NEPTUN

NEW APPROACH TO INNOVATIVE TECHNOLOGIES IN MANUFACTURING

Deliverable 5.3

Plan for dissemination and exploitation including communication activities

Work package No. 5 – Visibility & Social Media

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Revision History

Author Name, Partner short name	Description	Date
Maciej Zaremba (Gdańsk Tech)	v. 1.0	25.04.2023

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1. Introduction

The NEPTUN's dissemination strategy is intended to provide the plan for informing the general public and specific audiences about the project, its results and outcomes in such a way as to reach the highest possible number of recipients. The strategy will describe the target groups, their needs as well as methods and tools used for the purpose of communicating the above mentioned content.

All the project partners are responsible for regularly contributing to the dissemination activities using specific channels and outlets.

2. Objectives and target audience

The objectives of dissemination activities consist in informing the target audience about the project in general, and more specifically about the events, results, outcomes and products to the largest extent possible; making the target audience aware of the problems, issues, ideas and concepts associated with Industry 4.0 and introduction of these concepts into the real life. Various channels, tools and outlets will be used to achieve these objectives and to reach the widest target possible.

The target audience shall include:

- Researchers,
- Policymakers,
- Industry professionals,
- Students and PhD students,
- General public.

Defining the target groups is very important, since dissemination channels will be tailored to the specific needs of a given group, however, it is possible that the same information will be available in various outlet in order to maximize its range.

Secondly, it is necessary to divide the dissemination into two categories – direct and indirect. The former category will include meetings with the representatives of business/industry community, academic circles and local and regional government. Activities undertaken within the direct dissemination category will include NEPTUN

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Project Info Days directed at the representatives of industry, authorities, stakeholders and other entities for whom the scope of NEPTUN activities bears certain relevance. Other direct forms of dissemination will include participation in conferences, trade shows and events. Last but not least, NEPTUN Project Summer School will be an important element of the dissemination strategy. The summer school will have an open formula and it will be directed to each of the target groups specified above.

Indirect dissemination tools will include the project website, social media outlets and the book co-authored by all the partners, which will be dedicated to Industry 4.0, as well as papers published in open-access journals.

3. Direct dissemination

General idea of the project, as well as its more specific outcomes will be communicated to wider audience during meetings, conferences and events.

3.1 NEPTUN Info Days

Info days will be directed primarily to the representatives of industry and business in order to establish new and strengthen the existing links between the industry and academia. First NEPTUN Info Day will be organized in January 2023. During this meeting the invited guests will be familiarized with the general idea of the project and the importance of introducing the principles of Industry 4.0 in their enterprises.

First NEPTUN Info Day will be organized in January 2023 and its objective will consist in getting the industrial/business community familiarized with the general idea of NEPTUN project and its products, primarily the ones aimed at industry.

Subsequent NEPTUN Info Days will be organized regularly in order to build the group of entrepreneurs interested in the project results, especially NEPTUN Cluster of Excellence, Advisory Board for Industry and other initiatives deriving from the project.

3.2 Conferences and events

Members of the NEPTUN project team will participate in various conferences and events in order to promote the project, inform about its outcomes and products, and

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also to establish connections with other scientists and entities to allow networking and future cooperation.

In the first stage of the project life, NEPTUN will be promoted during such events as: Open Days of European Funds, Warsaw, Poland (May 2023), FAIM 2023 conference, Porto (June 2023)……

During the project meetings and scheduled, the participants will take part in meetings with industry organized in the enterprises. During these meetings, all involved parties will discuss Industry 4.0 and the way that project products can help them introduce this concept and principles into their business.

All the direct dissemination methods and activities will be aimed at providing opportunities for networking and knowledge exchange.

3.3 Summer School

The project anticipates organizing a summer school, which will take place in August/September 2024. Its general subject will be Cyber-physical systems in manufacturing and planning, modelling, monitoring and optimization of manufacturing. The summer school will be targeted at young researchers and other scientific and research staff of GUT and experts from the partner institutions. The event will last 10 days and will be open for public, and the targeted number of participants amounts to 40 persons. Representatives of local, regional, national and international industry, as well as representatives of other universities and research institutions will be invited to participate in the NEPTUN summer school.

4. Indirect dissemination

While indirect dissemination lacks the feature of close interpersonal contact it is equally important for spreading the information about the project, events organized within the project and project outcomes and products. This dissemination category can be divided into the following subcategories: project website, social media, publications, webinars and online seminars, newsletters, and press releases.

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4.1 NEPTUN project website

This is a dedicated website where comprehensive information regarding the project will be published. The information will include objectives, outcomes, partners. The website will be regularly updated with news, publications and relevant resources.

The website https://neptun.mech.pg.gda.pl/ was launched in December 2022. It features the following sections:

- Home
- Project Overview
  - Objectives
  - Work Packages
  - Deliverables
  - Partners
  - Research
- Publications
  - Public deliverables
  - Scientific publications
- News & Events
- Cluster NEPTUN
- Contact

The website also features links to three social media accounts (Facebook, Twitter, LinkedIn) associated with the project.

4.2 Facebook

Apart from the website, Facebook fanpage will be a very important outlet used to communicate the events and key features of the project NEPTUN. The news will be regularly published and efforts will be made to reach the widest audience possible.

Facebook: New Approach to Innovative Technologies in Manufacturing | Facebook

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Figure 1. Facebook page

4.3 Twitter

A dedicated twitter account @HE_Neptun has been set up to allow communication through social networks.
Twitter direct link: [N. eptun (@HE_Neptun) / Twitter]

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Figure 2. Twitter page

4.4 LinkedIn

Since one of the most important groups consists in businessmen running their own manufacturing companies, LinkedIn seems to be the natural environment to facilitate networking and establishing contacts with potential stakeholders. Therefore, a LinkedIn account has been set up.

LinkedIn: [(26) NEPTUN | New Approach to Innovative Technologies in Manufacturing: Omówienie | LinkedIn]

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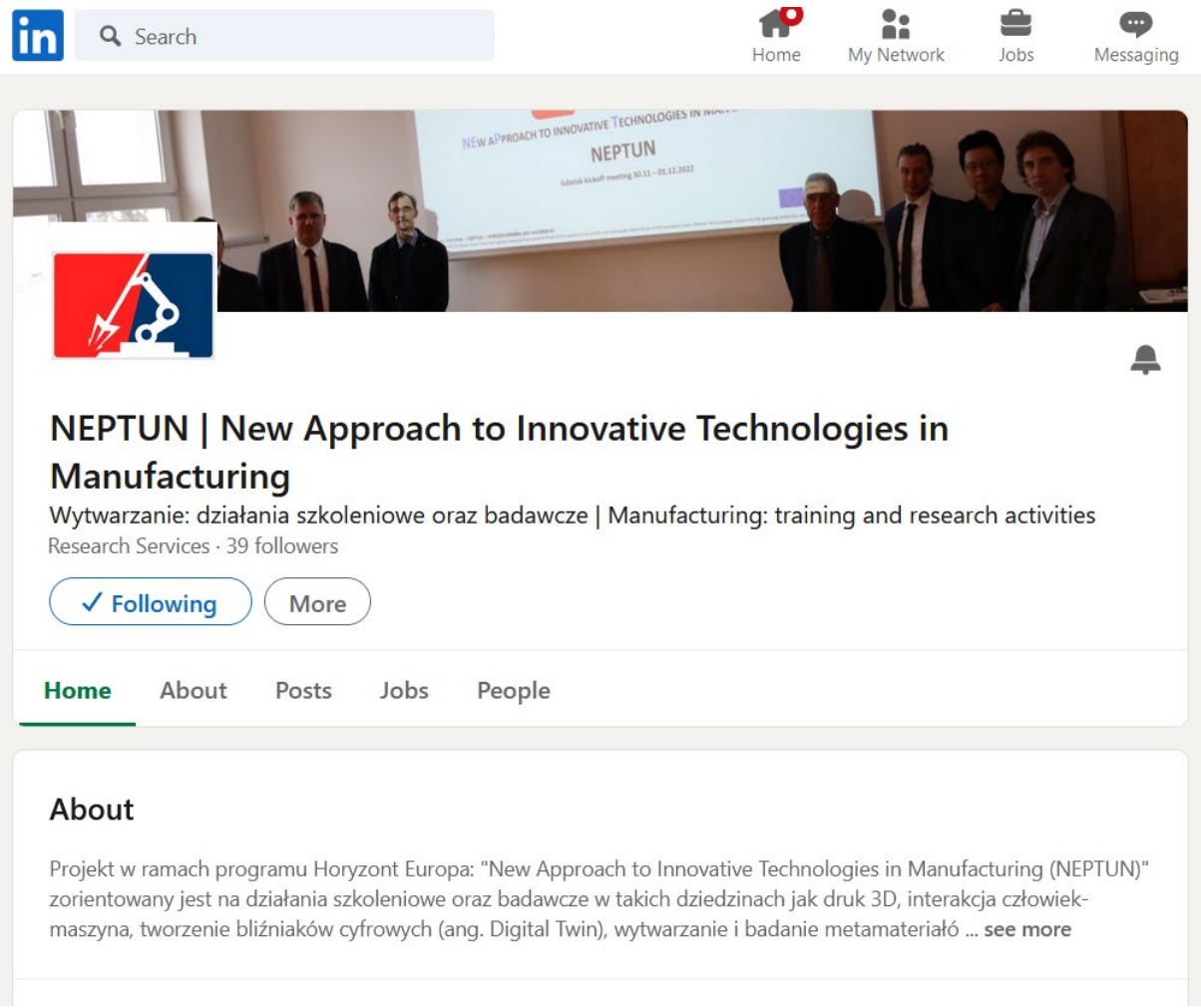

Figure 3. LinkedIn page

4.5 Publications

Scientific ideas and research undertaken within the project NEPTUN will be used as a base for writing scientific publications covering the area of innovative technologies in manufacturing and their impact on the environment, energy consumption, material loss, modelling and monitoring of the manufacturing process, to mention but a few. Throughout the project, at least 8 scientific papers will be published in JCR listed journals (including at least 4 in open-access journals) with minimum impact factor or

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3.0. The papers will be published in the following journals: ……. Publications will contribute to spreading the ideas associated with the project to a wider scientific community in the hope of starting cooperation in future.

4.6 Online workshops and seminars

Project outcomes and ideas will be presented during online workshops and seminars aimed at the academic community of GUT and partnered universities. During the expert visits, some of the lectures delivered by the invited guests will be transmitted online to ensure that their range is as wide as possible. The first open lecture in the hybrid mode will be delivered by the world-renowned scientist professor Lihui Wang from KTH Stockholm in May 2023, during professor's expert visit to GUT. Apart from live transmission, the lecture will be available for reply afterwards.

4.7 Newsletters

Once a base of stakeholders is established, NEPTUN project newsletter will be created in order to regularly update the target audience about the proceedings, project development and upcoming events. Newsletter will also serve as a means to strengthen the links between the stakeholders and the project team. It will be sent out at regular intervals, once per 3 months. In case of a special event or an important update, special issues will be sent too.

4.8 Press releases

NEPTUN project will be promoted in local media outlets. Members of the project team will participate in radio programs about science realized by Polish Radio Gdańsk. The coordinator will also closely cooperate with the GUT Promotion Office to secure publicity on the official GUT website, in the GUT Bulleting (paper edition). Press releases will be prepared regularly, however, the frequency will depend on the current state of affairs within the Project and realization of specific milestones.

5. Sustainability and exploitation

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From the very beginning of the work associated with the project, the members of the project team have envisaged certain outcomes that would outlast the project life and contribute to prolonged cooperation between academic and industrial circles, as well as improve the condition of industry in terms of introducing the principles and concepts associated with Industry 4.0. Primarily, these products are: NEPTUN Cluster of Excellence, NEPTUN Advisory Board for Manufacturers and Compendium of Good Engineering Practices.

5.1 NEPTUN Cluster of Excellence

A flagship product of the NEPTUN project, the Cluster of Excellence (working name, the proper name of the cluster shall be established in the future) will associate small and medium enterprises from Poland, however, it is anticipated that the cluster will have an international character in the future.

The NEPTUN Cluster will raise the research and innovation capabilities, triggering structural changes and building stronger links between industry, authorities and academia. Through the Cluster, these actors will be involved in the R&D&I process to a greater extent. Companies engaged in the cluster will be able to compete more successfully on the market, and they will build green, smart, efficient and innovative industry. This goal will be reached only if entrepreneurs cooperate with R&D&I institutions such as GUT, to ensure that they are in top of the latest scientific developments. The cooperation will also benefit the university, since the curricula will be better adjusted to the needs of industry and GUT will be able to apply theory in practice and shape the research path to reflect the needs of industry. The Cluster will also facilitate joint application for EU-funded grants and projects.

It is anticipated that the founding of the Cluster will take place in September/October 2023.

5.2 NEPTUN Advisory Board for Manufacturers (NABM)

The Advisory Board for Manufacturers established within NEPTUN Project will be an entity composed of academic researchers, entrepreneurs and representatives of local government. This entity will gather stakeholders interested in additive and cloud manufacturing, as well as digital integrated production. The basic duties of the NABM will consist in providing the recommendations for academic institutions regarding the implementation of the latest developments in industry into curricula and for business

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entities regarding the situation in industry to ensure that it develops constantly on the basis of the sound foundations of scientific developments. Academicians and industrialists will cooperate with the local government to ensure that the introduced laws and regulations reflect and address specific needs of industry and scientific community. In the long term, creation of the NABM will trigger the necessary structural changes to form modernized, more competitive research, development and innovation systems contributing to the increase of the potential of regional and national industry. NABM will contribute to forming stronger links between business and academia. It will also strengthen the role of GUT in innovation and research. This cooperation between the key actors will yield technological growth compliant with the requirements and principles of Industry 4.0.

5.3 Compendium of Good Engineering Practice

NEPTUN's Compendium of Good Engineering Practice will be a collection of information on I4.0, its principles and methods of introducing them to such areas as application of AI in planning and optimization of manufacturing processes, remote monitoring and manufacturing processes and machine vision for product defect detection, to mention but a few. The Compendium will take the form of a continuously updated database whose content will be related to Industry 4.0 (e.g. cloud manufacturing, precision manufacturing process digital twins, sensor based manufacturing process and system monitoring, or application of artificial intelligence in optimization and planning of processes) and will allow the users to find scientists, experts, papers, companies, expertise and other information that is necessary and relevant for those who wish to introduce the principles of I4.0 in their companies. Information gathered in the compendium will enable easier and more efficient implementation of the principles of Industry 4.0 in the region. It will be free to access to ensure the widest range possible.

6. Conclusions

This document was created in the result of thorough discussion carried out by the members of the project teams from each entity involved in the project. It is believed that the dissemination and exploitation aspects described above will contribute to increasing the recognition of the NEPTUN project and its products. Concepts, ideas

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and principles presented in this document will be used by the members of the project team to ensure that all and any methods of communication are used to their full extent and that they will facilitate reaching the goals, objectives and products defined in the project proposal. Moreover, following the guidelines contained in this dissemination plan will ensure that the project and its products will thrive in the future.

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