

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 deliverable *10.6 - Report on Cooperation Activities 3*, respectively.

5 Monitoring

Ensuring an efficient monitoring of the dissemination Key Performance Indicators (KPIs) is crucial to verify the successful implementation of planned activities and to ensure effective engagement with the target audience. It is the collective responsibility of all partners to report on the activities in which they are involved or undertake, such as event participation or news publication, among others.

5.1 Dissemination KPIs

A set of Key Performance Indicators (KPIs) and respective target values have been defined for the channels, tools, and activities. Table 12 lists the various quantitative indicators and respective tools/ channels as defined in the first Playbook.

The presented values include the target values set for the project's completion (including any upward revisions made in the second iteration of deliverable *D10.2 - Content Marketing and Growth Hacking Playbook 2*, as well as the values recorded at M17 and M29 (May 2022). This presentation highlights the progress made in the numbers and provides visibility into the achieved KPIs.

Table 12. 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)	Value (M41)
Project website	Number of visits to the website	5,000 (sessions) // **6,250 sessions** (+ *25%*)	4,667	10,640	18907
	Number of unique visitors	2,500 (users) // **3,750 users** (+ *50%*)	3,262	8,136	13045
	Number of page views	Not defined in D10.1 // **20,000**	9,576	20,971	36839
	Average time on website	> 2m30sec.	1m32sec.	1m44sec	01m35sec
Press Releases / Articles	Number developed	6 (2 / year) // **9** (3/ year)	7	18	54
Newsletters	Number of newsletters developed	> 4	2	5	8
	Number of newsletter visualisations/ downloads	> 200 (avg. 50/ ed.)	22	66	187
Events (Organisation)	Number of events organised	2	1	2	3
	Number of participants	> 10 /event	68	143	310
	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	4.5

Tools/Channel	Key Performance Indicator (description)		Initial target value / Updated target value	Value (M17)	Value (M29)	Value (M41)
	Number of follow-up activities resulting from the event		≤ 3 activities	2	2	3
	Number of (e-)training sessions on tools developed in the project		> 10 sessions	*N/A*	6	19
	Number of participants in the (e-) training sessions		25 (average) per session	*N/A*	20	19.6
Events (Participation)	Number of events participated in		> 15	5	29	38
	Number of presentations at conferences/ fairs		4	3	5	11
	Number of follow-up activities resulting from the event		≤ 3 activities	1	5	17
Videos	Number of videos developed		6 (one per cMDF)	*N/A*	9	30
	Number of views		1,000 (all videos)	152	570	1,064
Brochure/ leaflets/ flyers	Number of brochures printed and distributed		750	*N/A*	125	1125
	Number of brochure visualisations/downloads		1000	200	428	1086
Scientific/ technical publications	Number of publications developed		4	3	5	6
	Proportion of joint publications		50%	*N/A*	0	0
	Average number of different authors per publication		3	5.7	4.8	4.4
Social Media	Twitter	Followers	> 150 // **> 200** (+ *33%*)	123	161	229
		Profile visits	> 500 // **> 2500** (+ *400%*)	1697	8,645	18434
		Posts	> 150	121	190	277
	LinkedIn	Profile followers	N/A **> 200**	125	239	338
		Group members	> 50	69	117	125
		Posts	> 30	8	58	147

Tools/Channel	Key Performance Indicator (description)	Initial target value / Updated target value	Value (M17)	Value (M29)	Value (M41)
Open Competitions	Number of competitions organised	3 (two online competitions; one hackathon)	1 *(ongoing)*	2 (1 done + 1 ongoing)	3
	Number of applications to competition	10 *(average)*	*N/A*	---	43
	Number of applications to hackathon	10	*N/A*	---	56
	Number of newly developed concepts in the Open Competitions	3	*N/A*	---	95

In terms of KPIs and their progress, it is worth noting that nearly all of the KPIs were successfully achieved, as previously mentioned.

In terms of online channels, there were two KPIs that fell slightly short: *the average time spent on the project website* and the number of *newsletter visualisations*. However, it is worth highlighting that during April 2023, the month of the Hackathon, the average session duration was 2 minutes and 11 seconds. This is significant because it indicates that users were highly engaged and spent a considerable amount of time on the website, aligning with our primary objective of providing relevant information when it was most pertinent.

Among the offline-channel KPIs, the only metric that remained at zero percent was the percentage of joint publications. While several scientific publications were developed, all involved exclusively authors within the same organisation. Nonetheless, the project achieved a commendable total of seven publications, including book chapters, which signifies a positive outcome in terms of publications.

6 Final considerations

Deliverable *D10.8, iPRODUCE review of communication and dissemination activities 2*, primarily presents the outcomes of the project's communication and dissemination initiatives conducted during the final 12 months of the iPRODUCE project (from M31 to M42). However, whenever applicable, an overview of the numbers from the entire 42-month duration is also provided for a comprehensive perspective.

During the 42 months of the iPRODUCE, it is considered that the communication and dissemination activities produced the expected results.

The project's brand and visual identity were continuously reinforced through the development and utilisation of various graphic materials, including social media visuals, brochures, rollups, leaflets, videos, and merchandising items.

The online channels were regularly refreshed with project news and information, with the website serving as the primary hub of information. By the conclusion of M41, the website had garnered nearly 37,000 page views, engaged over 13,000 users, and maintained an average session duration of 1 minute and 35 seconds.

As for social media platforms, the project successfully established an expanding community of over 820 individuals across various social media platforms such as Twitter, LinkedIn, LinkedIn groups, YouTube, and newsletters. This community continues to grow steadily and demonstrates a strong level of engagement.

All the latest updates and news regarding the project, including partner updates, cMDF-related information (results, tools, workshops, events, open competitions, etc.), and events associated with the project ecosystem, were effectively communicated and disseminated across all available channels. This ensured widespread coverage and reach for the project's developments and activities.

Over the course of its 42-month duration, the project achieved publication milestones, including 96 articles on its website, 52 articles in external blogs, six scientific publications (comprising three conference papers, two book chapters, one journal article, and one magazine article), as well as the release of eight newsletters and seven press releases.

As per events, the iPRODUCE consortium participated in 38 external events, some of them being international fairs where a lot of the iPRODUCE stakeholders were present. It’s estimated that hundreds of people got to know iPRODUCE through these events.

Notably, the project has successfully organised two open competitions and an impactful hackathon that had more than 200 individual participants involved, achieved 95 newly developed concept ideas, and awarded 17 winners.

In conclusion, the project and its partners have made great efforts in the growth hacking activities as well as in all the communication and dissemination activities. This lead to the achievement of almost all of the defined KPIs and to what is believed to have been an impactful project among the manufacturers, makers and consumers communities.

PRODUCE

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