

D7.3

DISSEMINATION & COMMUNICATION –Updated PLAN
and Evaluation
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and Evaluation

Approval Status

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- INTRODUCTION

After the first 6 months of the SPARK project, an initial dissemination and communication plan has been designed to assist the effective use of resources allocated to this task. To this end, target groups have been defined, relevant communication channels for the target groups have been identified and a projection of the dissemination and communication activities has been set out. As the project is half way its running now, the dissemination and communication plan needs refinement and a careful assessment needs to take place to determine what has been successful so far and what can be improved in the coming 18 months or redesigned to achieve the project’s targets.

The present deliverable 7.3, therefore, consists of an update of some specific elements and activities described in deliverable 7.2 (submitted M6), but it does not substitute it entirely. In addition, some topics are added or further enriched. In case of no change to basic information given in D7.2 such as tasks, methodologies, ways of working between the consortium partners, agreed protocols and general objectives, these topics have not been repeated.

4. M1-18 ACTIVITIES

During the first 18 months of the SPARK project, the dissemination and communication activities have been focused on spreading the SPARK concept, its intentions and its progress in the development phase. The SPARK consortium has reached out to various international audiences to achieve a maximum first round of visibility.

4.1. The Project Website

As outlined in D7.2, www.spark-project.net is the core SPARK information source that keeps track of all initiatives taken and to which all dissemination and communication activities are connected. Since the launch in the early stage of the project, the website has been updated with news on a monthly basis and it has been enriched with links to all the SPARK social media

platforms.

4.2. Academic Dissemination

This section of the report describes the academic dissemination activities completed in the first 18 months of the project. Academic dissemination refers to activities that are intended to support the disclosure of the project results to the scientific research community and students.

Below we present: an update on the scientific publications in progress or completed; actions for ensuring open access to scientific results; and details of other academic dissemination activities completed.

4.2.1. Scientific publications

Table 1 provides a summary of the scientific publications completed or in progress by M18.

Table 1 – Status of scientific publications completed or in progress by M18.

Target Audience	Name of Journal/ Conference	Title	Status	Open Access?
Research community creativity in design	2016 International Conference on Design Creativity (ICDC)	Developing metrics to assess technology-enabled creative co-design sessions	Presented	Yes - Link
Research community in AR and VR	EuroVR 2016	Spatial Augmented Reality environments design rules	Presented	Authorisation pending
Research community creativity in design	International Conference on Engineering Design (ICED) 2017	Testing metrics to assess technology-enabled creative co-design sessions in product design consultancies	Accepted	Yes- Embargo until August 2017
Research community creativity in design	International Conference on Engineering Design (ICED) 2017	Characterisation of a co-creative design session through the analysis of multi-modal interactions	Accepted	Yes- Embargo until August 2017

Research community in product design and creative industries Research community in augmented reality	CoDesign	Capturing requirements for Augmented Reality for design from product development professionals	Draft M17 Submit M18	Yes - 12 month embargo* after publication
Research community in product design and creative industries Research community in human computer studies	International Journal of Design Creativity and Innovation (provisional target)	The role of artefacts in co-creative sessions (working title)	Draft M20 Submit M21	Yes - 12 month embargo* after publication

* When submitting these articles, efforts will be made to negotiate a reduced embargo period of 6 months, in accordance with the Horizon 2020 open access publishing policy.

- Progress on open access to scientific results

The SPARK consortium is participating in the Open Research Data Pilot and is committed to open access publishing of the scientific results from the project.

Scientific publications that have been accepted for publication have now been submitted to institutional archives for open access publishing - see Table 1 above. In cases where journals have a 12 month embargo period the consortium will attempt to negotiate a shorter embargo period, preferably no longer than 6 months.

The research data from WP1, WP2, WP3 and WP4 have been stored in the project's private web repository (Codendi). These include questionnaire templates, survey results, audio recordings of interviews, interview transcripts, photographs, analysis files etc. Decisions concerning which data to make public and when to make them public will be made in accordance with the general policy on open access of scientific results (see D7.2 §5.2.2) and the detailed publication protocols for each work package (see D6.1 §4). Data sets will be published through the Zenodo platform (<https://zenodo.org/>). Completed deliverables that have been designated as 'public' are already available through the project website (see <http://spark-project.net/wp-deliverables>).

- Other forms of academic dissemination

Figure 1 - Seminar on virtual and physical prototyping in Grenoble.

As well as scientific publications, the consortium has also performed a wide variety of other types of academic dissemination activity in the first 18 months. These are listed in Table 2 below. Highlights include a workshop session at the DESIGN 2016 conference in Croatia on

16th May 2016 on the theme of ‘Design by usage and experimentation’. The work presented by UBAH was titled ‘Introducing the SPARK project: Developing and evaluating spatial augmented reality for co-design sessions’. More recently, GINP hosted a seminar on physical and virtual prototyping attended by companies and researchers in engineering design - Figure 1.

There have also been efforts to engage with other Horizon 2020 sister projects funded within the same call, with representatives from POLIMI and Artefice presenting recent advancements in the SPARK project to the REPLICATE consortium in Trento, Italy.

Finally, efforts have begun to engage internal stakeholders within the academic partners. Both UBAH and POLIMI have run projects with undergraduate and postgraduate engineering students on SPARK-related topics. All the academic partners have started to investigate ways to engage colleagues through internal newsletters and web pages.

Table 2 – Other academic dissemination activities completed in the first 18 months.

Description	Target audience	Timing
BEng dissertation completed 2016 (Bath, UK)	Engineering undergraduate student	May 2016
MSc placement completed 2016 (Bath, UK)	Engineering postgraduate student	Sept. 2016
Workshop session at DESIGN 2016 conference entitled ‘Introducing the SPARK project: Developing and evaluating spatial augmented reality for co-design sessions’ (Dubrovnik, Croatia)	Researchers in engineering design	16/05/2016
Presentation of the SPARK project to students of the Masters in Mechanical Engineering and identification of opportunities for collaborating with the consortium (Milan, Italy)	Engineering postgraduate students	30/09/2016
Presentation of the SPARK consortium to a delegation of the Shanghai Jiao Tong University visiting PoliMI (Milan, Italy)	Professors and researchers	16/01/2017

Presentation of the SPARK consortium at the conference on "Creative society: Ideas, Problems, and Concepts" (Florence, Italy)	Multidisciplinary academic audience interested in creativity	13-14/03/2017
Notice in internal magazine 'Engineering' (PoliMI) about the first issue of the SPARK newsletter (Milan, Italy)	Multidisciplinary academic audience interested in creativity	14/03/2017
News on the website of the Department of Mechanical Engineering about the first issue of the SPARK Newsletter (Online)	People working at PoliMI Dept. Mech Eng and website visitors	15/03/2017
Presentation of the SPARK project to students of the Bachelors in Mechanical Engineering and identification of opportunities for collaborating with the consortium (Milan, Italy)	Engineering undergraduate students	21/03/2017
Presentation of the SPARK project and recent advancements to the REPLICATE consortium hosted at Bruno Kessler Foundation (Trento, Italy)	Research entities and researchers in 3D object digitalization and AR	22/03/2017
Research and industrial seminar on virtual and physical prototyping in design (Grenoble, France)	Companies and researchers in engineering design	23/05/2017
Workshop on Research Data Management; discussion with the participants about the challenges behind SPARK and the development of a meaningful Data Management Plan (Milan, Italy)	Data Managers, Librarians, Research Assistants from various Italian Universities + 3 invited speakers from abroad (Digital Curation Center, UBAH, TU Delft)	24-25/05/2017

Presentation of the SPARK project at the International workshop on Co-Creative Design for Successful Innovation hosted by the Free University of Bozen-Bolzano (Bolzano, Italy)	Researchers in co-creation and creativity	13-14/06/2017
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- Academic dissemination: Achievements vs. objectives

Table 3 below provides a summary of the achievements of the first 18 months compared with the objectives.

Table 3 - Dissemination achievements in the first 18 months vs. objectives.

Activity	Target audience	Performance metric M1-36	Status at M18
Journal papers	Scientific research community	9 papers submitted by M36 (in theory, one paper per academic partner per year)	On track - 2 journal papers ready for submission. Plans for 5 more journal papers. Plans for further 2 journal papers to be confirmed by M24.
Conference papers	Scientific research community	12 papers at international conference appearing in proceedings (in theory, four papers per academic partner)	On track - 3 conference papers submitted and accepted for publication. Plans for 2 more conference papers. Plans for further 7+ conference papers to be confirmed by M24.
Workshops at scientific events and industry events	Scientific research and professional community	3 workshop contributions	On track -2 workshops completed. Plans for 2 more workshops (ICDC 2018, DCC2018).

Teaching on topics relevant to SPARK (SAR technology, co-creation, digital manufacturing)	Engineering and design students within academic partner institutions	SPARK-related content included in 5 degree-level courses by M36	On track - SPARK content included in 2 degree-level courses. Plans for inclusion of SPARK content in 2 more courses. Plans for further course to be confirmed by M24.
Other academic dissemination activities	Scientific research community Engineering and design students within academic partner institutions	At least 20 initiatives, mainly initiated by the academic partners	On track – 13 initiatives successfully completed so far

- Communication

This section of the report describes the **communication activities** completed in the first 18 months of the project, including all strategic and targeted measures aiming to promote SPARK and its results and to demonstrate how EU funding contributes to tackling societal challenges. The target is a multitude of audiences, including potential end-users, the broader media and society as a whole.

In this section, we present an update on the traditional and social media that have been leveraged so far, as well as all other non-academic initiatives taken.

- Traditional media channels

Table 4 below provides a summary of the traditional media vehicles leveraged or in progress by M18.

Table 4 – Communication activities completed in M1-18.

1. Presentations at non-academic conferences, exhibitions and events			
EVENT	TARGET AUDIENCE	ACTIVITY SPECIFICATIONS	TIMING
"23rd technical congress Gipea" - Milano, IT	Packaging designers	Showcase role of innovations and technology in labelling industry	December 2016
"Maker Fair" - Grenoble, FR	Scientists and designers	Showcase Spark's ambition	March 2017
"The Argonauts : Total Immersion in Packaging" - Oss, NL	Packaging designers	Inspiration to integrate innovative technology in packaging design	June 2017
2. Newsletters and publications in magazines			

PUBLICATION	TARGET AUDIENCE	TITLE/ ACTIVITY SPECIFICATIONS	TIMING
Horizon, The EU Research Innovation Magazine	Research community	"Not just Pokémon - prepare for an augmented reality deluge"	October 2016
Periodic institute newsletters	Research & design community	Explanation of Spark project and its ambition	Q4 2016
Spark official newsletter I	Research & design community	"Augmented reality as a communication tool for designing new products and packs"	March 2017
3. Other initiatives			
INITIATIVE	TARGET AUDIENCE	TITLE/ ACTIVITY SPECIFICATIONS	TIMING
Design contest "Nc Awards"	Designers	Spark submission in contest	May 2016
Webinar	Stakeholders & End-users Board	Exchange of project status & end user expectations	December 2016
Partnership with Vertigo consortium	ICT and R&D community	Call for artists to produce a work of art related to the Spark technology	May 2017

*Figure 2 - The Maker Fair in Grenoble.
Figure 3 - Extract from "Not just Pokémon" article, Horizon Magazine*

- Social media channels

In line with the initial communication plan, SPARK accounts have been launched on the two major social media platforms gathering professionals from various domains: **LinkedIn** and **Twitter** in M12. The consortium also decided to advance the launch of the more visual platforms **YouTube** and **Instagram** vs. the initial intentions (M21) and launch all four platforms simultaneously in M12. The launch of SPARK accounts on Facebook and Pinterest have been put on hold for the time being, as these platforms are judged to be too much rooted in a private, non-professional context and therefore not (yet) appropriate for SPARK.

It is STIMULO that leads the coordination, management and weekly updating of all social media platforms, based on an agreed editorial planning, demanding each partner to contribute at least once every seven weeks and feed STIMULO with newsflashes and audiovisual

material.

Popularity and interaction rates in this early stage are promising compared to other ICT 19 consortia, especially on YouTube, Twitter and Instagram driven by the high frequency of publications. LinkedIn will need more activation to keep up with the other platforms.

- M19-36 UPDATED PLAN

In the coming 18 months of the SPARK project, the focus of the dissemination and communication activities will gradually shift from purely sharing information on the concept and its intentions, to demonstrating the benefits and showcasing the results.

- The Project Website

The website remains the core go-to-point to find out everything about all SPARK initiatives. It is the most direct and easy way to communicate with all stakeholders and the information that can be provided is unlimited. The consortium will therefore continue to focus on ongoing improvements and frequent updates of the site. In Q3 2017, another fundamental revision of the website is planned, aiming at further making the whole more dynamic, starting with the homepage that will be enriched with inspiring movies and visuals. Also the results section will be optimised to make it easier to navigate.

- Academic Dissemination

Whilst good progress has been made on scientific publications, there are a significant number of publications to be completed by the end of the project (seven journal papers and nine conference papers) in order to meet the ambitious targets set in D7.2. Therefore, new initiatives to increase the speed and efficiency of scientific publication writing will be implemented. Specifically:

- The time searching for relevant existing literature will be reduced by creating a shared repository of academic literature using a reference management tool such as Mendeley (www.mendeley.com/).
 - Each academic partner will be requested to submit plans for two new conference papers and two new journal papers by M24, for submission by M36.
 - Partners will be requested to provide deadlines for an outline, first full draft and submission for each new publication proposal.
 - Each academic partner will be requested to provide a brief progress update on scientific publications at each monthly consortium meeting. This will allow corrective measures to be applied to publication writing activities that are struggling or have stalled.
 - A virtual, informal 'writing group' will be created to allow researchers from across the consortium to discuss the publications they are working on. Monthly Skype meetings will allow them to discuss any problems they have encountered and gain feedback and help from other consortium members.

To enhance the impact of the scientific publications from the SPARK project the consortium will:

- Ensure 'green open access' to all scientific publications through the publication repositories of the academic partners.
 - Select one or two key publications from each academic partner to be promoted through 'gold open access' publishing.
 - Include details of all publications on the projects ResearchGate page (<https://>

www.researchgate.net/project/SPARK-SPatial-Augmented-Reality-as-a-Key-for-co-creativity)

- Include details of all publications on the SPARK project website.

Plans for a range of other academic dissemination activities have been created and are summarised in Table 5.

Table 5 - Other academic dissemination activities planned for M19-36.

Partner	Description	Target audience	Timing
POLIMI	Presentation of the SPARK project to students of the MS in Mechanical Engineering and identification of opportunities for collaborating with the consortium	Engineering graduate students (approximately 40 people)	Planned by the end of M21
POLIMI	Feature on the Department of Mechanical Engineering's website about the first release of the SPARK platform and beginning of tests in relevant operational environment	Academics (internal colleagues) and visitors to the Dept. website (both from and outside Italy – website in Ita/Eng).	M21
GINP	Master lecture include content on activity analysis with SAR platform	Engineering graduate students	M22-24
UBAH	Tour of Bath VR lab and demo for ICDC participants	Researchers in engineering design and creativity	M25
GINP	Workshop at conference on methods and approach for activity analysis of collaborative design sessions in virtual or mixed reality environments	Researchers in cognitive science, engineering design, computer science	M30

UBAH	Article in university newsletter on preliminary findings from SPARK project and future plans	Research Colleagues	M30
POLIMI	Feature on the Department of Mechanical Engineering's website about the second release of the SPARK platform and execution of tests in real operational environment	Academics (internal colleagues) and visitors to the Dept. website (both from and outside Italy – website in Ita/Eng).	M30
POLIMI	Presentation and exhibition space at DCC (Design Computing and Cognition) Conference 2018	Researchers in cognitive science, design, computer science	M31
UBAH	Include lecture content on SAR technology in courses such as 'Computer aids for design' and 'Computer integrated manufacturing'.	Engineering undergraduate students	M35
GINP	Article in GINP newsletter on SPARK platform and tests	Research Colleagues	M35
POLIMI	Feature on the Department of Mechanical Engineering's website about the final release of the SPARK platform and execution of tests in real operational environment	Academics (internal colleagues) and visitors to the Dept. website (both from and outside Italy – website in Ita/Eng).	M35

POLIMI	News on the institutional website of PoliMI about the final release of the SPARK platform and the conclusion of the project	Visitors to the website (both from and outside Italy – website in Italian and English). Expected audience: researchers, professors, students and design, engineering and architecture companies.	M36
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- Communication

We want to emphasize that the M19-36 plan is a living document and changes will be ongoing. However, in what follows we have captured the communication initiatives that we believe should get priority in the coming 18 months.

- Events, conferences and exhibitions

The consortium has selected some key events to attend, having in mind the primary target groups identified in D7.2 and some facilitation requirements allowing to create a real operational environment to demonstrate the SPARK benefits in front of open theaters or sufficiently large audiences. The selected events are shown in Table 6. The Consortium will make a final decision on which events to attend in the course of 2017.

Table 6 – Events, conferences and exhibitions expected to attend in M19-36.

EVENT	TARGET AUDIENCE	EVENT DETAILS	TIMING
"ICT4ALL" - Milano, IT	Citizenship and tourists in Milano	Booths in Milan city squares allowing exhibitors to present their project and showcase the latest advancements.	October 2017
"Prototyping" - Kortrijk, BE	R&D and designers community	Exposition allowing commercial companies and research centers to showcase innovations related to design processes and overall product development.	November 2017

<p>"Immersive Education Summit (EiED)" - Lucca & Pisa, IT</p>	<p>Technology passionates, students, R&D professionals</p>	<p>Summit addressing the personal, cultural and educational impact of immersive technologies such as VR, AR.</p>	<p>November 2017</p>
<p>"Develop 3D Live" – Warwick, UK</p>	<p>Design managers, Designers, Design software managers</p>	<p>Leading UK conference and exhibition celebrating design, engineering and manufacturing technology.</p>	<p>March 2018</p>
<p>"Mobile World Congress" - Barcelona, ESP</p>	<p>R&D and designers community</p>	<p>One of the largest technology events globally, hosting over 100.000 visitors and over 2.000 exhibitors. A special rising technology/AR/VR zone will be constructed.</p>	<p>March 2018</p>
<p>"Milano Design Week" - Milano, IT</p>	<p>Designers and furniture manufactures</p>	<p>Originally known as "the Salone del Mobile". The intention is to participate in "Fuorisalone" , being a collection of over 1100 side events to the Salone.</p>	<p>April 2018</p>
<p>"Lava Virtual" - Laval, FR</p>	<p>Technology passionates, students, R&D professionals</p>	<p>Key EU event showcasing innovations and new technologies with AR/VR at the heart of the show, hosting over 150 exhibitors.</p>	<p>April 2018</p>
<p>"Technology Hub" - Milano, IT</p>	<p>R&D community, designers</p>	<p>Over 140 exhibitors showcasing new technologies for future challenges.</p>	<p>May 2018</p>

"Barcelona Design Week" - Barcelona, ESP	Design professionals	Another big EU design event, hosting more than 10.000 visitors.	June 2018
"Salento AVR" - Salento, IT	ICT experts and R&D professionals	International conference on AR/VR and Computer graphics.	June 2018
"Dutch Design Week" - Eindhoven, NL	Designers, trendwatchers and innovation experts	A major event in the Benelux showcasing innovations and new technologies, hosting over 280.000 visitors.	October 2018

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- Newsletters and publications in magazines

The consortium started to spread dedicated SPARK newsletters in 2017 (Q1), not in 2016 as initially planned, and will continue in 2017, quarterly. Potentially the frequency of issuing will increase in 2018. Consortium partners post or communicate new newsletter issues to relevant databases of designers, R&D and innovation experts and potential end users.

Some relevant magazines will also be approached per country as of M25 to obtain free publications. The magazines that have been identified so far are “Micado” (France), “Eos” and “Smart Business” (Benelux).

- Social networks

STIMULO will continue posting, according to the contents prepared by the whole consortium, weekly news on the social platforms that are currently running (YouTube, Twitter, Instagram and LinkedIn). Interesting posts as well as increased word-of-mouth should stimulate continuous increase in followers, interaction and ultimately impact. While the consortium does not intend to launch any additional platforms for the time being, the potential launch of a SPARK Facebook account will be revisited in M24.

- Other non-academic initiatives

The consortium remains alert for all interesting opportunities that are presented in the course of time. Some of these have already been identified and agreed as relevant to leverage: a visit to Autodesk Munich’s VR Centre of Excellence (October 2017), SPARK’s submission as candidate for “Il Coraggio di Innovare 2017”, an Award dedicated to companies based in Lombardy investing in promising innovations,...

In addition, frequent exchanges with the End-Users and Stakeholders Board will be continued via webinars, emails and other communication tools.

- Promotional material

In function of the timing of the initiatives planned, the consortium will create and develop adequate promotional material (leaflets, infographics, audiovisual support ...) to enhance the SPARK demonstrations. Up to now, project presentations have proven to be sufficient but as of Q4 2017 flyers, roll-up posters and gadgets will be made available upon request from the partners.

- OBJECTIVES & KPI's M19-36

Table 7 below provides a summary of the objectives for both dissemination and communication, including details of progress to date (status June 20th 2017) and targets for M24 and M36 reporting milestones.

Table 7. Summary of the dissemination and communication objectives for M19-36

Activity	Target audience	Overall objective	Progress by M18	Target for M24	Target for M36
Academic dissemination					
Journal papers	Scientific research community	9 papers submitted by M36	2 journal papers ready for submission.	Submit the 2 papers in progress. Write and submit additional 2 papers	Write additional 5 papers to be submitted by the end of the project or immediately after its conclusion
Conference papers	Scientific research community	12 papers at international conference appearing in proceedings	3 conference papers submitted and accepted for publication	Write and submit additional 4 conference papers	Write and submit additional 5 conference papers
Workshops/ seminars at scientific events and industry events	Scientific research and professional community	3 workshop contributions	2 workshops completed.	Create plans for one additional workshop	Deliver one additional workshop
Teaching on topics relevant to SPARK (SAR technology, co-creation, digital manufacturing)	Engineering and design students within academic partner institutions	SPARK-related content included in 5 degree-level courses by M36	SPARK content included in 2 degree-level courses.	SPARK content included in two additional degree-level courses	SPARK content included in one additional degree-level courses
Communication					
Website	Broad public	Gradual increase of single visitors	2777	3000	4000
Newsletter	Design, R&D and scientific community End users	Quarterly publications as of 2017	1 newsletter spread in March 2017	4 newsletters	8 newsletters

Non-academic magazines	Design, R&D and scientific community End users	At least 4 publications	1 publication in October 2016	Target is to achieve 3 more publications
Webinars & roadshows	End users	1 every year	1 webinar held in December 2016	2 3
Non-academic conference presentations	Design, R&D and scientific community End users	At least 5	3 conference presentations in 1st semester 2017	Target is to achieve minimum 2 more
<i>Social network channels</i>				
Twitter	Broad public	150 followers - 10 tweets per month	97 followers - 62 tweets since launch in January 2017	130 followers - 10 tweets per month 150 followers - 10 tweets per month
LinkedIn	Broad public	100 followers - 2 updates per month	30 followers - 23 updates since launch in January 2017	50 followers - 2 updates per month 100 followers - 2 updates per month
Instagram	Broad public	130 followers - 5 messages per month	83 followers - 30 messages since launch in January 2017	100 followers - 5 messages per month 130 followers - 5 messages per month
YouTube	Broad public	150 subscriptions - 10 movies	119 subscriptions - 3 movies posted	130 subscriptions - movies 150 subscriptions - 10 movies

- **CONCLUSION**

This deliverable 7.3 is an update of the initial dissemination and communication plan that was submitted at the end of M6 of the SPARK project.

While in the first half of the project, the dissemination and communication activities have been focused on spreading the SPARK concept and its intentions, they will now gradually shift towards concretely demonstrating the SPARK benefits and showcasing the results.

This updated plan remains a living and flexible document. It does not offer a fixed list of all activities that SPARK will participate in. Instead, some planned initiatives could still be cancelled in case the circumstances turn out to be uncompliant with the consortium's ambitions and some new initiatives that present themselves could be added as long as they enable the SPARK project to efficiently reach the largest possible number of stakeholders.