



“Second report on dissemination and exploitation activities”

DELIVERABLE

Version 1

D6.4

08 2023

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Abstract

This document is the fourth deliverable of Work Package 6 – Communication and Dissemination (WP6). The aim of this deliverable D6.4 “Second 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 the AMULET consortium during the second year of the project, i.e. M13-M24.

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 Tool Valley, 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 – a 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

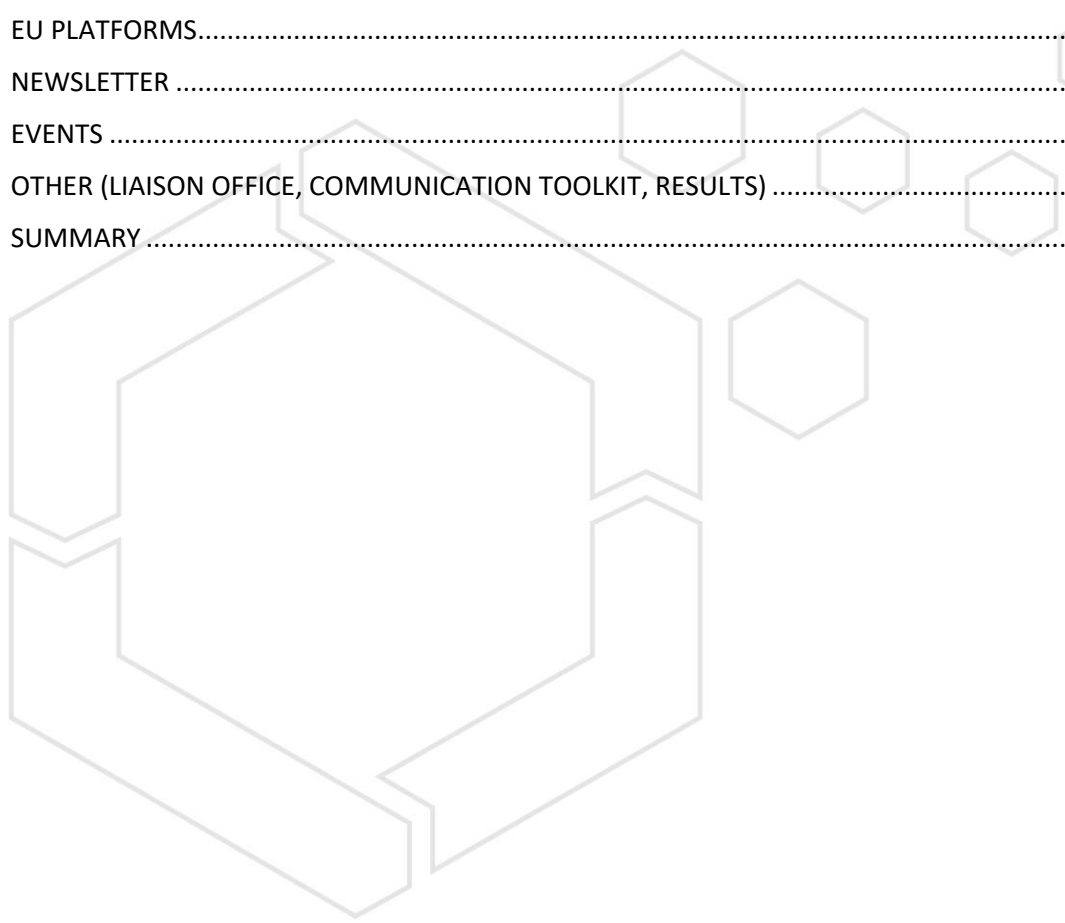
TUC – Chemnitz University of Technology, member of the AMULET consortium

WP – Work Package



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1. MONITORING PROCESS

To achieve the highest promotion and dissemination rates, extensive monitoring of progress among the consortium partners is carried out. The consortium partners receive pre-prepared marketing materials from BIC for further dissemination in their network (banners, social media posts, press releases, etc.) and regional coverage. Active dissemination of marketing materials for the results of the first open call and marketing materials for the second open call, promotion of the event and regional coverage were closely monitored. In the online meetings dedicated to WP 6, BIC provides detailed information to all consortium partners regarding the next steps implemented by BIC regarding promotion and dissemination.

The progress of dissemination and communication activities is monitored by BIC using the shared Partners Reporting Dashboard - Excel file (Fig. 1), which gives an overview of the consortium dissemination activities. The tool is very helpful because it has two main purposes: to monitor all dissemination and communication activities going on within the project and to keep track of all events that partners are attending and they are promoting the project. Partners are requested to update the dashboard by adding the activities they carry out. BIC checks regularly the dashboard and refreshes the progress of the specific KPIs to make close monitoring of dissemination efforts.

Partner Name	Date of Publication	Title	Type of media (press, radio, tv, partner's, other)	Media Name	Country	Link
PR 2						
MECH	2022-09-06	AMULET first open call results	article	MECH website	Italy	https://mech.clust-er.it/amulet-ecco-i-risultati-della-prima-open-call/
MECH	2022-09-06	AMULET JURY DAY	article	MECH website	Italy	https://mech.clust-er.it/amulet-jury-day-della-prima-open-call/
CCIPB-SWHEC	2022-11-11	Promotion of AMULET project (2.OC)	Press	CCIPB monthly newspaper	Hungary	https://issuu.com/pbkik/docs/ddgazd_22_09
BIC	2022-11-21	Spotkanie networkingowe dla członków Bydgoskiego Klastra Przemysłowego Dolina Narzędziowa za nami!	Other	BIC official website	Poland	https://klastrbydgoszcz.pl/aktualnoscszczegoly4139
BIC	2022-11-21	Networking meeting for members of Bydgoszcz Industrial Cluster Tool Valley behind us!	Other	BIC official website	Poland	https://klastrbydgoszcz.pl/aktualnoscszczegoly4141
Clúster MAV	2023-01-04	El proyecto AMULET selecciona	Other	Cluster MAV website	Spain	https://clustermav.com/noticias/el-proyecto-amulet-selecciona-50-empresas-de-21-paises-europeos-en-la-seva-primer-a-convocatoria/
MECH	2023-01-05	Winner 1st Open call and news	press	MECH official website	Italy	https://mech.clust-er.it/amulet-ecco-i-vincitori-della-prima-open-call-e-le-novita-per-il-prossimo-anno/
CCIPB	2023-01-09	AMULET 2nd Open Call	Other	CCIPB website	Hungary	https://pbkik.hu/2023/01/09/amulet/eindult-az-amulet-projekt-2-nvlt-felhivas/
Clúster MAV	2023-01-10	AMULET llança una nova convocatòria	Other	Cluster MAV website	Spain	https://clustermav.com/noticias/amulet-llanca-una-nova-convocatoria-de-financament-per-a-pimas-europees-del-sector-dels-materials-leugers/
BIC	2023-01-11	AMULET - wyniki 1st Open Call	Other	BIC official website	Poland	https://klastrbydgoszcz.pl/aktualnoscszczegoly4158
BIC	2023-01-11	AMULET - 1st OPEN CALL FINALISTS!	Other	BIC official website	Poland	https://klastrbydgoszcz.pl/aktualnoscszczegoly4159
SWHEC	2023-01-12	AMULET 2nd Open Call	Other	SWHEC website	Hungary	https://ddgk.hu/tartalomkezo/tartalom/eindult-az-amulet-projekt-2-nvlt-felhivas/
Flanders Make	2023-01-13	AMULET 2nd Open Call!	ARTICLE	Flanders Make official website	Belgium	https://www.flandersmake.be/en/news/amulet-second-open-call
Flanders Make	2023-01-13	AMULET 2nd Open Call!	Other	Flanders Make official website	Belgium	https://www.flandersmake.be/en/research/open-calls/amulet-second-open-call
JSI	2023-01-13	Promotion of AMULET 2.OC + Info day and matchmaking	Press	Strategic Research & Innovation Partnership: Factories of the future (PoF)	Slovenia	https://ctop.jsi.si/sl/2023/01/13/rzpis-advanced-materials-manufacturing-united-for-lightweight-amulet/
JSI	2023-01-13	Promotion of AMULET 2.OC +	Press	Strategic Research & Innovation Partnership: MATrials as enF	Slovenia	

Figure 1. Partners reporting dashboard – “Press clippings” tab

The dashboard includes:

- **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 partners participated as attendants and/or speakers to spread the word about the AMULET project
- **Scientific publications:** Publications made by partners in a journal or scientific magazine as a result 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 tools for the dissemination of important project-related information, where people can learn all about the project activities.

Visitor Profile

In the period M13-M24 the total number of visitors to the AMULET website exceeded 5,9k. Regarding the demographics profile of the visitor that comes to the AMULET website, English is the main language (2 879- 48,65%), followed by Italian (538 – 9,09%), Spanish (472 – 7,97%), Polish (354 – 5,98%) and French (335 – 5,66%) in the top five languages (Fig. 2). The result of the top five languages accounts for as much as 75% of all visitors to the Amulet website.

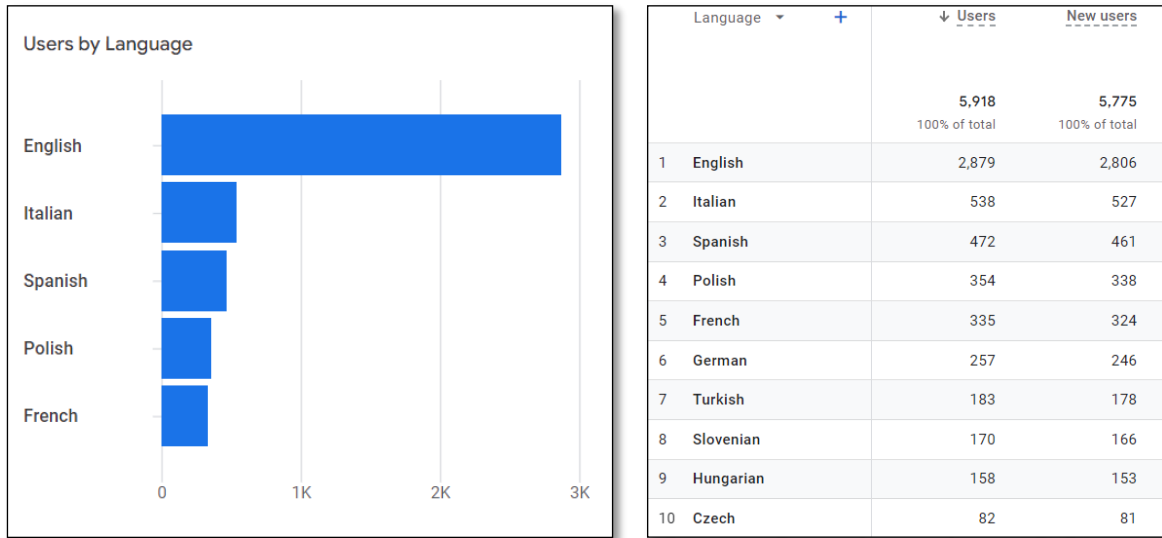


Figure 2. Visitors by language.

Visitors of the AMULET website come from 30 different countries. The top five countries are: 12% (720) of the visitors come from the United States, followed by Italy (600- 10,14%), Spain (596 – 10,07%), Poland (510 – 8,61%), and France (469 – 7,92%) (Fig. 3, Tab. 1).

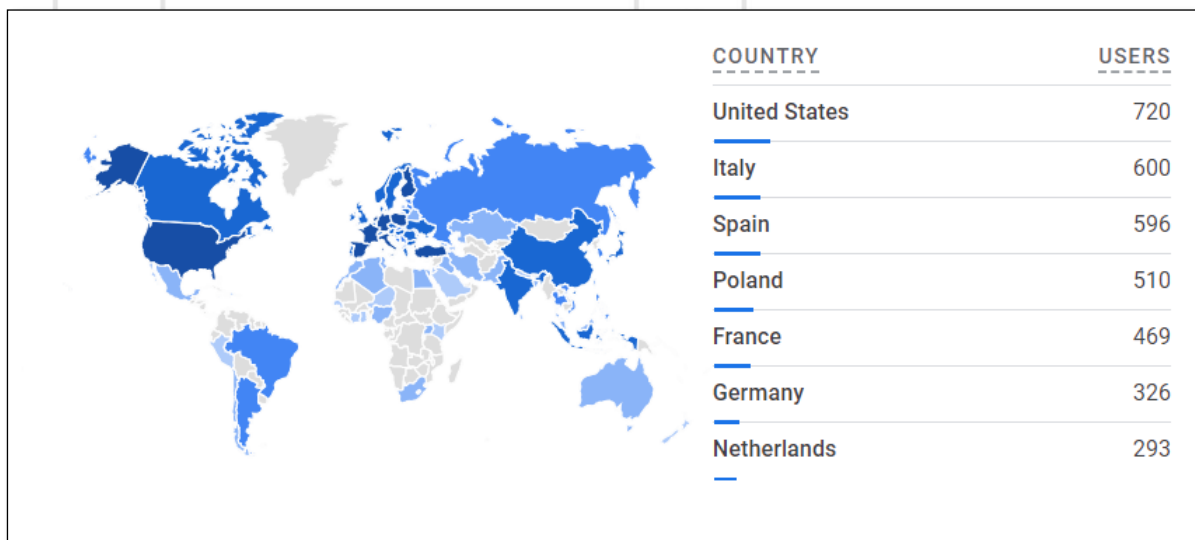


Figure 3. Visitors by country

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	5,918 100% of total	5,775 100% of total	6,402 100% of total	55.14% Avg 0%	1.08 Avg 0%	1m 30s Avg 0%	68,264 100% of total
1 United States	720	705	127	17.09%	0.18	0m 07s	2,566
2 Italy	600	582	766	60.94%	1.28	1m 48s	7,328
3 Spain	596	562	886	63.11%	1.49	1m 42s	8,150
4 Poland	510	490	1,370	63.4%	2.69	5m 37s	18,192
5 France	469	452	435	52.1%	0.93	1m 12s	4,645
6 Germany	326	311	333	62.36%	1.02	1m 21s	3,245
7 Netherlands	293	285	122	35.36%	0.42	0m 22s	1,509
8 Slovenia	237	228	268	66.01%	1.13	1m 07s	2,244
9 Finland	229	224	38	16.38%	0.17	0m 04s	747
10 Türkiye	187	175	222	53.11%	1.19	1m 44s	2,197
11 Greece	168	164	215	65.95%	1.28	1m 44s	2,264
12 Hungary	167	159	208	54.03%	1.25	1m 41s	2,038
13 Austria	156	153	66	34.38%	0.42	0m 29s	888
14 Belgium	140	134	227	66.37%	1.62	2m 12s	2,375
15 United Kingdom	129	128	126	58.06%	0.98	0m 48s	1,268
16 Czechia	93	92	105	51.47%	1.13	1m 07s	921
17 Turkey	90	87	96	54.55%	1.07	1m 24s	1,025
18 Portugal	79	72	104	73.24%	1.32	1m 26s	877
19 China	72	57	24	27.27%	0.33	0m 41s	373
20 Ireland	48	45	19	30.65%	0.40	0m 43s	292
21 Norway	43	42	36	55.38%	0.84	1m 03s	332
22 Romania	43	43	52	67.53%	1.21	1m 44s	492
23 Canada	38	36	24	48%	0.63	0m 21s	186
24 Ukraine	37	36	43	54.43%	1.16	1m 47s	398
25 India	35	35	26	63.41%	0.74	0m 20s	202
26 Denmark	32	32	26	57.78%	0.81	1m 00s	251
27 Lithuania	31	31	33	63.46%	1.06	1m 06s	302
28 Sweden	30	28	33	67.35%	1.10	1m 11s	290
29 Japan	26	26	19	61.29%	0.73	0m 44s	172
30 Indonesia	24	22	20	62.5%	0.83	1m 08s	163

Table 1. Visitors by country

Channels

Almost 50% of the traffic that lands on the AMULET website arrived thanks to Direct search – 3 345-56,52%. Followed by, Organic Search 1 457 – 24,61% while 871 – 14,71% comes from Referral and 446 – 7,54% from Organic Social. The smallest percentage represents Display with less than 1% (7 – 0,11%) and Organic Shopping (6 – 0,09%) of the generated traffic (Tab. 2).

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total
	5,918	11,611	6,402	0m 46s	1.08	5.88	55.14%	68,264
1 Direct	3,345	4,624	2,050	0m 34s	0.61	4.96	44.33%	22,946
2 Organic Search	1,457	3,260	2,004	0m 50s	1.38	6.27	61.47%	20,427
3 Referral	871	1,994	1,303	0m 59s	1.50	6.86	65.35%	13,683
4 Organic Social	446	1,422	912	1m 01s	2.04	7.30	64.14%	10,383
5 Unassigned	74	86	12	0m 16s	0.16	2.72	13.95%	234
6 Email	41	64	38	0m 42s	0.93	5.31	59.38%	340
7 Paid Search	15	42	8	0m 00s	0.53	2.71	19.05%	114
8 Display	7	35	6	0m 00s	0.86	2.31	17.14%	81
9 Organic Shopping	6	12	5	0m 23s	0.83	4.67	41.67%	56

Table 2. Website Traffic

Pageviews

Based on the presented statistics, some characteristics of traffic on the AMULET website can be noticed. Increased traffic occurs when activity in the project is announced, e.g. when registrations for webinars and other activities in the project are in progress. There is also a lot of traffic on the website during the period related to open calls, the announcement of the results of the first open call and all activities related to the second open call. This is related to the effective promotion strategy of all activities in the project. (Fig. 4).

Sessions by Session default channel group over time

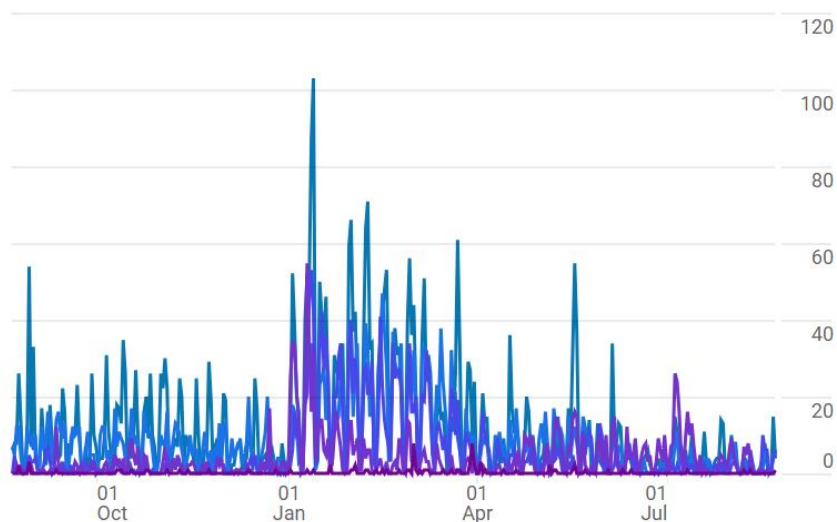


Figure 4. Traffic acquisition

The page that recorded the largest number of visits is the home page (6 643 – 27,70%), which can tell the impact of paid campaigns on Google Adds and LinkedIn promoting the visit to the web. The page concerning the challenges for the second open call enjoyed equally high interest (3169 – 13,21%) and the page AMULET (1 461 – 6,09%). However, those interested in obtaining more detailed information also visited the page dedicated to Open Calls (1 350 - 5,62%), proving users can find enough information about the application and competence there (Tab. 3).

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
	↓				All events
	23,982 100% of total	5,918 100% of total	4,05 Avg 0%	1m 30s Avg 0%	68,264 100% of total
1 AMULET - The Advanced Materials & manufacturing United for Lightweight	6,643	2,924	2.27	0m 40s	20,978
2 Challenges 2nd Open Call - AMULET	3,169	1,448	2.19	0m 37s	10,118
3 AMULET - AMULET	1,461	1,111	1.32	0m 25s	4,092
4 Open Calls - AMULET	1,350	726	1.86	0m 41s	3,340
5 1ST OPEN CALL - AMULET	1,055	495	2.13	2m 13s	3,248
6 DOCUMENTS - AMULET	902	429	2.10	0m 15s	2,344
7 Partners - AMULET	836	483	1.73	0m 44s	2,159
8 Liaison Office - AMULET	560	182	3.08	1m 22s	1,406
9 Challenges 1st Open Call - AMULET	458	215	2.13	0m 27s	1,157
10 Upcoming Events Archives - AMULET	441	153	2.88	0m 32s	929

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 494 posts were published through the project-owned media.

In M13-M24 we recorded an increase in interest in The AMULET Social Media Channels. From the beginning of the project media channels have gained: 111 followers on Twitter (an increase of 41 followers), 605 followers on LinkedIn (an increase of 306) and 45 followers on Facebook (an increase of 31). Facebook is the least popular among visitors to the AMULET project profile, mainly because only some of the consortium partners have a profile on this channel. During the M13-M24 were published 292 posts on official AMULET social media. The number of posts on each AMULET official social media channel is shown in Figure 5.



Posts on AMULET social media

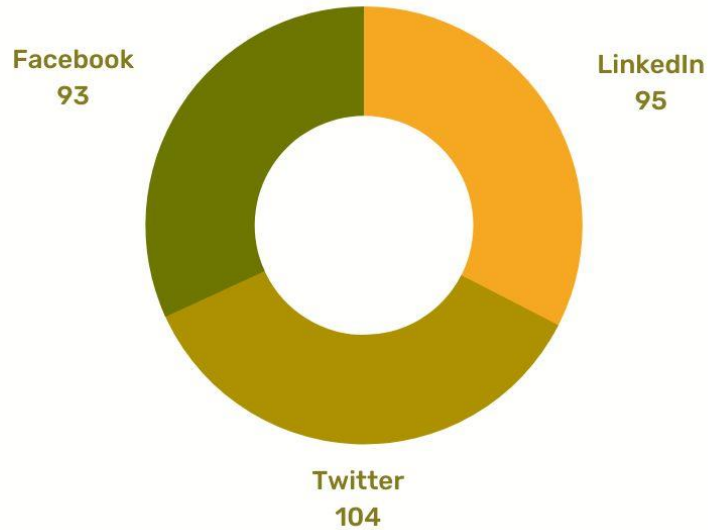


Figure 5. Number of posts on AMULET social media

The consortium activity on social media leaned towards LinkedIn, Twitter, Facebook and others (e.g. Instagram) and it is presented in Figure 6-7. The total of all posts placed by partners was 202.

Partners' posts on social media

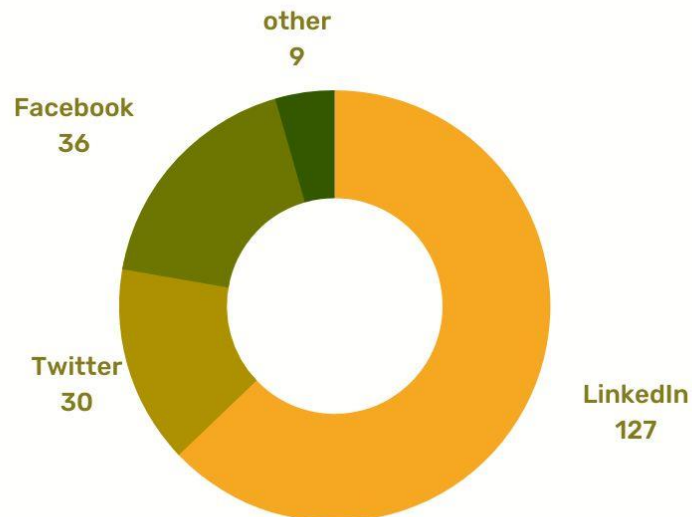


Figure 6. Number of partners' posts on social media

Partners' activity

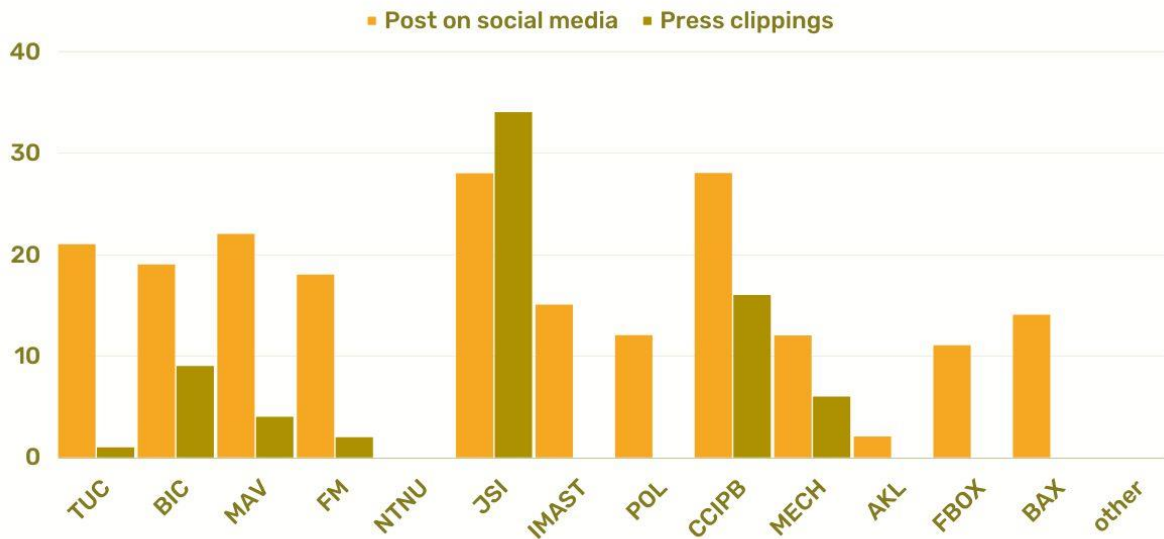


Figure 7. Partners' activity on social media

LinkedIn Paid campaign



1.650€

Budget Spent



126.661

Ad Impressions



1.867

Ad Clicks



18

Started applications
and leads from
campaigns

Figure 8. Statistics of Paid Campaign on LinkedIn

FundingBox decided to launch a paid campaign on LinkedIn from 16th January 2023 to 13th March 2023 to invite more LinkedIn users to check the AMULET website and apply to the 2nd 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. FBOX have launched many campaigns with different formats to test which one works best, including:

- Sponsored message campaigns
- Image and form campaigns

- Video and form campaigns.

Several versions of ads have also been published in each campaign, and copy and creatives have been modified during the campaign period. Optimisations have been made in targeting, and modifying the location of users by country on several occasions. The following data has been collected from Google Analytics and LinkedIn campaign manager: → 1.867 ad clicks. → 98 users came to our microsite from campaigns. → 312 form openings (of the LinkedIn form). → 1 started applications from the campaign in the microsite. → 17 leads obtained from the LinkedIn lead generation form. Video form campaigns have worked best. Five video and form ads have been promoted, 3 of which have achieved good results. Removing certain countries from the target audience has also worked, as there are some countries with higher standards of living when Amulet’s funding is not as attractive as in other cases (Fig. 8-9).

	Total spent	Impressions	Clicks	CTR	Web traffic	Leads
Form image ad	124,00 €	15.640	40	0,24 %	1	3
Form video ad	1.190,00 €	108.972	384	0,41 %	1	14
Message ad	334,27 €	2.043	1.443	62,68 %	90	Started applications 1

Figure 9. Summary of the paid campaign on LinkedIn

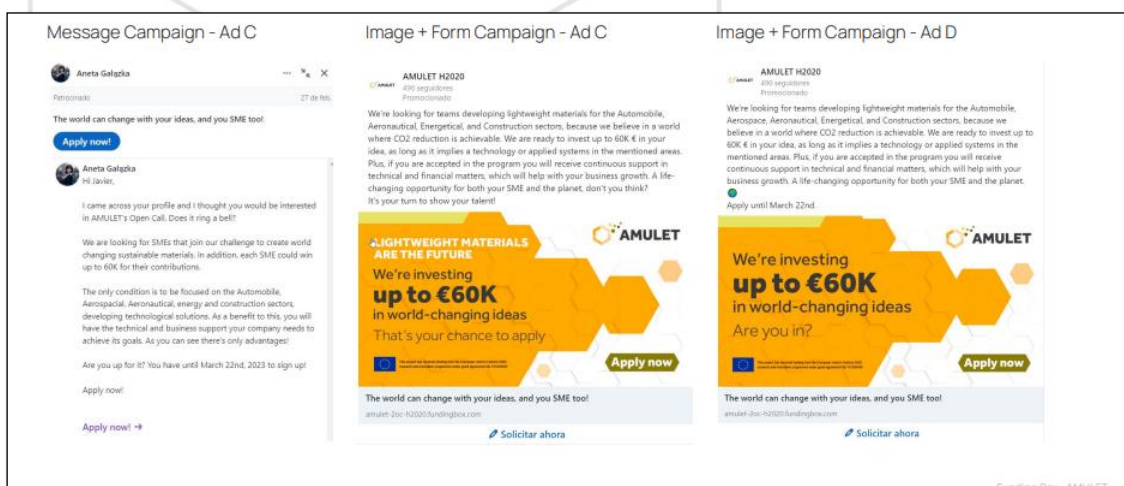


Figure 10. Examples of images and forms published on LinkedIn paid campaign



Video + Form Campaign . v1

AMULET H2020
440 seguidores
Promocionado

SMEs interested in developing lightweight materials for the Automotive, Aerospace and Aeronautics, Energy and Construction sectors are sought. Create an SMEs consortium and develop activities around the applicable technology and systems of one of the 12 Open Challenges proposed, and receive:

- Up to €120,000 in funding (up to €60,000 per SME).
- New market opportunities.
- Technical and business support.

Submission of applications ends on 22 March 2023 at 17:00 CET. Apply now!

Receive up to €120,000 and contribute to the reduction of CO2 emissions and resource efficiency. Open call

[Solicitar ahora](#)

Video + Form Campaign . v2

AMULET H2020
490 seguidores
Promocionado

We're looking for teams developing lightweight materials for the Automobile, Aerospace, Aeronautical, Energetical, and Construction sectors, because we believe in a world where CO2 reduction is achievable.

We are ready to invest up to 60K € in your idea, as long as it implies a technology or applied systems in the mentioned areas. Plus, if you are accepted in the program you will receive continuous support in technical and financial matters, which will help with your business growth.

A life-changing opportunity for both your SME and the planet, don't you think? Apply until March 22nd.

The world can change with your ideas, and you SME too!

[Más información](#)

Figure 11. Examples of video ads published on LinkedIn paid campaign

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

BIC as the Work Package 6 leader produced 3 press releases that were distributed amongst consortium members (Fig. 12).

Figure 12. AMULET press releases



A total of 72 press clippings were reported, resulting in EU coverage being strong in Slovenia, Hungary and Poland. All press clippings were national (Fig. 13).

Press clippings per country

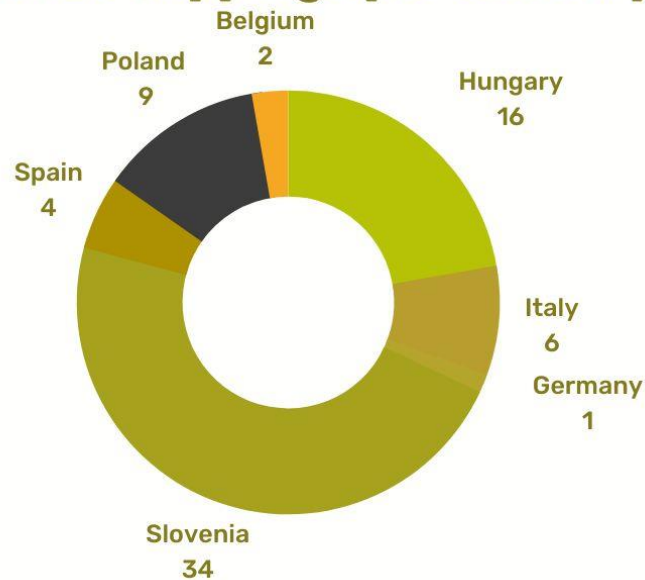


Figure 13. Press clippings per country

AMULET on YouTube

In the M13-M24 period, we placed 11 films closely related to the project on the channel, including short promotional videos, recordings of meetings, webinars, etc. and 8 short animations. In total, they were viewed by 539 recipients:

- <https://www.youtube.com/watch?v=kx01zyUaH4U>
- <https://www.youtube.com/watch?v=EFV7X28VDK0&t=174s>
- <https://www.youtube.com/watch?v=SEdy97bPBf8>
- <https://www.youtube.com/watch?v=MgWizkDOOzU>
- <https://www.youtube.com/watch?v=kx01zyUaH4U>
- <https://www.youtube.com/watch?v=EFV7X28VDK0&t=174s>
- https://www.youtube.com/watch?v=Ficid4_7mFU&t=13s
- <https://www.youtube.com/watch?v=swZeyDirTIs>
- <https://www.youtube.com/watch?v=ZZOSIe-SFhk>
- https://www.youtube.com/watch?v=_ic75R0RUUM

- <https://www.youtube.com/watch?v=VtDn5zS2fh0>

5. EU PLATFORMS

The AMULET project has been promoted actively on 2 websites on the EU level: ELCA Network (Fig.14a) and European Cluster Collaboration Platform (Fig. 16a)

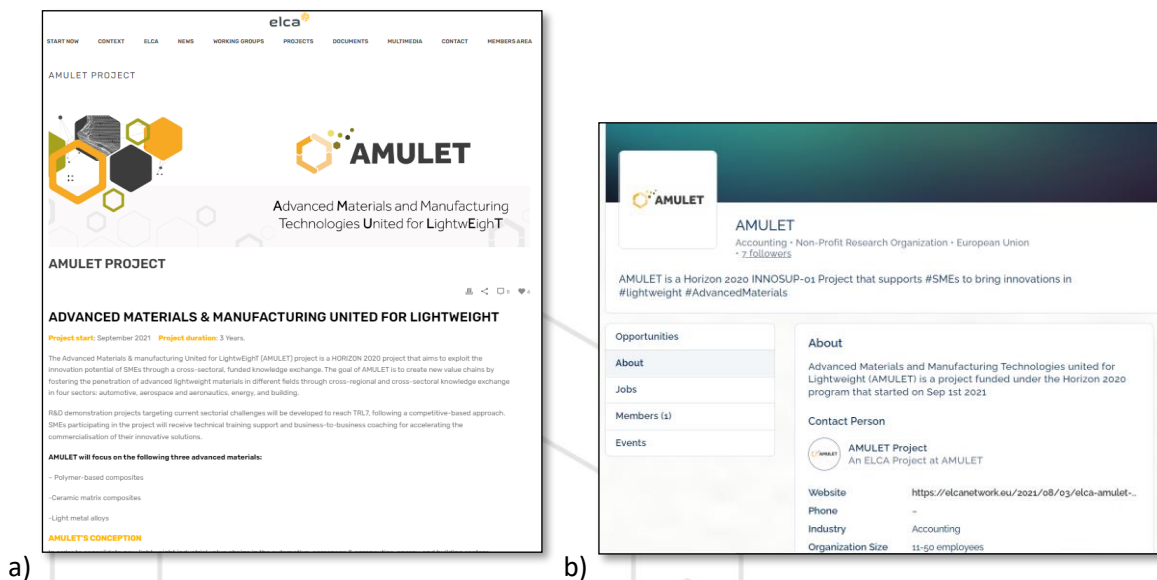
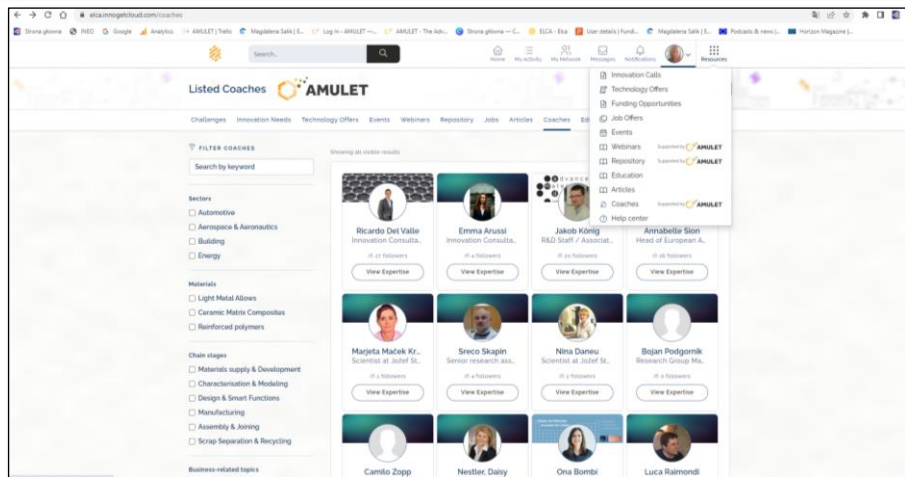


Figure 14. AMULET profile on a) ELCA Network website, b) ELCA network platform

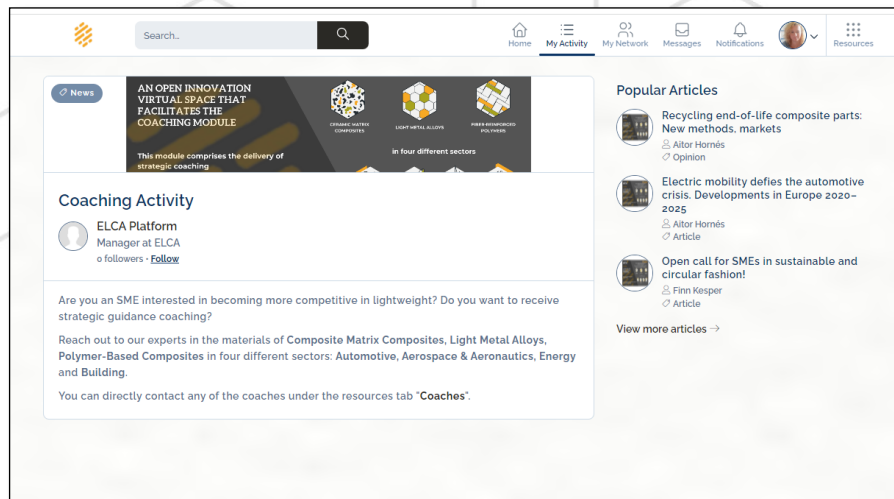
<https://elcanetwork.eu/2021/08/03/elca-amulet-project/>

ELCA (European Lightweight Cluster Alliance) is a collaborative initiative that aims to accelerate the adoption of lightweight materials in strategic industries. 11 consortium partners are members of the ELCA Network so it is an important promotional channel because members of these organizations are up to date with all the network's projects and activities. All important information on activities, news, events and results are fully transferred to the ELCA platform regularly.

One of the activities that the AMULET project implements on the ELCA platform is coaching. In period M13-M24 coaching was made available on the ELCA platform for SMEs, from which all project participants can be excluded. Coaching at AMULET consists of individual meetings with one of the experts who provide the knowledge and skills needed to develop new solutions in the company. A page dedicated to coaching has been created on the ELCA platform, where profiles of experts who conduct B2B coaching sessions are available (Fig. 15 a, b).



a)



b)

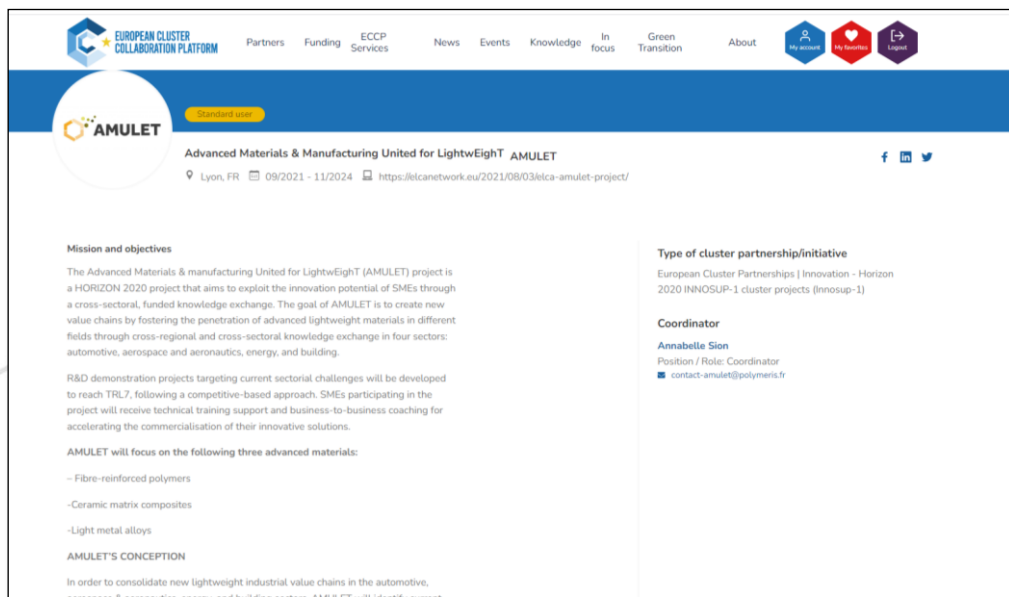
Figure 15. a) Coaching activity – dedicated page on ELCA platform, b) News about coaching activity on ELCA platform

Using coaching is very simple, SME can go to the dedicated page on on the ELCA platform (Resources > Coaches <https://elca.innogetcloud.com/coaches>) and select the coach. Then SME need to contact them directly to schedule a coaching session by clicking "Contact a Trainer".

The AMULET project is also active on ECCP. European Cluster Collaboration Platform (ECCP) is a platform whose 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 M13-M24 were published there 11 news about the most important topics, i.e. launch of the 2nd Open Call, Matchmaking events, webinars, results of the 2nd Open Call and news. On the platform, we post also news about the promotion of the AMULET project at various national and international industry events. Part of this information has been regularly spread through the ECCP dissemination channels (Fig. 16a,b).



EUROPEAN CLUSTER COLLABORATION PLATFORM Partners Funding ECCP Services News Events Knowledge In focus Green Transition About

AMULET Standard view

Advanced Materials & Manufacturing United for LightwEight AMULET

Lyon, FR 09/2021 - 11/2024 <https://ecanetwork.eu/2021/09/03/elca-amulet-project/>

Mission and objectives

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:

- Fibre-reinforced polymers
- Ceramic matrix composites
- Light metal alloys

AMULET'S CONCEPTION

In order to consolidate new lightweight industrial value chains in the automotive,

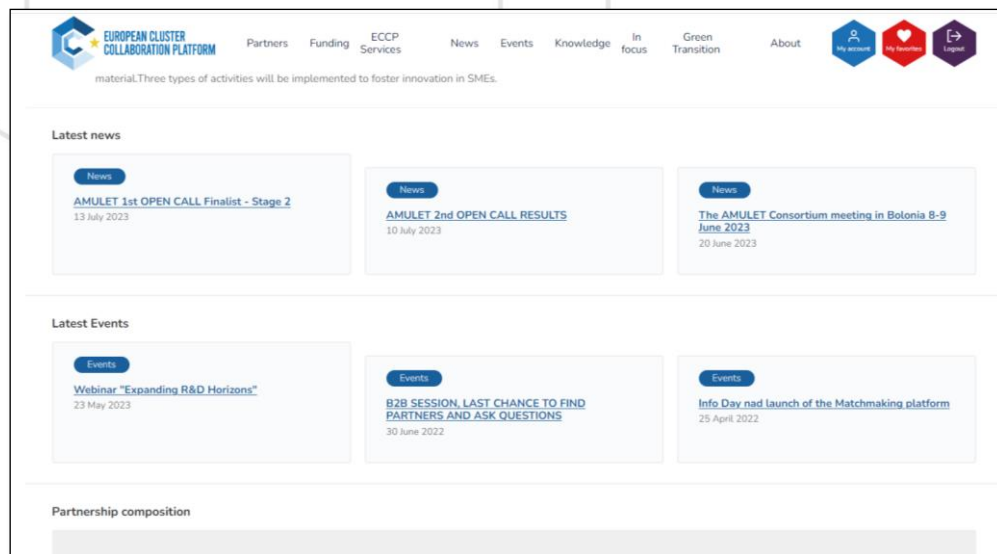
Type of cluster partnership/initiative

European Cluster Partnerships | Innovation - Horizon 2020 INNOSUP-1 cluster projects (Innosup-1)

Coordinator

Annabelle Sion
Position / Role: Coordinator
contact-amulet@polymers.fr

a)



EUROPEAN CLUSTER COLLABORATION PLATFORM Partners Funding ECCP Services News Events Knowledge In focus Green Transition About

material.Three types of activities will be implemented to foster innovation in SMEs.

Latest news

News
AMULET 1st OPEN CALL Finalist - Stage 2
13 July 2023

News
AMULET 2nd OPEN CALL RESULTS
10 July 2023

News
The AMULET Consortium meeting in Bologna 8-9 June 2023
20 June 2023

Latest Events

Events
Webinar "Expanding R&D Horizons"
23 May 2023

Events
B2B SESSION. LAST CHANCE TO FIND PARTNERS AND ASK QUESTIONS
30 June 2022

Events
Info Day nad launch of the Matchmaking platform
25 April 2022

Partnership composition

b)

Figure 16. a) AMULET profile on ECCP Network website, b) AMULET list of news on ECCP

6. NEWSLETTER

During 2nd year of the AMULET project 4 newsletters were sent to provide information about current activities (Fig. 17). In January 2023, one was concerned with the results of the First Open Call, the other was dedicated to the Second Open Call Announcement. Another newsletter was sent in March 2023 and concerned the 2nd Open Call and the extension of the call deadline. the last newsletter was sent in July 2023 and was dedicated to the results of the 2nd Open Call.





Figure 17. 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 106.

Moreover, a total of 38 newsletters were reported by partners – the three most active organizations were JSI (17 newsletters), BIC (8), and MECH (4) (Fig. 18).

Partners' newsletters

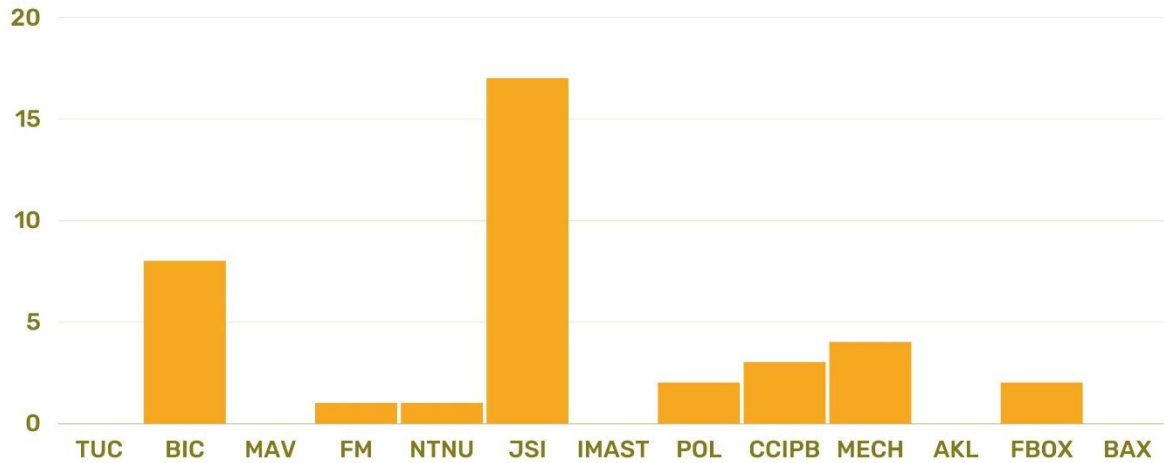


Figure 18. Newsletter sent by partners

7. EVENTS

In M13-M24 the AMULET consortium organized 5 official events for potential applicants, external experts and entities interested in the project (Tab. 4, Fig. 19).

Name of event	Date	Physical/Online
InfoDay for 2 nd Open Call	2023.01.17	online
1 st Info Day&Matchmaking for 2 nd Open Call	2023.01.31	online
2 nd Info Day&Matchmaking	2023.02.20	online
Matchmaking events/B2B session	2023.02.08	online
B2B session	2023.03.08	online

Table 4. Official AMULET events



Figure 19. Invitation banners

The Matchmaking events are fully reported by POLYMERIS in the Deliverable D3.10 Report on matchmaking events - call 2 (M21).

As for the partner's activity, in M13-M24 the AMULET consortium attended 44 events: 20 international, 11 national and 13 regional (Fig. 20, Tab. 5). Total participants in regional and national events promoting AMULET was 371. All international events were organized by external organizations, but all national and regional events were organized by the AMULET partners. Several national and regional events include Local Info Days organized during the 2nd 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

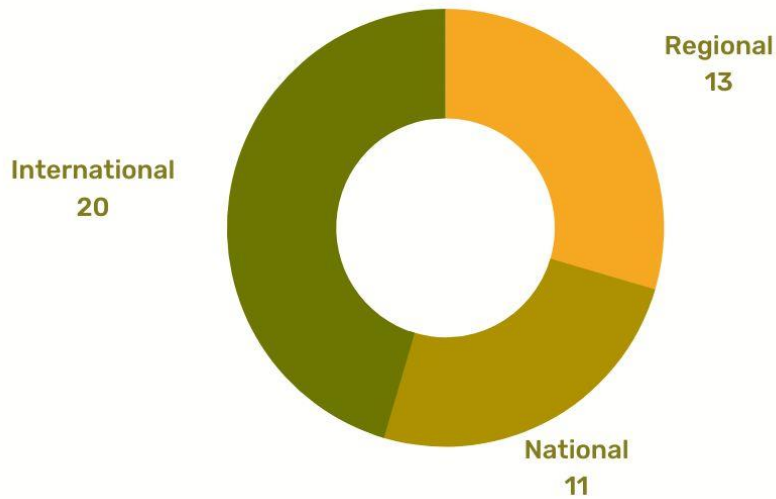
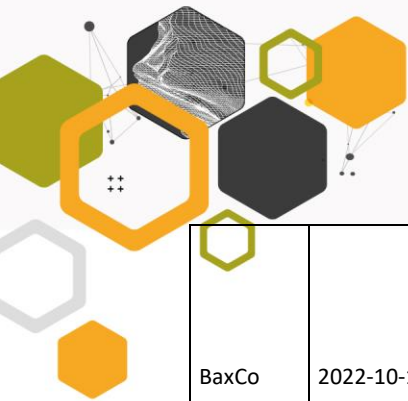


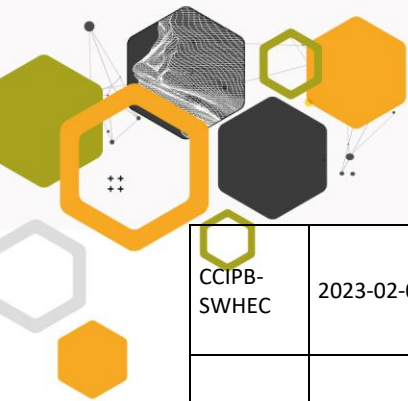
Figure 20. Events attended by the AMULET consortium per geographical range

Partner	Start date	End date	Name of the event	City	Country	Geographic range	Numbers of people attending together
TUC	2022-09-15	2022-09-16	Saxon-Polish Innovation Conference	Wroclaw	Poland	International	
BIC	2022-09-27	2022-09-29	5th edition of the International Cooperative Trade Fair of Tools and Processing Industry INNOFORM®	Bydgoszcz	Poland	International	
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	
BIC	2022-10-11	2022-10-11	Business breakfast for BIC members	Bydgoszcz	Poland	Regional	21



BaxCo	2022-10-19	2022-10-20	EUREKA (webinar)	Online	Spain	National	51
BaxCo	2022-10-19	2022-10-20	K-fair	Dusseldorf	Germany	International	25
POL	2022-10-19	2022-10-26	K-fair	Dusseldorf	Germany	International	25
POL	2022-11-05	2022-11-05	National Info Day#2	Online	France	National	
TUC	2022-11-09	2022-11-09	TU Dresden Institute for Lightweight Construction and Plastics Technology	Dresden	Germany	National	
IMAST	2022-11-23	2022-11-23	I 18 anni di IMAST	Napoli	Italy	National	113
MECH	2022-12-07	2022-12-07	MECH General Assembly	Bologna	Italy	Regional	100
MAV	2023-01-10	2023-01-10	Lightweight Working Group	Barcelona	Spain	Regional	15
BIC	2023-01-10	2023-01-10	Business breakfast for BIC members	Bydgoszcz	Poland	Regional	26
FBA/POL	2023-01-17	2023-01-17	InfoDay	online	online	International	23
CCIPB-SWHEC	2023-01-18	2023-01-18	CTC cluster meeting	Pécs	Hungary	National	
CCIPB-SWHEC	2023-01-20	2023-01-20	SWHEC cluster benchmarking	Pécs	Hungary	National	
FBA/POL	2023-01-31	2023-01-31	1st Matchmaking event (for the 2nd Open Call)	online	online	International	10





CCIPB-SWHEC	2023-02-03	2023-02-03	SWHEC cluster benchmarking	Pécs	Hungary	National	20
MECH	2023-02-08	2023-02-08	Presentation of the AMULET 2nd OC to SMEs w/ Tecnopolo Reggio Emilia	Reggio Emilia	Italy	Regional	8
MECH	2023-02-13	2023-02-13	Presentation of the AMULET 2nd OC to SMEs w/ Tecnopolo Modena	Modena	Italy	Regional	13
MECH	2023-02-14	2023-02-14	Presentation of the AMULET 2nd OC to SMEs w/ Confindustria Piemonte & Confindustria Emilia Romagna	Online	Italy	National	25
FBA/POL	2023-02-20	2023-02-20	2nd Matchmaking event (for the 2nd Open Call)	online	online	International	22
MECH	2023-02-20	2023-02-20	Presentation of the AMULET 2nd OC to SMEs w/ Tecnopolo Ferrara	Ferrara	Italy	Regional	2
BIC	2023-02-21	2023-02-21	BIC benchmarking	Bydgoszcz	Poland	Regional	16
CCIPB-SWHEC	2023-02-22	2023-02-22	CTC cluster meeting	Pécs	Hungary	National	20
IMAST	2023-02-23	2023-02-23	LifeBioBcompo - Final event	Napoli	Italy	International	42
POL	2023-02-28	2023-02-28	Présentation d'une opportunité de financement	online	online	National	11



FBA/POL	2023-03-08	2023-03-08	3rd Matchmaking event (for the 2nd Open Call)	online	online	International	20
BIC	2023-03-14	2023-03-14	Business breakfast for BIC members	Bydgoszcz	Poland	Regional	20
FM	2023-04-06	2023-04-06	Lijmen België 2023	Brugge	Belgium	Regional	100
BIC	2023-04-18	2023-04-18	Business breakfast for BIC members	Bydgoszcz	Poland	Regional	31
BaxCo	2023-04-20	2023-04-20	Maximise Open Innovation opportunities	Online	Spain	International	23
BaxCo	2023-04-26	2023-04-27	JEC Paris	Paris	France	International	15
POL	2023-04-26	2023-04-27	JEC Paris	Paris	France	International	
BIC	2023-05-16	2023-05-16	Business breakfast for BIC members	Bydgoszcz	Poland	Regional	17
BIC	2023-05-23	2023-05-26	PLASTPOL FAIR	Kielce	Poland	International	
MAV	2023-05-30	2023-06-02	Equiplast - The international meeting point for the plastic and rubber industry	Barcelona	Spain	International	
MECH	2023-06-06	2023-06-07	JEC Italy	Bologna	Italy	International	
FM	2023-06-06	2023-06-07	JEC Italy	Bologna	Italy	International	
MECH	2023-06-08	2023-06-09	Research 2 Business Fair	Bologna	Italy	International	20
BaxCo	2023-06-08	2023-06-09	ELN conference	Stockholm	Sweden	International	10
BaxCo	2023-06-06	2023-07-07	JEC Bologna	Bologna	Italy	International	10
MECH	16.02.2023	16.02.2023	Presentation of the AMULET 2nd OC to SMEs w/ Tecnapolo Bologna	Bologna	Italy	Regional	2

Table 5. Events attended by the AMULET consortium in M13-M24



a)



b)

a) AMULET at INNOFORM Fair 2022, b) AMULET at K-FAIR 2022



a)



b)

Figure 21. c) AMULET at PLASTPOL Fair 2023, d) AMULET at JEC Italy Fair 2023

8. OTHER (Communication toolkit, Liaison office, RESULTS 2nd Open Call)

To support the consortium in dissemination activities BIC together with FBOX created the Communication Toolkit (Fig. 22). AMULET Communication Toolkit was established and provided to partners with 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 about promoting the 2nd Open Call launch.

This document includes: banners, official social media posts, a press release, an official email to each target group, an official invitation to webinars, events.

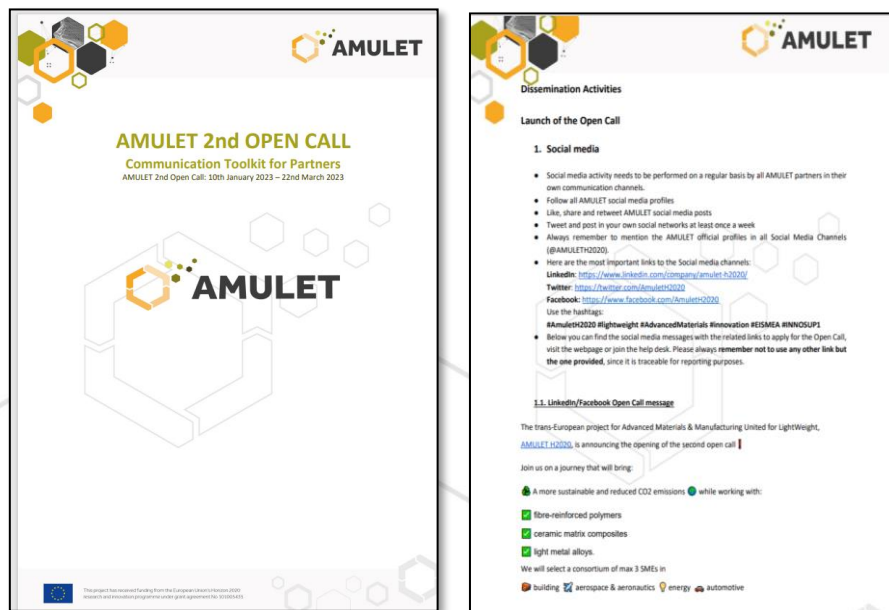
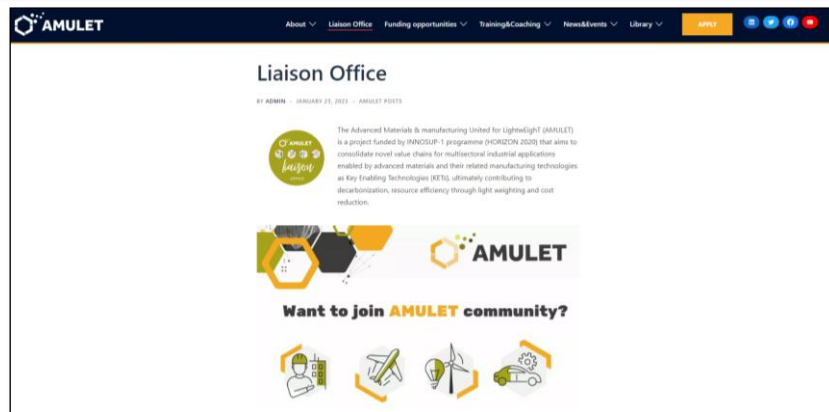


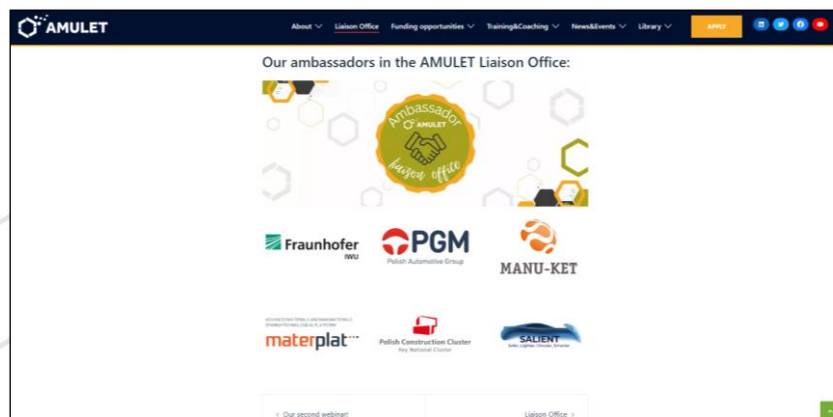
Figure 22. Parts of the Communication Toolkit

As part of Task 6.2, a Liaison office was launched in M17, led by TUC. BIC has been actively involved in promoting and disseminating information about the Liaison Office. A dedicated website to the Liaison Office and a promotional campaign in social media were prepared (Fig. 23). BIC also prepared marketing materials (logo, banners, short animations, social media posts, official emails) which were distributed to all partners of the consortium AMULET for further dissemination within their network.

The opening of the Liaison office is part of Task 6.2 and will be fully reported by the TUC as part of deliverable D6.5.



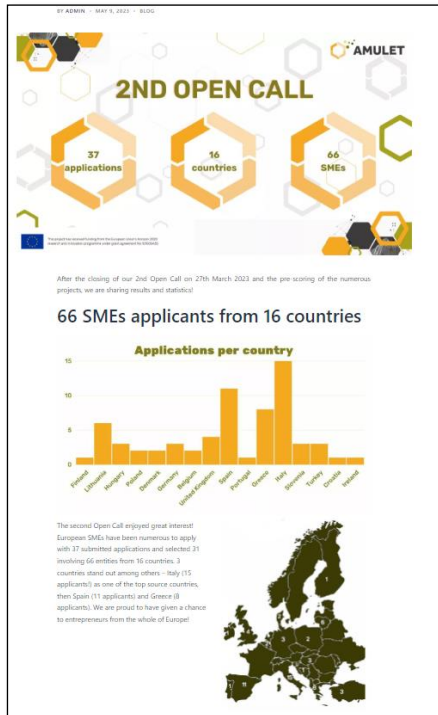
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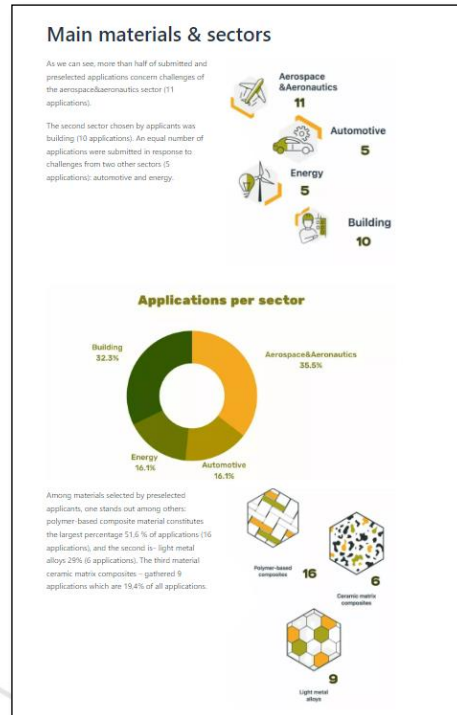
b)

Figure 23. Liaison office website – print screen

The joint dissemination efforts during the 2nd Open Call round resulted in 37 applications from 16 different countries in Europe. Finally, 31 applications were preselected. BIC as the leader of the dissemination summarized the results of the Open Call and created official news on the AMULET website and posted on social media with the statistics, dedicated banner, graphics and newsletter (Fig. 24).



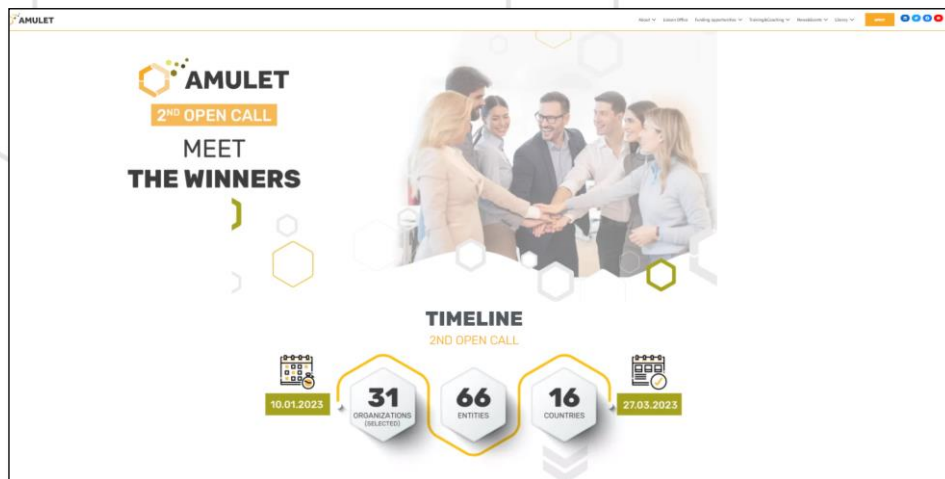
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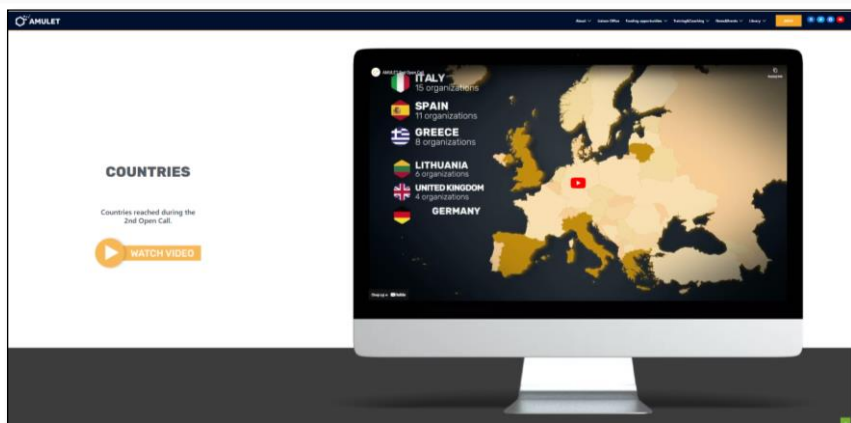
b)

Figure 24. Results of the 2nd Open Call - Summary

Then, a promotional campaign was prepared for 18 projects selected by the steering committee for co-financing (Fig. 25)



a)



b)



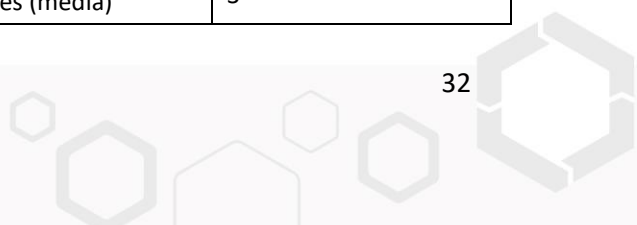
c)

Figure 25. Meet the winners of the 2nd Open Call - Summary

9. SUMMARY

The dissemination and exploitation actions performed M13-M24 by the consortium are summarized in following Table 6. It should be noted that during the issue of this deliverable (Month 24) 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	11 669
		> 15,000 pages viewed	23 978
		> 2,000 users	5 918
	Social Media	+100 Twitter followers	41 followers
		+20 social media posts on partners' account	202 posts
Media Relations	> 4 press releases (media)	3	





	> 20 articles published in European outlets	0
Promotional Materials	- Flyer and rollup designed in M3 and updated in M18	DONE
	- General presentation of the project (M6) and updated in M34	DONE – M6
Audio-visual materials	- Youtube channel - 1 final video (M36) >300 visualisations on Youtube	19 audio-visual material – 520 visualisations
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	0
Participation at national/international fairs, conferences, and key market events (number of events)	20	7
Number of organized national or international matchmaking events (online)	3 per each Open Call	4
Number of attendees at national or international matchmaking events	150	Reported in D3.10
Number of local communication events	20	25
Number of reached SMEs/stakeholders with the local communication events	700 SMEs 350 stakeholders	371 (total)

Tabel.6 M13-M24 Summary

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	19 701
		> 15,000 pages viewed	37 050
		> 2,000 users	10499
	Social Media	+100 Twitter followers	111 followers
		+20 social media posts on partners' account	389 posts
	Media Relations	> 4 press releases (media)	5
		> 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 – M6
	Audio-visual materials	- Youtube channel - 1 final video (M36) >300 visualisations on Youtube	27 audio-visual material – 753 visualisations
	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
	Participation at national/international fairs, conferences, and key market events (number of events)	20	15
	Number of organized national or international matchmaking events (online)	3 per each Open Call	8
Number of attendees at national or international matchmaking events	150	Reported in D3.2 and D3.10	
Number of local communication events	20	51	
Number of reached SMEs/stakeholders with the local communication events	700 SMEs 350 stakeholders	545 (total)	

Tabel.7 Summary from the beginning

QAP Approval

Name of the partner	Name of the partner
<p>The representative of QAT responsible for business issues</p> <p>Status: Approved / Not Approved</p> <p>Name:</p> <p>Agnieszka Matuszak</p>  <p>Date: 30.08.2023</p>	<p>The representative of QAT responsible for scientific issues</p> <p>Status: Approved / Not Approved</p> <p>Name:</p> <p>Amélie GOUSSEAU</p>  <p>Date: 30.08.2023</p>



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