Ecosystem for COllaborative Manufacturing PrOceSses – Intra- and Interfactory Integration and AutomaTION
(Grant Agreement No 723145)

D9.4 Project Advertising Material I

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Theofilos Mastos, KLEEMANN	2016-12-20	Approved with minor amendments proposed

1 Executive Summary

This deliverable provides an overview of the first advertising material created and planned at the beginning of the project.

The advertising material includes:

- Website
- Social Media
- Webinars
- Videos
- Press Releases
- Newsletters
- Flyers and Brochures
- Posters
- Presentation templates

A related communication, D9.5 Project Advertising Material II, will be issued in M14.

2 Introduction

This deliverable is classified as a DEC (Dissemination, exploitation, communication) delivery, providing an overview of the first advertising material created and planned at the beginning of the project.

It is part of task T9.1 Communication and Dissemination Activities and is related to D9.1 Communication Strategy and Plan, D9.2 Project website and D9.3 Dissemination Strategy and Plan. The document will be updated twice during the project, in M14 and M26.

In this document, the project's current and planned advertising material is described including: website, use of social media, webinars, videos, press releases, newsletters, leaflets, brochures, posters and presentation templates.

3 Project Advertising Material

The project strategy is to progressively increase dissemination efforts as project results are obtained. At the early stages, the aim is to obtain a wide awareness of the COMPOSITION project, create favourable conditions for facilitating exploitation and guarantee project results after the end of the project. At the latter stages, the activities will focus on integrating and exploiting COMPOSITION technologies, making use of the development progress and demonstrate results at the COMPOSITION pilots.

In the first year of the project, the dissemination activities will thus focus on:

(i) Create awareness about the COMPOSITION project;

(ii) Dissemination in strategic networks of the partners;

(iii) Prepare powerful standing in industrial clusters.

The methods used for achieving these targets cover:

- Publication of marketing material (brochures, flyers, posters, web site);
- Press releases and liaison with business stakeholders;
- Aligning events with similar EU or national projects;
- Attendance in seminars and congresses.

The following sections describe the advertising material produced and planned.

3.1 Website

The website is accessible at www.composition-project.eu and will be continuously updated with news, results, public deliverables and other relevant material. The website is pictured in Figure 1 and 2.

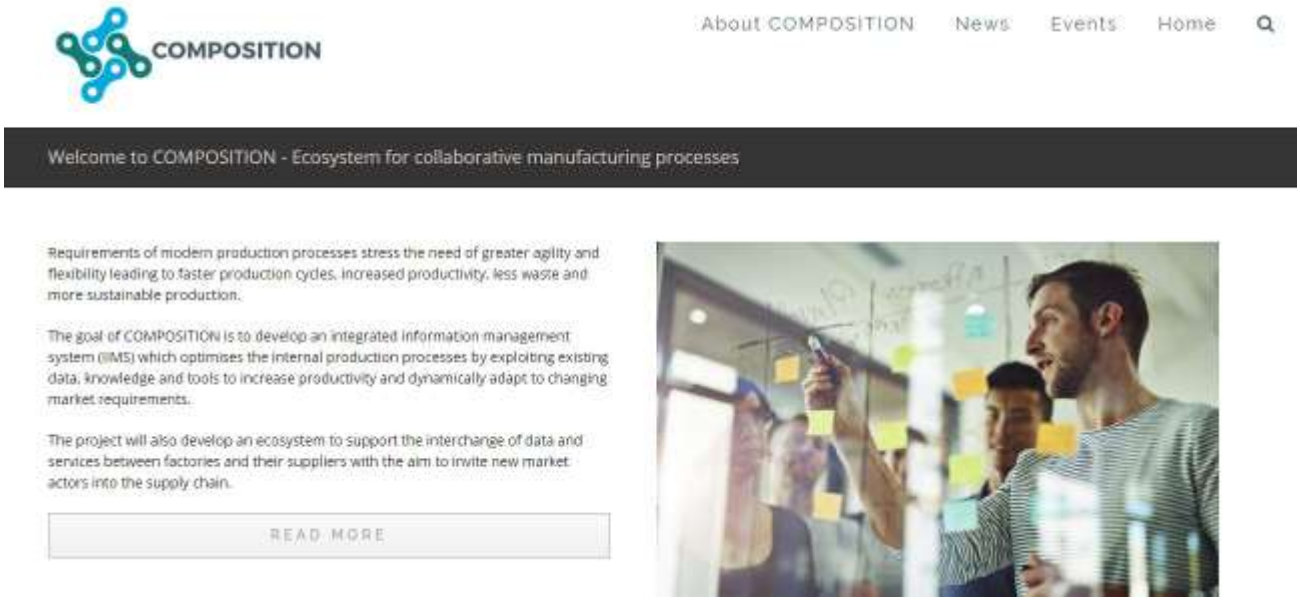

Figure 1: COMPOSITION website – front page

The website is described in detail in deliverable D9.2 Project Website, as are the Social Media and Webinars listed in Sections 3.2 and 3.3.

Figure 2: News section on website

3.2 Social Media

COMPOSITION is currently present on Twitter: https://twitter.com/Composition2016

Figure 3: COMPOSITION Twitter profile

The plan is to establish a LinkedIn profile during year 1 as well as a YouTube channel once the first video is produced in year 2 of the project.

3.3 Webinars

Three webinars are planned, targeting different stakeholders: industrial innovators, IIMS suppliers, manufacturing companies and supply chain consultants. The events will be webcast live and later available on-demand using a webcasting platform provided and hosted by IN-JET. The webinars will also be shared on YouTube. The first webinar is planned to take place in year 2 of the project.

3.4 Videos

At least two videos have been planned. Based on the first demonstrator, a video will be made for distribution to the general public and the industrial community (during year 2). Further small videos will be produced in the course of COMPOSITION to promote the project and demonstrate the results. Videos created by the project will be accessible from the website and via the YouTube channel.

3.5 Press Releases

Press releases will be issued ad-hoc in relevant languages, depending on the project's progress. A press release has been prepared and launched to announce the start of the project. See Appendix A.

3.6 Newsletters

COMPOSITION plans to produce eight newsletters describing the results obtained in the project and planned activities. They will be distributed to the relevant audiences by the individual partners as well as via the project's website. Content will vary and will target different segments such as industry and technology audiences. The first newsletter is due in M08, welcoming readers and presenting vision and first results.

3.7 Flyers and Brochures

An initial flyer has been produced as a general presentation of COMPOSITION distributed by partners at events and via the website. It can be found in Appendix B. The plan is to update the flyer when needed to reflect the project progress. In the beginning of the third year, when the components of COMPOSITION are fully known, a more comprehensive, pre-commercial brochure will be developed and distributed as a foundation for exploitation.

Partner ELDIA has also produced a commercial flyer, highlighting the involvement in COMPOSITION. See Appendix D.

3.8 Posters

Two posters will be designed to support dissemination at trade shows, conferences and external workshops with the first one being produced at the beginning of year 2 (M15).

3.9 Presentation Templates

Several presentation templates and logo have been produced to ensure a coherent graphical identity and look. The templates cover presentations (shown in Appendix C), deliverables, documents, agendas and minutes. A general presentation of COMPOSITION for partner use is being prepared to support presentations of COMPOSITION at meetings, events etc.

4 Appendix

4.1 Appendix A: Press Release

COMPOSITION

Press release 21/11/16

Ecosystem for collaborative manufacturing processes - intra- and interfactory integration and automation

Ecosystem for optimising production and external collaboration in manufacturing

The newly launched COMPOSITION project is developing a digital ecosystem which helps factories optimise internal production processes and external collaboration with suppliers by putting existing data, knowledge and tools into play. The technologies will be trialled in two different factory infrastructures.

To increase productivity and quickly adapt to changing markets, manufacturers today must connect and utilise their data to the full, both within the factory's value chain as well as in the supply chain;

- COMPOSITION will develop an integrated information management system which connects and integrates the heterogeneous data across the value chain, providing analysis, forecasting and decision support. Additionally, COMPOSITION will connect factories and suppliers in a virtual market, making it possible to fulfil actual production needs and open up for new collaborations, with security, privacy and data protection by design, explains Project Coordinator, Dr. Markus Eisenhauer from Fraunhofer Institute for Applied Information Technology.

Pilot sites in Ireland and Greece

The technologies will be trialled in two different factory infrastructures to demonstrate the different scenarios and the broad applicability of the system: In a medical device production plant in Clonmel, Ireland owned by Boston Scientific Limited and in a lift production plant in Kilkis, Greece owned by Kleemann Lifts.

The first pilot focuses on the COMPOSITION system and the processes inside the production plant, looking at the production of pacemakers. Here, the objectives are to optimise the manufacturing processes by exploiting existing data, knowledge and tools;

- The challenge is to overcome the difficulty of integrating machines and complexity of data across the value chain. COMPOSITION will be used to connect these data, measure different parameters from the machines and improve the production processes, says Graham Lonergan, Principal R&D Engineer from Boston Scientific.

The second pilot will also use COMPOSITION to optimise internal manufacturing processes in the production of lifts but in addition to this, it will focus on the interaction between different companies in the production. The objective is to design and implement a technical operating system, connecting data between the factory and its suppliers to look at the possibilities of new services and practises;

- The COMPOSITION system will be used to optimise the logistics processes of waste management in the manufacturing of lifts with our current supplier ELDIA. It will also enable a market place open to new third party entities which can interact in the supply chain and provide new service e.g. to improve cycle time, cost, flexibility or resource usage, says Aggelos Papadopoulos, Technical Services Manager from Kleemann.

About the project
The COMPOSITION project is co-funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 723145. It constitutes 12 organisations from seven countries, mixing industrial, technology, research and business expertise.

For further information, contact Project Coordinator, Dr. Markus Eisenhauer from Fraunhofer Institute for Applied Information Technology: markus.eisenhauer@fit.fraunhofer.de

Or visit the project at: www.composition-project.eu

4.2 Appendix B: Project Flyer for Awareness

Project Consortium

Fraunhofer FIT
Germany - Project Manager

Boston Scientific Limited
Ireland - Pilot Site

KLE Hellas ABEE
Greece - Pilot Site

CNet Svenska AB
Sweden - Technical Coordinator

Nextworks
Italy - IoT Expert

ELDIA SA
Greece - Pilot Site

Tyndall National Institute
Ireland - Hardware Developer

In-JeT ApS
Denmark - Innovation and Quality Manager

Center for Research and Technology Hellas
Greece - Modelling and Simulation

Atlantis Engineering SA
Greece - Dissemination Manager

Istituto Superiore Mario Boella
Italy - Marketplace and Machine Learning

Atos Spain SA
Spain - Security Expert

COMPOSITION

COMPOSITION

Ecosystem for optimising production and external collaboration in manufacturing

The COMPOSITION project is developing a digital ecosystem which helps factories optimise internal production processes and external collaboration with suppliers by putting existing data, knowledge and tools into play.

Manufacturing companies are offered a digital automation framework which enables its users to connect and integrate data across the value chain, providing analysis, forecasting and decision support for an optimal production process.

On top of this, COMPOSITION will connect factories with its suppliers in a virtual market, making it possible to fulfil actual production needs and open up for new collaborations, with security, privacy and data protection by design.

The technologies will be trialled in the production of pacemakers in Ireland and in the production of lifts in Greece to document the versatility of the system.

The COMPOSITION project is a 36-months project which started in September 2016. The project is receiving funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723145.
Contact us: Dr. Markus Eisenhauer, Fraunhofer Institute for Applied Information Technology FIT:
markus.eisenhauer@fit.fraunhofer.de

The COMPOSITION ecosystem

The COMPOSITION ecosystem consists of an Integrated Information Management System (IIMS) for optimising internal production processes and a technical operating system connecting the IIMS of factories in a virtual market for new, innovative collaborations.

The COMPOSITION IIMS is developed on digital models of business and production processes. It encompasses a set of core, multi-disciplinary and multi-domain integrated features such as interoperability, data fusion, big data analytics, simulation/forecasting, advanced human-machine-interaction, Cyber Physical Systems and Internet of Things.

The COMPOSITION marketplace is a technical operating system for connected factories where Agents with sufficient negotiation rights will discover, set up and coordinate several partners in fulfilling given production needs in a dynamic product line.

Integrating machines and complex data

An innovative library of open, standard connectors is developed, to ease the integration and coupling of real-time data, information and knowledge from existing, heterogeneous sources in the factory.

Tools for analysis and decision support

A core set of data management and analytics tools is deployed, detecting complex patterns in manufacturing big data sets. COMPOSITION will also implement a deep learning toolkit for re-adaptation and adjustments of operational metrics, in real time. On top of this, a Decision Support System will help users build the digital models of processes and products and to forecast what impact the re-configurations of the production process has.

Security, privacy and data protection by design

End-to-end security for trusted data exchange based on block-chain technology and authorised agents will guarantee the security, confidentiality, integrity and availability of required information for all authorised stakeholders in the supply chain.

Producing pacemakers and defibrillators

One of the two pilots in COMPOSITION is the medical production plant in Clonmel, Ireland, owned by Boston Scientific Limited.

Here, focus is on the production of pacemakers and defibrillators and how COMPOSITION can help to optimise the manufacturing processes, productivity and the ability to adapt to the current markets.

COMPOSITION will be used to collect, connect and visualise the complex and heterogenous data from the different machines in the value chain to identify knowledge gaps and enable a more efficient planning.

Collaboration in lift production

In KLEEMANN's lift production plant in Kilkis, Greece, COMPOSITION technologies are also deployed to optimise the internal production processes. However, the main focus is on the interaction between different companies in the production.

The objective is to design and implement a technical operating system, connecting data between the factory and its suppliers. Together with its current supplier ELDIA, KLEEMANN will be looking at the existing logistics processes of waste management in the manufacturing of lifts.

However, the aim is also to create a virtual marketplace where new, third party actors can access and share relevant information and offer new services which can help improve different production elements such as cycle time, cost, flexibility or resource usage.

Whereas cost-benefit analysis will be the main driver for the internal production processes, new innovative business models will be the main point of interest in dealing with the supply chain.

The two pilots will demonstrate and validate the COMPOSITION ecosystem and its impact on real business, laying the ground for a wider European uptake.

Feel free to contact us

COMPOSITION unites 12 organisations from seven countries and constitutes a strong, multi-disciplinary team, mixing industrial, research, technology and business expertise.

For more information about the project and how to reach us, please visit our website: www.composition-project.eu or contact our Project Coordinator, Markus Eisenhauer: markus.eisenhauer@fit.fraunhofer.de

4.3 Appendix C: Presentation Template

- This is a Body slide
  - To insert date and title, click Insert and then Header & Footer

2

COMPOSITION

Thanks for your attention

COMPOSITION has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under Grant Agreement No 723145.

4.4 Appendix D: ELDIA Flyer