



“First report on dissemination and exploitation activities”

DELIVERABLE

Version 1

D6.3

08 2022

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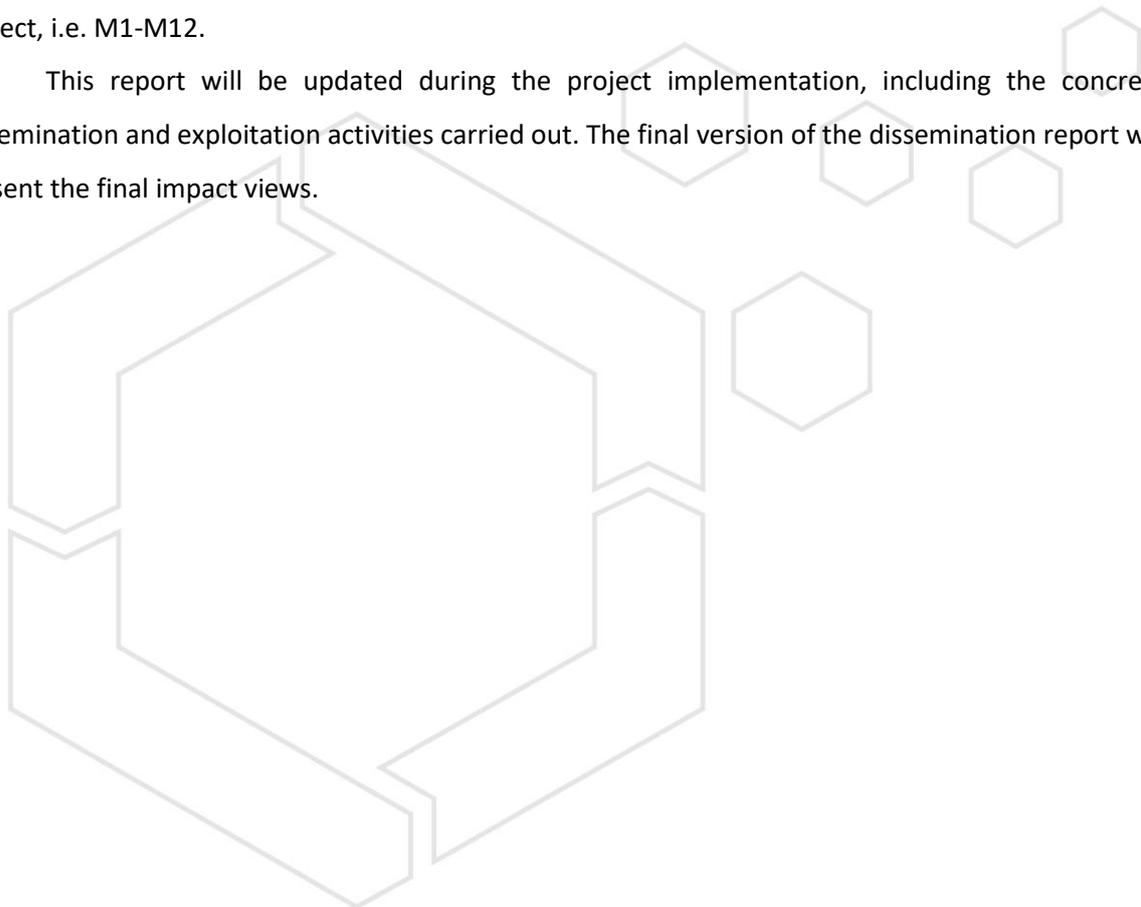




Abstract

This document is third deliverable of Work Package 6 – Communication and Dissemination (WP6). The aim of this deliverable D6.3. “First report on dissemination and exploitation activities” is to summarize the efficiency of the developed and implemented dissemination and exploitation activities related to project activities and results carried out by AMULET consortium during first year of the project, i.e. M1-M12.

This report will be updated during the project implementation, including the concrete dissemination and exploitation activities carried out. The final version of the dissemination report will present the final impact views.





List of acronyms

AKL – Autoklastr, member of the AMULET consortium

AMULET - The Advanced Materials & Manufacturing United Technologies for LightwEight

BAX – Bax Innovation Consulting, member of the AMULET consortium

BIC – Bydgoszcz Industrial Cluster, member of the AMULET consortium

CCIPB – Pécs-Baranya Chamber of Commerce and Industry, member of the AMULET consortium

D – Deliverable

ELCA – European Lightweight Cluster Alliance

EU – European Union

FBOX – FundingBox, member of the AMULET consortium

Fig. – Figure

FM – Flanders Make, member of the AMULET consortium

IMAST – member of the AMULET consortium

JSI – Jozef Stefan Institute, member of the AMULET consortium

KPI – Key Performance Indicator

M – Month

MAV - Advanced Materials Cluster of Catalonia, member of the AMULET consortium

MECH – Clust-ER MECH, member of the AMULET consortium

NTNU –Norwegian University of Science and Technology, member of the AMULET consortium

POL – POLYMERIS, project leader

SMEs – Small and Medium Enterprises

Tab. – Table

TUC – Chemnitz University of Technology, member of the AMULET consortium

WP – Work Package



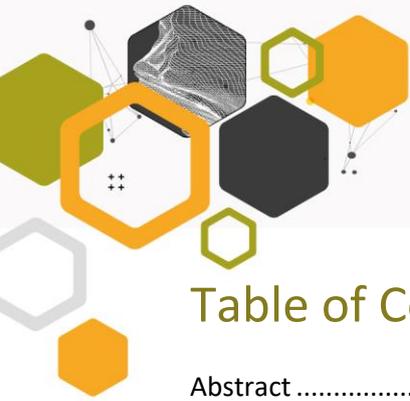
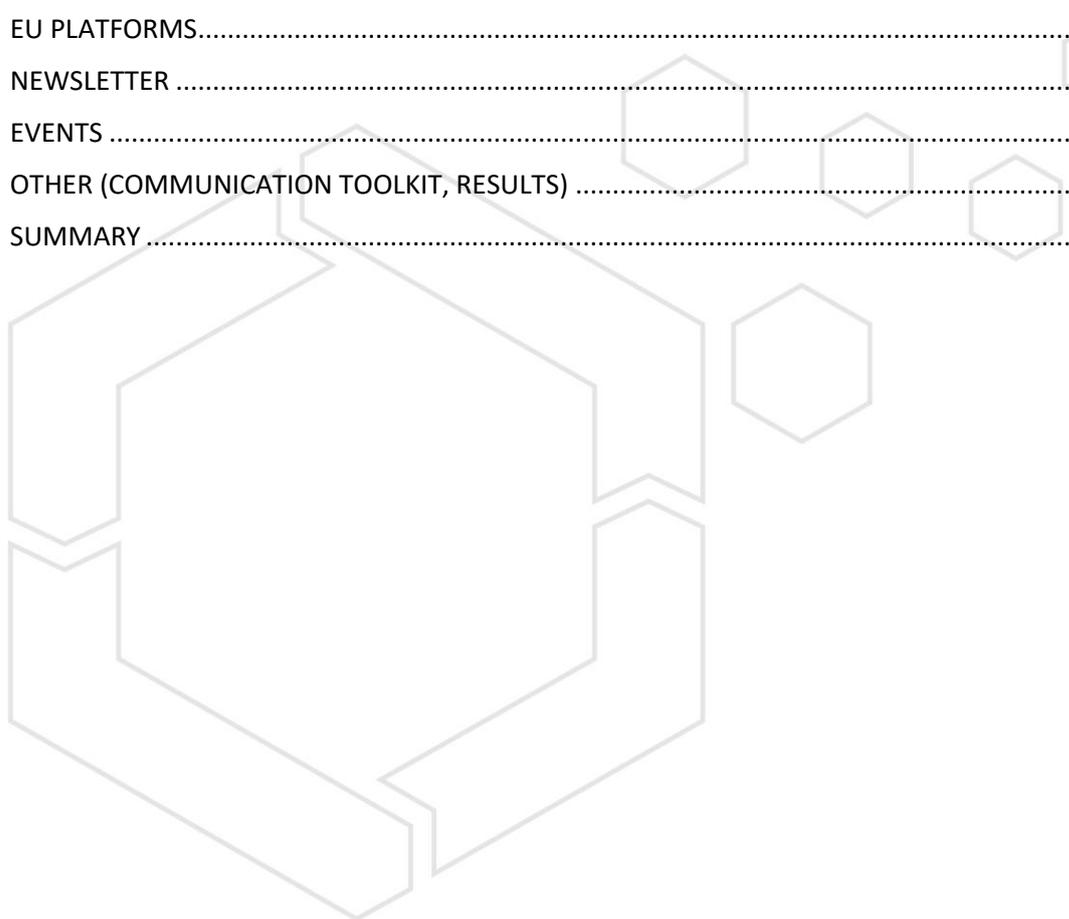


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- **Press Clippings:** All the news items published online or offline in different channels (press, tv, radio, web...)
- **Newsletters:** Institutional newsletter where consortium partners have published information about the AMULET
- **Social Media:** Links to partner’s company social media accounts
- **Events:** Attendance to events where partner’s participated as attendants and/or speakers to spread the word about the AMULET project
- **Scientific publications:** Publications made by partner’s in a journal or scientific magazine as results of the AMULET research actions.

2. WEBSITE

As explained in the deliverable ‘D6.1. Dissemination and exploitation strategy, the AMULET website is one of the main tool for dissemination of important project-related information, where people can learn all about the project activities.

Visitor profile

Regarding the demographics profile of the visitor that comes to the AMULET website, English is the main language (1 472 - 32,12%), followed by Polish (622 – 13,57%), Hungarian (616 – 13,44%), Italian (352 – 7,68%) and Spanish (7,07%) in the top five languages (Fig. 2).

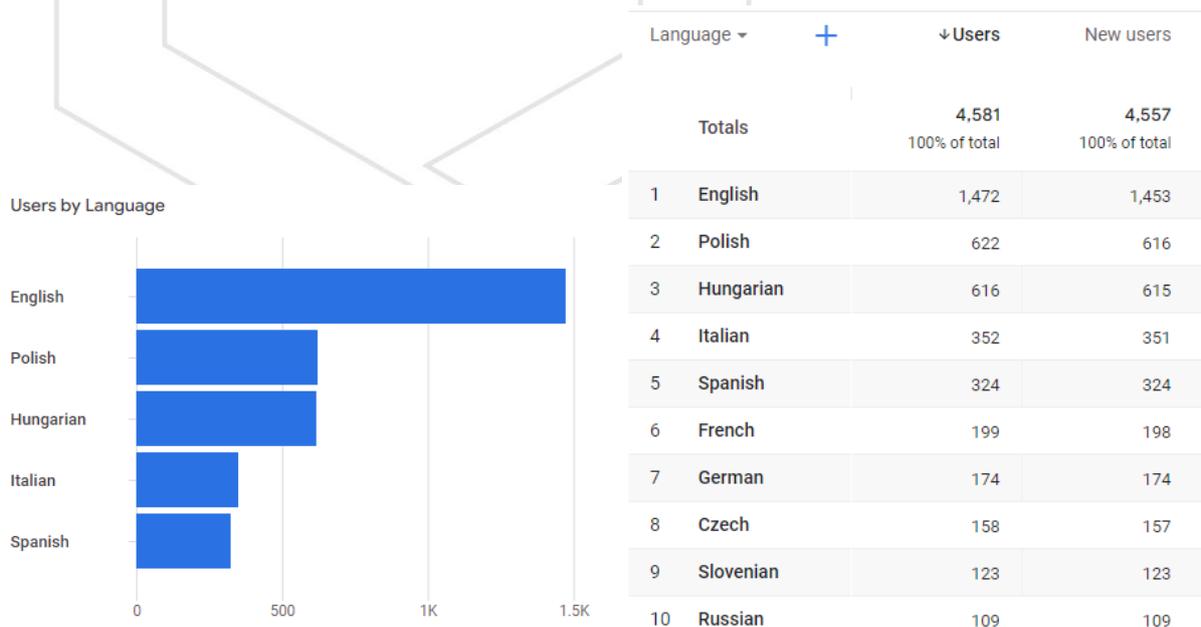


Figure 2. Visitors by language



Visitors of the AMULET website come from 30 different countries – including EU countries and e.g. United States, China and India. Top five countries are: 17,5% (802) of the visitors come from Poland, followed by Hungary (653 - 14,25%), Spain (432 – 9,43%), Italy (430 – 9,38%), and France (294 – 6,41%) (Fig. 3, Tab. 1).

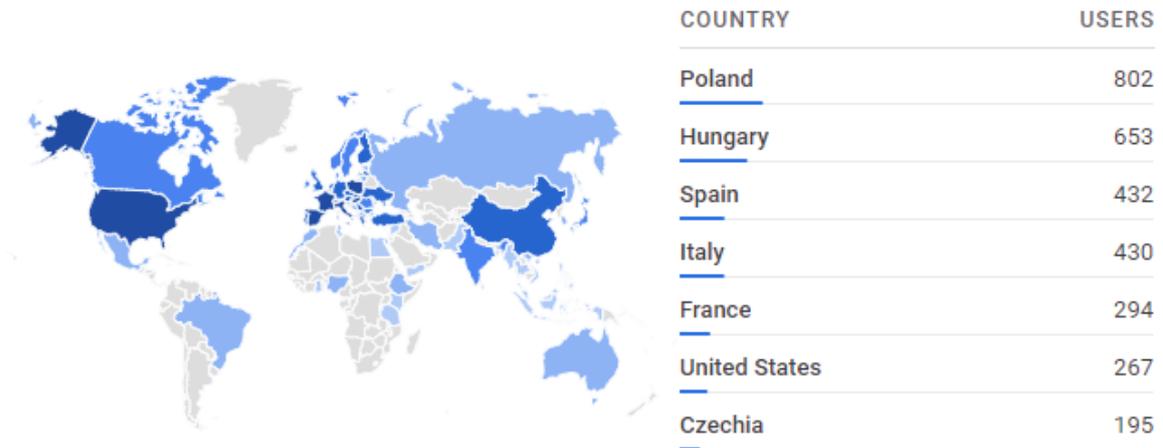


Figure 3. Visitors by country

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
Totals	4,581 100% of total	4,557 100% of total	3,286 100% of total	40.17% Avg 0%	0.72 Avg 0%	0m 44s Avg 0%	37,235 100% of total	0.00	zł0.00
1 Poland	802	794	554	32.72%	0.69	0m 37s	7,967	0.00	zł0.00
2 Hungary	653	651	199	17.33%	0.30	0m 09s	3,618	0.00	zł0.00
3 Spain	432	430	441	54.38%	1.02	1m 12s	4,116	0.00	zł0.00
4 Italy	430	426	381	44.72%	0.89	0m 58s	3,932	0.00	zł0.00
5 France	294	288	251	50.3%	0.85	0m 45s	2,492	0.00	zł0.00
6 United States	267	264	47	17.34%	0.18	0m 06s	949	0.00	zł0.00
7 Czechia	195	192	84	25.15%	0.43	0m 19s	1,110	0.00	zł0.00
8 Slovenia	179	175	124	50.82%	0.69	0m 36s	1,172	0.00	zł0.00
9 Germany	176	173	209	55%	1.19	1m 27s	2,104	0.00	zł0.00
10 Netherlands	136	133	60	37.27%	0.44	0m 22s	700	0.00	zł0.00
11 Finland	131	129	30	20.27%	0.23	0m 12s	515	0.00	zł0.00
12 Bosnia & Herzegovina	127	126	119	75.32%	0.94	1m 02s	861	0.00	zł0.00
13 Austria	85	82	39	36.79%	0.46	0m 38s	568	0.00	zł0.00
14 Belgium	84	81	105	54.97%	1.25	1m 34s	1,169	0.00	zł0.00
15 Turkey	60	60	72	55.81%	1.20	1m 20s	733	0.00	zł0.00
16 Greece	59	58	82	76.64%	1.39	1m 51s	845	0.00	zł0.00
17 Serbia	58	56	50	55.56%	0.86	0m 41s	389	0.00	zł0.00
18 United Kingdom	52	46	45	55.56%	0.87	1m 03s	491	0.00	zł0.00
19 China	42	32	1	2.27%	0.02	0m 06s	113	0.00	zł0.00
20 Portugal	38	38	37	63.79%	0.97	2m 14s	375	0.00	zł0.00



21	Ukraine	35	33	41	54.67%	1.17	1m 55s	364	0.00	z10.00
22	Slovakia	29	29	27	58.7%	0.93	0m 57s	262	0.00	z10.00
23	Latvia	26	26	24	61.54%	0.92	1m 19s	163	0.00	z10.00
24	Norway	21	21	18	60%	0.86	0m 35s	152	0.00	z10.00
25	Ireland	19	19	9	37.5%	0.47	0m 50s	136	0.00	z10.00
26	Sweden	19	18	10	45.45%	0.53	0m 39s	106	0.00	z10.00
27	Croatia	16	15	13	54.17%	0.81	0m 33s	96	0.00	z10.00
28	Romania	16	16	27	79.41%	1.69	2m 38s	272	0.00	z10.00
29	India	13	13	9	69.23%	0.69	1m 03s	93	0.00	z10.00
30	Switzerland	13	13	13	72.22%	1.00	0m 58s	121	0.00	z10.00

Table 1. Visitors by country

Channels

Almost 40% of the traffic that lands in the AMULET website arrived thanks to Direct search – 1 746 – 38,11%. Followed by, Display 1 526 - 33,31% while 700 – 15,28% comes from Referral and a 496 - 10,82% from Organic Search. The smallest percentage represents E-mail with less than 1% (16 – 0,34%) of the generated traffic (Tab. 2).

Session default channel grouping	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
Totals	4,581 100% of total	8,181 100% of total	3,286 100% of total	0m 24s Avg 0%	0.72 Avg 0%	4.55 Avg 0%	40.17% Avg 0%	37,235 100% of total	0.00	z10.00
1 Direct	1,746	2,592	1,169	0m 27s	0.67	4.83	45.1%	12,508	0.00	z10.00
2 Display	1,526	2,464	268	0m 01s	0.18	2.80	10.88%	6,904	0.00	z10.00
3 Referral	700	1,358	894	0m 46s	1.28	6.12	65.83%	8,306	0.00	z10.00
4 Organic Search	496	1,057	688	0m 46s	1.39	6.26	65.09%	6,616	0.00	z10.00
5 Paid Search	192	263	92	0m 24s	0.48	4.49	34.98%	1,181	0.00	z10.00
6 Organic Social	130	198	112	0m 38s	0.86	5.90	56.57%	1,168	0.00	z10.00
7 Unassigned	64	78	0	0m 17s	0.00	3.44	0%	268	0.00	z10.00
8 Organic Shopping	11	32	19	0m 28s	1.73	5.13	59.38%	164	0.00	z10.00
9 Email	16	18	10	0m 57s	0.63	6.67	55.56%	120	0.00	z10.00

Table 2. Website traffic

Pageviews

The website was set up at the end of January 2022, that is why in February 2022 there are first pageviews. The increase of the traffic also increased significantly during the time the 1st Open Call was active, after mid-April and in peaks until second part of July 2022, showing the positive impact acquired from the communication actions taken during that time (Fig. 4).



Users by Session default channel grouping over time

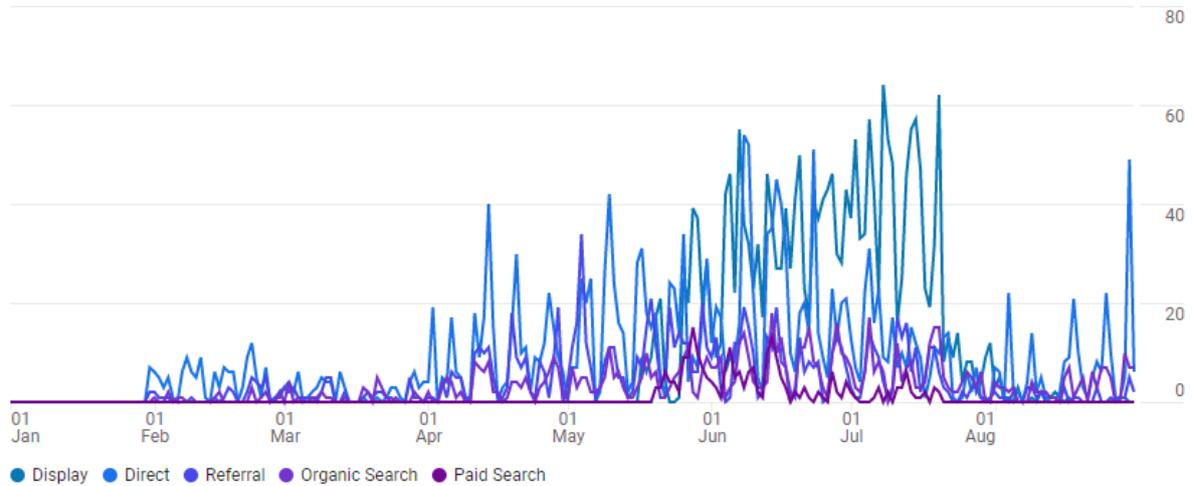


Figure 4. Traffic acquisition

The page that has received more than half of the visits is the home (7 109 – 54,38%), which can tell the impact of paid campaigns on Google Adds and LinkedIn promoting the visit to the web. The next page is the Open Calls (1 114 - 8,52%), which proves users can find enough information about the application and competence there. However, those interested in getting more detailed information have visited the Documents (659 – 5,04%), the AMULET (632 – 4,83%) and Partners (523 – 4,00%) (Tab. 4)

Page title and screen class	+ ↓ Views	Users	New users	Views per user	Average engagement time
Totals	13,072 100% of total	4,581 100% of total	4,557 100% of total	2.85 Avg 0%	0m 44s Avg 0%
1 AMULET - The Advanced Materials & manufacturing United for Lightweight	7,109	3,747	3,560	1.90	0m 22s
2 Open Calls - AMULET	1,114	610	213	1.83	0m 44s
3 DOCUMENTS - AMULET	659	357	96	1.85	0m 18s
4 AMULET - AMULET	632	439	166	1.44	0m 38s
5 Partners - AMULET	523	333	65	1.57	0m 37s
6 AMULET – The Advanced Materials & manufacturing United for LightwEight (AMULET) project is a HORIZON 2020 project that aims to exploit the innovation potential of SMEs through a cross-sectoral, funded knowledge exchange.	402	135	129	2.98	0m 46s
7 Challenges - AMULET	299	147	44	2.03	0m 28s
8 Media - AMULET	172	98	57	1.76	0m 24s
9 OBJECTIVES - AMULET	157	124	2	1.27	0m 34s

Table 3. Most viewed pages



3. SOCIAL MEDIA

The results of the dissemination actions on social media are based on the reported actions by the consortium and the owned media actions. A total of 366 posts were published through the project owned media.

In M1-M12 The AMULET Social Media channels have gained 70 followers on Twitter. 299 followers on LinkedIn and only 14 followers on Facebook. The reason of small number on Facebook is that the profile is the “youngest” – it was launched only in April 2022. What is more, to increase the number of followers should be launched paid campaign of Facebook – it is not the AMULET most important channel on social media so the communication leader focused on the promotion on LinkedIn and Twitter.

During first year of the project were published 187 posts on official AMULET social media. Number of posts on each AMULET official social media channels shows the Figure 5.

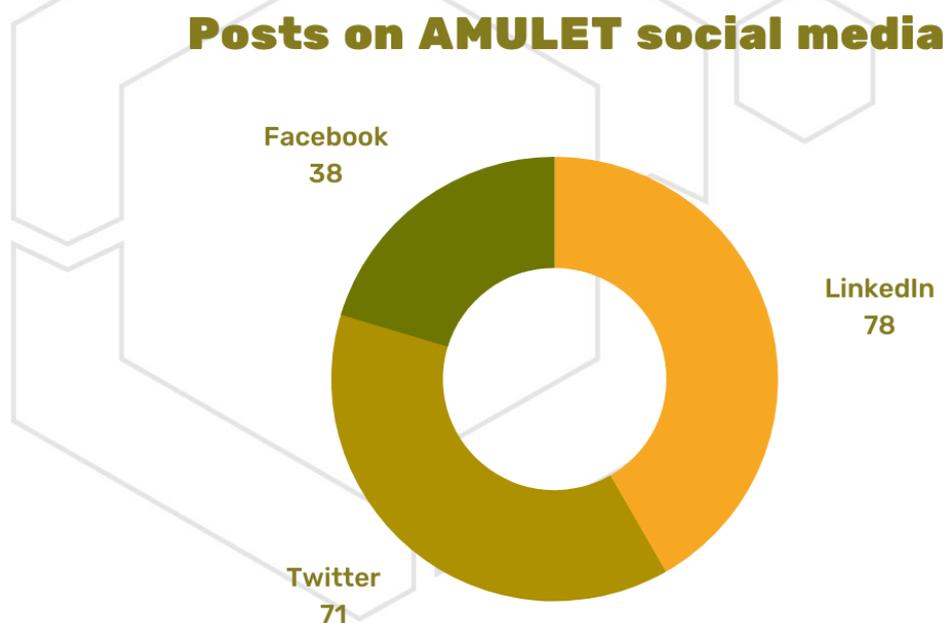


Figure 5. Number of posts on AMULET social media

The consortium activity on social media leaned towards LinkedIn, Twitter, Facebook and other (e.g. Instagram) and it is presented in Figure 6-7.

Partners' posts on social media

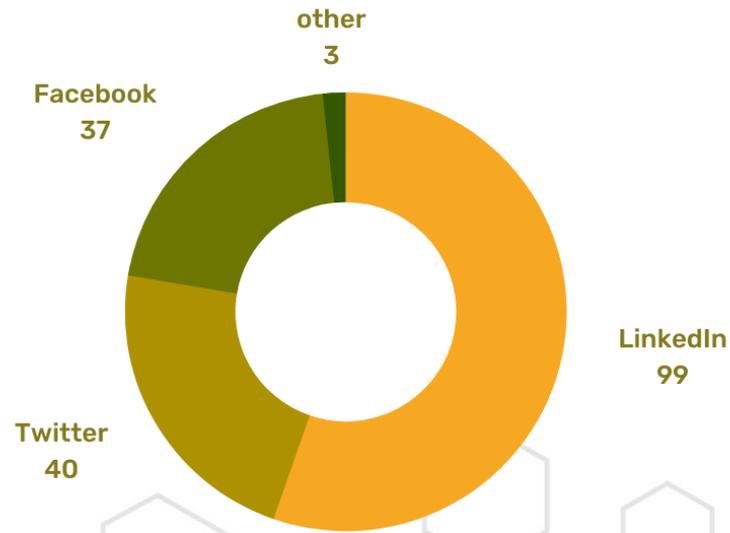


Figure 6. Number of partners' posts on social media

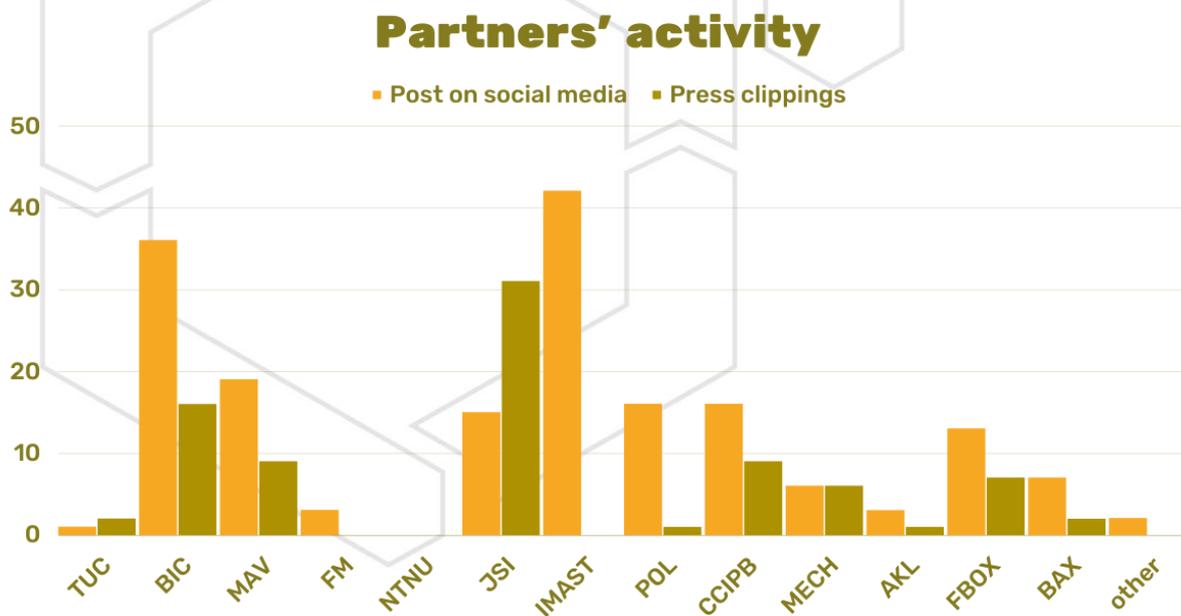


Figure 7. Partners' activity on social media

LinkedIn Paid campaign



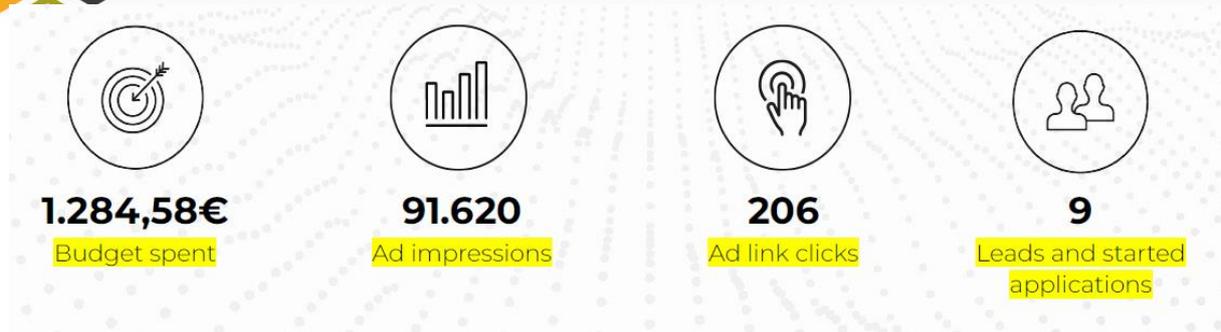


Figure 8. Statistics of paid campaign on LinkedIn

FundingBox decided to launch paid campaign on LinkedIn from mid-May to end of June to invite more LinkedIn users to check the AMULET website and apply to the 1st Open Call. FBOX focused the LinkedIn campaign on professional users who manage companies in the automotive, aerospace, energy and construction sectors, or who have decision-making capacity.

First, FBOX worked with two campaigns separated by two countries groups, and 3 versions of ads. Afterwards, they paused one of the two campaigns to launch two news campaigns with a new ad format including a form. Two campaigns were created: one with video and one with an image. Both with a form integrated into the LinkedIn ad for lead generation. Last two weeks, the form campaign with image started to get some leads, and the form campaign with video did not. So FBOX stopped the video campaign and kept the image form campaign and an image campaign active.

During the 6 weeks of all AMULET campaigns, Google Analytics and LinkedIn Campaign Manager report the following campaign data:

- 109 users came to the microsite from campaigns.
- 3 CTA clicks
- 1 started application and 8 leads.

The Netherlands, Spain, Turkey, Portugal, and France are the countries from where most users have clicked on the ads. The form campaign with image is the best performing. Among the two form campaigns, video or image, the form campaign with image is the one that got the total of 8 leads. Among the simple image ads, ad 1 is the one that performed the best, getting one started application. It would be convenient for future campaigns to install the LinkedIn insight tag to track conversions through LinkedIn as well to work with conversion targeting (Fig. 8-9).

TOTAL

Impressions:
91.620

Clicks: 206

CPC: 6,24
€

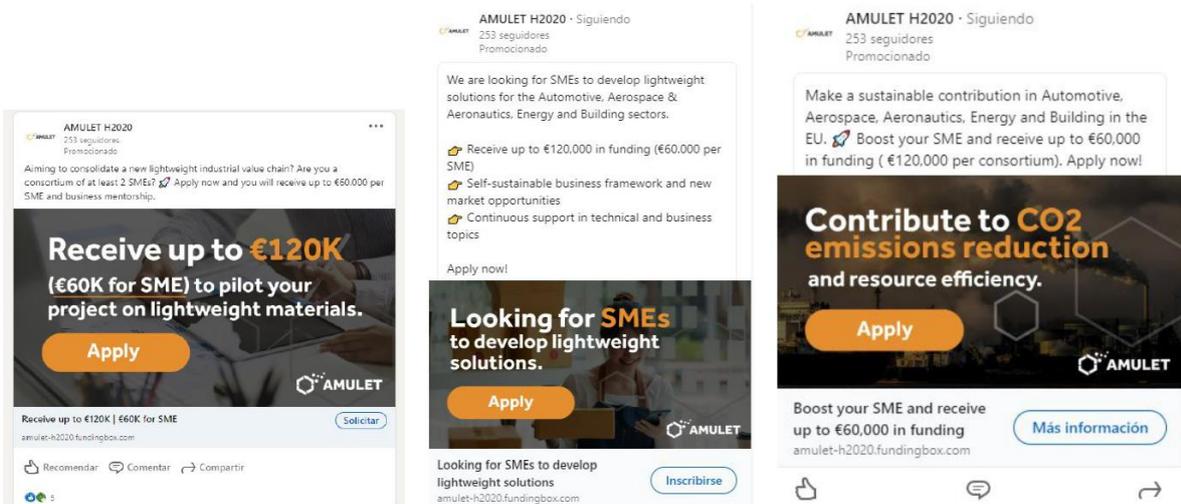
CTR:
0,22%

BY AD CONTENT

Ads	Impressions	Clicks	CTR	CPC	Spent
AMULET - Ad 3	27.440	53	0,22 %	2,66 €	234,38 €
AMULET - Ad 1	22.332	44	0,19 %	2,08 €	277,4 €
AMULET - Ad 2	21.366	44	0,22 %	2,9 €	210,06 €
Imagen Ad Lead Gen Form	16.451	54	0,34 %	8,95 €	457,84 €
Video Ad Lead Gen Form	3.842	11	0,35 %	6,42 €	101,57 €

Figure 9. Summary of paid campaign on LinkedIn

Image ads have achieved more visibility and clicks at a lower cost. FBOX noted the performance of ad 3 (Fig. 10-11), although later, analysing the microsite traffic from campaigns, the started application comes from ad 1. However, most of these users visit the microsite but do not start any application, so the two new form campaigns get more new contacts interested in the project although a higher cost per click.

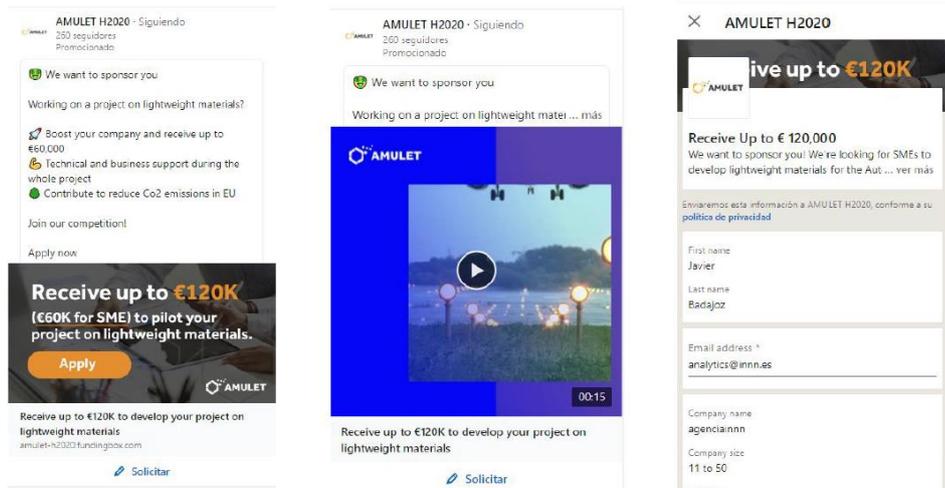


Ad #1

Ad #2

Ad #3

Figure 10. Adds published on LinkedIn paid campaign

Ad image-form

Ad video-form

Form

Figure 11. Examples of image, video adds and form published on LinkedIn paid campaign

4. MEDIA (PRESS, TV, RADIO, ONLINE)

BIC as the Work Package 6 leader and TUC as the Project Leader produced 2 press releases that were distributed amongst consortium members – 1st press release published in M1 and 2nd press release in M6 (Fig. 12).

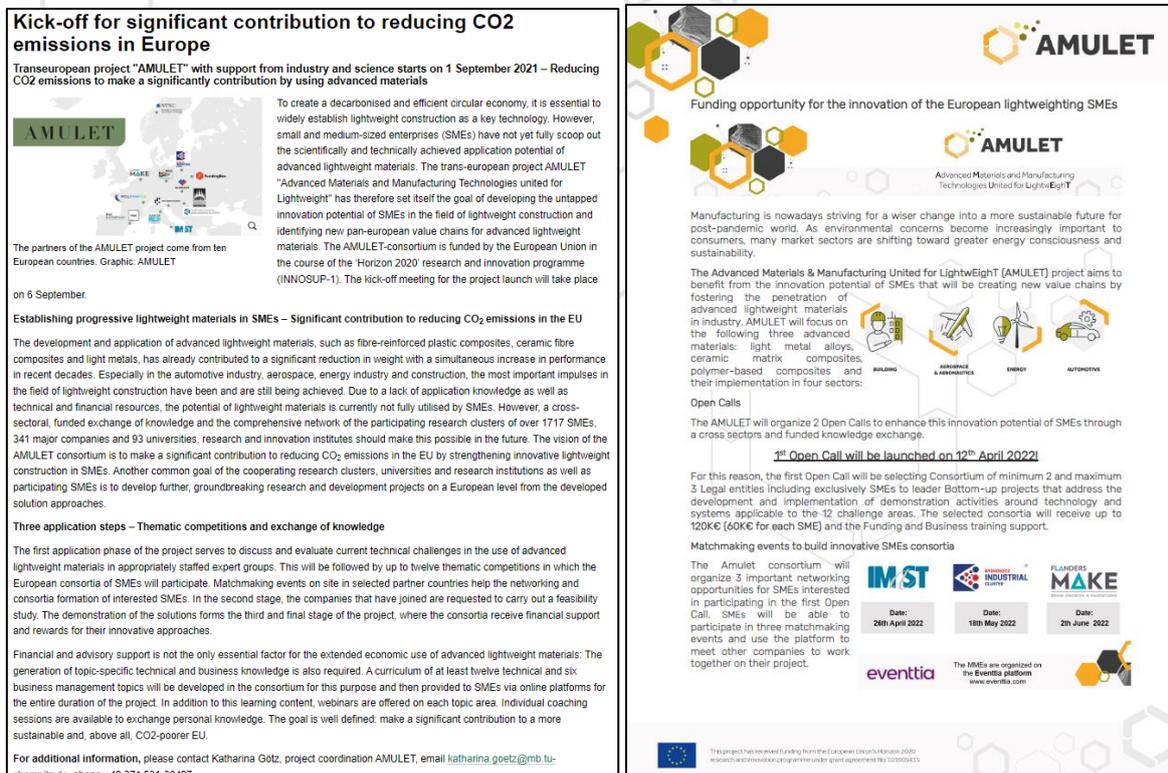


Figure 12. AMULET press releases



A total of 87 press clippings were reported, resulting in EU coverage being strong in Slovenia, Poland, and Hungary. What is more, 10 press clippings was published in media on EU level, e.g. JEC Group, Composites World (Fig. 13 – 14).

Press clippings per country

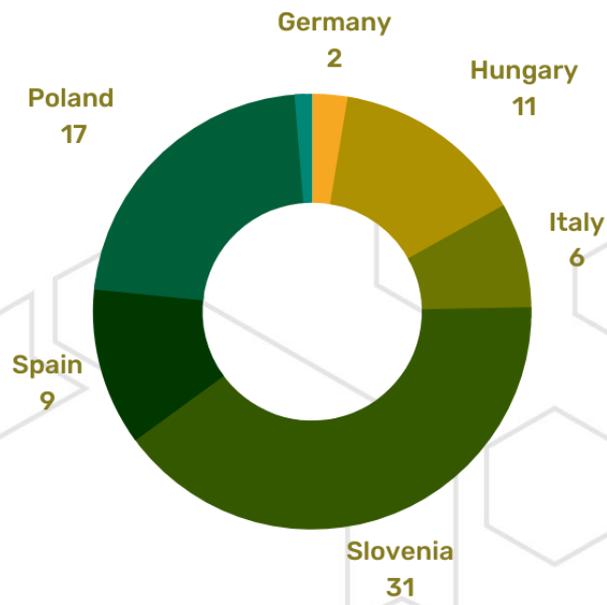


Figure 13. Press clippings per country

Press clippings per geographical range

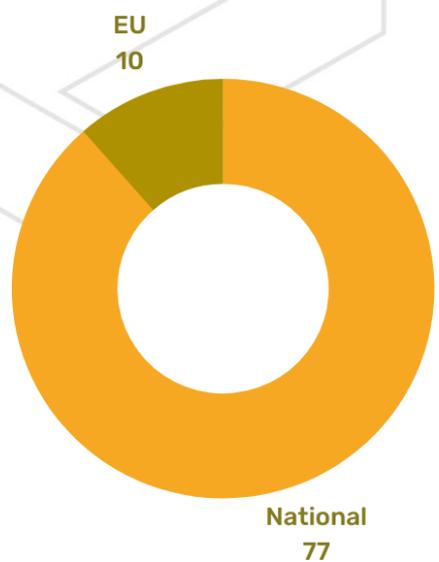


Figure 14. Press clippings per geographical range



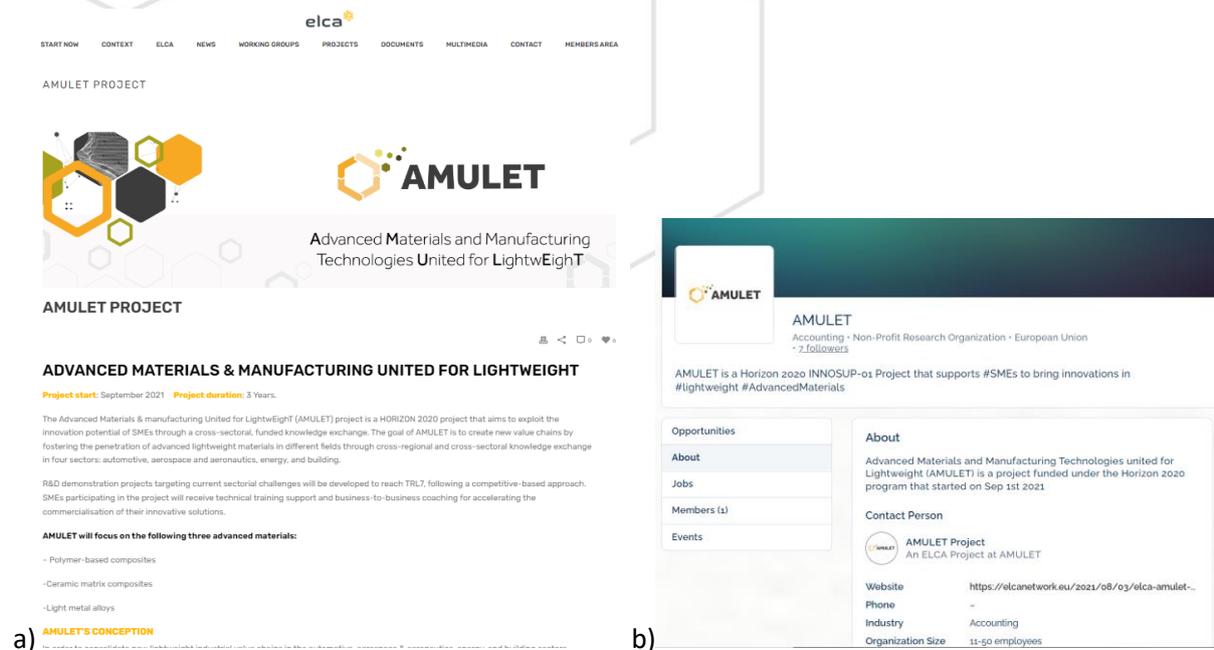
AMULET on YouTube

In M5 was launched the AMULET account on YouTube. During 1st year of the project were published 8 videos, including short promotional videos, recordings of meetings, webinars, etc. In total, they were viewed by 233 recipients:

- <https://youtu.be/vcD0tpxHO58>
- <https://youtu.be/ozw1WOS8QZ0>
- <https://youtu.be/-Mr9J0ScnLY>
- https://youtu.be/6zh_qgrSxZw
- <https://youtu.be/S8OzBOFPztc>
- <https://youtu.be/nOAzEOZU73I>
- <https://youtu.be/W-ZPcck6SkU>
- <https://youtu.be/MgWizkDOOzU>

5. EU PLATFORMS

The AMULET project has been promoted actively in 2 websites on EU level: ELCA Network and European Cluster Collaboration Platform.



a) AMULET'S CONCEPTION

AMULET PROJECT

ADVANCED MATERIALS & MANUFACTURING UNITED FOR LIGHTWEIGHT

Project start: September 2021 **Project duration:** 3 Years.

The Advanced Materials & manufacturing United for LightwEight (AMULET) project is a HORIZON 2020 project that aims to exploit the innovation potential of SMEs through a cross-sectoral, funded knowledge exchange. The goal of AMULET is to create new value chains by fostering the penetration of advanced lightweight materials in different fields through cross-regional and cross-sectoral knowledge exchange in four sectors: automotive, aerospace and aeronautics, energy, and building.

R&D demonstration projects targeting current sectorial challenges will be developed to reach TRL7, following a competitive-based approach. SMEs participating in the project will receive technical training support and business-to-business coaching for accelerating the commercialisation of their innovative solutions.

AMULET will focus on the following three advanced materials:

- Polymer-based composites
- Ceramic matrix composites
- Light metal alloys

b)

AMULET
Accounting · Non-Profit Research Organization · European Union
· 7 followers

AMULET is a Horizon 2020 INNOSUP-01 Project that supports #SMEs to bring innovations in #lightweight #AdvancedMaterials

About	
Website	https://elcanetwork.eu/2021/08/03/elca-amulet-...
Phone	-
Industry	Accounting
Organization Size	11-50 employees

Figure 15. AMULET profile on: a) ELCA Network website, b) ELCA network platform

As for the ELCA network, dedicated microsite was launched to promote this ELCA network's initiative from which the AMULET project originates (Fig. 15a).

<https://elcanetwork.eu/2021/08/03/elca-amulet-project/>

ELCA (European Lightweight Cluster Alliance) is a collaborative initiative that aims to accelerate the adoption of lightweight materials in strategic industries. Mobility is the primary focus of the alliance, but applications in other lightweighting-related sectors are also targeted, including energy, health care, defence and construction. The alliance is creating a unique inclusive business framework for exploring lightweight-driven market opportunities. The main players from established industries and research institutions can collaborate and facilitate activities to put the lightweight technologies into practice. 7 consortium partners are members of the ELCA Network so it is important promotional channel because members of these organizations are up to date with all the network's projects and activities. Many of them are also registered to the ELCA platform where was launched the AMULET profile (Fig. 15b). All important information on activities, news, events and results are fully transferred to the ELCA platform regularly.

The AMULET project is also active on ECCP. European Cluster Collaboration Platform (ECCP) is a platform which mission is to be the European online hub for cluster stakeholders (cluster organizations, policymakers, and other related stakeholders from the cluster ecosystem) and the reference one-stop-shop for stakeholders in third countries aiming to set up partnerships with European counterparts. It provides a community platform for cluster organizations across Europe and beyond.

In M1-M12 were published there 12 news about the most important topics, i.e. launch of 1st Open Call, Matchmaking events, webinars, results of 1st Open Call. Part of this information have been regularly spread through the ECCP dissemination channels.



NEWSLETTER

During 1st year of the project the AMULET 2 newsletters were sent to provide information about current activities (Fig. 16). 1st newsletter was sent in April 2022 before the launch of 1st Open Call. 2nd newsletter was sent in July 2022 to inform about extension of the Open Call and organized events.

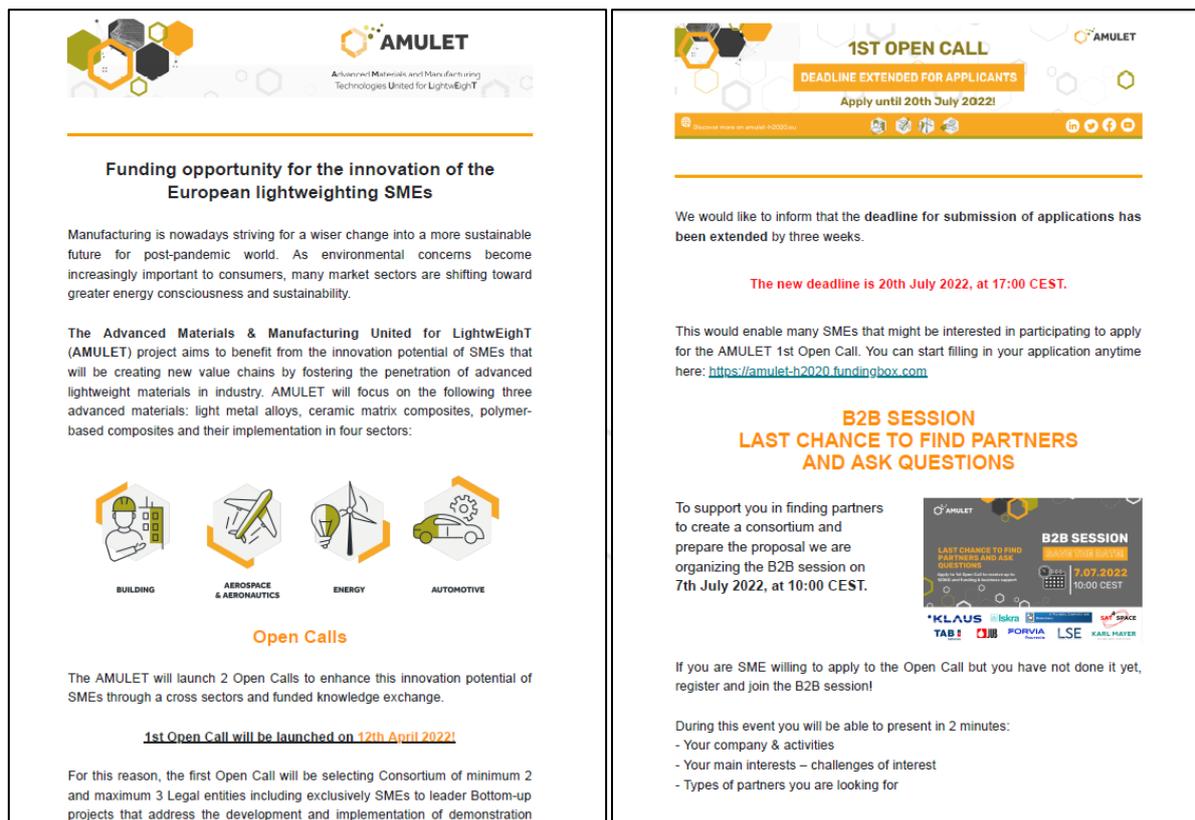


Figure 16. AMULET official newsletters

Newsletters have been published in electronic format - the Mailchimp platform was used to distribute them. They are also available as PDF files on the AMULET website: <https://amulet-h2020.eu/newsletter/>. The number of subscribers to the newsletters increased over time up to 92.

Newsletters are an effective way of reaching people who cannot be reached on social media, for example. The six-month periodicity for publishing the newsletter during M13-36 seems optimal, both in terms of allowing sufficient time for enough new information on project activities to accumulate and in terms of an acceptable information load of subscribers.



Moreover, a total of 47 newsletters were reported by partners – four most active organizations were BIC (14 newsletters), JSI (12 newsletters), POL and MAV (7 newsletters each) (Fig. 17).

Partners' newsletters

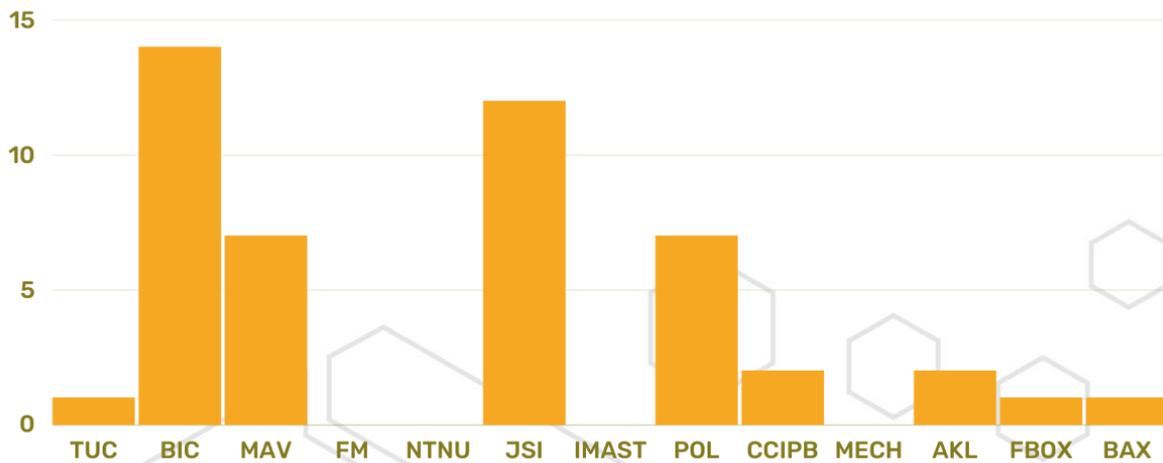


Figure 17. Newsletter sent by partners

7. EVENTS

In M1-M12 the AMULET consortium organized 6 official events for potential applicants, external experts and entities interested in the project (Tab. 4, Fig. 18).

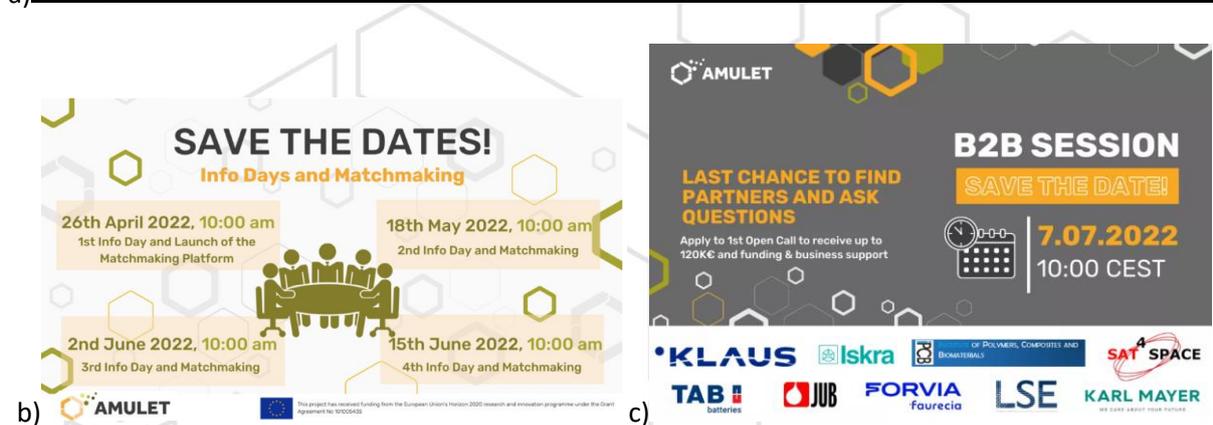
Name of event	Date	Physical/Online
Meeting with external experts	2022.01.11	online
Launch of the MME platform & Info Day	2022.04.26	online
Info Day&Matchmaking	2022.05.18	online
Info Day&Matchmaking	2022.06.02	online
Info Day&Matchmaking	2022.06.15	online
B2B session	2022.07.07	online

Table 4. Official AMULET events





a)



b)

c)

Figure 18. a) Meeting with external experts -print screen, b) Matchmaking events – poster, c) invitation-banner for B2B session

The Matchmaking events are fully reported by POLYMERIS in the Deliverable 3.2 Report on matchmaking events - call 1 (M12).

As for the partners activity, in M1-M12 the AMULET consortium attended 33 events: 8 international, 8 national and 17 regional (Fig. 19, Tab. 5). All international events were organized by external organizations, but all national and regional events were organized by the AMULET partners. Number of national and regional events includes also Local Info Days organized during 1st Open Call by all clusters (AKL, MAV, MECH, BIC, POL, CCIPB) to promote the AMULET and engage SMEs from these clusters to apply to the Open Call. These events are part of Task 6.3 and will be fully reported by IMAST in Deliverable 6.6 Evaluation of best practices for SME engagement (M34).



Events per geographic range



Figure 19. Events attended by the AMULET consortium per geographical range

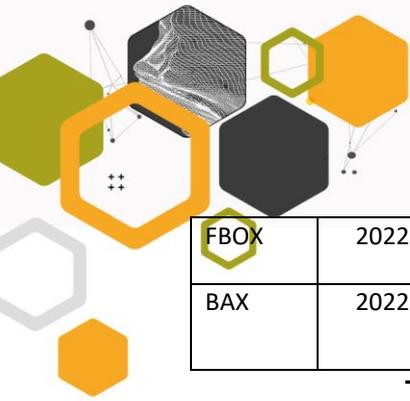
Partner	Start date	End Date	Name of the event	City	Country	Geographic range
BIC	2021.11.09	2021.11.09	Business breakfast for BIC members	Bydgoszcz	Poland	Regional
AKL	2021.09.23	2021.09.24	2nd European Lightweighthing Network	Vienna	Austria	International
TUC	2021.10.19	2021.10.19	Internal Kick-Off for regional SMEs and Experts: LoS Givers, Experts from Industry from our regional hub	Chemnitz	Germany	Regional
POL	2021.12.10	2021.12.10	Presentation of AMULET project by Polymeris and Aerospace Valley	Online	France	National



CCIPB	2021.11.22.	2021.11.22.	Presentation of AMULET project for the CAPES's members	Pécs	Hungary	Regional
CCIPB	2021.12.14	2021.12.14	Presentation of AMULET project for Budapest University of Technology and Economics	Online	Hungary	National
CCIPB	2021.12.16.	2021.12.16.	Presentation of AMULET project for University of Pécs	Online	Hungary	Regional
CCIPB	2021.12.16.	2021.12.16.	Presentation of AMULET project for the SWHEC's member	Online	Hungary	Regional
CCIPB	2021.12.14.	2021.12.14.	Presentation of AMULET project for the Hun Space Cluster	Online	Hungary	National
CCIPB	2021.12.15.	2021.12.15.	Presentation of AMULET project for University of Debrecen	Online	Hungary	National
POL	2022.02.25	2022.02.25	Presentation of AMULET open call	Online	France	National
POL	2022.03.08	2022.03.10	JEC World 2022	Paris	France	International
BIC	2022.03.08	2022.03.08	Business breakfast for BIC members	Bydgoszcz	Poland	Regional
CCIPB	2022.02.18.	2022.02.18.	Presentation of AMULET open call for SWHEC members	Pécs	Hungary	Regional
CCIPB	2022.02.23.	2022.02.23.	Presentation of AMULET project 1. open call for CTC members	Pécs	Hungary	Regional
BAX	2022.04.21	2022.04.22	STEPS partner meeting	Arnhem&Enschede	Netherlands	international

BIC	2022.04.13	2022.04.13	Business breakfast for BIC members	Bydgoszcz	Poland	Regional
MAV	2022.05.11	2022.05.11	Presentation of AMULET open call for MAV members	Barcelona / Online	Spain	Regional
MAV	2022.06.09	2022.06.09	Ordinary General Assembly and reminder of AMULET open call for MAV members	Barcelona	Spain	Regional
BAX	2022.06.09	2022.06.09	Automotive Lightweight Materials 2022	Stuttgart	Germany	International
AKL	2022.04.28	2022.04.28	Autokalstr General Assembly	Regional	Czechia	Regional
MECH	2022.10.05.	2022.10.05.	National Info Day	Online	Italy	National
POL	2022.10.05.	2022.10.05.	National Info Day#1	Online	France	National
POL	2022.17.05.	2022.17.05.	National Info Day#2	Online	France	National
CCIPB	2022.04.20.	2022.04.20.	Presentation of AMULET first open call for CTC members	Pécs	Hungary	Regional
BIC	24.05.2022.	27.05.2022.	PLASTPOL Trade Fair	Kielce	Poland	International
BIC	2022.10.05.	2022.10.05.	Business breakfast for BIC members	Bydgoszcz	Poland	Regional
CCIPB	2022.05.05	2022.05.05.	Presentation of AMULET first open call for SWHEC members	Pécs	Hungary	Regional
POL	2022.06.27	2022.06.29	IndTech 2022	Grenoble	France	International
MECH	2022.05.16	2022.05.16	MAMM-ER working group meeting	Campogalliano	Italy	Regional
MECH	2022.04.28	2022.04.28	MOVES working group meeting	Vignola	Italy	Regional





FBOX	2022.05.10	2022.05.12	AUTOMATICA	Warsaw	Poland	International
BAX	2022.02.08	2022.02.11	EU Industry Days 2022	online	online	International

Table 5. Events attended by the AMULET consortium in M1-M12



Figure 20. a) AMULET at JEC World 2022, b) AMULET at PLASTPOL Fair 2022





a)



b)

Figure 20. a) AMULET at IndTech Conference, b) AMULET at AUTOMATICA Fair 2022

8. OTHER (COMMUNICATION TOOLKIT, RESULTS)

To support the consortium in dissemination activities BIC together with FBOX created the Communication Toolkit (Fig. 21). AMULET Communication Toolkit was established and provided to partners the necessary material for disseminating individually, but in a homogeneous and coordinated way, the message and brand of the AMULET within their networks. The Communication Toolkit serves as a unique document to align the AMULET partners communication efforts and messages with regards to promoting the 1st Open Call launch. This document includes: banners, official social media posts, press release, official email to each target group, official invitation to webinars, events. It will be updated before 2nd Open Call.



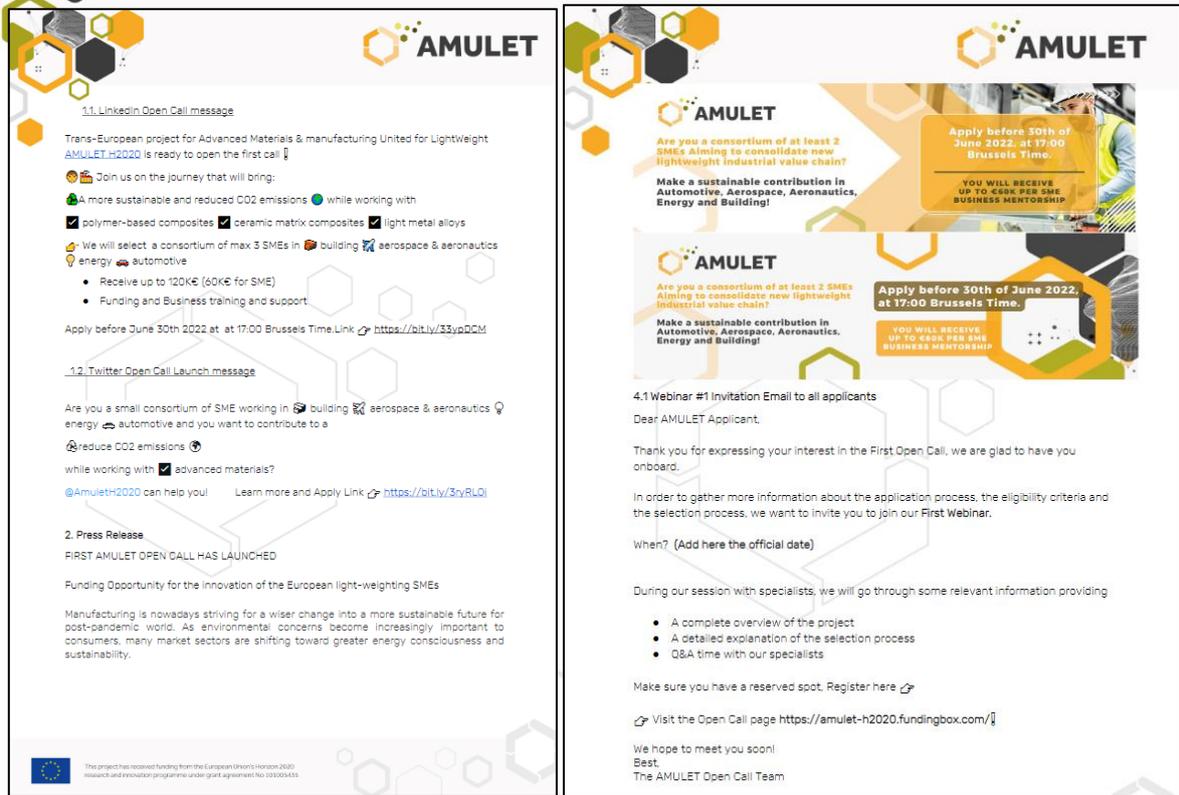


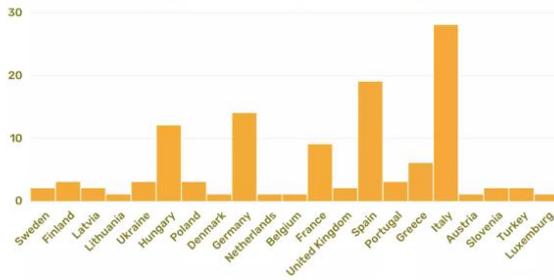
Figure 21. Parts of the Communication Toolkit

The joint dissemination efforts during 1st Open Call round resulted in 59 applications from 21 different countries in Europe. Finally, 56 applications were preselected. BIC as the leader of the dissemination together with FBOX – leader of the 1st Open Call management – summarized results of the Open Call and created official news on the AMULET website and posts on social media with the statistics, dedicated banner, and graphics (Fig. 22).



119 SMEs applicants from 21 countries

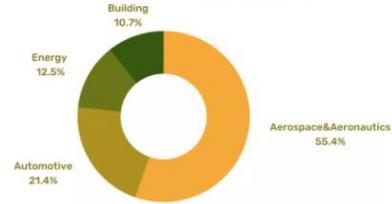
Applications per country



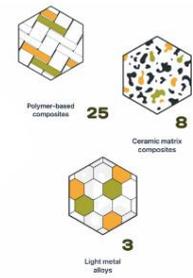
European SMEs have been numerous to apply, with 59 submitted application and selected 56 involving 119 entities from 19 countries. 3 countries stand out among others – Italy (28 applicants) as one of the top source countries, then Spain (19 applicants) and Germany (14 applicants). We are proud to have given a chance to entrepreneurs from the whole Europe!



Applications per sector



Among materials selected by preselected applicants one stands out among others: polymer-based composites material constitutes the largest percentage 71,8 % of applications (25 applications), the second is ceramic matrix composites – 20,5% (8 applications). Third material – light metal alloys – gathered only 3 applications which is 7,7% of all applications.



Applications per material

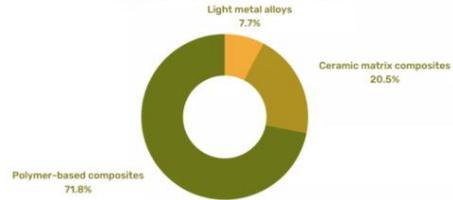


Figure 22. Results of the 1st Open Call - summary



9. SUMMARY

The dissemination and exploitation actions performed M1-M12 by the consortium are summarized in following Table 6. It should be noted that during the issue of this deliverable (Month 12) the activities are still ongoing.

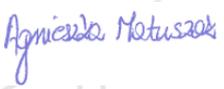
Activity related	Indicator	Performance	Status
Communication, dissemination	Corporate Visual Identity (CVI)	To be distributed among partners before M3	DONE – M2
	Website	> 4,000 visits throughout the project	8032
		> 15,000 pages viewed	13 072
		> 2,000 users	4 581
	Social Media	+100 Twitter followers	70 followers
		+20 social media posts on partners' account	187 posts
	Media Relations	> 4 press releases (media)	2
		> 20 articles published in European outlets	10
	Promotional Materials	- Flyer and rollup designed in M3 and updated in M18	DONE
		- General presentation of the project (M6) and updated in M34	DONE
	Audio-visual materials	- Youtube channel - 1 final video (M36) >300 visualisations on Youtube	
	Number of open access publications of the project in high impact journals (more than 30% of them with more than one project beneficiary, peer-reviewed journals)	10	2 (0% with more than one project beneficiary)
Participation at national/international fairs, conferences, key market event (number of events)	20	8	
Number of organized national or international matchmaking events	3 per each Open Call	4	

	(online)		
	Number of attendees at national or international matchmaking events	150	Reported in D3.2
	Number of local communication events	20	25
	Number of reached SMEs/stakeholders with the local communication events	700 SMEs 350 stakeholders	

Some of dissemination activities were delayed due to change of the project coordinator. It also influences the extension of the Open Call from February to April and organization of events and promotional campaigns. What is more, due to the ongoing covid19-pandemic the impact on events and networking possibilities was foreseen, and dissemination efforts were shifted “online”. As we can see on the Table 6, some of KPIs have been achieved during first year of the AMULET implementation; rest of them will be achieved during M13-M36.





QAP Approval	
<p>Name of the partner</p> <p>The representative of QAT responsible for business issues</p> <p>Status: Approved / Not Approved</p> <p>Name:</p> <p>Agnieszka Matuszak</p> 	<p>Name of the partner</p> <p>The representative of QAT responsible for scientific issues</p> <p>Status: Approved / Not Approved</p> <p>Name:</p> <p>Maria Vittoria Gargiulo</p> 
<p>Date: 31.08.2022</p>	<p>Date: 31.08.2022</p>



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