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| **Partners involved** | IRIS, CBB  
| **Authors** | Nicole Heine, Andreas Scriba (DECHEMA) 
| | Ansgar Rudolph (CBB)  
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Executive Summary

This deliverable presents the work of SHAREBOX WP7 “Innovation Impacts” during the first half of the project (September 2015 - August 2017), giving a summary of efforts and activities undertaken as well as outlining a plan for the remainder of the project lifetime.

In addition to the generation of meaningful information material and a modern website, SHAREBOX together with the two other SPIRE projects ProPAT and IbD initiated the Process Industries Promotion Alliance. The goal of this alliance is to jointly organise events and promote results of EU-funded research projects together with other SPIRE projects.

WP7 is responsible for coordinating an appropriate SHAREBOX presence at relevant external events as well as for promoting the project activities via publications in journals and online media. Dissemination and communication activities in the first 24 months of the project have been, among others:

- 4 peer-reviewed publications
- 6 non peer-reviewed publications
- 4 press releases
- 7 workshops organized
- 19 events (conferences, workshops) + 6 trade fairs attended
1. Introduction

This report is based on SHAREBOX deliverable D7.2 “Communication Plan” that was produced in February 2016. Whereas the initial Communication Plan presented an overall dissemination and communication strategy and provided a detailed plan of relevant activities for the project, the present document reports on the implementation of this strategy achieved so far and sets out the plans for the second period of the SHAREBOX project. Throughout the project, the implementation of our communication and dissemination strategy will be continuously monitored and evaluated. A final communication report will be prepared in month 48 of the project.

The SHAREBOX Communication Plan defines three overall objectives for the project’s communication and dissemination activities:

1. To disseminate effectively the project goals and outcomes;
2. To set up efficient tools for the communication towards various stakeholders (scientific communities, professionals, decisions makers, public, etc.);
3. To exploit synergies in liaisons and collaborations.

In order to achieve these general objectives, the Initial Communication Plan defines specific objectives:

1. To identify and involve internal stakeholders within the partner organisations;
2. To create an affiliate network of external stakeholders (other funded projects, universities and research organisations);
3. To raise awareness about SHAREBOX amongst associations, networks and standardization bodies;

We believe that both the general and specific objectives remain valid for our work, and that no major revisions are required. During the first half of the project it was crucial to establish solid communication foundations. This required a small core communication and dissemination team. Now we are in a position where we can fully exploit the communication networks, expertise and channels that are in existence across all SHAREBOX partner institutions and affiliated projects.
2. Communication Channels and Activities Report

This section summarizes the communication materials created and the dissemination efforts taken during the first two years of the project.

2.1 SHAREBOX project website

The project website (http://www.sharebox-project.eu) is one of the main dissemination channels. The website has been developed with an open source content management system offering multiple access and different user levels according to the SHAREBOX requirements.

The website content is produced by members of the Consortium. Logging into the reserved area of the website each partner has access to a simple CMS interface in which they can upload news items (i.e. news, events, a relevant press item, highlights) or reports. The project website was officially launched in December 2015. It has since been continuously updated with new content. More than 7900 users visited the website throughout the course of the 24 months.

Figure 1: SHAREBOX homepage
2.2. SHAREBOX communication and promotional materials: Project leaflets, posters, project video

To help all partners with their SHAREBOX-related dissemination activities, WP7 is charged with the creation of appropriate publicity materials. The Initial Communication Plan contains details about the logo, visual style guidelines and a set of templates that were made available to partners at the beginning of the project. The generic set of templates for presentation can be easily adapted for specific audiences and will used by all project partners involved in the communication and dissemination activities of the SHAREBOX project. In addition, we have developed the following materials over the course of the first two years:

- Logo
- General PowerPoint presentation
- Poster
- Leaflet
- Business card
- Roll-up banner

2.2.1. SHAREBOX logo

Two SHAREBOX logo designs have been developed, one horizontal and one vertical oriented version

2.2.2. SHAREBOX general power point presentation

The aim of the general PowerPoint presentation is to give a high-level overview of the SHAREBOX project. Partners using it are encouraged to adapt it in such a way that it fulfils their particular communication goals.

2.2.3. SHAREBOX poster

The SHAREBOX poster provides an at-a-glance overview of the project. It is primarily is used during conferences and fairs and has two basic functions. Firstly, it shall attract visitors at first glance and make them curious to learn more about the project. Secondly, it enables a first impression of the architecture and the key features of the project. The poster was produced in month 3 and was since then presented on several events by different partners.
The SHAREBOX flyer is designed to provide a first overview about the project, its goals and its members. It is used as a handout on events, conferences and workshops. Project partners were encouraged to order copies for distribution at relevant events.

Target groups to be approached are:

- Companies, industry parks and associations
- Universities and research institutes
- Politicians and governmental organisations

2.2.4 SHAREBOX leaflet

The SHAREBOX flyer is designed to provide a first overview about the project, its goals and its members. It is used as a handout on events, conferences and workshops. Project partners were encouraged to order copies for distribution at relevant events.

Target groups to be approached are:

- Companies, industry parks and associations
- Universities and research institutes
- Politicians and governmental organisations
2.2.5 SHAREBOX business card
The SHAREBOX business card was produced in August 2016. These cards can be handed out to partners in face-to-face meetings and will remind them of the SHAREBOX project. It provides information on main SHAREBOX goals at a glance as well as contact information and the URL of the website.
2.2.6 SHAREBOX roll-up banner
A SHAREBOX roll-up banner has been designed and is currently in preparation. It is intended to be used for SHAREBOX representation at Achema 2018 and will afterwards be available for further use at upcoming trade fairs and other events.

2.2.7 Project video

A project video, explaining about Industrial Symbiosis and introducing the goals of the SHAREBOX project and platform is currently in preparation.

2.3 Publications

During the first 24 months of SHAREBOX, various publications targeting different audience where already available, including:

- 4 peer-reviewed publications
- 6 non peer-reviewed publications
- 3 press releases

These were complemented by conference proceedings and newsletter or website announcements. Further publications are currently in preparation for submission to academic journals.

The final Communication Report will feature a list of all SHAREBOX publications.

2.4 Participation at events

WP7 is responsible for coordinating an appropriate presence of SHAREBOX at relevant external events (SHAREBOX roadshow: presentation of the project at 20 European conferences), as well as for organising SHAREBOX events over the course of the project. The Initial Communication Plan contains a list of events that intended to target at the outset of the project. In order to keep this list up-to-date and to aid coordination, a google spreadsheet was set up to be filled in continuously by all partners to keep track of SHAREBOXs presence at past events and to document as well as evaluate all dissemination actions in the frame of the project.

In the first twenty-four months of the project SHAREBOX partners participated at 35 events in various countries, including workshops, conferences and trade fairs.

A list of all dissemination action SHAREBOX has initiated or contributed to is included in D7.3 “Interim Plan for the dissemination and exploitation of the project’s results”. The final Communication Report will feature an evaluation of all dissemination activities.

2.5. SHAREBOX social/digital media channels

During the course of the project it was envisaged to set-up dedicated social media channels for the promotion of the SHAREBOX activities and to initiate communities for industrial symbiosis. These activities have been not started yet due to the fact that at this time, a demo version of the SHAREBOX platform is not yet available. It is planned to set-up a twitter and a
LinkedIn group in autumn 2018. Additionally, partners are making good use of their institutional social media channels such as Twitter, Instagram or Facebook to announce SHAREBOX news and events. Furthermore, the SHAREBOX platform shall be promoted via online seminars/webinars. The first webinar is planned for June 2018.

3. Collaboration with other projects and initiatives

Collaboration with other European or national projects and initiatives is a valuable opportunity for exchanging ideas, findings and approaches and often leads to new insights in research and technology development. It is crucial to use these collaborations also for communication and dissemination purposes in order to inform each other about ongoing activities and to pave the way for further engagements.

3.1 Process Industries Promotion Initiative

The SHAREBOX consortium joined forces with ProPAT and IbD, two European funded SPIRE projects that address similar stakeholder communities. The projects founded the “Process Industries Promotion Initiative”, an initiative that wants to support a more efficient promotion of valuable research results from public funded research projects. The goal is to closely cooperate with other projects and to initiate a cross-project communication in order to improve the technology and knowledge transfer.

The initiative is open for cooperation partners from other EU-funded projects, universities, research institutes and industrial and scientific associations, networks and clusters. Potential cooperation partners have been invited via email and phone calls to join the initiative. Dedicated online forms for cooperating European research projects and organizations have been developed and published online. Supporting projects, universities, research institutes and industrial / scientific associations, networks and clusters

- will be listed in a comprehensive directory of cooperation partners with a representative description of their project, activities and expertise.
- have the opportunity to publish and promote their results and activities in a joint newsletter that is send to about 13,000 experts twice per year (Spring/Autumn).
- can attend webinars of the initiative for free and present their projects and results in 15 min live online presentations.
- will expand their network and benefit from possible synergies that might exist between the supporting cooperation partners.
ProPAT – Sharebox – IbD: Teaming Up for Value

Process Industries Promotion Initiative – connect 2 collaborate

The ProPAT, Sharebox and IbD projects are addressing three key axes for the transformation of the Process Industry: Decisions, Information and Actions. Industries need it! You can make it a reality.

Development of novel sensors and analysers integrating them into a versatile global control platform for data acquisition, data processing and decision making.

Creating a holistic platform for facilitating process intensification design and optimization in processes in which these are an intrinsic part.

Take the challenge; be a part of transforming the way the industry world works.

Join, support and benefit from our activities:
- Webinars
- Online working groups on hot topics
- Networking events
- E-Academy
- Teaching materials
- Newsletters

Get more information at: www.pro-pat.eu | www.ibd-project.eu | www.sharebox-project.eu

Do you want to be updated about the breakthroughs of these ambitious projects? Are you interested in joint communication activities? Just contact the project coordinators:
ProPAT: Albert Torras, albert.torras@irs.cat
Sharebox: Yorgos Chaliakakis, gchaliak@irs.cat
IbD: Amnu Fajó, amnu.fajo@irs.cat

Figure 7: Flyer of joint initiative
Figure 8: Project partner profile
Figure 9: Cooperation partner profile for projects
Figure 10: Cooperation partner profile for organisations
The coordinators of 44 relevant SPIRE and HORIZON2020 projects have been contacted via email and phone calls. The following 11 projects already joined the Process Industries Promotion Initiative.

**ADREM**  [www.spire2030.eu/adrem](http://www.spire2030.eu/adrem)

**Consens**  [www.consens-spire.eu](http://www.consens-spire.eu)

**CoPro**  [www.spire2030.eu/copro](http://www.spire2030.eu/copro)

**DISIRE**  [www.spire2030.eu/disire](http://www.spire2030.eu/disire)

**FUDIPO**  [www.fudipo.eu](http://www.fudipo.eu)

**IbD**  [www.ibd-project.eu](http://www.ibd-project.eu)

**iCspec**  [www.icspec.eu](http://www.icspec.eu)

**imPACts**  [www.k-pac.at](http://www.k-pac.at)

**ProPAT**  [www.pro-pat.eu](http://www.pro-pat.eu)

**Sharebox**  [www.sharebox-project.eu](http://www.sharebox-project.eu)

**REslag**  [www.reslag.eu](http://www.reslag.eu)

*Figure 11: List of cooperating projects*
3.2. Joint Newsletter

The first newsletter of the joint initiative was sent to about 13,000 European experts from academia and industry in September 2016. A screenshot of the newsletter is shown in Figure 12.

Process Industries Promotion Initiative

![Newsletter Screenshot]

**In this issue**
- Cooperation Opportunity
- Partner Project News
- Webinars & Events
- Funding Opportunities
- General News
- Publications

**Dear Dr. Scriba**

Welcome to the first newsletter of the Process Industries Promotion Initiative. A brief insight into the European Process Industries by 3 Industrial EU funded Research Projects!

It is our pleasure to introduce to you our first newsletter of three public funded European projects – ProPAT, SHAREBOX and IoD – bringing you information about the latest developments of innovative technologies and solutions, together with news of upcoming events and insights of European Process Industry community.

The initiative is open for cooperation partners. If you are the representative of a publicly funded ongoing project, you are welcome to join the initiative. The initiative’s goal is to support the communication and dissemination activities of its cooperation partners.

Kind regards
Your publication team

**Cooperation Opportunity**

**Process Industries Promotion Initiative: Support us and benefit**

Let’s join forces. Together we will be more successful in promoting the results and activities of European and nationally funded projects. All the services offered by the initiative are completely free of charge. By supporting the initiative you will benefit from:

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**Figure 12: Newsletter of Process Industries Promotion Initiative**
3.3. Other collaborative activities

EUROPACT 2017
EUROPACT is the European Conference on Process Analytics and Control Technology. The conference will cover new technologies in process analytics, the implementation of these technologies in various fields and the transformation of data into knowledge. The event took place from May 10-12, 2017 in Potsdam, Germany. SHAREBOX together with five other SPIRE projects exhibited on the SPIRE group stand at EUROPACT 2017. The group stand was organized by DECHEMA, costs of the group stand were covered by A. SPIRE. SHAREBOX presented project results and activities on the group stand.

Figure 13: Joint SPIRE group stand with representatives from SHAREBOX, ProPAT, FUDIPO and CONSENS
4. Planning of activities for the second project period

Most dissemination and communication activities are ongoing throughout the project lifetime. In the final phase of the project, the focus will be on promoting the SHAREBOX platform and creating awareness among potential users. Further peer-reviewed presentations are expected to be published under the lead of the academic partners by the end of the project.

SHAREBOX partners will participate at European events with oral/poster presentations and will exhibit at joint group stands. The Consortium has decided on a number of events for presenting the SHAREBOX project and has already taken up contact and initiated actions. A few of these events are listed below.

- **SPIRE** 2017 EU Process Industry Conference  
  19 September 2017, Brussels, Belgium  

- **Tackling the Future of Plant Operation - Jointly Towards a Digital Process Industry**  
  From 13 - 14 December 2017 (Barcelona, Spain) the SPIRE project ProPAT, which is also coordinated by IRIS, will hold a joint conference ([http://www.tfpo.talkb2b.net/](http://www.tfpo.talkb2b.net/)) with the SPIRE projects CONSENS, RECOBA, DISIRE and ICSPEC. SHAREBOX will be represented at the event with its roll-up and information material. The conference will offer SHAREBOX the opportunity to get in direct contact with some of the participating companies and to explore whether Industrial Symbiosis plays a role for them.

- **ACHEMA 2018**  
  ACHHEMA (11-15 June 2018, Frankfurt am Main, Germany) offers an excellent chance to get in contact with decision makers from industry. It is the place to be to present project results, discuss exploitation opportunities and cooperation. Discussion with the executive director of A.SPIRE, Angles Orduña, concerning the organisation of a A.SPIRE group stand is ongoing. The idea is to offer all SPIRE projects the opportunity to present their results, prototypes and cooperation offers on a dedicated project stand. A first draft of the stand design and the calculation of the costs is already available.

- **Planning of a joint event on Industrial Symbiosis**  
  The organization of workshops is usually time-consuming and costly. There are a large number of events to which the potential participants of a SHAREBOX workshop are invited. Winning participants for a SHAREBOX workshop is therefore difficult. For this reason it is planned to organize a workshop in the second half of the project together with other thematically similar projects. This will reduce the number of events and the cost per event as the costs can be shared. In addition, larger events are more interesting for the industry participants, as the probability of meeting relevant cooperation partners increases and the industry representatives get a quick overview of several thematically similar projects and their results.
5. Summary and conclusions

Based on the communication strategy outlined in D7.2, SHAREBOX has succeeded in establishing a robust communication and dissemination infrastructure over the last eighteen months, and has thus established a solid foundation for achieving the defined communication and dissemination goals.

SHAREBOX has successfully initiated the Process Industries Promotion Initiative, an activity that offers a new and promising way to efficiently reach out to the European Process Industries community. 11 projects are already members of the initiative.

The SHAREBOX website is active, promotional materials have been created and SHAREBOX has been presented at various events by different partners.

At the end of the project, a final communication report will be generated, summarizing and evaluating all communication activities.

Interim Communication Report:
Deliverable No. D7.4
This report was prepared by Dr. Andreas Scriba and Nicole Heine from DECHEMA e.V. and Dr. Ansgar Rudolph from CBB. For more information on the SHAREBOX project, please visit our website or contact the coordinating team:

SHAREBOX website: [http://www.sharebox-project.eu](http://www.sharebox-project.eu)
SHAREBOX Coordinator: Yorgos Chalkias (IRIS, gchalkias@iris.cat)
SHAREBOX Technology Manager: Dr. Devrim Yazan (UT, d.m.yazan@utwente.nl)
SHAREBOX IPR Manager: Prof. Miquel Sanchez-Marre (UPC, miquel@cs.upc.edu)
SHAREBOX Innovation Manager: Alejandro Rosales (IRIS, arosales@iris.cat)
SHAREBOX Communication Manager: Nicole Heine (DECHEMA, nicole.heine@dechema.de)