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Dissemination and exploitation guide

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





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PHOTONICS PUBLIC PRIVATE PARTNERSHIP



1. Introduction

The purpose of the dissemination plan is to outline the tasks planned by the consortium in order to raise the awareness of the RespiceSME project and efficiently spread its results to targeted audiences. In this deliverable the general dissemination strategy will be described and the dissemination activities for the first 12 months of the project for all partners will be scheduled. Upon progress of the project workflow, it is foreseen that the dissemination plan will be updated at month 12 (December 2016) and again at month 18 (June 2017).

Following a short description of the RespiceSME project, the dissemination strategy will be explained in detail in section 2. First, specific dissemination objectives will be described illustrating how the dissemination of the project will promote its success. To maximize the impact of the project, the content and the audience of the dissemination efforts are critical and will be elaborated in order to guarantee a successful engagement of relevant stakeholders. Finally, the metric tools for both quantifying dissemination efficiency and impact of RespiceSME results will be described.

The dissemination material and tools will be defined in section 3 starting with the Corporate Identity of the project that includes the logo, brochure, document layout and the web page. Additional communication tools such as social media, newsletters and promotional videos will also be presented.

For the successful implementation of the dissemination plan it is essential that all partners undertake dissemination tasks relevant to their responsibility within the project. The specific tasks of each consortium partner will be outlined in section 4. Finally, the first-stage planning of meetings, brokerage events and workshops foreseen in the project is outlined.

1.1 RespiceSME presentation

As a key-enabling technology, Photonics is one of the key drivers which will allow the European economy to modernize and strengthen its competitiveness, creating jobs and growth for its SMEs (small and medium sized enterprises) and to enable Europe to be well-positioned as a key player in the global economy. Photonics contribution increases rapidly to meet the needs of current societal challenges at European and global level.

The RespiceSME project aims at reinforcing the innovative capacity of Europe's photonics SMEs, clusters and national platforms by stimulating increased collaborations in and beyond Photonics. RespiceSME proposes new approaches for stronger innovative effectiveness using a 3-dimensional approach. In the first dimension, RespiceSME **will evaluate and stimulate the innovation potential in order to strengthen the innovation capacity of high-tech photonics SMEs**. In the second dimension, RespiceSME **will enhance the global technological exploitation of photonics innovation capacity** by analysing different value chains valuable for high-tech photonics SMEs. This will allow significantly leveraging non-photonics sectors such as Environment/ Energy, Transport and Manufacturing and thereby, enabling the penetration of new markets and/or new application areas close to markets. The third dimension focuses on **creating a bridge over the 'Valley of Death' to increase the competitiveness of the European photonics sector** by developing Best Practices for enabling photonics SMEs access European and regional Research Technology Organisations, harnessing educational and training programmes aligned with their specific needs, determining next generation regional innovative smart specialisation strategies and providing access to public and private financial supports.





2. Dissemination strategy and metrics

Towards its main objective of enhancing the innovation capacity of European SMEs, RespiceSME focuses on three dimensions, as briefly described above. This requests a sustaining, precise, constant and timely dissemination flow.

2.1 Dissemination objectives

The dissemination strategy of RespiceSME consists of 3 parallel phases that alternate in priority and importance as the project time frame evolves:

Raising awareness of the project and its objectives is the first phase that has started immediately after the initiation of the project. Initially, before the majority of significant and quantified results becomes available, the consortium has concentrated in disseminating the existence of the project. Specifically, dissemination is focused on information related to the project structure, objectives and targets, potential impact, constitution of the consortium, roles allocated to different partners and contact points. It is also critical that the potential impact of the project is clearly communicated thus increasing the engagement of relevant audiences (SMEs, Clusters, Platforms, RTOs, public services, etc.) and maximizing their involvement/attendance in the future tasks of the project. This phase will be mostly carried out during the first six months of the project.

The second phase in the dissemination work plan focuses on **promoting the results** produced by RespiceSME as soon as the project progresses, deliverables are produced and milestones are reached. The diffusion of the information describing the progress, results and conclusions of the project is of utmost importance, sensitizing targeted audiences about the research/market policy outcomes, securing transparency in the evolution of the project, while constituting the first step for building an active link for obtaining feedback from the interested/involved parties. This phase will be mostly carried out after M06 of the project.

The third and final phase of the dissemination strategy concentrates on **exploiting the results of the project in terms of providing “Innovation assistance”**. One of the key tasks of RespiceSME focusses on assisting SMEs to better exploit or even improve their innovation capacity. The coaching methodology that will be developed will be diffused to the relevant audience within the sector of Photonics and the three selected commercial sectors (Energy/Environment, Transport and Manufacturing). Furthermore, appropriately trained RespiceSME stakeholders will actively apply this methodology with relevant SMEs to assist them in enabling their innovation potential, link up with relevant partners and expand/enrich their value chain. This phase will be mostly carried out after M18 of the project.

2.2 Dissemination audiences

Although the primary beneficiaries of RespiceSME are **Photonics SMEs** the involvement of other sectors, communities and bodies is a prerequisite for the successful implementation of the project. Furthermore, the results of the project can be valuable for a broader technological, academic and political audience too.

The most significant audience of RespiceSME is that of **Photonics SMEs** that are involved within the work frame of the project either as beneficiaries of its results, or as indirect contributors (in the innovation auditing section). Photonics SMEs play a key role into the relevant value chains of several horizontal markets/sectors, and their sensitisation on the objectives and results of RespiceSME is one of the success indicators of the project.





Additionally to European Photonics SMEs, **companies active in the sectors of Energy/Environment, Transport and Manufacturing** are major target group for dissemination activities since their sectors have been identified in RespiceSME as significant application areas for penetration of high tech photonics SMEs. Non-Photonics SMEs of those sectors are the last part of the relevant value chains, those of end-users; which in turn dominate over the dynamics and growth rates of the particular markets. Initially, the consortium members will engage SMEs within their own databases and then will try to expand to a wider scale through secondary connections. Such a type of SMEs will be scouted under flagship of European events such as conferences, trade fairs, and cluster/ platform/associations meetings.

Additionally, **Photonics Clusters and National Platforms** constitute a strong contact point for attracting SMEs and disseminating information in a wider audience; also for elaborating research and innovation policy and allocating players along values chains in regional/national scale. The RespiceSME consortium includes Photonics clusters and furthermore, all partners have strong links with further clusters and national platforms across Europe that will be engaged in the activities across all three phases of the dissemination strategy. That last will act as an immediate access point for diffusing critical information about the project. More challenging but crucial is the involvement of **cross-sectorial clusters** from the three non-photonics domains mentioned above, towards the end-users side; this can increase synergy opportunities between the Photonics SMEs and end-users along pre-defined or emerging value chains. RespiceSME consortium will work intensively in establishing contacts with the corresponding clusters in partners regions but also on a pan European level.

In strengthening the innovation capacities for value creation in SMEs, RespiceSME will create a detailed mapping of **Research and Technology Organisations (RTOs)** per EU country and develop a methodology proposing an access path for SMEs for gaining targeted service. Photonics related RTOs across Europe are niche recipients of RespiceSME info-flow, both for providing new tools and opportunities to SMEs by means of availability of their facilities and know-how transfer. Therefore, their focused targeting is of instrumental significance for the project.

Similarly to RTOs, **Universities** must also be involved in order to provide information on courses syllabus and training activities available in Photonics. Close collaboration with universities can improve the quality and structured know-how of human capital recruited by Photonics SMEs, towards the augmentation of their competitiveness. Although courses syllabus and training activities can primarily be obtained from the curriculum of the educational institutions, interviews with students and potential SME employers are also foreseen for consolidating data. Therefore, the **academic photonics community** must be included into the dissemination efforts to attract a wide interest in the planned workshop on strategically aligning education with innovation.

The consortium partners will also gather information on the available funding instruments for SMEs. Therefore, strong links must be cultivated with **regional/national and European public funding and policy bodies**. Additionally, these entities will provide valuable feedback on the best practices catalogue for regional financial supports & instruments for SMEs that will be developed by the consortium. Of course, additional funding opportunities such as **Business angels, VC investments, the European Investment Bank etc.** constitute a critical dissemination audience and will be approached accordingly, since RespiceSME can indirectly reduce risks of a potential investment, by the offering innovation supporting tools.

The consortium has judiciously foreseen the collaboration with other relevant **EU funded projects and schemes** as essential in the success and deep implementation of RespiceSME. Links will be



established with other EU projects with thematic similarity to the objectives of RespiceSME (EUROPHO21, Photonics4All, ACTPHAST and the Photonics21 ETP) and close collaboration and data exchange will be sought throughout the duration of the project.

Finally, the work plan and findings of RespiceSME, although targeted for Photonics stakeholders, could be beneficial, in terms of methodologies and best practice guides, to the wider **business community and the general public**. Thus, dissemination efforts of suitable context are foreseen towards those target groups as well. The broader business community can be a recipient of the opportunities revealed by means of supporting instruments and innovation assessment, rendering the collaboration and investment in the Photonics sector more attractive.

2.3 Dissemination frequency and content

A factor that strongly affects the effectiveness and impact of dissemination is related to the frequency of information disclosure and dissemination. The interest of the audience must be kept alive and information must be diffused in a rate that will prevent overdoses. The frequency of updates and content in brief, for different dissemination tools employed in RespiceSME is presented in Table (tools are described in detail in section 3).

General information related to objectives, consortium members, targets and timescale of RespiceSME were published on the official web site and in the project brochure. The completion of project deliverables will be announced through the RespiceSME newsletter and website while upon mutual agreement between the consortium members, a short notice may be provided through social networks, in particular those of LinkedIn and Twitter. Events organised by the consortium will be announced up to 6 months prior to the event and re-advertised regularly, through appropriate channels, especially if registration is required.

Table I Frequency of updates and content for dissemination tools employed in RespiceSME

Dissemination tool	Frequency of updates	Content
<ul style="list-style-type: none"> Professional networks (LinkedIn, thematic blogs etc.) Public/social networks (Facebook, Twitter, You tube etc.) 	Bi -Weekly	<ul style="list-style-type: none"> Raising awareness of the project and its objectives Events of general interest in Photonics, Environment/ Energy, Transport and Manufacturing RespiceSME opinions and articles, deliverables and results Promotional videos, interviews Events of RespiceSME, Newsletter announcement
<ul style="list-style-type: none"> Website 	Bi-monthly, or when necessary	<ul style="list-style-type: none"> Project structure, objectives and progress Consortium partners, partner roles and contact info Forthcoming events of the project, review of completed events
<ul style="list-style-type: none"> Newsletter 	half-yearly M07 (July 2016) M13 (January 2017) M19 (July 2017)	<ul style="list-style-type: none"> Interim-progress review, deliverables, results Forthcoming events of the project, review of completed events Hot-topics, opinions Events and calls
<ul style="list-style-type: none"> Participation in Plenary Events (Photonics21 etc.) 	Per partner and event (see section 4.1)	<ul style="list-style-type: none"> Personal update on progress of RespiceSME,

<ul style="list-style-type: none"> • Conference representations (SPIE, OSA, EOS etc.) 		<ul style="list-style-type: none"> • Distribution of brochure • Forthcoming events of the project
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Other data related to opinions, hot-topics, interviews, events and calls related to Photonics with Environment/ Energy, Transport and Manufacturing impact will be announced using the most suitable dissemination tools of the project.

2.4 Quantifying dissemination efficiency

Continual successful dissemination requires frequent update of the dissemination plan based on the evaluation of the actions carried out so far. It is foreseen that this dissemination plan will be updated twice during the duration of the project, at M12 (December 2016) and again at M18 (June 2017). To quantify its dissemination efficiency the consortium will employ metric tools and a list of Key Performance Indicators (KPIs).

Web-based metrics that will be employed include:

- Website traffic through analytical tools like e.g. Google Analytics
- Number of followers in professional and social networks
- Number of views, downloads, “likes” and retweets for posted material

For the case of active dissemination in events, workshops and meetings the KPIs that will be considered include:

- Number of personal contacts made during the event, size and nature of the event (national, regional, etc)
- Number of SMEs, RTOs, Policy Bodies contacted
- Number of flyers distributed (tentative)
- Number of bilateral meetings
- Press coverage and re-advertisement of events
- Number of total participants of event (for events organized by RespiceSME)

To assist the documentation of these information an activity report (see section 4.2) has been elaborated and will be completed by all members of the consortium after attending an event and disseminating RespiceSME objectives and outcomes. All completed forms and feedback will be collected by FORTH-IESL (partner leading the dissemination Work Package). The foreseen target value for each of the above KPIs has already been established in the Description of Work (DoW) of the project. The consortium will closely monitor these values and take immediate action to correct any discrepancies.

3. Dissemination material and tools

3.1 Corporate Identity

A Corporate Identity has already been established including a logo and document layout that will provide easy visual identification. The same format (colour and layout) will be used in the project’s website, the electronic newsletter, the flyer and in all presentations media at conferences and workshops while diffusing information on the project RespiceSME (cf. D5.1)

The logo of the project, illustrated in Figure 1, was selected by the consortium via vote following assessment of more than 5 diverse formats with different colours and layouts proposed by a professional graphic designer.



Figure 1. RespiceSME logo

The corporate identity also includes the layout for project's newsletters and will be used in all internal and external documents and presentations.

3.2 Brochure (Flyer)

RespiceSME has produced a brochure in which the main elements of the project are captured. This brochure (D 5.4), illustrated in Figure 2, will be used as a promotional instrument and it will also serve to disseminate RespiceSME objectives. A similar process, as described above for the selection of the logo, was adopted when selecting the Brochure's format. The same colours as with the logo were used to reflect the visual identification of the project. The phrases "it's all possible with light" and "see the light inside" were selected as tag lines to echo the photonics content of the project



Figure 2. Front and back pages of the RespiceSME Brochure.

The brochure contains information about the consortium partners, presenting their logos and websites in the back page while in the same section the contact information of the coordinator and the RespiceSME

webpage address is given. In the centrefold of the brochure, the project is presented in a nutshell and more detailed information is provided on its toolbox, objectives and the expected impacts and benefits. It will be disseminated at conferences and meetings. The brochure has been printed by the coordinator (SEZ) and 500 copies were delivered to each partner.

3.3 Website

The official RespiceSME website (<http://www.respice-sme.eu>) has been launched on April 2016 and will serve as the most versatile information and communication tool, providing information for a worldwide audience (cf. D5.3) The structure aims to provide easily accessible basic information on the project, frequent updates on progress and results and announce news and events organized by, or relevant to RespiceSME. On the introductory page shown in Figure 3 the rationale of RespiceSME is explained along with the expected impacts and benefits. Separate pages are dedicated to the RespiceSME toolbox explaining the foreseen approach and to the consortium where a short description on each partner is provided with links to partners' organisation's homepage. Furthermore, publications can be downloaded and useful links are given. Finally, the contact page contains the contact details of the coordinator and links to the active network accounts of the project.

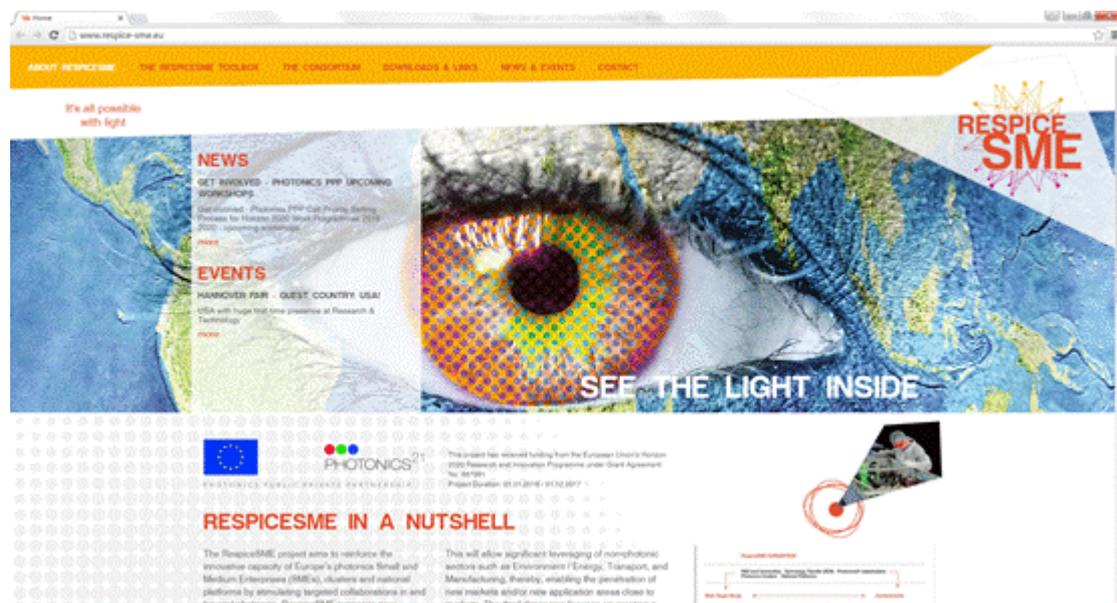


Figure 3. The homepage of the RespiceSME website <http://www.respice-sme.eu>

3.4 Social media presence

In addition to the website, social media (e.g. LinkedIn, YouTube and Twitter) will be part of the communication activities (cf. D5.3). Dissemination through social media reaches a wider and diverse audience spanning from academia and industry to policy makers and funding bodies. It constitutes a fast, broad and highly penetrative tool for information diffusion and simultaneous feedback collection. LinkedIn and Twitter accounts have been set up and contacts are being invited to join and participate in the discussion including all the contacts of the consortium members interested in RespiceSME.

An active Twitter account (RespiceSME@RespiceSME) is running since the middle of February 2016 and the first dissemination activities (presentation of RespiceSME to Photonics21 ETP, publication of project brochure) were tweeted. A screenshot of the account is shown in figure 4. Twitter is expected to

contribute with its fast editing/posting functionality to the broad diffusion of brief information, alerts and events related to the project. All RespiceSME social media accounts have corresponding links in the official website of the project and will also be advertised in the first edition of the newsletter. Other social media websites (Vimeo, YouTube etc.) will be selectively utilised for distributing the promotional videos for photonics that are foreseen under Task 5.5.

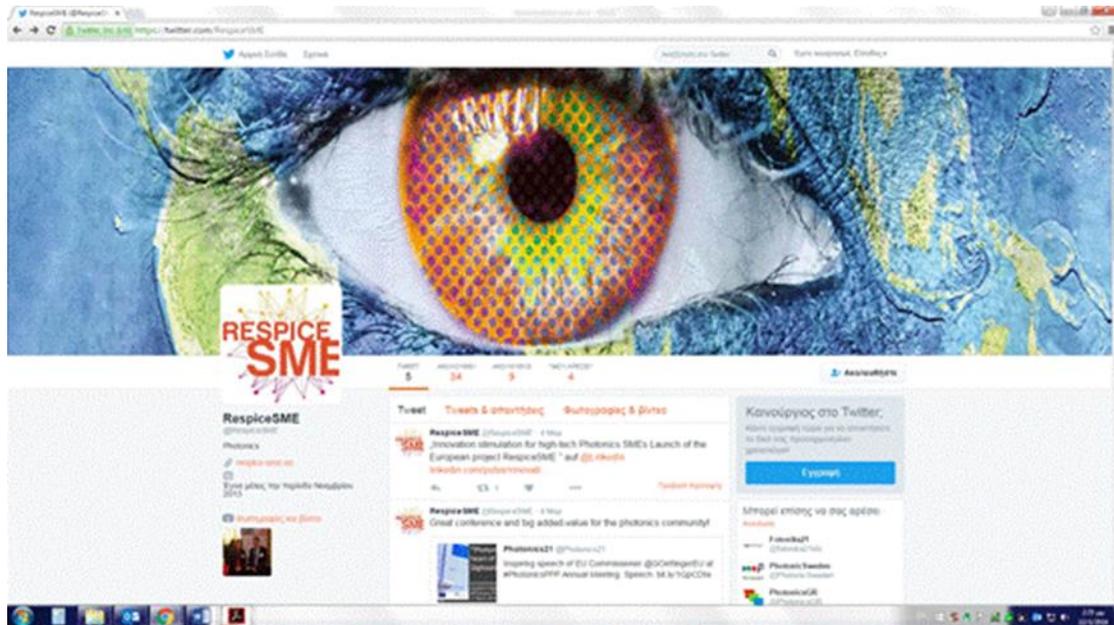


Figure 4. Twitter account screenshot, RespiceSME@RespiceSME

3.5 Newsletter

The half-yearly electronic newsletter primarily aims to give a scheduled, periodic update on the progress of the project. The newsletter will be available for download through the project website and social networks and it will also be distributed among RespiceSME main collaborators via email. It will contain the main information of the project according to the respective time frame and corresponding activities performed. The envisaged structure consists of a short editorial, opinions, hot-topic short presentations, interviews, opinions, company presentation per country or area, as well as, a “calls and events” calendar for the forthcoming period. The newsletter is initially designed to be no longer than 3-pages to allow for a concise update on the RespiceSME project. The material included in each newsletter will be provided by all consortium members while SEZ is leading the corresponding task and will undertake the final compilation.

3.6 Press releases and articles

The first press release of RespiceSME was issued in February 2016 through the ETP Photonics21 advertising the launch of the project and providing key information on its objectives. It is foreseen that press releases will be published all along the project to advertise events and workshops organised by RespiceSME. Such press releases can be hosted in local and national newspapers, news-blogs and technology magazines to inform the national/local political, scientific and industrial community. Such actions will increase participation, visibility and may possibly attract sponsors for assisting with the expenditure of the event.

Press releases, advertising and projecting the results of RespiceSME can be also published in scientific press/journals and blogs, edited by international scientific/academic societies and organisations (i.e.



OPN by OSA or SPIE Professional). Such prestigious advertising can boost visibility of the project and its objectives, increasing potential for practical impact and adoption of its practices. Alternatively, paid press releases can be carried out in Research Policy Journals, after the material and the advantages emerging are considered by the consortium.

3.7 Promotional videos

The communication tools of the project include promotional short self-created videos by Photonics SMEs presenting their business ideas in order to promote the photonics-oriented SMEs and increase their visibility among potential customers. The submitted videos will be advertised in social media and the RespiceSME website and will be promoted by various innovation and entrepreneurial forums and blogs. These videos will also act as promoters of Photonics entrepreneurship in general and assist in raising overall awareness of the RespiceSME project. The best videos (based on level of acceptance in social media, quality and content) will be disseminated further and will be presented to the final brokerage event organized by RespiceSME.

4. Dissemination events

In addition to the indirect dissemination measures outlined above (webpage, social media and press releases) the consortium envisages a major effort of dissemination activities including direct personal dissemination undertaken by all partners. These dissemination activities will be carried out in prominent European Photonics events that will be selected by the consortium. The dissemination may be in the form of:

- bilateral meetings,
- short presentation of RespiceSME e.g a single slide included in a scientific presentation,
- more thorough presentation of RespiceSME to suitable audience (SMEs, cluster meetings etc.)
- brochure hand out
- RespiceSME booth in e.g. during a trade fair or conference.

Following the kick-off meeting of the project all partners provided information on the Photonics events planned in their region for 2016. From this event rolling plan the consortium will select key events they will attend and disseminate the project's results.

4.1 Individual partners' Dissemination Plan

All partners are expected to maintain an active participation within the dissemination plan. Only through proactive and balanced dissemination activities throughout the whole project, it will be possible to reach the expected level of dissemination. Each partner will be predominately responsible for the diffusion of information on a national level expanded to the wider geographical audience and thematic region. The consortium partners represent different sectors of the Photonics community (Clusters, Universities, RTOs). Thus, each partner is expected to have strong presence and dissemination tasks in events organized by the relevant sector. Trade fairs, conferences and workshops are selected according to their relevance with specific project objectives and partners are assigned to participate and carry out dissemination activities.

The dissemination activities and the scheduled events for participation for each partner for the first year (2016) of the project are further elaborated below. An updated partner dissemination plan will be



delivered in the next versions of this deliverable due at M12 (December 2016) and again at M18 (June 2017).

4.1.1 STEINBEIS INNOVATION GGMBH (SEZ)

Through its national and international connections with relevant networks such as the Steinbeis Network (1000 Steinbeis Enterprises Centres) and the Enterprise Europe Network (more than 700 partner organisations worldwide), SEZ will actively disseminate the project progress and results. Furthermore, SEZ is a member of several relevant leading-edge clusters such as MicroTech SüdWest (microsystems) and Electric-mobility Südwest (automotive), etc. which represent an important pool of relevant stakeholders relevant for the project. SEZ will promote RespiceSME amongst those networks clusters through targeted e-mailing, own organisation’s newsletters and publications on the SEZ’s website.

A particular attention will be set on the participation in relevant photonics and non-photonics events listed in the table below.

Table II Events selected for dissemination by SEZ

Event	Type of event	Date Venue	Type of dissemination
Photonics21 Annual Meeting	Meeting/Conference	01.-02.03.2016	Presentation of project on a booth with posters and flyers
Hannover Fair – EEN Brokerage event 'TechnologyCooperationDays'	Trade Fair	25.-29.04.2016	<ul style="list-style-type: none"> • Bilateral meetings with photonics SMEs and non-photonics stakeholders • Distribution of project flyer on relevant exhibitor booths corresponding to the addressed target groups of the project
European Photonics Venture Forum (Eindhoven – NL)	Investor forum (VCs, Business Angels, etc.)	2.-3.06.2016	<ul style="list-style-type: none"> • Networking with participants (photonics SMEs & start-ups) – Dissemination of project objectives and tools through distribution of flyers and promotion of website → Acquisition of participants for project events

4.1.2 OPTICSVALLEY (OV)

Opticsvalley will assume the promotion of the project and its results through its traditional dissemination tools: website (<http://www.opticsvalley.org/>), newsletters: “Les Echos du Réseau” sent twice a month to 4.800 persons and “Lumière” sent 3 times a year to 10.000 persons, seminars, workshops and annual network thematic conference.

We will also communicate on the project via our partners:

- at a national level via the CNOP (French National Photonics Committee) which unites the 6 other French photonics clusters
- at a European level via the European Technological Platform Photonics21 and EPIC, the European Photonics Industry Association, of which Opticsvalley is a member.

A number of our regional partners also relay our cluster information to their respective network members (Paris Region Entreprise, General Council of Essonne...). Opticsvalley is also on Twitter and LinkedIn, so this is another way of promoting the project's tools. The cluster is member of the network "Financer sa boîte", which gathers every month selected SMEs and investors. Brochures of the project will be distributed at any occasion, and one session will welcome a presentation of the project. Furthermore, Opticsvalley has planned to visit 200 companies (mostly SMEs) and 60 laboratories this year, so this will be a great opportunity to communicate on RespiceSME.

The events selected by Opticsvalley for dissemination in 2016 are listed below:

Table III Events selected for dissemination by OV

Event	Type of event	Date Venue	Type of dissemination
Smart Manufacturing Summit	Industry Fair & Business Convention	26.05.2016 Paris – Orly airport	<ul style="list-style-type: none"> • Brochure hand-out • Booth • Bilateral discussions
European Photonics Venture Forum	Investor forum	2.-3.06.2016 Eindhoven	<ul style="list-style-type: none"> • Brochure hand-out • Bilateral discussions
«Le Photon, moteur de l'Innovation »	Cluster annual meeting	13/06/16 Paris	<ul style="list-style-type: none"> • Brochure hand-out • Booth • Bilateral discussions
« Viva technology – Start-up Connect »	Start-up challenges event	30.06 – 02.07.2016 Paris	<ul style="list-style-type: none"> • Brochure hand-out • Bilateral discussions
Photonics and high tech for smart city's security	Cluster seminar	01.07.2016 Paris	<ul style="list-style-type: none"> • Brochure hand-out • Booth • Bilateral discussions
ENOVA	Photonics Fair	14. – 15.09.2016 Paris	<ul style="list-style-type: none"> • Brochure hand-out • Booth • Bilateral discussions
Welcome session for new members	Cluster meeting	06.10.2016 Palaiseau	<ul style="list-style-type: none"> • Brochure hand-out • Presentation • Bilateral discussions
Photonics and high-tech for imaging and biology	Cluster seminar	18.11.2016 Paris	<ul style="list-style-type: none"> • Brochure hand-out • Booth • Bilateral discussions

4.1.3 FOUNDATION FOR RESEARCH AND TECHNOLOGY HELLAS (FORTH)

FORTH as a Research and Technology Organization based in Greece is expected to have strong dissemination action in the Greek and surrounding regions. At a national level FORTH will work for the dissemination of RespiceSME through the Greek National Photonics Platform Photonics^{GR} and the Greek Photonics Cluster H-PHOS.

Furthermore, FORTH personnel have strong links in the international academic community and frequently participate in European and international academic events (conferences, workshops etc.) of high calibre, with large and diverse audiences. Additionally, FORTH as a member of LaserLAB Europe and a Marie Curie training site, attracts in its premises, yearly, a large number of scientists from

institutions across Europe. Dissemination of RespiceSME to these individuals can be instrumental in an avalanche effect of information diffusion starting locally within the ground of FORTH and expanding across Europe. Finally FORTH as a Founding Stakeholder of Photonics21 ETP and partner in EU project ACTPHAST is expected to additionally carry out dissemination activities tailored to European public policy bodies and SMEs.

The events selected by FORTH for participation and dissemination in 2016 are listed below. This is a tentative list and events may be added / substituted depending on project progress and individual circumstances.

Table IV Events selected for dissemination by FORTH

Event	Type of event	Date Venue	Type of dissemination
European funding tools and opportunities for Photonics in Greece	Workshop	26/2/2016 Athens, Greece	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation
Photonics 21 ETP	Photonics Public Private Partnership Annual Meeting	1&2/3/2016 Brussels, Belgium	<ul style="list-style-type: none"> • Bilateral discussions
SPIE Photonics Europe	Conference & Exhibition	3-7/4/2016 Brussels, Belgium	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation • Brochure hand out
1st Greek workshop on Photonics	Workshop	20&21/5/2016 Athens, Greece	<ul style="list-style-type: none"> • Bilateral discussions • Brochure hand out
International Conference on Transparent Optical Networks ICTON	Conference	10-14/7/2016 Trento, Italy	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation
Advanced Architectures in Photonics	Conference	26-29/9/2016 Mykonos, Greece	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation • Brochure hand out
EOSAM	Conference	26-30/9/2016 Berlin, Germany	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation

4.1.4 OPTECNET DEUTSCHLAND (OND)

Table V Events selected for dissemination by OND

Event	Type of event	Date Venue	Type of dissemination
Workshop on optics design and simulation	Workshop	14/4/2016 Karlsruhe, Germany	<ul style="list-style-type: none"> • Brochure hand out, • short project presentation, • bilateral discussions with photonics SMEs
Photonics BW general meeting	General meeting	12/5/2016 Aalen, Germany	<ul style="list-style-type: none"> • Brochure hand out, • short project presentation, • bilateral discussions with photonics SMEs
4. Photonics4All Workshop for innovation	Workshop	7/6/2016 Frankfurt a.M., Germany	<ul style="list-style-type: none"> • Bilateral discussions with photonics SMEs, • brochure handout
OPTATEC	Trade fair	7/6/2016	<ul style="list-style-type: none"> • Bilateral discussions

		- 9/6/2016 Frankfurt a.M., Germany	with photonics SMEs, • brochure handout
LASYS – international trade fair for laser material processing	International trade fair & conference	31/5/2016 - 2/6/2016 Stuttgart, Germany	• Bilateral discussions with photonics SMEs, • brochure handout
5. Photonics4All Workshop for innovation	Workshop	8/2016 Bavaria, Germany	• Bilateral discussions with photonics SMEs, • brochure handout
6. Photonics4All Workshop for innovation	Workshop	Tbd 2016 Thuringia, Germany	• Bilateral discussions with photonics SMEs, • brochure handout
2. Photonics4All – Start-up Challenge	Start-up Challenge	9/2016 Berlin, Germany	• Bilateral discussions with photonics SMEs and venture capitals, • brochure handout
Minimum of 5 workshops with topics: optical communication, laser material processing, cooperative innovation, optical metrology, LED technics in Baden-Württemberg	Workshops	Tbd Baden-Württemberg, Germany	• Bilateral discussions with photonics SMEs, • brochure handout

4.1.5 EKONOMISKA FÖRENINGEN PHOTONICSWEDEN (EaPS)

Table VI Events selected for dissemination by EaPS

Event	Type of event	Date Venue	Type of dissemination
Photonics Solutions for Agricultural and Veterinary Applications	Workshop, exhibition	19-20 May 2016	• Bilateral discussions • Brochure hand out
Optics and Photonics in Sweden conference	Conference	2-3 November 2016	• Bilateral discussions • Brochure hand out
Scanautomatic & ProcessTeknik 2016	exhibition	4-6 October	• Bilateral discussions • Brochure hand out
Elmia Subcontractor 2016	exhibition	8-11 October	• Bilateral discussions • Brochure hand out

4.1.6 PHOTONICS AUSTRIA (PhAu)

As the national technology platform for Photonics, Photonics Austria intends to leverage its position in Austria to provide comprehensive dissemination. Indirect dissemination will occur through the Photonics Austria website providing regular updates on project progress and participation channels. Direct dissemination will happen through Photonics Austrias participation in a number of events, workshops and conferences.

Below is a preliminary list of the events at which Photonics Austria will be active in dissemination of RespiceSME information. This list is not comprehensive and may be updated as more events come online.

Table VII Events selected for dissemination by PhAu

Event	Type of event	Date Venue	Type of dissemination
Long Night of Research	Exhibition	22 April 2016	• Presentation of

			research, • Brochure hand out
Photonics Austria Meeting, Vienna	Workshop	23-24 June 2016	• Partner meeting, • presentation of project
21st International Symposium on High Power Laser Systems and Applications, Gmunden	Conference	5-9 September 2016	• Workshop, • Brochure hand out
Photonics Boot Camp, Vienna	Workshop	14-16 September 2016	• Workshop, • Brochure hand out

4.1.7 SOUTHERN EUROPEAN CLUSTER IN PHOTONICS & OPTICS ASSOCIACION (SECPHO)

SECPHO will actively disseminate all the information, updates and results of RespiceSME in the Iberian Peninsula (Spain and Portugal). The dissemination means can be split into two types: 1) private communication channels and 2) professional network.

1) SECPHO will use its common communication channels such as social media accounts (Twitter, LinkedIn, Flickr, Youtube), own organisation website, national and European newsletters (800 contacts every 2 months in Spanish and 800 contacts every 3-4 months in English), SECPHO's events, webinars and all other indirect interactions with cluster members and photonics stakeholders in Spain.

2) SECPHO is actively involved in some Spanish and Iberian photonics communities, such as SEDOPTICA (Spanish Optical Society), GELUR (Grupo Especializado de Láseres Ultrarrápidos), OPTIRED (biggest mailing list of photonics stakeholders in Spain), RSEF (Spanish Royal Society of Physics), Fotonica21 (national technology platform) that will be provided with relevant information about the project as well.

The selected events listed in the table below present the activities where SECPHO is an organiser or participating as a speaker and where dissemination activities regarding RespiceSME will be performed.

Table VIII Events selected for dissemination by SECPHO

Event	Type of event	Date Venue	Type of dissemination
Photonic processing of aeronautical materials	SECPHO Innovation workshop with Hegan – Basque Aerospace cluster	04/05/16 Bizkaia	Presentation of the project, discussion about member involvement, brochure handout
Laser Micro processing event	Workshop	10/05/16 Madrid	Presentation of the project, brochure handout
Light in Cosmetics	SECPHO workshop co-organised with	25/05/16 Barcelona	
BIEMH 2016 - International Industrial Machinery Exhibition	Trade fair	30/05/16 Bilbao	To be described, brochure handout
SECPHO Annual Meeting	Assembly	15/06/2016 Barcelona	Presentation, bilateral discussions, brochure handout
Synergies: Light Technologies & Advanced Materials	SECPHO workshop co-organised with Cluster MAV - Advanced Materials Cluster	22/06/2016 N/A	Presentation of the project, discussion about member involvement, brochure handout
SPAOM - Spanish Portuguese	Conference	04-10/10/16 Bilbao	To be described

Meeting for Advanced Optical Microscopy			
Smart City Expo	Congress, trade fair	15-17/12/16, Barcelona	To be described

4.1.8 NATIONAL UNIVERSITY OF IRELAND, GALWAY (NUI Gal)

As a leading academic institute, NUI Galway intends to leverage its position in the region to provide comprehensive dissemination both throughout Ireland and internationally. NUI Galway will utilise both academic and industrial platforms to publicise RespiceSME. NUI Galway will exploit internal and off campus collaborations to distribute RespiceSME information through academic channels to target SMEs. NUI Galway will also use national and international conferences as platforms for dissemination. The National Centre for Laser Applications (NCLA) within NUI Galway will utilise its direct links with regional SMEs to directly target potential beneficiaries of RespiceSME. Similarly the Cúram Center for Medical Devices within NUI Galway will be leveraged for its extensive network of regional SMEs.

Indirect dissemination will occur through the NUI Galway website providing regular updates on project progress and participation channels. Academic partners will be also asked to host web based information to increase online penetration.

Below is a preliminary list of the events at which NUI Galway will be active in dissemination of RespiceSME information. This list is not comprehensive and may be updated as more events come online.

Table IX Events selected for dissemination by NUI Gal

Event	Type of event	Date Venue	Type of dissemination
Advanced Lasers Technology (ALT'16)	International Conference	12-16/9/2016 Galway, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
Biophotonics and Imaging Graduate Summer School	Conference	5-9/9/2016 Galway, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
Photonics Ireland 2017	Conference & Exhibition	9/2017 Galway, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
EPIC Workshop on Photonic Systems for Life Sciences Applications	Workshop	25-26/5/2017 Cork, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
MEDTECH BREW: IMDA & BIOINNOVATE START-UP NETWORK	Networking Event	12/5/2016 Galway, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
National Manufacturing & Supply Chain Conference & Expo	Conference & Exhibition	TBD	<ul style="list-style-type: none"> • Presentation • Brochure Distribution
ISO50001 Ireland 2016: Environment & Energy Management	Conference & Exhibition	18/5/2016 Dublin, Ireland	<ul style="list-style-type: none"> • Presentation • Brochure Distribution

4.1.9 VIESOJI ISTAIGA FIZIKOS INSTITUTO MOKSLO IR TECHNOLOGIJU PARKAS (LITEK)

Laser & Engineering Technologies cluster LITEK has started a dozen years ago, when the laser system manufacturers in collaboration with the scientific institutions began to create unique products. Since then LITEK and its partners became appreciated not only in science field but also for wide society. Therefore, LITEK has a dissemination action in Lithuania and beyond.



In collaboration with Lithuanian Laser Association LITEK will disseminate information about RespiceSME in different conferences, festivals and TV/radio programs. The events selected by LITEK for participation and dissemination in 2016 are listed below. This list is preliminary and events may be added or participation can be cancelled depending on circumstances.



Table X Events selected for dissemination by LITEK

Event	Type of event	Date Venue	Type of dissemination
Interview on the main news programme "Panorama" (Petras Balkevičius, Managing director of Lithuanian Laser Association)	TV program	13-14/01/2016 Vilnius, Lithuania	<ul style="list-style-type: none"> • Bilateral discussions
National Awards: Knowledge Economy Company	National Awards, annual Meeting	26/02/2016, Vilnius, Lithuania	<ul style="list-style-type: none"> • Bilateral discussions
International conference for students of physics & natural sciences "Open Readings 2016"	Conference	15-18/03/2016, Vilnius, Lithuania	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation
FiDi - The Annual Festival of Vilnius University's Physics Faculty	Annual Festival	09/04/2016. Vilnius, Lithuania	<ul style="list-style-type: none"> • Brochure hand out
National conference "Lasers: science and technologies"	Conference	26-27/08/2016. Bebrusai, Lithuania	<ul style="list-style-type: none"> • More thorough presentation • Brochure hand out • Bilateral discussions
European Researchers' Night	Popular science event	1/09/2016, Vilnius, Lithuania	<ul style="list-style-type: none"> • Brochure hand out
Executive laser meeting	Conference	8-9/09/2016, Vilnius, Lithuania	<ul style="list-style-type: none"> • Bilateral discussions • Short presentation • Brochure hand out
"Spaceship Earth"	Science festival	09/2016, Vilnius, Lithuania	<ul style="list-style-type: none"> • Short presentation

4.1.10 KNOWLEDGE TRANSFER NETWORK LIMITED (KTN)

The KTN aims to speed up innovation, solve problems and find markets for new ideas. The KTN was established to foster better collaboration between science, creativity and business, KTN has specialist teams covering all sectors of the economy – from defence and aerospace to the creative industries, the built environment to biotechnology and robotics. KTN has helped thousands of businesses secure funding to drive innovation. And we support them through their business cycle to see that investment through to success.

Indirect dissemination of the project and its outputs will occur through the KTN website (<http://www.ktn-uk.co.uk>) and also utilising the UK's innovation agency Innovate UK website to promote to a wider sector spread than we have within the project (<https://connect.innovateuk.org>). Also the staff on board of the project will disseminate through direct mailing and word of mouth when meeting with businesses and academics that might benefit from the project. The KTN has dedicated staff that use social media and create newsletters for sectors and these will help to widen the dissemination of the project.

Below is a preliminary list of the events which the KTN will be active in dissemination of RespiceSME information. This list is not comprehensive and may be updated as more events come online.

Table XI Events selected for dissemination by KTN

Event	Type of event	Date Venue	Type of dissemination
MACH 2016	Trade show	11-15/4/16 NEC, Birmingham	Verbal dissemination in meetings and at exhibitor booths
AM 2016	Conference	21/4/16	Verbal dissemination in networking
Easy fairs meeting	Meeting	26/4/16	Verbal dissemination and assistance in establishing brokerage event in Advanced Engineering show
Lighting Liaison Group meeting	Meeting	11/5/16	Verbal dissemination
International Festival of Business	Trade Show/Conference	13/6 – 17/6/16	Verbal dissemination and flyer distribution
Advanced Engineering show	Trade show	2-3/11/16	Verbal dissemination, brokerage, stand presence

4.2 Activity report

Following the dissemination of the project at a dedicated event, partners will provide feedback to FORTH (as leader of the dissemination WP) regarding the actions undertaken and the outcomes of their efforts. This information is instrumental in keeping the consortium up to date, evaluating the impact of the dissemination activities and adopting contingency actions if and when needed. The activity report template shown in figure 5 was formulated by FORTH and validated/adopted by all partners as the means in providing feedback on individual partner dissemination.

Activity report

Participant		
Affiliation		
Date		
Event and Venue		
Type of event	Choose an item.	If other please explain:
Type of Dissemination	Choose an item.	If other please explain:
Number of total event participants	Choose an item.	
Number of contacts made during the event		
Number of SMEs contacted	Photonic	
	Non photonic	Please specify sector:
Number of flyers distributed		
Number of bilateral meetings		
Activities during the event:		
Future actions:		
Other comments:		

Figure 5. Dissemination activity report



4.3 RespiceSME events

As strong dissemination tools, but also channels for project results' dissemination, several events will be organized under RespiceSME. These constitute milestones of the project and are crucial for the validation of the produced results. The events envisaged are listed in the table below:

Table XII Events planned by RespiceSME

Event	Location	Completed before
Workshop on aligning education with innovation	TBD	M10 (October 2016)
1 st photonics cluster meeting	Paris	M11 (November 2016)
2 nd photonics cluster meeting	Barcelona	M19 (July 2017)
1 st brokerage event	TBD	M20 (August 2017)
2 nd brokerage event	TBD	M20 (August 2017)

When possible, these events will be co-located with relevant European trade/shows/exhibitions/conferences in order to attract as many attendees as possible. The main goal of such events is to attract critical mass, update strategies, receive feedback and identify potential adopters of the RespiceSME results. The events will be advertised as early as possible through all the dissemination channels described above and all partners will contribute towards the organization of productive, successful events.

5. Summary

This report describes the actions foreseen for the dissemination of the Coordination Action Project **Regional, National and European Support for Photonics Innovation Clusters enhancing SMEs Innovative Potential (RespiceSME)**. The activities will be under constant evaluation and if needed, will be adapted accordingly to guarantee a successful outcome. An updated version of this plan will be elaborated just before the midterm of the project on December 2016 based on the workflow and experience acquired from the first year of the project.

