D7.4

DISSEMINATION & COMMUNICATION – FINAL STRATEGY

Approval Status

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1 INTRODUCTION

Building on the SPARK technology and its output possibilities, after a careful mid-term assessment of what worked well and what not in M1-18, as well as taking into account the constructive feedback from the Expert Report Review (M21), the consortium has decided to refine its dissemination and communication strategy as follows:

- We will gradually move away from discussing the SPARK project to focus more on the business benefits of the SPARK platform/product.
- We will prioritize dissemination activities targeting non-academic and broader industrial target groups, while also putting more effort in SPARK's overall visibility and in reaching the general EU public across countries.
- We will adapt our D&C initiatives moving forward in function of the final go-to-market strategy (WP6) and the choices to be taken regarding offering (service and/or off-the-shelf solution) and target scope.

The present deliverable 7.4 summarizes the D&C initiatives completed in M13-24 and outlines the D&C strategy, objectives and plan for the final year (M25-36).

2 M13-24 ACTIVITIES

During months 13-24 of the SPARK project, the dissemination and communication activities have been focused on presenting the SPARK project and concept, its intentions and its progress in the technology development activities. The SPARK consortium has reached out to various international audiences to achieve a maximum first round of visibility.

2.1 THE PROJECT WEBSITE

As outlined in D7.2, www.SPARK-project.net is the core SPARK information source that keeps track of all initiatives taken and to which all dissemination and communication activities are connected. Since the launch in the early stage of the project, the homepage has been refreshed four times with new audiovisual material, links are installed to all the SPARK social media platforms and the news section is updated on a monthly basis.

2.2 COMMUNICATION & NON-ACADEMIC DISSEMINATION

This section of the report describes the **communication activities** completed between M13 and M24, including all strategic and targeted measures aiming to promote SPARK and its results and to demonstrate how EU funding contributes to tackling societal challenges. The target is a multitude of audiences, including potential end-users, the broader media and society as a whole. They have been addressed both via traditional and social media channels.

2.2.1 Traditional media channels

Table 1 below provides a summary of the traditional media activities completed in M13-24.

Table 1 – Communication activities completed in months 13-24

1. Presentations at non-academic conferences, exhibitions and events					
EVENT	**COUNTRY**	**TARGET AUDIENCE**	**ACTIVITY SPECIFICATIONS**	**TIMING**	**EST. REACH (nr. of people)**
"Maker Fair" - Grenoble	France	Scientists and designers	Showcase SPARK's ambition	March 2017	2000
Séminaire 'Rôle des prototypes physiques et virtuels dans les processus conception collaborative : continuum du physique au virtuel et vice versa'	France	Industrial companies, universities	Showcase SPARK's ambition	May 2017	50
"The Argonauts : Total Immersion in Packaging" - Oss	The Netherlands	Packaging designers	Inspiration to integrate innovative technology in packaging design	June 2017	50
XXXII GIFLEX Congress	Italy	Packaging industries, "general public"	Inspiration to integrate innovative technology in packaging design	October 2017	1000
"Prototyping" - Kortijk	Belgium	R&D and designers community	Exposition allowing commercial companies and research centers to showcase innovations related to design processes and overall product development.	November 2017	2500
"Immersive Education Summit (EiED)" - Lucca & Pisa	Italy	Technology passionates, students, R&D professionals	Summit addressing the personal, cultural and educational impact of immersive technologies such as VR, AR.	November 2017	1000
Celebration 10 years anniversary G-SCP laboratory	France	Industrial companies, universities	Showcase SPARK's ambition	November 2017	50

2. Newsletters and publications in magazines					
PUBLICATION	**COUNTRY**	**TARGET AUDIENCE**	**TITLE/ ACTIVITY SPECIFICATIONS**	**TIMING**	**EST. REACH (nr. of people)**
SPARK official newsletter I	UK, France, Italy, Spain, Belgium	Research & design community	"Augmented reality as a communication tool for designing new products and packs"	March 2017	9570
SPARK official newsletter II	UK, France, Belgium	Research & design community	"Augmented reality as a communication tool for designing new products and packs"	Sept/Oct 2017	4750
Il progettista Industriale	Italy	Engineers, Designers, Technicians, Researchers		December 2017	5000
3. Other initiatives					
INITIATIVE	**COUNTRY**	**TARGET AUDIENCE**	**TITLE/ ACTIVITY SPECIFICATIONS**	**TIMING**	**EST. REACH (nr. of people)**
Partnership with Vertigo consortium	EU	ICT and R&D community	Call for artists to produce a work of art related to the SPARK technology	May 2017	?
Webinar	EU	Designers, R&D	Share status & potential SPARK	September 2017	20
Description of the new SPARK lab @ Polimi by the company providing the equipment	France	ICT, R&D, Technicians	Share status & potential SPARK	September 2017	50
				TOTAL REACH	**26040**

Figure 1- Presentation of SPARK Project at the G-SCOP Laboratory 10th Anniversary event

Figure 2 - Presentation of SPARK to The Argonauts, a selection of packaging designers in The Netherlands

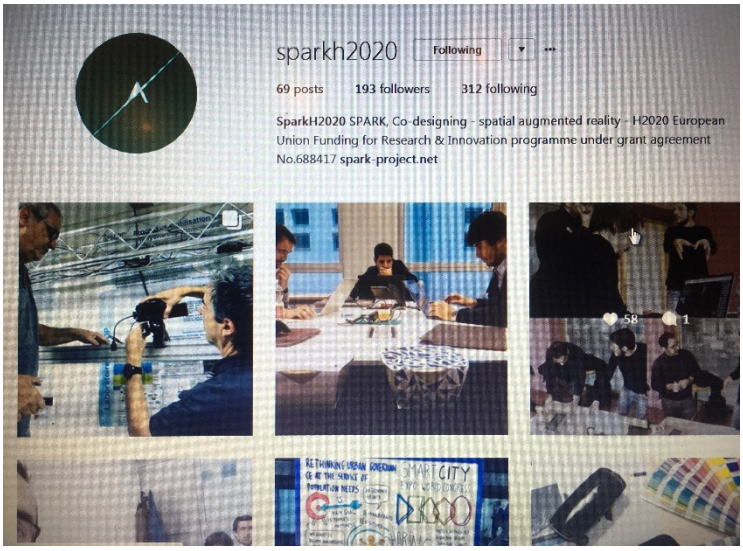
2.2.2 Social media channels

In line with the initial communication plan (D7.2), SPARK accounts have been launched on the two major social media platforms gathering professionals from various domains: ***LinkedIn*** and ***Twitter*** in M12. The consortium also decided to advance the launch the more visual platforms ***YouTube*** and ***Instagram*** in M12, well ahead of the launch date originally planned (M21).

It is STIMULO that leads the coordination, management and weekly updating of all social media platforms, based on an agreed editorial planning, demanding each partner to contribute at least once every seven weeks and feed STIMULO with newsflashes and audiovisual material. The consortium partners are also being encouraged to publish their own social

media content through their personal or institutional accounts and link posts to the official SPARK accounts/hashtag in order to further increase social media activity and reach.

Figure 3 – SPARK's Instagram page



2.2.3 Communication and non-academic dissemination: Achievements

Next to the more than 30,000 non-academic people we have reached so far through traditional media channels, we estimate to have reached over 80,000 people through our digital platforms.

Table 2 – Reach/impact from website and social media posts by M24

	Launch date	M18	M24
Website performance			
Visits	Feb '16	5490	7184
Unique visitors		2854	3860
Page views		15578	19355
Avg time spent per visit			0:02:24
Social network channels performance			
Twitter followers	Dec '16	91	174
Number of tweets		60	137
Average reach per tweet		225	290
Calculated Reach /Impressions		13500	39730
LinkedIn followers	Jan '17	29	56
LinkedIn posts		23	55

Linkedin reach		21090	42638
LinkedIn reach (unique visualization)		11253	21631
Instagram followers	Jan '17	82	196
Instagram posts		30	70
Instagram reach		*	*
YouTube subscribers	Jan '16	119	123
YouTube views		1542	2432
YouTube videos		3	5

* To get Instagram analytics, a company profile is needed. This will be activated in Q1 '18 when we link the SPARK Instagram account to the Facebook page.

2.3 Academic Dissemination

This section of the report describes the academic dissemination activities completed in months 13-24 of the project. Academic dissemination refers to activities that are intended to support the disclosure of the project results to the scientific research community and students.

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

2.3.1 Scientific publications

Table 3 provides a summary of the scientific publications published or submitted in M13-24. The paper entitled "Applying multiple metrics in the performance measurement of design sessions in industry" was awarded a 'Reviewers' Favourite' prize at the International Conference on Engineering Design 2017 in Vancouver.

Table 3 – Status of scientific publications completed or in progress by M24

Target Audience	Name of Journal/ Conference	Title	Status	Open Access?
Research community creativity in design	15th Colloque National AIP-Priméca	Multi-modal interactions analysis to characterise co-creative design session	Published M16	Yes - Link
Research community creativity in design	International Conference on Engineering	Applying multiple metrics in the performance measurement of design sessions in industry	Published M20	Yes - Link

	Design (ICED) 2017			
Research community creativity in design	International Conference on Engineering Design (ICED) 2017	Characterisation of a co-creative design session through the analysis of multi-modal interactions	Published M20	Yes- Link
Research community in product design and creative industries	CoDesign	Capturing requirements for Augmented Reality for design from product development professionals	Submitted M21	Yes - 12 month embargo* after publication
Research community creativity in design	International Conference on Design Creativity	Exploring ways to speed up the application of metrics to assess co-creative design sessions	Accepted M23	Yes – after conference
Research community in product design and creative industries	Design Conference	Exploring the performance of augmented reality technologies in co-creative sessions: initial results from controlled experiments	Submitted M24	Yes – after conference
Research community in product design and creative industries	Design Conference	On the fly coding method for real-time capture of artefact-centric interactions in co-creative design sessions	Submitted M24	Yes – after conference
Research community creativity in design Research community in HCI	Design Conference	Features of AR/SAR technology and their role in supporting design activities	Submitted M24	Yes – after conference
Research community creativity in design Research community in HCI	Design Conference	Analysing ICT-supported co-creative sessions based on verbal content	Submitted M24	Yes – after conference
Research community creativity in design Research community in HCI	Design Computing & Cognition	Coding verbal content for the analysis of co-creative sessions	Submitted M24	Yes – after conference

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

Figure 4 - SPARK's paper "Applying multiple metrics in the performance measurement of design sessions in industry" was awarded a 'Reviewers' Favourite' prize at the International Conference on Engineering Design 2017 in Vancouver.

2.3.2 Progress on open access to scientific results

The SPARK consortium is committed to open access publishing of the scientific results from the project.

Scientific publications that have been accepted for publication have now been submitted to institutional archives for open access publishing - see Table 3 above. In cases where journals have a 12-month embargo period the consortium will attempt to negotiate a shorter embargo period, preferably no longer than six months.

The research data from WP1, WP2, WP3 and WP4 have been stored in the project's private web repository (Codendi). These include questionnaire templates, survey results, audio recordings of interviews, interview transcripts, photographs, analysis files etc.

Decisions concerning which data to make public and when to make them public are being made in accordance with the general policy on open access of scientific results (see D7.2 §5.2.2) and the detailed publication protocols for each work package (see D6.2 §4). Data sets are being published through the Zenodo platform (https://zenodo.org/).

The first data sets (video recordings of the early tests) have been published to the SPARK project 'community' page on Zenodo[1]. The open research data provided through Zenodo

[1] Zenodo community page: https://www.openaire.eu/search/project?projectId=corda__h2020::ae2efd789f9b345611e03b76217f952a

and the open access publications made available through the POLIMI and GINP institutional repositories will also be accessible via OpenAIRE, through the project's OpenAIRE record[2].

Completed deliverables that have been designated as 'public' are being made available through the project website as they are completed and approved for publication (see: http://SPARK-project.net/wp-deliverables).

2.3.3 Other forms of academic dissemination

As well as scientific publications, the consortium has also performed a wide variety of other types of academic dissemination activity in months 13-24 of the project. These are listed in Table 4 below. A recent highlight was the 10th Anniversary celebrations at the G-SCOP Lab where the GINP team welcomed 200 people from the industrial and academic world and showcases several of its successful projects and applications. The SPARK platform and its augmented reality technology was a major feature of the day and received lots of attention from the audience.

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

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

Table 4 – Other academic dissemination activities completed in months 12-24

DESCRIPTION	TARGET AUDIENCE	TIMING
Presentation of the SPARK consortium to a delegation of the Shanghai Jiao Tong University visiting PoliMI (Milan, Italy)	Professors and researchers	16/1/2017
Presentation of the SPARK consortium at the conference on "Creative society: Ideas, Problems, and Concepts" (Florence, Italy)	Multidisciplinary academic audience interested in creativity	13-14/3/ 2017
Notice in internal magazine 'Engineering' (PoliMI) about the first issue of the SPARK newsletter (Milan, Italy)	Multidisciplinary academic audience interested in creativity	14/3/2017
News on the website of the Department of Mechanical Engineering about the first issue of the SPARK Newsletter (Online)	People working at PoliMI Dept. Mech Eng and website visitors	15/3/2017

[2] OpenAIRE page: https://www.openaire.eu/search/project?projectId=corda__h2020::ae2efd789f9b345611e03b76217f952a

Presentation of the SPARK project to students of the Bachelors in Mechanical Engineering and identification of opportunities for collaborating with the consortium (Milan, Italy)	Engineering undergraduate students	21/3/2017
Presentation of the SPARK project and recent advancements to the REPLICATE consortium hosted at Bruno Kessler Foundation (Trento, Italy)	Research entities and researchers in 3D object digitalization and AR	22/3/2017
MSc thesis (Mechanical Engineering) on SPARK themes	Engineering postgraduate students	Started 30/3/2017
Research and industrial seminar on virtual and physical prototyping in design (Grenoble, France)	Companies and researchers in engineering design	23/5/2017
Workshop on Research Data Management; discussion with the participants about the challenges behind SPARK and the development of a meaningful Data Management Plan (Milan, Italy)	Data Managers, Librarians, Research Assistants from various Italian Universities + 3 invited speakers from abroad (Digital Curation Center, UBAH, TU Delft)	24-25/5/ 2017
Presentation of the SPARK project at the International workshop on Co-Creative Design for Successful Innovation hosted by the Free University of Bozen-Bolzano (Bolzano, Italy)	Researchers in co-creation and creativity	13-14/6/ 2017
Presentation of the SPARK project to students of the MSc in mechanical Engineering and identification of opportunities for collaborating with the consortium (Milan, Italy)	Engineering postgraduate students	30/9/2017
MSc project on refinement of the co-creative session performance metrics and application protocol (Bath, UK)	Engineering postgraduate students	30/9/2017
Two MEng projects investigating general potential for use of augmented reality technologies in engineering design (Bath, UK)	Engineering undergraduate students	
MSc thesis on role of augmented reality technologies in engineering design (Milan, Italy)	Engineering postgraduate students	Started 1/9/2017
PhD project on the potential of augmented reality technologies to support co-creative design activities (Bath, UK)	Engineering postgraduate students	Started 4/10/2017
Master lecture series including content on activity analysis with SAR platform (Grenoble, France)	Engineering postgraduate students	Oct-Dec 2017
Presentation of the SPARK project at the G-SCOP Laboratory 10th Anniversary event	Engineering students, Researchers in Engineering	21/10/2017

2.3.4 Academic dissemination: Achievements vs. objectives

Table 5 below provides a summary of the academic dissemination achievements of months 13-24 compared with the objectives.

Table 5 – Academic dissemination achievements in months 13-24 vs. objectives

ACTIVITY	TARGET AUDIENCE	OBJECTIVE FOR M36	STATUS AT M24
Journal papers	Scientific research community	9 papers submitted by M36 (in theory, one paper per academic partner per year)	Behind schedule - 1 journal paper submitted. 1 close to submission. Plans for 7 more journal papers.
Conference papers	Scientific research community	12 papers at international conference appearing in proceedings (in theory, four papers per academic partner)	On track - 6 conference papers presented or accepted for publication. 5 papers submitted. Plans for 2 more conference papers.
Workshops at scientific events and industry events	Scientific research and professional community	3 workshop contributions	On track - 2 workshops completed. Plans for 2 more workshops (ICDC 2018, DCC 2018).
Teaching on topics relevant to SPARK (SAR technology, co-creation, digital manufacturing)	Engineering and design students within academic partner institutions	SPARK-related content included in 5 degree-level courses by M36	On track - SPARK content included in 2 degree-level courses. Plans for inclusion of SPARK content in 2 more courses.
Other academic dissemination activities	Scientific research community Engineering and design students within academic partner institutions	At least 20 initiatives, mainly initiated by the academic partners	On track – 17 initiatives successfully completed so far

3 M25-36 UPDATED PLAN

In the last 12 months the general D&C objective is to substantially increase the overall visibility of the SPARK platform, more specifically with the purpose to:

- Show the EU community how relevant SPARK can be.
- Connect potential early adopters with the SPARK consortium members and give them access to the SPARK platform/product.

With those objectives in mind, the focus of the activities will shift from purely sharing information on the SPARK project and its intentions, to demonstrating the benefits and showcasing results of using the SPARK platform/product. Priority will be given to non-academic dissemination and increased attention will go to enlarging the reach of communication initiatives beyond designers only towards a broader range of relevant industries and end users.

3.1 COMMUNICATION AND NON-ACADEMIC DISSEMINATION

Next to consolidating the successful initiatives taken in year 1 and 2, more industry relevant marketing material will be developed to allow for more interaction with end users.
In addition, low cost content marketing and influencer marketing campaigns will be launched, leveraging a continuous flow of new video creations. These campaigns will be boosted via paid services as Google Adwords and Advertising on Facebook, another social media platform we have decided SPARK to activate as of M25, in order to substantially increase the non-academic audience SPARK wants to reach.

3.1.1 Content & influencer marketing

To maximise the outreached audience, it is common practice to link the product you want to market to topics and content that a majority of people are interested in and care about. Virtual and Augmented Reality is one of those hot topic. First leveraging that content with a call-to-action can lead the audience in a second step to the SPARK project and its appropriate communication channels.

Another potentially powerful practice that we want to exploit is to approach opinion leaders and influencers in the domain of VR/AR with an important number of followers and stimulate them to blog/vlog/communicate around SPARK. We will identify these influencers within various key markets in M25-27 so that we can leverage their influence as of M28.

3.1.2 Social media

In addition to further maximising the impact of the social media platforms we have already launched, we will install a SPARK Facebook account as of M25. This will not only allow us to further expand our audience towards a broader general public, it will also help us to set up some effective low-cost advertising campaigns.

3.1.3 Traditional media

Alongside the digital campaigns, we will continue leveraging traditional communication platforms, such as non-academic conferences, magazines, newsletters and events.

Table 6 – Communication activities planned for months 25-36

1. Presentations at non-academic conferences, exhibitions and events				
EVENT	**COUNTRY**	**TARGET AUDIENCE**	**TIMING**	**EST. REACH (nr. of people)**
Meeting with Autodesk R&D Dept.	Germany/USA	Autodesk R&D staff	January 2018	25
"Develop 3D Live" - Warwick	UK	Designers, Design thechnology managers	March 2018	1800
"Barcelona Design Week" - Barcelona	Spain	Design professionals - general public	March 2018	10000
"Milano Design Week" - Milano	Italy	Designers and furniture manifacturers	April 2018	15000
"Advanced Engineering" - Gent	Belgium	R&D, Engineers, Innovation managers	May 2018	5000
"ESOF" - Toulouse	France	R&D & Innovation community	July 2018	4000
"Prototyping" - Kortrijk	Belgium	Design professionals	October 2018	2500
Presentations to industry prospects	Mostly Europe	Potential SPARK testers/clients that might provide high visibility to the project (e.g., already planned, Gucci, Loreal, Samsonite)	December 2017-December 2018	100
2. Newsletters and publications in magazines				
PUBLICATION	**COUNTRY**	**TARGET AUDIENCE**	**TIMING**	**EST. REACH (nr. of people)**
SPARK official newsletter III	UK, France, Italy, Spain, Belgium	Research & design community	Q1 2018	9570
"Smart Business" magazine	Belgium, Netherlands	ICT community	Q2 '2018	2000
"Develop3D" magazine	UK	Engineering Designers	Q2 '2018	2000
SPARK official newsletter IV	UK, France, Belgium	Research & design community	Q3 2018	9570
3. Other initiatives				
INITIATIVE	**COUNTRY**	**TARGET AUDIENCE**	**TIMING**	

"Video contest EU funded R&D project"s	EU	R&D community	Q1 2018	
			TOTAL REACH	**61565**

3.1.4 End user workshops

As soon as the third release of SPARK platform is ready (planned as of M31), the end user companies in the consortium (Viseo, Artefice and Stimulo) will set up workshops to demonstrate the SPARK benefits live to a maximum of their clients.

3.1.5 Marketing material

Next to the traditional material of PowerPoint presentations, a leaflet, a roll up poster, some newsletters, pictures and some basic video's, which are already available, the marketing material going forward will primarily be focused on video material. The WP7 team is planning to publish videos based on a variety of scripts and content, such as:

- Testimonials of ESB members or other users having experimented with the platform (potentially in different languages).
- Live interviews from events where SPARK will be presented.

3.1.6 Communication objectives

In coherence with the overall communication strategy, the WP7 team has decided to focus on two critical KPIs: the number of visitors to the SPARK website and the number of "impressions", i.e. the number of times that people have been exposed to any kind of SPARK communication for more than 2 seconds, regardless of the medium. These two criteria are commonly taken as illustrations of "real interest" in a topic and "potential to store the content in the mind".

It is the ultimate ambition of the consortium to achieve 1 million "impressions" over the whole project and over 5000 website visitors on average per month in M30-36. This ambition can only be reached through combined forces and cross-communication on all digital and non-digital platforms of SPARK in addition to a minimum of low-cost advertising.

3.2 Academic Dissemination

Whilst good progress has been made on scientific conference publications, there are a significant number of journal publications to be completed by the end of the project in order to meet the ambitious targets set in D7.2. To increase the speed and efficiency of scientific publication writing a number of actions have been taken:

- A shared repository of academic literature has been created and made available to academic partners through the literature management system Mendeley (www.mendeley.com/).

- The academic publishing pipeline has been updated and is presented in Table 6 below.
- During the monthly consortium meeting, each academic partner now provides a brief progress update on scientific publications – so that any deviations or problems in delivering the academic publishing plan are quickly identified and can be managed.

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

- Ensure 'green open access' to all scientific publications through the publication repositories of the academic partners.
- Select one or two key publications from each academic partner to be promoted through 'gold open access' publishing.
- Include details of all publications on the projects ResearchGate page (https://www.researchgate.net/project/SPARK-SPatial-Augmented-Reality-as-a-Key-for-co-creativity)
- Include details of all publications on the SPARK project website.

Table 7. Scientific publishing plan for M25-36

TARGET AUDIENCE	NAME OF JOURNAL/CONFERENCE	TITLE	PLAN TO SUBMIT
Research community in product design and creative industries Research community in HCI	International Journal of Design Creativity and Innovation (provisional target)	The role of artefacts in co-creative sessions (working title)	Submit M26
Research community in creativity in design Research community in HCI	Computers in Industry	Developing requirements for a co-creative design support system	Submit M27
Research community in creativity in design Research community in HCI	Nord Design Conference 2018	Future trends in the use of AR/VR technologies in design	Submit M27
Research community in product design and creative industries	Journal of Engineering Design	Measuring the impact of ICT tool introduction on design process efficiency	Submit M27
Research community in creativity in design	Research in Engineering Design International Journal of Design Creativity and Innovation	On variability of design iterations in creative sessions	Submit M30
Research community in product design and creative industries	The International Association of Societies of Design Research conference series	Integrated verbal-gestural-performance analysis of ICT-supported co-creative sessions	Submit M32
Research community in product design and creative industries Research community in HCI	International Journal of Virtual & Physical Prototyping; Journal of Engineering Design	Comparison of the effectiveness of communication among traditional and SAR-based technologies for concept assessment - Paper 1: visualisation	Submit M34
Research community in product design and creative industries Research community in HCI	International Journal of Virtual & Physical Prototyping; Journal of Engineering Design	Comparison of the effectiveness of communication among traditional and SAR-based technologies for concepts assessment- Paper 2: interaction	Submit M35
Research community in product design and creative industries	Journal of Retailing; International Journal of Virtual & Physical Prototyping; Journal of Engineering Design	Mixed prototyping system for packaging design	Submit M36

Plans for a range of other academic dissemination activities have been created and are summarised in Table 8.

Table 8 - Other academic dissemination activities planned for M25-36

PARTNER	DESCRIPTION	TARGET AUDIENCE	TIMING
UBAH	Presentation of SPARK project for ICDC conference participants	Researchers in engineering design and creativity	M25
GINP	Workshop at conference on methods and approach for activity analysis of collaborative design sessions in virtual or mixed reality environments	Researchers in cognitive science, engineering design, computer science	M30
UBAH	Article in university newsletter on preliminary findings from SPARK project and future plans	Research Colleagues	M30
POLIMI	Feature on the Department of Mechanical Engineering's website about the second release of the SPARK platform and execution of tests in real operational environment	Academics (internal colleagues) and visitors to the Dept. website (both from and outside Italy – website in Ita/Eng).	M30
POLIMI	Presentation and exhibition space at DCC (Design Computing and Cognition) Conference 2018	Researchers in cognitive science, design, computer science	M31
UBAH	Include lecture content on SAR technology in courses such as 'Computer aids for design' and 'Computer integrated manufacturing'.	Engineering undergraduate students	M35
GINP	Article in GINP newsletter on SPARK platform and tests	Research Colleagues	M35
POLIMI	Feature on the Department of Mechanical Engineering's website about the final release of the SPARK platform and execution of tests in real operational environment	Academics (internal colleagues) and visitors to the Dept. website (both from and outside Italy – website in Ita/Eng).	M35
POLIMI	News on the institutional website of PoliMI about the final release of the SPARK platform and the conclusion of the project	Visitors to the website (both from and outside Italy – website in Italian and English). Expected audience: researchers, professors, students	M36

		and design, engineering and architecture companies.	

Table 9 below provides a summary of the dissemination objectives, including details of progress to date (end M24) and targets for the M36 reporting milestone.

Table 9 - Summary of the dissemination objectives for M25-36

Activity	Target audience	Overall objective	Progress by M24	Target for M36
Academic dissemination				
Journal papers	Scientific research community	9 papers submitted by M36	1 journal paper submitted, 1 ready for submission	Write additional 7 papers - to be submitted by the end of the project or immediately after its conclusion
Conference papers	Scientific research community	12 papers at international conference appearing in proceedings	6 conference papers published, 5 conference papers submitted	Write and submit additional 2 conference papers
Workshops/seminars at scientific events and industry events	Scientific research and professional community	3 workshop contributions	2 workshops completed	Deliver one additional workshop
Teaching on topics relevant to SPARK (SAR technology, co-creation, digital manufacturing)	Engineering and design students within academic partner institutions	SPARK-related content included in 5 degree-level courses by M36	SPARK content included in 2 degree-level courses	Include SPARK content in 3 additional degree-level courses
Other academic dissemination activities	Scientific research community	At least 20 initiatives, mainly initiated by the academic partners	17 initiatives successfully completed so far	3 additional academic dissemination activities

4 CONCLUSION

Whereas the M13-24 activities were still very much focused on the project attributes and on an academic audience, the plan for M25-36 is to put full visibility on the platform benefits and to attract the attention of a maximum of non-academic users, facilitating as well the exploitation of the platform. This updated plan nevertheless remains a living and flexible document. It does not offer a fixed list of all activities that SPARK will participate in. Instead, some planned initiatives could still be cancelled in case the circumstances turn out to be uncompliant with the consortium's ambitions and some new initiatives that present themselves following as well the choices made in WP6, could be added as long as they enable the SPARK project to efficiently reach the largest possible number of stakeholders.