

Deliverable 2.5.1

Monitoring of active participation of future suppliers of R&D

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Project co-funded by the European Commission within the Seventh Framework Programme

Grant agreement	317898
Project Acronym	Smart@Fire
Project Title	Integrated ICT Solutions for Smart Personal Protective Equipment for Fire Fighters and First Responders
Type of funding scheme	FP7-ICT Combination of Collaborative Project and Coordination and Support Action
Project website	http:// www.smartatfire.eu
Start Date of project	November 15 th , 2012
Duration	39 months
Document due date deliverable	September 15th, 2013
Dissemination level	consortium
Nature	Report
Version	Version 1.0
Work package	WP 2: Innovation Platform
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Keywords	Innovation platform participants, stakeholders, market consultations

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Acronyms and abbreviations

Acronym/Abbreviation	Description
IWT	Innovation Agency
SDIS ₁₃	Fire brigade Boûches-du-Rhône
PIN	Prior Information Notice
OJEU	Official Journal of the European Union
PCP	Pre Commercial Procurement

Executive summary

In this deliverable the different actions undertaken to attract participants to the Smart@fire market consultations are being listed. In a first step all members of the consortium of smart@fire started building up a contact database with enterprises and Research Centers active in smart textiles, PPE and ICT (localisation systems, sensors and visualization systems) and a list of procurers. This resulted in a database of over 5000 contacts. A communication plan was set up to create awareness on the project smart@fire, on PCP in general and to attract the stakeholders to the market consultation sessions. Among these actions, an important aspects were push-mailings. These mailings were sent out repetitively at different timings, containing slightly different content, this to tease and to build up awareness for the project. All communication was done in three languages: English, French and Dutch. The different target groups were addressed with a different content. Companies who did not subscribe but who could bring a high added value to the project (known out of the state-of-the-art studies) were contacted personally by phone. In total more than 300 companies & Research centres attended the different market consultation sessions, which can be considered successful.

1 Mailings to stakeholders

At the beginning of 2013, IWT asked all the participating partners to start building up a list of relevant stakeholders to invite to the market consultations. As the consortium is a mix of partners, active in different fields like (smart) textiles, innovation management, ICT, PPE & pre-commercial and public procurement, the list contained different target groups.

Partner	Number of targets	Target audience
Centexbel	78	Textiles, PPE
UGent	45	Smart textiles, PPE
SDIS13	84	PPE, public procurement
Greater Manchester Fire and Rescue Service	95	PPE, public procurement
IFV (formerly LFR)	2931	PPE, public procurement
IWT	1353	PCP, ICT, smart textiles
INNNOVA	33	Innovation management, PCP,
IBZ	61	PPE, public procurement
FDDO	79	PPE, public procurement
Addestino	NA	Innovation management, ICT
EURATEX	45	Textiles

In total 6 mailings were sent out in May, June and July to **the list of stakeholders**:

- A first invitational mail to the contacts described above was created in the look and feel of smart@fire and was sent out by all partners in the week of May 9th 2013.
The mailing consisted out of an invitation, referring to the website and the folder.
- This mail was repeated 2 times during the month of May.
- Beginning of June, a slightly different invitation - more urging for subscription - was sent out again to the different stakeholders.
- This mail was repeated 3 times, ending first week of July.

Next to this, beginning May all **sectorial organisations** (ICT, textiles, chambers of commerce) were addressed **by e-mail and telephone calls**, with the request to **promote** the smart@fire project among their members. This was done by sending through the mailing to the individual members and by placing the information on the website.



Beginning July, the relevant companies out of the the state-of-the-art studies on smart textiles and ICT, which did not yet subscribe, were contacted personally by phone by IWT or Addestino (see below point 1.2) .

In August, a final call for participation was sent out to the partners, who then in turn forwarded this mail to their relevant stakeholders.

Meanwhile from IWT the subscriptions done on the Smart@fire website were logged. The attendances to the innovation sessions were confirmed with a personal mail. This generated an intense traffic on the general Smart@fire mailbox.

2. Active communication towards the different target groups – monitoring of participation

At the beginning of the project, an extensive needs assessment, combined with a European survey resulted in a clear description of the end user requirements, as described in Deliverable 1.2. Focusing on these needs and requirements, the University of Ghent started a state-of-the-art study on smart textiles, as described in deliverable 1.4 – part A. This was used as source database to target research centers and companies active in smart textiles.

Addestino, our partner in innovation management, but also specialist in engineering and ICT supported UGent and focused on the ICT part of the state-of-the-art, as described in deliverable 1.4 – part B. In the survey a number of producers of PPE are listed, as well as producers of sensors, localization and communication systems and remote connectivity.



Viking (HQ: Denmark)

LED display on sleeve
The LED sensor integrated into the front and back layers of the sleeve monitor under temperature under the firefighter and on the inside of the sleeve. The LED display on the sleeve is attached to the LED display on the sleeve and on the back of the left shoulder.

Shoulder display and heat sensor
The LED display on the shoulder monitor temperature under the firefighter and on the inside of the sleeve. The LED display on the shoulder is attached to the LED display on the shoulder and on the back of the left shoulder.

Reusable materials
A small box in the rear part of the gear contains a battery and a control chip that controls the temperature and the LED display.

Heat display
The LED display on the lower sleeve indicates the temperature of the heat inside and outside the turnout gear.

VIKING TST Thermal Sensor Technology
The thermal sensor technology is integrated into the turnout gear. The thermal sensor technology is integrated into the turnout gear. The thermal sensor technology is integrated into the turnout gear.

VIKING turnout gear is used by professional fire-fighters across the globe – from Boston to Singapore. In several countries we are the leading supplier of turnout gear to fire-departments.

Our protective clothing is developed in close cooperation with our demanding international customers which means we can deliver innovative suits with special features as well as standard models.

Data shows that heart attack due to heat stress is the leading cause of death among fire-fighters in action. Special features in VIKING turnout gear are designed to reduce some of the factors that cause heat stress. Not only is our turnout gear extremely **lightweight** and **flexible**, but we now offer VIKING suits with **integrated microelectronics**. **Temperature sensors** attached to two displays on the arm and shoulder indicate critical temperatures - both inside and outside the garment - to fire-fighters **and their team**.

>> http://www.viking-fire.com/pdf_download/VIKING_TST.pdf

This database was used to target the ICT players on the market: some already active in applications related to PPE, others not (yet). By sending out different mailings, we informed and monitored those companies about the opportunities for their company if joining the PCP project of Smart@fire.

It took however quite some efforts to guide them to the market consultation sessions. As it seems PCP is still quite unknown; the benefits apparently are not always clear and convincing. That is why on top of the direct mailings, Addestino and IWT started calling the companies, asking for the right contact person (R&D manager / Sales manager) and explained all about Smart@fire, the goal of the project and the goal and benefits of PCP more in particular.



3. Prior Information Notice

The Prior Information Notice (PIN) was published for the first time in the OJEC (21/06/2013 ref 203443-2013-EN) and national official journals in June 2013. This PIN is a notice published in the OJEC which sets out a contracting authority's purchasing intentions. In this respect we informed companies about the PCP tender to be published in march 2014 and the market consultations schedules for September and October 2013. The companies are invited to join the interactive sessions with procuring authorities.

4. Events where the project was represented

Below, you can find a table with all the different events at which the Smart@fire project was represented. This was to attract relevant stakeholders to participate in our market consultation sessions. At each fair or conference, flyers were handed out. In some cases, a presentation was given.

Expo 112	Belgium
Smart Textiles	Belgium
Techtextil	Germany
NIB	Belgium
Network DSP Valley Members	Belgium
EC DG Enterprise	Belgium
PCP-PPI Conference Berlin	Germany
Enterprise Europe Network	Belgium
BTG-meetings	Belgium
Techtextil	Germany
Intersec	Qatar

5. Management of the databases & mailing lists

IWT created a database where all the information of the registered participants and people who subscribed to the newsletters was stored. This database is regularly used for the newsletter mailings. In our database, where we kept all the registered participants for the different market consultation sessions, we made a distinction between who was registered for which event(s). All these participants received an individualised e-mail, informing them of the practicalities for the events they subscribed to, and also inviting them to join the other sessions for which they had not (yet) subscribed.

Everybody received a mail emphasising the importance of the wrap-up and networking sessions of October 10th in Brussels.

This intensive mailing campaigns ensured the presence of the participants. From the 458 people that subscribed, 413 people effectively attended the meetings. (More than 300 unique interested stakeholders.)

- ⇒ **See attachment 1 for the complete list of stakeholders per partner.**
- ⇒ **See attachment 2 for database with all subscription to the events.**

6. Next communications and actions

The outcome of the market consultations has been published on our website, and has been sent though by mail to all attendees.

Our next communication will be on the publishing of the tender documents.

All information is available on www.smart@fire.be