



Co-funded by the  
Erasmus+ Programme  
of the European Union

**METALS**  
MachinE Tool Alliance for Skills

## Deliverable D.7.2: METALS dissemination report v.1

**METALS: MachinE Tool Alliance for Skills**

|                            |                       |
|----------------------------|-----------------------|
| <b>Grant Agreement no:</b> | 2015 – 3377 / 001-001 |
| <b>Call Identifier</b>     | EAC-A04-2014          |
| <b>Project Start Date</b>  | 1 November 2015       |
| <b>Duration</b>            | 36 months             |

|                             |                                                                                                                                                                              |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Deliverable No.</b>      | D.7.2                                                                                                                                                                        |
| <b>Deliverable Title</b>    | METALS dissemination report v.1                                                                                                                                              |
| <b>Work Package</b>         | 7                                                                                                                                                                            |
| <b>Author(s)</b>            | Vincenzo Renda, Maitane Olabarria                                                                                                                                            |
| <b>Task Leader</b>          | CECIMO                                                                                                                                                                       |
| <b>Dissemination Level</b>  | <ul style="list-style-type: none"><li>✓ Public</li><li>· Restricted to the other programme participants</li><li>· Confidential, only for members of the consortium</li></ul> |
| <b>Status</b>               | <ul style="list-style-type: none"><li>· Draft</li><li>· Version for Review</li><li>✓ Final</li></ul>                                                                         |
| <b>Deliverable Due Date</b> | April 2017                                                                                                                                                                   |
| <b>Revision</b>             |                                                                                                                                                                              |
| <b>Version</b>              | Final                                                                                                                                                                        |
| <b>Submission Date</b>      | October 2017                                                                                                                                                                 |

**Table of Contents**

Acronyms & Abbreviations ..... 3

METALS Dissemination Report v.1 ..... 4

1. Introduction..... 4

2. Dissemination activities..... 4

    2.1 Activities in offline dissemination channels ..... 4

        2.1.1 Advocacy-related Events ..... 4

        2.1.2 Policy-driven Debates and Conferences ..... 5

        2.1.3 Printed dissemination material ..... 6

    2.2 Activities in online dissemination channels..... 6

3. Planned activities..... 7

Annex 1 ..... 8

Annex 2 ..... 13

## Acronyms & Abbreviations

|        |                                                                                            |
|--------|--------------------------------------------------------------------------------------------|
| BIEMH  | International Machine Tool Exhibition                                                      |
| BI-MU  | Metal Forming and Metal Cutting Machines,<br>Robots, Automation and Auxiliary Technologies |
| CECIMO | European Association of the Machine Tool<br>Industries                                     |
| D      | Deliverable                                                                                |
| EFVET  | European Forum of Technical and Vocational<br>Education and Training                       |
| EMO    | EMO Exhibition                                                                             |
| EU     | European Union                                                                             |
| ITB    | Institute for Technology and Education, Bremen<br>University                               |
| M      | Month                                                                                      |
| METALS | Machine Tool Alliance for Skills                                                           |
| METAV  | International Exhibition for Metalworking<br>Technologies                                  |
| SSA    | Sector Skills Alliance                                                                     |
| v      | Version                                                                                    |
| VET    | Vocational Education and Training                                                          |
| WP     | Work Package                                                                               |

**DISCLAIMER:**

*"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*

**METALS Dissemination Report v.1**

**1. Introduction**

This document aims to provide a detailed analysis of the dissemination activities conducted until Month 18, which is April 2017. In line with the project application, it also has the goal of integrating within the project dissemination strategy any missing element in D.7.1, the METALS disseminations strategy laid out at the beginning of the project. Several dissemination and communication activities have taken place between M1 and M18. They all stemmed from the opportunity to promote key project findings in this period, such as the EU machine tool industry skills panorama. Activities have been conducted with four main objectives in mind: raising public awareness in the manufacturing community about the need to maintain the competitiveness of the European machine tool sector; fostering decision-makers' attention to the project at European level; encouraging the engagement with the project of national and regional stakeholders targeted to make possible the project results' roll-out at local level, where education and training policies are decided and implemented.

**2. Dissemination activities**

With reference to the D.7.1 METALS dissemination strategy, both online and offline actions have been conducted between M1 and M18. Against the different dissemination channels envisaged at the beginning of the project, this section aims to list all activities per channel implemented over this period.

**2.1 Activities in offline dissemination channels**

**2.1.1 Advocacy-related Events**

As announced in the METALS Dissemination Strategy, the bi-annual CECIMO's General Assembly meetings, including CECIMO's General Managers' meetings, were considered in this group. They provided a favorable platform in which to showcase METALS' project findings. To this extent, the following list comprises the specific events in which the CECIMO secretariat presented to its delegation of about 50 managers between machine tool firms and national associations the ongoing activities in the project:

- **CECIMO General Assembly** (*Brussels, Belgium, 3 December 2016*)
- **CECIMO General Managers meeting** (*San Sebastian, Spain, 13 May 2016*)
- **CECIMO General Assembly** (*Rome, Italy, 26 November 2016*)
- **CECIMO General Managers meeting** (*Zug, Switzerland, 26 April 2017*)

### 2.1.2 Policy-driven Debates and Conferences

Participation at a large range of conferences and expert workshops guaranteed the promotion of key findings about the evolution of skills' requirements in the European machine tool industry given the rise of additive manufacturing technologies in production. Speaking opportunities at this type of events targeted in particular industrialists from the machine tool and additive manufacturing industries. All in all, it must be said that these activities have put an important focus on the opportunity to guarantee the long-term exploitation of the project findings. Consortium partners had also the opportunity to bring already-produced results to the attention of policy-makers. METALS partners were invited to present their analyses of looming skills gaps by the European Commission in a workshop on competences in the additive manufacturing field. WP6 on recognition activities will further reinforce the advocacy dimension of the project. Another way with which this has been conducted refers to the engagement of the educators' community especially conducted by partners from the VET sector. Results about the most relevant emerging technologies in the European machine tool sector were communicated to trainers, educators as well as entrants to the labour market. This strengthened the current market intelligence about rising additive manufacturing technologies.

The following list illustrates all the events where METALS was disseminated with speaking slots at conferences and debates between M1 and M18:

- **Expotraining** (*Milan, Italy, 25-26 October 2016*)
- **EFVET Annual Conference** (*Valencia, Spain, 30 October 2016*)

- **Erasmus+ Centralized Actions Information meeting** (*Istanbul, Turkey, 31 October 2016*)
- **Info meeting about the SSA and Knowledge Alliances** (*Utrecht, the Netherlands, 6 December 2016*)
- **Round Table on METALS at conference on the promotion of international projects** (*Basque Country, Spain, 16 December 2016*)
- **Inside 3DPrinting conference** (*Dusseldorf, Germany, 2-3 February 2017*)
- **Workshop: Tackling the Skills gap in Additive Manufacturing** (*Brussels, Belgium, 13 March 2017*)
- **Global Smart Manufacturing conference** (*Frankfurt, Germany, 29-31 March 2017*)
- **Annual Smart Manufacturing Summit** (*Prague, Czech Republic, 6–7 April 2017*)

Moreover, the project was subject of bilateral discussions between consortium partners and critical players in the metal additive manufacturing market, such as metal additive machine manufacturers like Renishaw and large additive manufacturing users in the aerospace sector like Airbus and Premium Aerotech. It was also presented to other important actors in the manufacturing community, in particular in Spain, Germany and Italy. Dissemination went also beyond Europe, as in the case of communication about METALS to a group of VET teachers from the Department of Mechanics at Federico Santa Maria University, Chile. Among the others, these discussions were instrumental in obtaining further industry inputs to the project activities, especially those in WP2 and the WP4 curriculum.

### 2.1.3 Printed dissemination material

The consortium prepared a brochure in English on skills gaps in areas of the machine tool industry. This was also translated into Spanish and Basque. Partners prepared, too, a flyer at the beginning of the project listing METALS' objectives and partners. This material has been distributed at relevant industry as well as education/training gatherings. Distribution of material was done in particular at:

- **Expotraining** (*Milan, Italy, 25-26 October 2016*)
- **Additive World Conference** (*Eindhoven, the Netherlands, 15 March 2017*)
- **Additive Manufacturing Day** (*Elgoibar, Spain, 30 March 2017*)
- **Additive Manufacturing European Conference** (*Brussels, Belgium, 7 June 2017*)
- **ASMAOLA – IMH conference** (*Elgoibar, Spain, April 2017*)

### 2.2 Activities in online dissemination channels

In terms of online activities, the project featured in the METALS website, reasonably, as well as in the website of several partners across the consortium. Relevant metrics about visits to the METALS website are provided at pag. 13 (Annex 2). In Annex 1 (pag.8) are instead listed examples of online promotion of the project by partners through their websites.

CECIMO include also an article on METALS in its Magazine editions of [2017](#) (pag.11) and [2016](#) (pag. 5). This publication is sent to a large number of EU policy-makers and advanced manufacturing stakeholders all over Europe, both in pdf and in printed version.

Furthermore, two press releases were sent by CECIMO to a large network of advanced manufacturing public and private stakeholders: one about the project objectives and one about the METALS' findings in the area of additive manufacturing skills.

### **3. Planned activities**

As the focus of attention will shift to WP4, WP5 in the remainder of the project time-span, VET stakeholders (learners and providers) are expected to be a crucial actor in terms of project dissemination & exploitation activities together with industry stakeholders and policy-makers .

The consortium has planned several activities, both via offline as well as online dissemination channels. For the remainder of the project implementation period, the consortium planned to continue promoting the project through the actions done between M1 and M11. However, in addition to these, new types of activities are set to be rolled out by METALS partners. The list below aims to provide a list of planned activities between M19 and M36:

- Advocacy-related Events: CECIMO General Assembly and General Managers' meetings attracting about 50 high-level executives from European machine tool associations and machine tool companies.
- Policy-driven Debates and Conferences: the consortium intends to continue participating at speaking slots where to promote the ongoing findings by METALS in the field of additive manufacturing skills. In addition to industry-driven events, ITB submitted academic papers which address the results of METALS. If accepted, they will be subject of discussion at academic conferences. The project will also be

showcased at policy-based conferences about employment and training, such as the Employment Forum of Navarra University (Spain) and LANBAI (Spain).

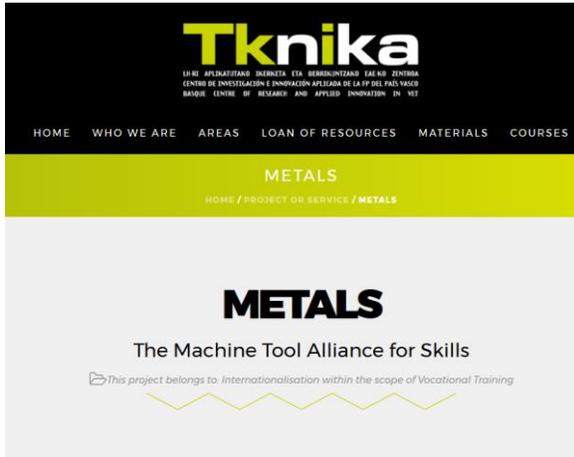
- E-newsletter: While the original plan was to send a monthly e-newsletter to stakeholders, the project leader opted to resort to three e-newsletters to be sent out after M18. To this extent, it was reckoned that a less frequent, yet more content-based e-newsletter, would better suit the readers' needs. As the project is characterized by critical deliverables distant a few months from one another, a quarterly e-newsletter was deemed more reasonable than a monthly one. This would also allow to include only new content in each of the newsletter issues to follow. The newsletters will be distributed to a set of stakeholders identified in the initial D.7.1 dissemination strategy.
- Industry exhibitions and trade fairs: project partners plans to promote METALS and the following industry exhibitions and trade fairs: BIEHM (Spain), Bi-MU (Italy), METAV (Germany) and EMO (Germany) as stated in the application document. Moreover, they also plan to attend other trade shows like Subcontratacion, ADDT3D, TIEE, Ferroforma, Workinn (Spain), Expoferretera (Mexico), FABTECH (Chicago), Blechexpo (Germany), Industrie (France), CCMT (China), Expomaq (Mexico), Simtos (Korea).
- Printed material: a roll-up with the project logo is planned to be developed by actors in the METALS partnership in period following M18.

## Annex 1

### Metals Project Dissemination by Tknika

**Period: From 01/08/2016 to 31/04/2017**

**News about Metals project on Tknika's website. Regularly.** There is a section on Tknika's Website for the projects and services managed by the Area of Internationalization. In the section there is a space for Metals Project. There is another section on the web called *What's new in Tknika?* And periodically the members of Tknika participating in the project upload information on the main facts of the project.



## METALS

The Machine Tool Alliance for Skills

[See this project](#)



**Metals Brochure summarizing skill needs for Additive Manufacturing technology.** A new Brochure on Metals Project has been elaborated in English by project coordinator,

CECIMO. We have translated the brochure into Spanish and uploaded it to the web. Besides that, the brochure is also available for visitor to our facilities.



Tknika, 03 May 2017

Metals Project Members

## METALS project dissemination by CECIMO

March 2017 – April 2017

**News about METALS project on CECIMO website:** the news concerning METALS project are published under the section *Publications < News*.

- **NEWS 13/03/2017:** On 13 March 2017 Filip Geerts, CECIMO Director General, presented the current findings of METALS project at a workshop organized by the European Commission.

13.03.2017 12:22

### CECIMO PRESENTS THE FIRST RESULTS OF ADDITIVE MANUFACTURING SKILLS PROJECTS

CECIMO has two projects on skills needs for additive systems: [METALS](#) – Machine Tool Skills for Alliance (CECIMO is coordinator) - and [3D PRISM](#) – 3D Printing Skills for Manufacturing. On 13 March 2017 Filip Geerts, CECIMO Director General, will present the current findings of both projects at a workshop organized by the European Commission.

- **News: 28/09/2016:** CECIMO has launched an Advisory Board for Skills composed of industrialists and academics to ensure that its additive manufacturing projects, namely METALS and 3DPRISM, are evolving fully aligned with the industry needs.

28.09.2016 10:59

#### **CECIMO LAUNCHES AN ADVISORY BOARD GROUP FOR ITS SKILLS ACTION**



CECIMO has launched an Advisory Board for Skills composed of industrialists and academics to ensure that its additive manufacturing projects, namely METALS and 3DPRISM, are evolving fully aligned with the industry needs. The Board will play an instrumental role in ensuring that CECIMO's EU-funded skills actions help European advanced manufactures strengthen their skills pipeline by creating a new curriculum and learning materials addressing emerging technologies.

- **News 28/07/2016:** On 13 July, a METALS' project workshop was organised by UCIMU: over 20 experts on additive manufacturing processes from academia, firms in the value chain of the machine tool industry and business associations discussed METALS' activities so far, and provided inputs on the path ahead for the project.

28.07.2016 10:38

## THE SKILLS NEEDS' EVOLUTION STARTED TO EMERGE IN THE LATEST METALS WORKSHOP IN CAMERI, ITALY



On 13 July, a METALS' project workshop was organised by UCIMU – SISTEMI PER PRODURRE, a CECIMO member, with members of AITA (the Association of the Italian Additive Manufacturing Sector). The event took place at the premises of Italy-based AVIO AERO, a business run by GE Aviation focusing on design and production of hi-tech components for the aerospace, energy and racing sectors.

- **News 06/01/2016:** The new initiative METALS is being set in motion by CECIMO, the European Association of the Machine Tool Industries.

06.01.2016 11:53

## METALS: THE MACHINE TOOL ALLIANCE FOR SKILLS - A NEW INITIATIVE BY CECIMO



The new initiative METALS - MachinE Tool Alliance for Skills is being set in motion by CECIMO, the European Association of the Machine Tool Industries. METALS aims at providing machine tool builders with the sought-after applied skills they need in line with disruptive technologies in the advanced manufacturing sector. METALS is a three-year project inaugurated under the EU's Erasmus+ Sector Skills Alliance initiative, designed to promote education-industry partnerships at European-level within a specific sector of the economy.

**News 23/03/2017:** METALS brochures were distributed to the attendees and explained to those interested in the project.

## METALS project dissemination by IMH

← news

### Keys of success of Additive Manufacturing: Conference at the IMH of the Gipuzkoa 4.0 Network

Mar 23, 2017



PROIEKTUAK IMH-OROKORRA JARDUNALDIAK ENPRESAK

*Check here the program of the seminar organized in the IMH next March 30th*

[SPANISH version...](#)

The Regional Government of Gipuzkoa, through the Gipuzkoa 4.0 Network Program of Advanced Manufacturing, has set up several demonstration and training sessions together with leading technological companies and centers, with the aim of spreading to the companies in the territory (large, medium and small) the successful experiences of companies and the leading Gipuzkoan centers in 4.0 Industrial production.



## Annex 2

| Countries/Languages | Visits |
|---------------------|--------|
| XX                  | 45365  |
| EN                  | 14134  |
| ZH                  | 1478   |
| DE                  | 1217   |
| RU                  | 1026   |
| IT                  | 719    |
| ES                  | 551    |
| FR                  | 233    |

| Top days - Unique visitors | Visits |
|----------------------------|--------|
| September 1, 2017          | 256    |

| <b>Top days - Unique visitors</b> | <b>Visits</b> |
|-----------------------------------|---------------|
| August 31, 2017                   | 232           |
| August 28, 2017                   | 225           |
| September 5, 2017                 | 221           |
| September 7, 2017                 | 212           |