

Interreg
Sudoe



EUROPEAN UNION

ADDISPACE

European Regional Development Fund

COMMUNICATION PLAN

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1. Introduction

The target groups, the messages to be addressed to each one of them, the communication means of the project and of the partners that may be used, are defined and analysed in the plan. Possible events where the project can be disseminated are also identified.

2. Project Objectives

Demonstrate, disseminate and transfer opportunities for the use of target additive manufacturing (AM) technologies, for the manufacture of metal components in the aerospace sector, among SMEs of the SUDOE sector.

Increase the education and training offer for future professionals and for current personnel of the aerospace industry in the use of additive manufacturing technologies.

Create a stable dissemination and transfer platform for additive manufacturing technologies in the aerospace sector of the SUDOE, which will promote the transfer of this type of technologies in the political and strategic innovation agendas.

3. Target Groups, Objectives and Messages

Given the nature of the project, that is, the dissemination and transfer of technology, communication activities are essential to achieve its specific objectives.

In the framework of GT1 and GT3, all activities are aimed at achieving the following communication objectives, which are reinforced with crosscutting communication activities (GTT2):

PROMOTING AM technologies as a change in the manufacturing paradigm in the aerospace sector and as an opportunity for the sector's SMEs.

DISSEMINATING today's technological offer in the SUDOE, as well as new solutions, processes and technologies developed within the ADDISPACE framework.

ENGAGING technological agents and SMEs in pilot and dissemination activities, so that the SMEs can start specific processes and projects for the transfer of these technologies, in collaboration with centers.

DEMONSTRATING technological and economic feasibility and the high quality levels of the metal components constructed via AM.

In the framework of GT4, all activities are aimed at achieving the following communication objectives, reinforced by the crosscutting activities of GTT2:

RAISING AWARENESS about the specialization and employability opportunities that the AM sector offers in the labour market, as well as about the new professional profiles, competencies and need for an adapted education offer so that the SUDOE can take advantage of this opportunity.

DISSEMINATING among the education community and national professional qualification agents, the training needs identified, gaps in the training offer, training framework and proposed professional profiles.

PUBLICIZING the specialized training offer that will be delivered as a pilot trial within the project framework at different education levels.

DEMONSTRATING the impact of pilot training experiments on increasing the capacities of students and working professionals.

In the framework of GT5, all activities are aimed at achieving the following communication objectives, reinforced by the crosscutting activities of GTT2:

INFLUENCING regional and national innovation policies in order to maintain support to processes that underpin AM technology transfer to the industrial sector.

INFLUENCING national and regional RIS3 agents to advance in an intelligent territorial specialization in the SUDOE in the fields of AM and of the aerospace sector.

DISSEMINATING the AM and aerospace technology skills of technological and industrial agents of the SUDOE, who contribute to the positioning in the European and international scenario.

PUBLICIZING the ADDISPACE platform as a major “Innovation and Knowledge Community” of the SUDOE territory in the fields of research, technology transfer and training, in the fields of AM and of the aerospace sector, as well as the membership modalities.

The target Groups to whom disseminate those messages would be:

- Society
- SME's
- Education institutions
- Research Centres
- Regional, national and European governments

4. Disseminable Results

All the advances that result from developing the project.

“Report on the diagnosis and study of opportunities of metal component AM technologies in the aerospace sector”

Contents of the study:

- State of the art in FSL and DML technologies.
- Inventory of agents and technology offer.
- RIS3 specialization areas.
- Adoption barriers.
- Technology tendencies in AM.
- Selection of components.

“Study of results from 4 pilot experiments on development and transfer of AM technologies”

- Test Plan results.
- Results of technological, economic and environmental feasibility studies in real environments.

“Catalogue of AM Technological Offer in the aerospace sector”

- Areas of expertise by technology centre.
- Type of target component.
- FSL and DML equipment and technologies for metal component AM.

“Study on training needs”

- Studies of training needs in AM technologies.
- General education and training framework proposal by education levels.
- Proposal for professional profiles and skills, and associated training.

Apart from all mentioned before, all the consortium meetings, important events, and relevant progresses of the project will be disseminated.

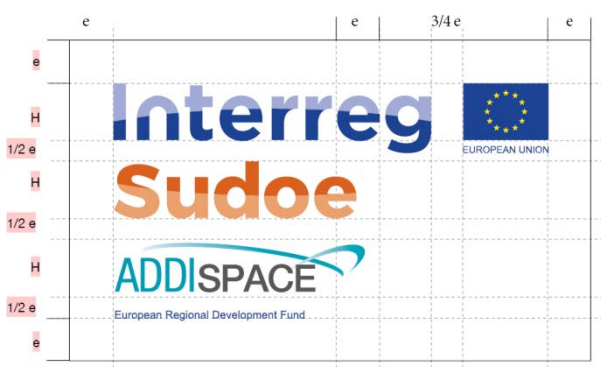
5. Communication Channels, Methods and Dates

Logotype (30/09/2016)

The project already has its own logo.

The logo includes the integration of the ADDISPACE logo with the logo of the SUDOE program.

The consortium has been informed about how to use properly the logo in compliance with the rules of the programme.



Website (creation 31/11/2016 – continuous updating until the end of the project)

AFM has been in charge of designing and elaborating the webpage for the project, under the domain www.addispace.eu. During the project the online positioning will be worked with specific keywords. The website will be available in Spanish, French, Portuguese and English.

The public part of the website will be use to disseminate project public results, as well as to communicate news, project events and workshops, and any interesting information that the partners would like to share.

On the other hand, the web has a private part of exclusive access to the partners of the project. The objective is that they can use this platform to share information and as a repository of all the deliverables that are being developed throughout the project.

In addition, it has a section of social networks (LinkedIn, Facebook and Twitter), which seeks to expand the field of dissemination.

AFM is responsible of continuously updating the public part of the web.

The website must be maintained until 2023, even if the end of the project is in 2019. ESTIA, as the owner of the domain, will renew it till 2023, and AFM will be on charge of the maintenance.

Events

3 Transfer workshops and 3 Scientific conferences (dates subject to change)

Organizing the Transfer Workshops will be divided up between ESTIA, FADA-CATEC and IP Leiria. Lortek will be responsible, in T2 and T3, for the revitalization phase aimed at the participation of SMEs in the feasibility phase (WG2) and at the generation of specific transfer projects between centers and SMEs. The Scientific Conferences held will be the responsibility of FADA-CATEC, IP Leiria and ESTIA, but all the technological partners and clusters will form part of a Scientific Committee that will agree upon their programming.

Workshop 1, Arcachon (FR), May 2017. (Responsible: ESTIA)

Aimed at manufacturing companies from the aerospace sector, objectives:

- Dissemination of the opportunities study (WG1).
- Selection of types of target components demanded and that can be manufactured using AM technologies, with the participation of the sector companies.

ESTIA, with the support of AV, organizes the workshop in which all partners and associates, especially EADS CASA SL and Airbus D&S, and other branches, will participate.

ESTIA will provide AFM with a report with information of attendees, programme, etc. as well as photos of the workshop.

Workshop 2. Seville (ES), Feb. 2018. (Responsible: FADA CATEC)

Organized by FADA-CATEC, aimed as AM SMEs, manufacturers of metal components and advanced engineering services/integrators. Objective:

- Present results of industrial research phase and opening to expressions of interest to participate in the feasibility study phase in industrial environment of the results (WG2).
- Present catalogue (WG3).
- Group work dynamics, led by Lortek among target SMEs and technology centres, to identify problems, solutions and proposals of new target technology transfer projects among SMEs.

FADA-CATEC will provide AFM with a report with information of attendees, programme, etc. as well as photos of the workshop

Workshop 3: Marinha Grande, Oct. 2018. (Responsible: IPLEIRIA)

Organized by IP Leiria and supported by PEMAS, it shares public and objectives with the previous workshop, in addition to the presentation of the results from the feasibility phase (WG3).

- Conference 1: “Design of components with Additive Manufacturing technologies: Design rules, lattice structures, complex forms, etc.” In Seville (ES) coinciding with the 2nd Transfer Workshop, organised by FADA-CATEC in Feb. 2018.
- Conference 2: “Intelligence, control and monitoring in additive manufacturing processes”. In Marinha Grande (PT) coinciding with the 3rd Transfer Workshop, organized by PEMAS and IP Leiria in Oct. 2018.
- Conference 3: “Processing of new materials, challenges and opportunities”. In Bidart (FR), organized by ESTIA and Aerospace Valley, in Feb. 2019.

IP LEIRIA will provide AFM with a report with information of attendees, programme, etc. as well as photos of the workshop.

Final event (June 2019) (Responsible AFM)

During the last quarter of the project (April-June), a final conference/event to disseminate the project will be held in San Sebastian (Spain), headquarters of AFM, when the project results will be disseminated and the platform model, agreed by the consortium, will be presented. If decided, the project will be opened up for new members to join.

Representatives of the SUDOE programme, regional and national political authorities from the R&I field and from community fund management will be invited to participate in the event programme.

The design and content of the final event will be discussed at the Communication Committee and will be ratified at a Steering Committee.

Poster

A poster in 4 different languages will be done with basic information of the Project, and will be located in the offices of the consortium partners in a visible location.

Dissemination of Addispace project in other events

AFM and the other members place several dissemination events that they organise yearly at the disposal of the consortium, taking advantage that these occur within a certain context and that the attendance of people from the industrial world is guaranteed. ADDISPACE will be actively disseminated at these events, such as, for example, at ADDIT3D, the professional trade show focused on additive and 3D manufacturing held in Spain, and other key events in France and Portugal.

In addition, the participation of members of the consortium is foreseen at other events related to AM and the aerospace sector, organized inside the SUDOE territory and outside the SUDOE territory, in order to disseminate the progress and result of the project. Examples

- Formnext Fair (Frankfurt, Germany).
- EMO Fair (Hannover, Germany).
- European Conference on Spacecraft Structures (Toulouse, France).
- European AM Forum organised by the French Association of Rapid Prototyping and AM (Paris, France).
- Other interesting forums.

The participation in different events (as mentioned before) will be discussed and defined in the General Committee Meetings, in which an agenda for the incoming 6 months will be approved.

AFM will be in charge to account all the events where the project has been disseminated.

For that, the consortium partners will notify AFM their participation at such events, and provide pictures and evidences of the activity.

Other Communication activities

Press office (during the whole project)

The press releases will be written after a meeting, a workshop, an important events or after completing a milestone in the project.

AFM will be in charge of writing the first draft, that will be shared with the Communication Committee. Once the content is approved, it will be shared with the consortium. Each of them will use their own communication channels and databases in order to achieve the broadest dissemination of the news. Moreover, the associated partners (Aerospace Valley, Hegan...) with direct relation with the aerospace industry could help to achieve the target groups.

AFM will be responsible to account all the press releases sent by the consortium in an excel sheet. For that, it will be necessary that Companies notify AFM all the press releases sent.

Newsletter (28/02/2017)

There will be one newsletter per semester starting from May 2017. The first newsletter will be sent after the first project workshop in May, where the results of the WP1 will be presented. The content of this newsletter will be discussed and defined in the Communication Committee of Addispace Project.

Roll up (31/01/2017)

A Roll up will be designed in English to be used in the 3 Transfer workshops and 3 Scientific conferences foreseen during the project, as well as in other interesting events in which project results will be disseminated.

Brochure (28/02/2017)

Also a brochure containing information of the project and the expected results will be design in 4 different languages, in order to have printed material that will be distributed in the project events. The Communication Committee will be responsible of defining the contents for the brochure.

6. Calendar

| What | Target Audience | When | Responsible |
|-----------------------|-----------------|---------------------|-------------|
| Logotype | All | 31/09/2016 | AFM |
| Website | All | 31/11/2016 | AFM |
| 1st transfer workshop | All | May 2017 | ESTIA |
| 2nd transfer workshop | All | February 2018 | FADA CATED |
| 3rd transfer workshop | All | October 2018 | IP LEIRIA |
| FINAL EVENT | All | June 2019 | AFM |
| Poster | All | 31/11/2016 | AFM |
| Other Events | All | During the project | AFM |
| Press Office | All | During the Project | AFM/ ALL |
| Newsletter | All | May 2017 and 4 more | AFM |
| Roll up | All | 31/01/2017 | AFM |
| Brochure | All | 28/02/2017 | AFM |

7. Control Mechanisms

A Communication Committee has been established, composed by of AFM, ESTIA and PEMAS.

The communication plan will be rigorously enforced. The progress made will be submitted to six-monthly control at the meetings of the Steering Committee. AFM will be responsible for reporting on the progress and for carrying out a indicator-based control, as well as for presenting them at the Steering Committee.



www.addispace.eu