



## Horizon 2020 - Research and Innovation Framework Program

### Semantically Connected Semiconductor Supply Chains

Project Acronym:

**SC3**

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## **Publishable Executive Summary**

This deliverable refers to phase 1 of the Dissemination and Communication task. In this context, this report examines the structure of the project, details the dissemination activities, and identifies the actions for the first year of SC3.

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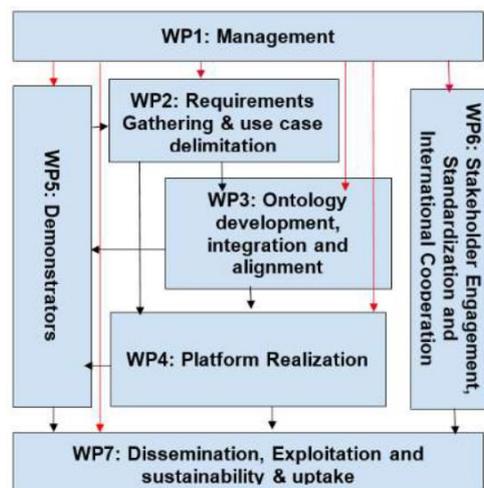
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## 1. Introduction

The semiconductor industry is characterized by complex supply chain structures. In order to allow seamless communication between various supply chain participants in this B2B (business to business) environment, a common language and structure must be developed and documented. SC3 relies on allowing industrial and academic stakeholders to work together to ensure interoperability between semiconductor companies and other industrial fields.

The overall project is organized in 7 work packages as described below:

- **WP1** on project management includes coordination, logistics, reporting, communication risk control, and all other necessary actions to ensure that the project is executed properly.
- **WP2** will identify various requirements and needs from different stakeholders in regards to the data documentation in the semiconductor domain as well as others. This work package defines the functionalities for the collaboration platform in question. This WP also identifies relevant existing data models to be reused.
- **WP3** is about the development of the ontologies and extending the top-level model with new ontologies from semiconductor and other domains, identified in WP2.
- **WP4** implements the platform for collaborative ontology development and maintenance, along with other functionalities.
- **WP5** is to validate the implementations done in WP3 and WP4 via demonstrators,
- **WP6** objective is threefold: (i) to organize, establish and ensure stakeholder engagement, (ii) to support the standardization process, and (iii) to foster international cooperation.
- **WP7** is about dissemination & communication, community building, training as well as sustainability & uptake. The figure below illustrates the interactions between the work packages.



## 2. Dissemination, Exploitation, and Sustainability: General Overview

As SC3 is set up as a Coordination and Support Action, this WP is crucial for the success in regards to the CSA objectives.

WP7 will provide the structures and processes to allow all the information gathered during the project, as well as the outcomes it generates during its lifespan, to be successfully shared, disseminated, and accessible even after the project lifetime.

The ultimate goals of this WP are:

- Planning and carrying out project communication and coordination activities for the whole project duration, where dissemination is one-way communication and communication is seen as bidirectional communication (and is highly interlinked with community building),
- Providing training activities to ensure the proper use of semiconductor data documentation by the industry,
- Developing and carrying out the plan for project results uptake and sustainability in a 2-way approach:
  - by using the infrastructure and expertise of project and industry partners,
  - by a strong collaboration with the project funded by call DT-NMBP-39 the open marketplace to uptake and further develop and maintain SC3 project results.

To do so, three tasks compose this WP:

- **T7.1: Dissemination and Communication**
  - Developing a Plan for the Dissemination and Exploitation of Results (PDER).
- **T7.2: Training and capacity building**
  - Offering training programs for different target groups to promote the alignment of the work with the external environment and existing communities of interests.
- **T7.3: Results extendibility and sustainability**
  - Establishing a mechanism and developing support to allow other relevant EU-funded projects to access and make use of the results and contribute to their further enhancement.

### 2.1 WP7 Task 7.1: Dissemination and Communication

This deliverable refers to phase 1 of the Dissemination and Communication task. Here, the consortium will analyze the project's framework, with special attention to internal and external barriers and obstacles that could slow down the dissemination activities, as well as will define the priorities and actions for the first year of SC<sup>3</sup>.

Task 7.1 will coordinate the engagement activities, to align the dissemination activities with the needs of the stakeholders identified, creating general awareness about the project's objectives and expected results. During this phase, the first set of promotional material, produced in the frame of the SC<sup>3</sup> communication plan will be prepared and delivered.

Specific objectives of the task:

- Developing a Plan for the Dissemination and Exploitation of Results (PDER),
- Preparing a set of materials for the promotion and comprehensive dissemination,
- Monitoring and execution of the communication plan.

Referring to the above-mentioned aims, the SC3 Communication and Dissemination plan identifies the stakeholders' specific dissemination tools (logo, website, publications, conferences, events, press media, leaflets and posters, videos, cooperation with other projects, social networking, etc.), and focus on the most relevant procedures related to communication and dissemination activities.

### 2.1.1 Target Audiences

Four different groups have been identified, in the project proposal, as target audiences that would potentially benefit from the knowledge acquired during the project.

#### 2.1.1.1 Policy Makers

Candidate groups	Impact	Relevance for SC <sup>3</sup>
Standardisation Bodies Local governments European Commission Acatech Associations	Medium	<p>It is necessary, that the policymakers from industry and society consider the results of the Digital Reference Platform to multiply the usage and therefore push it towards a self-sustaining open de-facto standard.</p> <p>Policy Makers could make Digital Reference the quasi-standard of standards.</p> <p>Definition for future research and innovation directions, considering the project's acquired experience and knowledge.</p> <p>Acatech and Associations provide the possibility to link down to Digital Reference.</p> <p>Inputs for standardization activities</p> <p>Creation of new rules and laws</p>

#### **Identified Candidates:**

- The European Open Science Cloud (EOSC)
- Research Data Alliance
- BDVA (Big Data Value Association)
- ISA2 program
- European AI Alliance

#### **How to reach the audience:**

- Project documentation
- Technical documentation
- Articles, blog posts, and press releases
- Conferences and workshop

### 2.1.1.2 Society as a whole

<p>General public Non-specialized media</p>	<p>Low</p>	<p>The deeper the system is embedded in the society the more self-sustaining the process will be. Nevertheless, as the field is quite specific in the beginning, expert circles in the society have to be actively targeted. Public funded projects and other initiatives are a major instrument for this aim.</p> <p>Society uses Semantic Web game to get used to SC<sup>3</sup> terminology.</p> <p>Acquire new experiences and utilize the project results in scenarios that are addressed to the general public for gathering feedback.</p> <p>Encourage a common understanding of the benefits that the SC<sup>3</sup> brings to the European society and economy.</p> <p>Non-specialized media gives the community possibility to access SC<sup>3</sup> results.</p>
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#### **Identified Opportunities:**

- Social media, like Youtube and Twitter

#### **How to reach the audience:**

- Multimedia material

### 2.1.1.3 Researchers and Academia

<p>Academic Institutions</p>	<p>High</p>	<p>Further advancements on Semantic Web through the extension/reuse of the projects' results in the investigated and other domains.</p> <p>Inspiration for future research initiatives based on the project's concept and outputs.</p> <p>Provide SC<sup>3</sup> academic world the next step of the MIMAC model which served the domain for the last 30 years.</p> <p>Provide the possibility to link research better via ontologies.</p>
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#### **Identified Opportunities:**

- MASM Conference 2021
- IEEE CASE 2021
- PRO-VE 2021 (Working Conference on Virtual Enterprises)

#### **How to reach the audience:**

- Project documentation
- Technical documentation
- Conferences and workshop

#### 2.1.1.4 Project partners and relevant stakeholders active in H2020

Companies European Commission	High	Interest in the topics Synergies and collaborations for results promotion Enhancing innovation through results combination Organization of events Enable seamless data transfer within SC <sup>3</sup> data domain and thus faster development of new products and faster production.
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#### ***Identified Opportunities:***

- EF ECS
- ECSEL JU Symposium

#### ***Identified EU initiatives for interaction:***

- Ontology-driven data documentation for Industry Commons
- Digital Open Marketplace Ecosystem 4.0

#### ***Suggested Non-EU Initiative:***

- Industrial Ontologies Foundry (USA)

#### ***How to reach the audience:***

- Project documentation
- Technical documentation
- Conferences and workshops
- Articles, blog posts & press releases
- Feedback
- Webinars

## 2.2 Related KPIs

In order to have a day-to-day overview of the status of SC3, 14 indicators listed below have been proposed to track the project's performance.

Table 1: project KPIs

Measure	Indicators	Target Number
Events (Participation)	No. of events participated	30+
Events (Organisation)	No. of workshops organized	12
	No. of participants (total)	280+
Project Website	No. of visitors (average per month)	1,500+
Articles / Blog posts	No. edited (yearly)	20+
Printed material	No. of hard copies distributed	5,000+
Webinars / Training	No. of participants (average per session)	100+
Newsletters	No. of newsletters contributed/released	6
Mailing list	No. of subscribers by the end of the project	1,000+
Social media	Size of the online community (e.g. Twitter followers, LinkedIn members, mailing list subscribers) by the end of the project	8,000+
	No. of impressions (monthly average)	20,000+
Promo Videos	No. of videos produced	3
	No. of visits by the end of the project	3,000+
Press Releases	No. of press releases by the end of the project	15

## 2.3 Material

This section describes the various tools, templates, and materials that are used for the dissemination.

### 2.3.1 Logo

The logo of SC3 is available and has been approved by the partners after some discussions about the resolution that will give a new version of the logo. It should be easily used in printouts, slides, and on the web. The logo is presented below:



### 2.3.2 Project Website

The website will be one of the main communication tools for the project, where all the dissemination materials will be published in a timely manner.

The website for SC3 in preparation and after some discussions, it will have some concepts inspired by the Productive4.0 project's website such as sections like Home, About, Stakeholders, News, Publications, Contact.

### 2.3.3 Multimedia Material

Videos and images would be another significant instrument to be used to show the events and accomplishments of the project to the public. The videos will be created and posted on the website, YouTube, and other media channels: The first set of images and videos have been produced by the partners and are already available.

### 2.3.4 Social Media

SC3 will build and maintain actively its presence in several social media channels, like Youtube, Twitter, and LinkedIn as they have proven to be the most effective tools when engaging with technology communities. The following social media channels are available:

Twitter:

- Link: [Twitter SC3](#)
- Nb tweets: 1
- Nb followers: 8

Youtube:

- Link: [Youtube SC3](#)
- Nb of videos: 3
- Nb views: 55

### 2.3.5 Workshops, Conferences, and Events

Participating in events like workshops and conferences is a strategic mechanism to interact with a broad spectrum of stakeholders from the industry, scientific, innovation, and entrepreneurship communities.

Table 2: Workshops, conferences, and events

Event Type	Title	Date / Place	Partners inputs
Virtual Booth	EFECS 2020	Nov. 25-26 2020 Online	Project presentation
Session Proposal	IEEE CASE2021	August 23-27 2021 Lyon, France	Scientific Paper
Session Proposal	PROVE-21	22-24 Nov 2021 Unesco Design City (Saint-Etienne, France)	Project presentation, Scientific Paper

### 3. Conclusion

This deliverable has provided an overview of the dissemination activities that will take place within the 1st year of the SC3 project. The early preparation and submission of the dissemination activities planned for the 1st year are considered suitable means to further enhance and support partners' dissemination activities, to increase the project's visibility and promote SC3 results within the global research and industry community.

## 4. Appendix

### 4.1 Abbreviations

Table 3: Abbreviations

Abbreviation	Meaning
KPI	Key Performance Indicator
SC3	Semantically Connected Semiconductor Supply Chains