

Project info

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Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



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Executive summary

This deliverable describes the dissemination and exploitation strategy and plan of the 200SMEchallenge project as well as the related activities for all partners. The objectives of the project's dissemination and exploitation activities are to guarantee a wide impact of the project, to promote the future large-scale adoption of the piloted scheme and to raise awareness of the potential usage of the developed concepts and solutions. These aims will be achieved by a number of dissemination and exploitation activities, e.g. by presenting project results at national events, the stakeholders' Scheme Scale-up Workshop and the final project conference, by disseminating relevant deliverables via email and the project website, by publishing results in online repositories and in scientific papers as well as by involving stakeholders willing to adopt and scale up the scheme. Subject to specific dissemination and exploitation efforts will be the following deliverables: D2.1 Partner's Handbook to the Experimental Scheme, D2.2 Practical Guide for Innovation Agencies to adopt and scale up the scheme, D4.3 Report on the results of the large-scale pilot and guidelines for improvement as well as D4.4 Evaluation of scheme impact through RCT. The main target groups for dissemination activities are innovation agencies, networks and associations of innovation agencies, SME policy makers and governing authorities, SMEs as well as scholars and research communities. Thus, all project partners will utilize their national and international affiliation networks in the field of R&D and innovation. Tools and materials used for dissemination purposes are visual materials such as poster, leaflet and roll-up, the website and the social media channels (LinkedIn, YouTube, Facebook, Twitter). The project partners will also undertake direct personal dissemination actions by creating direct engagement of external target audience and institutions with the project and its results, by means of both prominent and smaller events.

As most dissemination activities don't start until M16, this dissemination and exploitation plan will be updated in month 20 in order to account for the various events and activities undertaken by partners.



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1 Introduction

1.1 Dissemination and Exploitation in H2020

The purpose of the dissemination and exploitation plan is to outline the tasks planned by the consortium in order to, respectively, (1) raise the awareness of the 200SMEchallenge project and efficiently spread its results to targeted audiences, and (2) maximize its impacts, mainstreaming and further use also after the end of the project.

Project results are defined by the European Commission as “any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected”¹. More specifically, results are outputs generated during the project, which can create impact during and/or after the funding; these can be used either by the project partners or by other stakeholders. These outputs can be such as

- Reusable and exploitable entities (inventions, products, services), or
- Elements (knowledge, technology, processes, networks) that have potential to contribute for further work, research or innovations
- Administrative deliverables, reports or dissemination materials (e.g. publications) are often not results in themselves

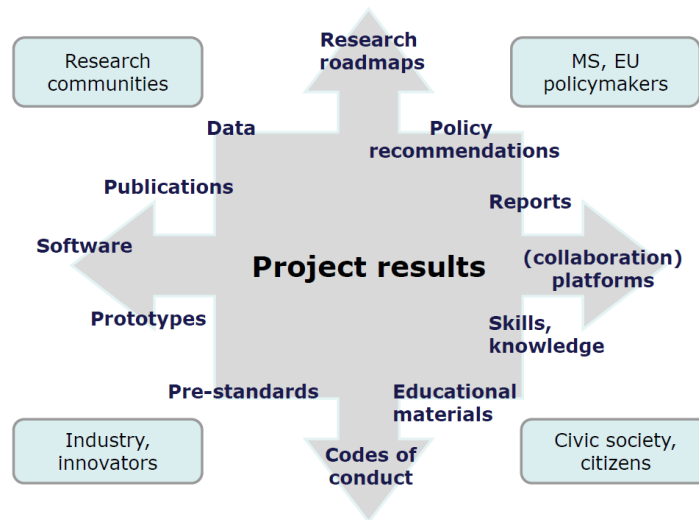


Figure 1: Utilization of project results²

¹ http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

² Dissemination and Exploitation in Horizon 2020, H2020 Coordinators’ Day, https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf.



Dissemination is defined as “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”³. This transfer of knowledge and results is thus aiming at enabling other actors to use and take up the project results, which is why the focus of dissemination actions lie on describing and making available the project results for potential future usage by others. Generally, the target audience for dissemination actions are actors who may be interested in the utilization of the project results. Therefore, dissemination actions can maximize the impact of a project by spreading the value of research to a wider audience than the project partners and their respective institutions. All results which are not restricted due to protection of intellectual property, security rules or legitimate interests should be disseminated. Examples for dissemination actions are scientific publications, presenting the project results at events, organising workshops or training and sharing results via different channels (online repositories, project website, emailing, social media etc.).

Going one step beyond dissemination, *exploitation* is defined as “the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”⁴. Thus, exploitation means making concrete use of project results, whether in a scientific, economic, political or societal sense, in order to turn those results into a real value and impact for society. Exploitation of the results can be taken up by project partners after the project as well as by other actors which make concrete use of the project results. Further use of the project results can be facilitated by innovation management, a data management plan or active stakeholder engagement, while result utilization takes place in the form of patents, further research, spin-off projects or services, policy change or open licenses, to name but a few.

Obligations for partners

As the Grant Agreement of 200SMEchallenge project states, each beneficiary must disseminate the project results “by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)” (Art. 29.1). Furthermore, “each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results” (Art. 29.2).

Regarding the exploitation of project results, “each beneficiary must — up to four years after the period set out in Article 3 — take measures aiming to ensure ‘exploitation’ of its results [...] by:

- (a) using them in further research activities (outside the action);
- (b) developing, creating or marketing a product or process;
- (c) creating and providing a service, or
- (d) using them in standardisation activities.” (Art. 28.1)

³ EC Research & Innovation Participant Portal Glossary/Reference Terms, <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>.

⁴ EC Research & Innovation Participant Portal Glossary/Reference Terms, <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>.



1.2 200SMEchallenge presentation

Public innovation agencies strive at keeping the pace of SME innovation demand and traditional grant-based models remain the main source to fund research and innovation. However, public innovation agencies seek opportunities to implement supporting schemes pivoted on new approaches. Similarly, European policy makers at all levels experience a lack of robust evidence of the impact of both existing and new supporting models. 200SMEchallenge project will allow a selected set of innovation agencies to set up, implement and scientifically evaluate the impact and the effectiveness of a novel SME innovation support initiative; on the basis of the results, a complete Guide will be delivered and disseminated to make it possible to a larger set of innovation agencies to take up the piloted scheme, and possible scale it up to other domains. The piloted support initiative has the format of an Innovation Challenge (a.k.a. innovation prize). In particular, the proposed Challenge aims at impacting on SMEs awareness on the benefits of adopting design thinking and user-centric design validated practices (e.g. the Design Sprint) to the extent of validate market fit and technology requirements during the early stages of a new product development (NPD) process. In order to meet such goals project partners will first build capacity to execute the Innovation Challenge, building on guidelines developed by INNOSUP-05 H2020 project INNOCHALLENGE (www.innochallenge-project.eu), as well as from the knowhow gathered during previous small-scale pilots of the initiative. The experimental rollout of the novel scheme will be framed as the intervention action of an overarching RCT (Randomized Control Trial) study, which will overall involve 200 SMEs. By doing so, the project will deliver sound evidence of impact of the experimental initiative and validate it as a new SME innovation policy tool.

1.3 Project 200SMEchallenge and its dissemination and exploitation

In this deliverable the general dissemination and exploitation strategy will be described and the related activities for all partners will be scheduled. Upon progress of the project workflow, it is foreseen that the dissemination and exploitation plan will be updated at month 20.

Following a short description of the 200SMEchallenge project, the dissemination and exploitation strategy will be explained in detail in section 2. First, specific dissemination and exploitation objectives and actions (including the KPIs) will be described illustrating how the dissemination and exploitation of the project will promote its success. To maximize the impact of the project, the content and the audience of the dissemination and exploitation 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 and exploitation efficiency and impact of 200SMEchallenge results will be described.

The dissemination and exploitation 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 and promotional videos will also be presented.

For the successful implementation of the dissemination and exploitation plan it is essential that all partners undertake respective 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.



2 Dissemination and exploitation strategy and plan

2.1 Dissemination and exploitation goals

The objectives of the dissemination and exploitation activities in this project are to:

- Guarantee a wide impact of the project by planning, developing and coordinating dissemination, collaboration and exploitation activities aimed at promoting the future large-scale adoption of the piloted scheme.
- Growing the community of adopters of the scheme by targeting: innovation agencies, governing bodies, SMEs, design firms, other projects.
- Guarantee public access to the material produced in the project and public deliverables so as the wider community and targeted groups can benefit from them.
- Initiate discussion with relevant stakeholders (in particular industry and policy-makers) to raise awareness on the potential usage of the concepts and solutions developed in 200SMEchallenge to enable innovative processes and products.

2.2 Dissemination and exploitation actions

Dissemination and exploitation actions will start in M16, and the last 5 months of the project will be mainly devoted to executing dissemination and exploitation actions (besides tuning the scheme format on the basis of the learnings gathered during the pilot).

The dissemination and exploitation of this project will revolve around the following actions:

Table 1 Dissemination and exploitation actions

D&E ACTION	DESCRIPTION
Action A	Each PP will participate as a speaker to at least two relevant national events to disseminate the deliverables mentioned in section 2.4 as well as presenting the general project results. The targeted events shall be chosen by PPs in accordance with WP6 Lead, in order to assure relevance to the project scope. As a result, project results and findings will be disseminated throughout at least fourteen national events in seven countries , reaching out an estimated targeted audience of ab. 560 relevant professionals.
Action B	The PPs will also further disseminate the project results at relevant regional and national events via direct personal contact . This includes shorter presentations of the project results or deliverables, brochure handouts, information booths or bilateral meetings at different events. Each PP will disseminate project results at at least 3 national events. ⁵
Action C	A dedicated event (Stakeholders' Scheme Scale-up Workshop) will be organized in M17 to discuss results from the piloted scheme (including RCT evaluation study) with

⁵ Action A and B will be described in more detail in section 4.



	fourteen further Innovation Agencies external to the project consortia, possibly interested in adopting the scheme. These will be outreached and invited by project partners at a national level depending on their role of influencers in the SME policy landscape. These will be invited in commenting the outcome of the experimentation and providing requirements and conditions for a wider utilization of the piloted scheme. Though the workshop has its own capacity building objectives within WP2 (gaining crucial insight to deliver D2.2), it will gather a critical mass of early adopters of results and therefore prepare the field for the subsequent adoption of project results.
Action D	A final project conference , to be held in SIG’s premises at M19, presenting all project results to the most relevant representatives amongst the targeted audience, as well as EC representatives.
Action E	Direct emailing of deliverables to selected PP’s contacts (including all the above-mentioned targeted audience, amongst which SMEs). Each PP will send emails to 20 Innovation Agencies, 10 policy makers and governing authorities, 50 SMEs potentially interested in the scheme and 15 SME innovation scholars. PPs will prepare a list of their respective contacts to make sure that the KPI is met.
Action F	Upload of deliverables on project website ; a promotional campaign managed by WP5 Communication will be devoted at generating online traffic on the website, as well as downloads on the deliverable section.
Action G	Publishing deliverables in available relevant online repositories . Possible examples of open access online repositories include OpenAire, Deutsches Zentrum für Luft- und Raumfahrt’s elib (DE), German National Library of Economics’ (ZBW) EconStor (DE), Revistes Catalanes amb Accés Obert (E), Tesis Doctorals en Xarxa (E) and Denmark’s Electronic Research Library (DEFF) (DK).
Action H	Social media channels such as Twitter and LinkedIn will be set up and operated within WP5 not only for communicating project activities and results, but to the extent of nurturing the growth of a community of innovation agencies interested in adopting and exploiting the delivered results. We expect this community to act as the starting point for creating a community of practice of innovation agencies adopting the proposed Innovation Challenge and designing and experimenting other innovation support prizes for SMEs. Also, the community shall be appropriately supported by specific project website features.
Action I	<i>D2.2 Practical Guide for Innovation Agencies to adopt and scale up the scheme</i> will include guidelines for potential monetization of the piloted prize (e.g. based on access fees from SME). This will pave the way for Innovation Agencies to generate revenues from prizes, supporting their sustainability and possible new business models. An access fee policy has been experimented with success already by HIT in the 2018 edition of the UX Challenge: however, a thorough discussion has to be done over the pricing of such scheme, also considering specificities from all innovation agencies. Connections with private investors will be sought during the project duration in order to explore the use of Innovation Challenges with matching-fund schemes, accelerating the technology transfer process (e.g. fostering technology maturation making use of Proof of Concepts). PPs will explore potential connection and partnerships companies (e.g.



	design firms) potentially interested in acting as sponsors or suppliers of the Innovation Challenge; this would allow to scale up the quality of the scheme’s outputs.
Action J	Project partners will join effort to draft scientific articles to be published (after the project end) on one of the following major innovation management academic journals: International Journal of Innovation Management, International Journal of Product Development, International Journal of Innovation and Technology Management, Small Business Economics.

2.3 Dissemination and Exploitation KPIs, targets and evidence for achievement

In the below table we anticipate the main KPIs (as well as draft target values) that will be utilized to monitor and manage the dissemination and exploitation actions.

Table 2: KPIs for dissemination and exploitation activities

Foreseen dissemination and exploitation action	KPI	Draft target	Documentation
A) Presenting project results at national events	# National events hosting PPs as speakers	14 (2 per PP)	Agenda and presentation
	# Participants	560 (40 per event)	Participants list
B) Disseminating project results at national events	# event participation	21 (3 per PP)	PP’s statement
C) Stakeholders’ Scheme Scale-up Workshop	# Workshop organised	1	Agenda
	# Influencer innovation agencies beyond PPs joining the Stakeholders’ Scheme Scale-up Workshop	14	Participants list
D) Final project conference	# Participants	80	Participants list
	# Keynote speakers invited	2	Agenda with speakers
E) Direct emailing of relevant deliverables to organisations included in the targeted audience	# Innovation Agencies receiving email	140 (20 per PP)	PPs’ statement
	# policy makers and governing authorities receiving email	70 (10 per PP)	PPs’ statement
	# SMEs potentially interested in the scheme receiving email	350 (50 per PP)	PPs’ statement
	# SME innovation scholars receiving email	105 (15 per partner)	PPs’ statement

F) Upload of project deliverables on project website	# Downloads	200	WP5 leader
G) Publishing results in online repositories	# Repositories addressed	15	Uploads on repositories
H) Community management	# Innovation agencies willing to adopt and scale up the scheme subscribed to the project social media channels and website	28	Emails from innovation agencies
	# Feedback of stakeholders such as SMEs, design firms and investors involved via social media	50	WP5 leader
I) Involvement of possible suppliers for future design-related SME support scheme	# Design firms possibly acting as suppliers contacted	28	Emails
J) Publishing scientific papers	# Joint publications drafts prepared by PP	1	Draft document

2.4 Results to be disseminated

Subject to specific dissemination and exploitation efforts will be the four following deliverables:

1. *D2.1 Partner's Handbook to the Experimental Scheme*. This Handbook will feature full indications on how to **set up and execute the pilot initiative**. The Handbook will be available to innovation agencies willing to experiment the scheme before its evaluation (e.g. those willing to act as early adopters) and disseminated for external use and uptake starting M5.
2. *D2.2 Practical Guide for Innovation Agencies to adopt and scale up the scheme*: this will target Innovation Agencies at national and regional level and will include all **guidance and know-how needed to build capacity** to design, launch and evaluate new SME innovation policy based on innovation prizes.
3. *D4.3 Report on the results of the large-scale pilot and guidelines for improvement*: will target both the previous target audiences and will provide detailed results and full evidence of impact of the piloted schemes. Research data will also be disseminated to the relevant research communities.
4. *D4.4 Evaluation of scheme impact through RCT*: this will target innovation agencies, governing authorities and policy makers at European, national and regional level and include **policy recommendations** in designing successful and impactful prize-driven innovation policies for SMEs.



2.5 Dissemination and exploitation audiences

Users of the project results and therefore the targeted dissemination and exploitation audience will be the following players:

- a) Single Innovation Agencies at a national and regional level (end users); especially, the most influential at an EU and national level will be outreached and targeted first.
- b) Representative networks and associations of Innovation Agencies at European and national level (e.g. European Enterprise Network, TAFTIE, EURADA);
- c) SME policy makers and governing authorities at a European, national and regional level levels.
- d) Other stakeholders such as SMEs interested in accessing the piloted scheme and design firms interested in acting potential providers); influencers at a national and regional level will be targeted first.
- e) Top notch Open Innovation and SME innovation scholars and research communities.

2.6 Dissemination and exploitation channels and networks

PPs are part of major national and international affiliation networks in the field of R&D and innovation. These are listed hereafter, as they will be leveraged to execute the above-mentioned planned activities.

Table 3 Partners' dissemination and exploitation channels

Partner	Dissemination and exploitation networks and channels
All	<ul style="list-style-type: none"> • EURADA – The European Association of Development Agencies • ERRIN network: supporting regions to develop innovation ecosystems and to enhance research and innovation capacities. • TAFTIE (The European Network of Innovation Agencies) channels and its National representatives in all Countries involved in INNOCHALLENGE: ENEA (IT), Business Finland (FI), Enterprise Estonia (EE), CDTI (ES), VDI / VDE and PTJ (DE), DAIEG (DK), MITA (LT). • Already existing SME innovation policy repositories (e.g. good practices) both at EU level (e.g. RIM Plus) and regional level (e.g. Innovillage). • EASME Executive Agency for SME
1. HIT	<ul style="list-style-type: none"> • Regional contact points of the <i>European Enterprise Network: Trentino Sviluppo</i> • Four Italian National Technology Clusters, namely: <i>Industry 4.0 Fabbrica Intelligente, Smart Living Technologies, CLAN – Cluster Agrifood Nazionale, SmartCommunitiesTech, SPRING</i> (Green Chemistry). • Twelve Alpine Regions taking part to Interreg Alpine Space projects <i>S3-4AlpClusters</i> and <i>AlpLinkBioEco</i>, and the related regional and industrial cluster organizations involved in the project; • Three EIT KICs which HIT is part of: <i>EIT Digital, EIT Raw Materials, Climate-KIC</i>; • Three Action Groups of the <i>Eusalp Macroregional Strategy</i> (AG1 research and innovation, AG2 dealing with the economic potential of strategic sectors, AG3 for education and training in strategic sectors);



	<ul style="list-style-type: none"> • Members of the <i>Vanguard Initiative</i> pilot project (AI&HMI, 3D-Printing); • Business Association <i>Confindustria Trento</i> and the <i>Chamber of Commerce of Trento</i>; • <i>Digital Innovation Hub Trentino - Alto Adige</i>
2. SIG	<ul style="list-style-type: none"> • <i>EEN – European Enterprise Network</i> • <i>Steinbeis Network</i> • <i>DTC Network – Danube Transfer Centre Network</i> • <i>EFFRA – European Factories of the Future Research Association</i>
3. ESP	<ul style="list-style-type: none"> • Triple Helix Association (<i>THA</i>) • European Network of Living Labs (<i>ENOLL</i>) • Asociación Parques Científico Tecnológico de España (<i>APTE</i>) (Spanish Science and Technology Parks Association) • Red Parques Científicos Comunitat Valenciana (<i>REPCV</i>) (Valencia Region Science Parks Network) • University Industry Interaction Network (<i>UIIN</i>)
4. LIC	<ul style="list-style-type: none"> • EEN Lithuania consortium of Enterprise Europe Network • Network of National Contact Points (NCP) of Horizon 2020 • <i>Lithuanian Confederation of Industrialists</i> • Technological innovation and business support association (<i>TIPVA</i>) in Lithuania and active player in Lithuanian innovation ecosystem. • <i>Klaster LT initiative for fostering clusterization in Lithuania</i>
5. BO	<ul style="list-style-type: none"> • <i>European Enterprise Network: Finpro.</i> • <i>6City network</i>: 6 largest cities from Finland act together to tackle the challenges of urbanisation and evolve towards ever smarter and inherently human-centric cities. ITI (Integrated Territorial Investment) Strategy. • <i>Allied CT Finland network</i> - Largest Nordic ICT network of universities, digital innovation hubs, company ecosystems with 1200 private companies and 3000 researchers. • 4 DIH – Digital Innovation Hubs: <i>Super IoT, 5g Test Network Finland, Arctic Drone Lab, PrintoCent</i> • <i>Federation of Finnish Enterprises Northern Ostrobothnia</i> • <i>Oulu Chamber of Commerce</i> • Innovation Ecosystems of the <i>Oulu Innovation Alliance</i> (Industry2026, ICT & Digitalization, Agile Commercialization, <i>OuluHealth</i> and Northern City with Attractive Opportunities) • Companies and associations from BO Startup Ecosystem (<i>Business Kitchen, Butterfly Venture, Nestholma Accelerator, Kielo Growth, Njetwork Inn, Starttaamo</i>); • Companies operating within the <i>BO Sectors of Growth</i>; • Five Innovation Ecosystems of the <i>Oulu Innovation Alliance</i> (Industry2026, ICT & Digitalization, Agile Commercialization, <i>OuluHealth</i> and Northern City with Attractive Opportunities); • “Living Lab Services for SME” Expert group at <i>ENOLL – the European Network of Living Labs</i>
6. DDC	<ul style="list-style-type: none"> • <i>D2i (design to innovative)</i> – Danish cluster organisation working with designed business transformation in SME’s • <i>The Danish Chamber of Commerce</i>: the Danish network for trade, it, industry and service in Denmark



	<ul style="list-style-type: none"> • <i>The Confederation of Danish Industry</i>: a private organisation, funded, owned and managed entirely by approximately 10,000 companies within the manufacturing, trade and service industries. • <i>The Alexandra Institute</i>: a GTS (approved public service provider) working with research, development and innovation within IT. • <i>Idemolab, Delta</i>, a GTS (approved public service provider) bridging the gap between technology & design. • <i>Danish Technological Institute</i>, a GTS (approved public service provider) – a leading research and technology company. • <i>Design Denmark</i>. An alliance of designer, design thinkers and design businesses working to promote design in business and society • <i>Business Development Central Denmark</i>: is a non-profit organisation, established to help both national and foreign entrepreneurs in the central region Denmark.
<p>7. THP</p>	<ul style="list-style-type: none"> • <i>Enterprise Europe Network</i> • Ministry of Economic Affairs and Communications in Estonia, <i>Tallinn City Government</i> and <i>Taltech University</i> • <i>International Association of Science Parks</i> and Areas of Innovation IASP and it’s several subnetworks • <i>ConnectedHealth Cluster</i>; partner of Smart City Cluster and ICT Union and cluster • Greentech sector in Estonia • Greentech sector partnerships in EIT InnoEnergy ; Interreg Baltic Sea Region project <i>Effects4Buildings</i>, Smart-up Accelerator • Various Interreg Baltic Sea Region projects focused on cross-border e-services <i>DIGINNO</i> , living labs and services to SME-s <i>ProVaHealth</i>; Improved Results in Innovation Support <i>IRIS</i> • Startup Incubator in Estonia, in where we run also ESA Incubation programme <i>ESA BIC</i> and digital creative media incubator <i>DIGIX</i> • Various startup focused projects Horizon2020 project <i>Access2Europe</i>, Interreg Europe project <i>IRIS</i> • Lead in Prototron competition

2.7 Data management

200SMEchallenge will produce a research dataset of 200 SMEs including information such as industry, turnover, number of employees, and various indicators of innovation behaviours. Deliverable D6.3 (Data Management Plan) contains information about the project’s compliance with GDPR, collected data and management policies as well as open data policy. It is composed of an initial description of the data to be collected, processed or generated by the project and an initial plan on how sharing, archiving and preservation of these data will be handled by the consortium. The contents of this deliverable will be made compatible with the requirements set out under H2020. Also, the deliverable includes guidelines for personal data collection and management (in compliance with GDPR). These aspects will be coordinated by the Data Protection Manager.



3 Dissemination and exploitation materials and tools

Below we list all the materials and tools that will be developed by WP5 Project Communication and will be utilized by project partners not only to communicate project actions, but also to support dissemination and possibly exploitation actions. Important: these shall be considered not *objects* but *means* of dissemination actions.

Corporate Identity

The project's Corporate Identity will be developed by month 6, including a logo (for the project itself as well as for the UC challenge) and document layout that will provide easy visual identification.

Visual materials

200SMEchallenge will produce by month 6 a poster, a leaflet and a roll-up. The poster will be used as visual support at events where the project is promoted.

Website

The official 200SMEchallenge website (<http://200smechallenge.eu/>) will be launched by month 6 of the project and will serve as the most versatile information and communication tool. The structure aims to provide easily accessible basic information on the project, frequent updates on progress and results and announce news. Project results will be available on the website for the targeted audiences to find; they will also be uploaded on each project partner's own website.

Social media presence

In addition to the website, social media (LinkedIn, YouTube, Facebook and Twitter) will be part of the communication and subsequently also of the dissemination and exploitation activities. 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, Facebook and Twitter accounts will be set up by month 6 and contacts will be invited to join and participate in the discussion including all the contacts of the consortium members interested in 200SMEchallenge.



4 Dissemination and exploitation events

By leveraging on the communication and dissemination materials and tools outlined above (webpage, social media, press releases, scientific publications) the consortium envisages to carry out a major effort of dissemination and exploitation activities including direct personal dissemination undertaken by all partners (Action A and B mentioned above). This means creating direct engagement of external target audience and institutions with the project and its results, by means of both prominent and smaller events. The dissemination may be in the form of:

Table 4 Partners’ dissemination and exploitation activities at relevant events

Action	Kind of activity
Action A	PP as speaker at event, presentation of 200SMEChallenge project, its ongoing results or its deliverables (cf. section 2.4)
Action B	Short presentation of 200SMEchallenge project and its results at an event
	Information booth e.g. during trade fair or conference
	Disseminating project results at a relevant event e.g. through information about deliverables, bilateral meetings, handing out the project brochure at a relevant event etc.
	Interview (e.g. TV, radio, newspaper) about 200SMEchallenge

As the majority of dissemination and exploitation activities only start in M16, most events at which the project results will be disseminated are at this point in time unknown. Therefore, events mentioned in the following section of this first version of the dissemination and exploitation plan are mainly examples for events where promotion and communication about the project will take place in the upcoming months. The updated version of the dissemination and exploitation plan (M20) will contain all events and other activities at which the project results and above-mentioned deliverables were disseminated (report on dissemination and exploitation actions).

4.1 Individual partners’ Dissemination events

All partners are expected to maintain an active participation within the dissemination plan. Only through proactive and balanced dissemination and exploitation activities throughout the whole project, it will be possible to reach the expected level of dissemination and exploitation. Each partner will be predominately responsible for the diffusion of project results on a national level expanded to the wider geographical audience and thematic region. The consortium partners represent different sectors of the User-Centered Design community (Clusters, Universities, RTOs). Thus, each partner is expected to have strong presence and dissemination and exploitation 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 and exploitation activities.

Regarding Actions A and B, following the dissemination of the project at a dedicated event, partners will provide feedback to SIG (as leader of WP6) regarding the actions undertaken and the outcomes of their



efforts. This feedback will be provided in a Google Drive document⁶. 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. Project partners will report these dissemination activities to SIG by providing the following information about each activity: number of participants, audience, link to evidence (e.g. event's website, interview etc.). As Action A (presenting project results at national events) is regarded as especially relevant for reaching the dissemination and exploitation objectives, for the reporting of Action A PPs will also have to provide the event's agenda, their respective presentation as well as the event's participants list.

The PPs' feedback will be featured in D6.2, Report on the dissemination and exploitation actions (M20).

The following tables contain a selection of events that project partners have chosen at the beginning of the project for potential dissemination activities. Partners will specify the event name, type of event, date and venue, and as a follow-up the type of dissemination (what activity they were carrying out exactly), a brief report and a link to the event's website. The Report on the dissemination and exploitation actions (D6.2) will feature all events at which PPs have undertaken dissemination actions classifying as Actions A and B until month 20. Besides actual dissemination activities, this plan also includes some project communication activities that partners will do with the extent of maximizing future dissemination and exploitation actions towards the same or similar audiences. These are marked as (PREP) and will not contribute to the dissemination and exploitation KPIs set in this plan, while actual dissemination and exploitation actions (Actions A and B) are marked as (DISS).

⁶ <https://docs.google.com/spreadsheets/d/1POGELWTtliUNeYyl7gy7njbfnNgJTiagz/edit?dls=true#gid=2039788948>
(Updated document will be featured in the updated version of this dissemination and exploitation plan).



4.1.1 HUB INNOVAZIONE TRENINO – FONDAZIONE (HIT)

Table 5: Events selected for dissemination and exploitation by HUB INNOVAZIONE TRENINO – FONDAZIONE (HIT)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
Smart City week Trento 2019	Conference	19.09.2019 Trento, IT	[PREP] Guest speaker: illustrated the whole project and its expected results	About 15 people between civil servants, citizens and students took part to my presentation, including a short workshop on how to design an innovation contest.	Conference program
Third RMTechFlow training workshop, Cracow 2019	Training workshop	19.11.2019 Cracow, PL	[PREP] Co-organizer; mentioned the project in one slide	Mentioned the project to an audience of 17 tech transfer officers based in Poland.	
5th Scientific Conference SCIENCE & BUSINESS - common challenges, Cracow, 2019	Conference	21.11.2019 Cracow, PL	[PREP] Guest speaker: illustrated the whole project and its expected results	About 90 people were present at the event: mainly Polish senior scholars (researchers and university professors) interested in innovation management.	Conference program
PROTO Challenge 2019: final event	Innovation Challenge	04.12.2020 Trento, IT	[PREP] Organizer: mentioned the project in one slide	About 60 people were present at the event: companies, researchers, university professors and students interested in additive manufacturing	



Winter School - WSIAS 2020	Training	19.-29.01.2020 Trento, IT	[PREP] Guest teacher: mentioned the project in one slide	Mentioned the project to about 20 Ph.D. Industrial Engineering and Management students	Winter school program
EURADA yearly brokerage event	Event	30-01-2020, Brussels	[DISS] Guest speaker; invited to present the project	The project was presented to an audience of about 67 professionals affiliated mainly with development and innovation agencies. Nicola Doppio also won the prize for the best presentation.	<ul style="list-style-type: none"> • Event agenda • List of participants
Project meeting of the ECIU Erasmus+ project (European Consortium of Innovative Universities)	Project Meeting	12 February 2020, Linkoping, SE	[DISS] Guest speaker; invited to present	The UX Challenge and the project was presented to an audience of about 40 higher education professionals (project officers and project managers) and civil servants part of the European Consortium of Innovative Universities.	<ul style="list-style-type: none"> - Event agenda - Shown slides
First Peer learning workshop for innovation agencies (H2020-INNOSUP-05-2018-2019 INNOADDITIVE)	Workshop	7 May 2020 Rovereto, IT	[DISS] Organizer: illustrated the whole project and its expected results; mention the availability of D2.1.		
Second Peer learning	Workshop	29, 30 June 2020	[DISS] Co-organizer: illustrated the whole project and its		



workshop for innovation agencies (H2020-INNOSUP-05-2018-2019 INNOADDITIVE)		Stuttgart, DE	expected results; mention the availability of D2.1.		
Third Peer learning workshop for innovation agencies (H2020-INNOSUP-05-2018-2019 INNOADDITIVE)	Workshop	16-18 June 2020 Lulea, IT	[DISS] Co-organizer: illustrated the whole project and its early results;		
Summer school - CRAFTH 2020	Training	20.07.2020 Ghent, BE	[DISS] Guest teacher: mentioned the project in one slide and its early result		
Smart City week Trento 2020	Conference	September 2020 Trento, IT	[DISS] Guest teacher: mentioned the project in one slide and its early result		
UX Challenge: Final Event	Event	October 2020 Trento, IT	[DISS] Organizer: illustrated the whole project and its early results		
PROTO Challenge 2019: final event	Event	December 2020 Trento, IT	[DISS] Organizer: illustrated the whole project and its early results		





4.1.2 STEINBEIS INNOVATION GGMBH (SIG)

Table 6: Events selected for dissemination and exploitation by Steinbeis Innovation GgmbH

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
Barcamp Böblingen	Barcamp	18.-20.10.2019 Böblingen, DE	Organisation		
Workshop "Should I internationalise? And how?"	Workshop	31.10.2019 Karlsruhe, DE	Organisation		
Starkes Europa - starke Regionen - starke Innovationen: Regionale Strategien für mehr Innovation	Conference	27.11.2019 Mannheim, DE	Organisation		
Open Innovation Kongress Baden-Württemberg 2020	Conference	02.03.2020 Stuttgart, DE	Organisation		
Start-up BW Summit 2020	Conference	Summer 2020	participation		



4.1.3 FUNDACIO GENERAL DE LA UNIVERSITAT JAUME I FUNDACIO DE LA COMUNITAT VALENCIANA (ESPAITEC)

Table 7: Events selected for dissemination and exploitation by Fundacio General de la Universitat Jaume i Fundacio de la Comunitat Valenciana (ESPAITEC)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
Feria Destaca	Trade fair	19.-20.09.2019 Vall D'uixò, ES	Participation		
UJI Emprèn On Social	University program	29.10.2019 Catellón, ES	Organisation		
UJI Lab	Congress	13.11.2019 Catellón, ES	Organisation		
La Clau de la innovació... social and sustainable urbanism	Workshop	14.11.2019 Catellón, ES	Organisation		
Technological Map	Workshop	18.11.2019 Catellón, ES	Organisation		
Visit Innovation SMEs in Castellón Province	Innovation project	01.09.- 31.12.2019 Catellón, ES	Project leader, organisation		



4.1.4 VIESOJI ISTAIGA LIETUVOS INOVACIJU CENTRAS (LIC)

Table 8: Events selected for dissemination and exploitation by Viesoji Istaiga Lietuvos Inovaciju Centras (LIC)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
Innovative solutions workshop	Workshop	20.11.2019 Vilnius, LT	Organisation, speaker		
Transformative innovations: how to produce Lithuanian Unicorn?	Conference	21.11.2019 Vilnius, LT	Participation		
Presenting national financial instrument for companies	Business breakfast	22.11.2019 Vilnius, LT	Participation		
Seminar BAK2019	Seminar	26.-27.11.2019 Hämeenlinna, FIN	Participation		
Fintech Inn 2019	Conference	27.-28.11.2019 Vilnius, LT	Participation		
Innovation and start-ups	Workshop	04.12.2019 Siauliai, LT	Organisation, speaker		
Cluster Christmas forum	Cluster meeting	09.-10.12.2019 Vilnius, LT	Organisation, speaker		
Transfiere 2020	Business exhibition	12.-13.02.2020	Participation		



		Malaga, ES			
International workshop on future of e-business	Workshop	05.-06.05.2020 Vilnius, LT	Organisation, speaker		

4.1.5 OULUN KAUPUNKI (OULUN KAUPUNKI)

Table 9: Events selected for dissemination and exploitation by OULUN KAUPUNKI (OULUN KAUPUNKI)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
6Aika Olkkari	Workshop facilitation	28.10.2019 Helsinki, FIN			
sOULUtions2019	Challenge event	19.-21.11.2019 Oulu, FIN			
Polar Bear Pitching	Pitching contest	12.03.2020 Oulu, FIN			
Business breakfast	Business breakfast	2020 Oulu, FIN			
OuluHealth Training Programme	Training	2020 Oulu, FIN			



4.1.6 DANSK DESIGN CENTER APS (DDC)

Table 10: Events selected for dissemination and exploitation by Danish Design Center APS (DDC)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
SPRINT:DIGITAL – SDG: Digital Summit	Conference	05.11.2019 Copenhagen, DK	Organisation, speaker		
Design sprint: The game	Workshop/ toolkit design	11.11.2019 Denmark	Organisation		
Danish Design Award	Congress	May 2020 Copenhagen, DK	Organisation, speaker		
Design Sprint in Copenhagen	Design Sprint	Fall 2020 Copenhagen, DK	Organisation, speaker		
Design Sprint in Odense	Design Sprint	21.-25.10.2020 Odense, DK	Organisation, speaker		
Design Sprint in Copenhagen	Design Sprint	13.-22.11.2020 Copenhagen, DK	Organisation, speaker		
Design Sprint in Aalborg	Design Sprint	18.-22.11.2020 Aalborg, DK	Organisation, speaker		



4.1.7 SIHTASUTUS TALLINNA TEADUSPARK TEHNOPOL (TEHNOPOL)

Table 11: Events selected for dissemination and exploitation by Sihtasutus Tallinna Teaduspark Tehnopol (TEHNOPOL)

Event	Type of event	Date Venue	Type of dissemination	Brief report about results (# of participants, audience)	Link to evidence
200 SME Challenge seminar	Seminar	September 2020 Tallinn, EE	Organisation, speaker		
Entrepreneurship week seminars and workshops	Workshops	October 2020 Estonia	Organisation		
Thematic seminars and coffee mornings at Tehnopol	Seminars	2020-2021 Tallinn, EE	Organisation		



4.2 Joint events

Two joint events with dissemination and exploitation purpose will be organized during the project 200SMEchallenge. The events envisaged are listed in the table below:

Table XII Joint events planned by 200SMEchallenge

Event	Location	Date
Stakeholders' Scheme Scale-up Workshop	Tallinn (at present, however location may change)	M17
Final Project Conference	Germany	M19

Stakeholders' Scheme Scale-up Workshop

After the execution of the pilot (WP3), once the evaluation of results and impact will be available (D4.3 and D4.4), a Stakeholders' Scheme Scale-up Workshop will be organized. This event will tune the format of the piloted scheme in the light of the results from the large-scale pilot in order to make the format available to be taken up by a largest number of innovation agencies EU-wide. To facilitate this future exploitation of the UX challenge format, the two-day workshop will be held in M17 located at THP's premises making use of design thinking techniques. In particular: the first part of the workshop (day 1) will involve PPs only and will be devoted at: (i) discussing results from the execution of the seven regional pilots included in D4.3, especially in relation to goals set in D2.1, as well as lessons learned from the pilot implementation; (ii) distilling suggestions for improvement and tuning of the scheme design (format and working model) in order for it to scale to other industries, SME innovation challenges and technological know-how. The second part of the workshop (day 2) will be aimed at gathering feedback on insights developed during day 1, as well as collecting requirements for a wider adoption and scale-up of the scheme with a group of fourteen representatives from external innovation agencies invited by PPs to take part to the workshop, this way paving the way for exploitation of results. One or more SME policy experts shall be invited to the workshop as well to provide strategic insight at a policy level and for scheme scale up. On the basis of insights developed within the Stakeholders' Scheme Scale-up Workshop, partners will prepare a Practical Guide for Innovation Agencies to adopt and scale up the scheme (D2.2) which will be one of the main project results to be disseminated.

Final Project Conference

A final project conference will be organized in SIG's premises at M19, presenting all project results to the most relevant representatives amongst the targeted audience, as well as EC representatives. The target audience of this event are mainly innovation agencies and governing authorities to which the project results will be presented with the aim of facilitating the future exploitation of the results.

In particular, the final conference will present the project results providing an insight on how the project was carried out and about the findings of the project as a whole. The content of the four relevant



deliverables (D2.1 Partner’s Handbook to the Experimental Scheme, D2.2 Practical Guide for Innovation Agencies to adopt and scale up the scheme, D4.3 Report on the results of the large-scale pilot and guidelines for improvement and D4.4 Evaluation of scheme impact through RCT) will be depicted in a suitable format – it is foreseen to demonstrate the process of setting up and carrying out the UX challenge as well as the conclusions the PPs drew from the experience. Especially the feedback from the Stakeholders’ Scheme Scale-Up Workshop and the guidelines for improving the large-scale pilot featured in D4.3 will be taken into account in order to present the tested scheme to the target audience. Moreover, key speakers will give a valuable input on Open Innovation, Design Thinking and the RCT methodology.

In order to maximize the future exploitation of the project results, 200SMEchallenge project aims at creating synergies with other projects featuring open innovation, design thinking, RCT or other relevant topics. The final project conference is a further opportunity to invite stakeholders from related projects. The option of inviting a key speaker who has knowledge of different projects and can thus establish notable comparisons and relations relevant for the field as a whole is being considered.

