TagItSmart
Smart tags driven service platform for enabling ecosystems of connected objects

Grant agreement 688061

DuraTag
D4 Dissemination and engagement report

Deliverable ID:	**D4**
Deliverable Title:	**Dissemination and engagement report**
Project acronym	**TagItSmart!**
Project title:	**Smart Tags driven service platform for enabling ecosystems of connected objects**
Extension acronym:	**DuraTag**
Extension title:	**Durability Tag Pilot for Work Conditions Assessment of Heavy Duty Mechanical Parts in Machinery Industry**
Contractual date of delivery:	**01.01.2019**

Contents

Introduction ***3***

Section 1 - Events ***4***

1.1 IFAT 2018 Trade Fair for Environmental Technologies Waste and Raw Material Management, Munich (14.05.2018. / 18.05.2018.) **4**

1.2 62nd International Fair of Technics and Technical Discoveries - "62. Međunarodni sajam tehnike i tehničkih dostignuća" (21.05.2018. / 25.05.2018.) **4**

1.3 IoT/Blockchain Meetup (11.06.2018.) **4**

1.4 Startup Summer Camp (13.07.2018.) **5**

1.5 Data Science Conference 4.0 (18.09.2018.) **6**

1.6 Reinventing the World – The Power of Industry 4.0 (05.11.2018.) **8**

1.7 Ecomondo 2018 Leading Expo for the Green and Circular Economy, Rimini (06.11.2018. / 09.11.2018.) **8**

Section 2 - Reached bodies, stakeholders and companies ***9***

Section 3 - Website and Social Networks ***10***

Section 4 - Conclusions ***14***

Introduction

This report contains brief description of the organized and participated events, with images and all necessary content regarding dissemination and user engagement, such as number of reached bodies, companies, links to posts and social networks announcements. DuraTag website is also presented in the report.

Section 1 - Events

1.1 IFAT 2018 Trade Fair for Environmental Technologies Waste and Raw Material Management, Munich (14.05.2018. / 18.05.2018.)

https://www.ifat.de/

More than 141,000 expert visitors from more than 160 countries came to Munich between May 14 and 18, 2018. In total, there were 3,305 exhibitors from 58 countries presenting their products and innovations for the booming environmental industry. DuraTag team, along with our partners from BankPro, has attended IFAT 2018 and successfully participated in one of the most important events in machinery industry. We had a chance to meet numerous companies within the industry and present DuraTag solution. Great deal of stakeholder profiles for DuraTag platform were present at this event and we have received a lot of positive feedback on the idea and several business proposals, to establish cooperation when DuraTag solution is fully developed and deployed.

1.2 62nd International Fair of Technics and Technical Discoveries - "62. Međunarodni sajam tehnike i tehničkih dostignuća" (21.05.2018. / 25.05.2018.)

http://sajam.rs/kalendar-2019/sajam-tehnike/

DuraTag team has participated at this years International Fair of Technics and Technical Discoveries, held between 21st and 25th May at the Belgrade Fair. Event included 610 exibitors from 31 countries, with 280 exibitors from abroad. During these exciting 5 days, the fair was visited by 21,593 people from regional countries and EU. Visitors on our booth had opportunity to be introduces with the concept of the DuraTag platform and benefits which platform introduce within machinery industry and circular economy. There were many interested business actors from mechanical and electrical industries, as well as engineers of all profiles.

1.3 IoT/Blockchain Meetup (11.06.2018.)

https://www.meetup.com/This-group-is-part-of-the-sociotal-eu-project/photos/28964848/471957635/#471957624

Meetup was organized with focus on IoT and Blockchain (BC) with several interesting talks about cross-domain applications of these two technologies. We have had guests from several companies and universities including OriginTrail, HTEC Control Systems, Minebox, Faculty of Electrical Engineering and Computing, University of Zagreb, and DunavNET. We talked about unique identification of products using SmartTags and special ink reacting on different conditions from environment with interesting use cases. The Blockchain was discussed from several aspects, including its application with SmartTags for transparency in supply chain, decentralized networks, etc.

1.4 Startup Summer Camp (13.07.2018.)

https://ntpark.rs/class/letnji-studentski-startap-kamp/

Startup Summer Camp was organized by the Belgrade Science Park with the support of the Swiss Government, City of Belgrade and Center for Career development University of Belgrade. DuraTag Project Manager, Strahinja Vukoičić, has participated in the event as a mentor for young startups to gain skills in defining problems, identifying solutions and target market segments, for their future companies. During the event, we have held a panel section where we presented DuraTag solution and platform, and had an opportunity to explain the technology behind it to the representatives of the sponsorship companies, such as Coca Cola, FlixBus, Interventure, etc.

1.5 Data Science Conference 4.0 (18.09.2018.)

https://datasciconference.com/

Data Science Conference 4.0 was held on 18th and 19th of September in Belgrade and DuraTag had its representatives among more than 1000 Data Scientists and Data Enthusiasts from all across Southeastern and Central Europe that were participating in the event. Topics

such as Big Data, Data Architecture & Engineering, Machine Learning & Artificial Intelligence, Business Intelligence, Data Science in 4th Industrial Revolution, Open Data, Data Monetization was covered this year. DuraTag CTO, Miloš Solujić, held an interesting presentation at Data Science Conference 4.0 pointing out DuraTag H2020 pilot project as an interesting use case of IoT technology within heavy duty machinery industry.

1.6 Reinventing the World – The Power of Industry 4.0 (05.11.2018.)

https://ntpark.rs/2018/09/06/reinventing-the-world-the-power-of-industry-4-0/

November 5th, a very interesting conference and business event was facilitated by Science Technology Park Belgrade, with the support of the Swiss Government. Under ambitious name Reinventing the World – The Power of Industry 4.0 the conference gathered large number of participants from companies and organizations on regional scale, as well as some of the world-class keynote speakers. DuraTag Project Manager, Strahinja Vukoičić, has participated in the event and business meetings with foreign companies, establishing new relations with potential commercial partners. One of the main topics were cutting-edge solutions that our company develops in the industry segment, such as DuraTag platform.

1.7 Ecomondo 2018 Leading Expo for the Green and Circular Economy, Rimini (06.11.2018. / 09.11.2018.)

https://en.ecomondo.com/

Ecomondo, the leading Euro-Mediterranean area green and circular economy expo, was held between 6th and 9th November in Rimini, Italy. An international event with an innovative format that brings together all sectors of the circular economy in a single platform: from material and energy recovery to sustainable development. Enabling technologies that are pushing the fourth Industrial revolution could promote the distribution of circular economy models and the development of sharing platforms for goods, services and energy efficiency. DuraTag team, along with our partners from BankPro, has attended Ecomondo 2018. During the 4-days expo, we have met great deal of companies within the circular economy industry and presented DuraTag platform and application. Several very promising cooperation leads has been identified for 2019, to exploit DuraTag platform to enable and enhance commercial potential of circular economy on EU level. During B2B meetings, a lot of qualitative feedback was given from industry experts and stakeholders.

Section 2 - Reached bodies, stakeholders and companies

Through the participation on international and regional events addressing the environmental industry, circular economy and waste processing, as well as some pure IT conferences, we have engaged with targeted stakeholders and had a chance to receive both positive and negative criticism, constructive advice and industry insight. All those interactions has been embedded into our development process and made DuraTag platform much better and more complete and in line with current industry trends.

Beside our partner on this pilot project, company **BankPro** (http://www.bankpro.in.rs), that is a leading manufacturer of waste treatment equipment in South-Eastern Europe, we had a chance to meet other industry players in that domain, such as **VA Tech Wabag, Austria** (https://www.wabag.com), **FB Ketten, Austria** (https://www.fb-ketten.de), **Veolia Water Technologies, Germany** (https://www.veoliawatertechnologies.com/en), **WILO, Germany** (https://wilo.com), **PRONAR, Poland** (http://pronar.pl), **BECKER, Germany** (www.becker-international.com), Bosch Rexroth, Germany (https://www.boschrexroth.com). It was an important experience to meet representatives of these companies on IFAT event in Munich, because we got to talk about ongoing innovations in waste treatment and gain first-hand insight in state-of-the-art technology in machinery industry.

Ecomondo event in Rimini has also brought some very interesting leads for DuraTag consortium, since one of the main topics on the fair was circular economy and some EU legislatives that are driving this industry forward. We meet representatives of **MARMIX** (https://www.marmix-industrial.de), **Galileo Tech** (https://www.galileoar.com), **MacLean** (https://www.macleanengineering.com) amongs many other machinery manufacturers, but also an interesting software company **Municipia** (http://municipia.eng.it), targeting Smart City sector.

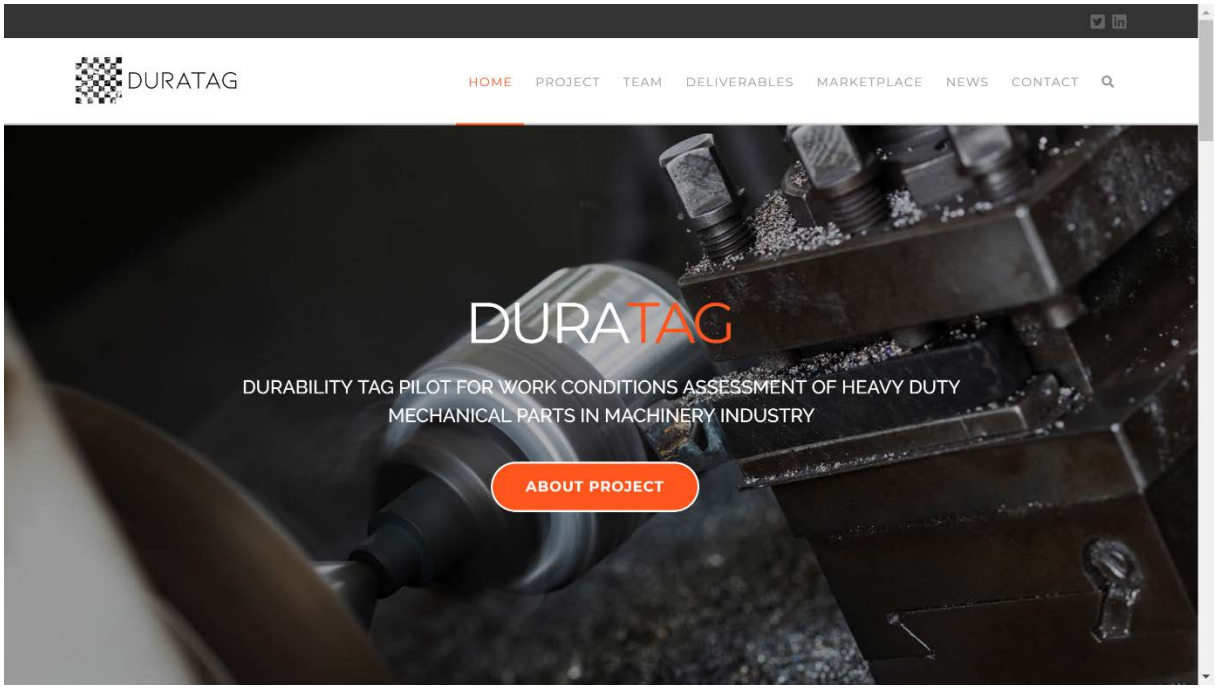
Exploiting personal contacts of team members and existing partnerships of BankPro, DuraTag got a chance to present the platform and solution on live meetings with several large production companies, thus potential stakeholders and/or future clients. We had meetings and presentations in **Schneider Electric** (https://www.schneider-electric.rs), **GEOX** (https://www.geox.com/en-GB/), **Tigar Tyres** (https://www.tigar-tyres.com), **Lafarge Holcim** (https://www.lafargeholcim.com).

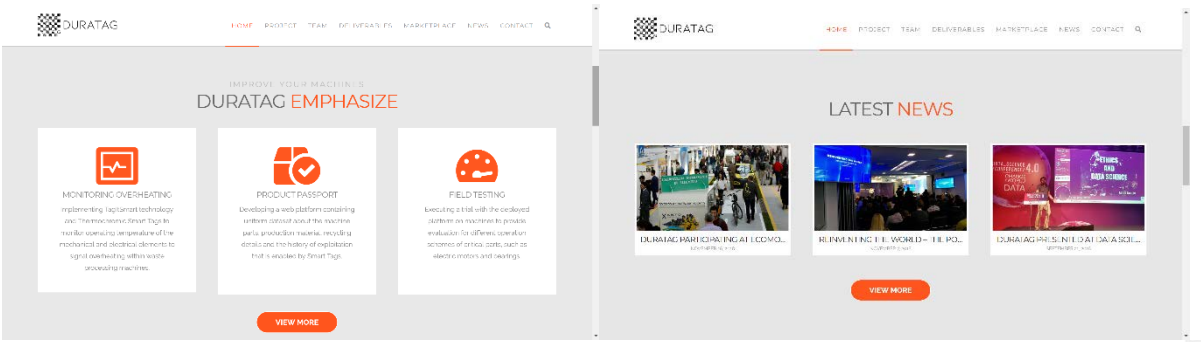
Section 3 - Website and social networks

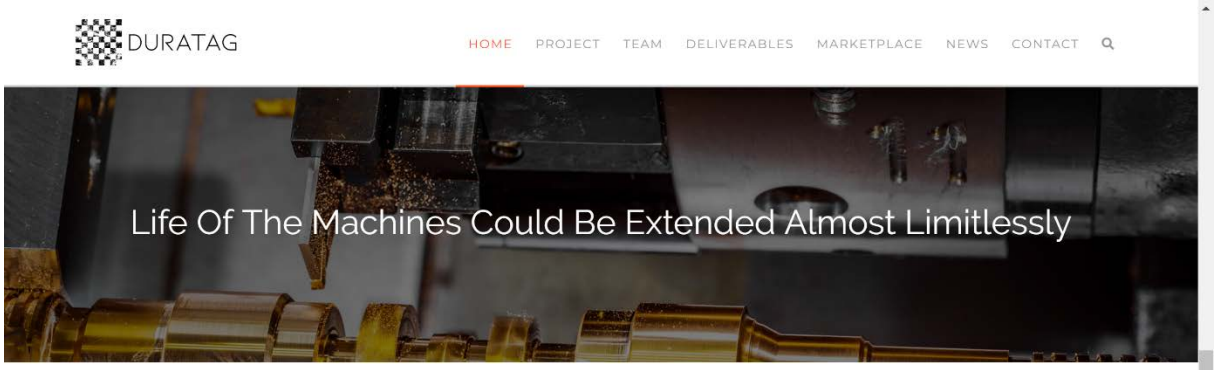
For the purpose of further promotion of DuraTag project, objectives, benefits and impacts, a website www.duratag.net was developed and launched. DuraTag website has primary purpose to emphasize the project activities and results, as well as to enhance the online presence of this concept and technology. It servers also as additional promotional channel for the overall TagItSmart! H2020 project. Through the website, all potential stakeholders can get more detailed information on DuraTag solution, get in touch with DuraTag team and join the community. Marketplace section is also available on the public website with all the product passport data acquired during implementation of the pilot.

DuraTag website consist of several main pages:

- HOME
- PROJECT
- TEAM
- DELIVERABLES
- MARKETPLACE
- NEWS
- CONTACT



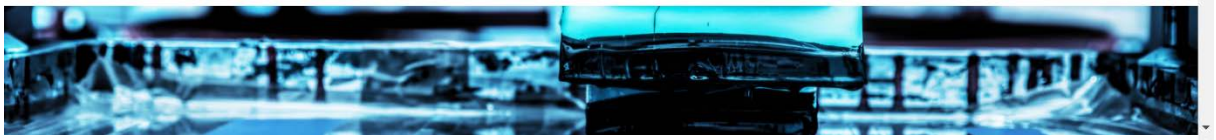


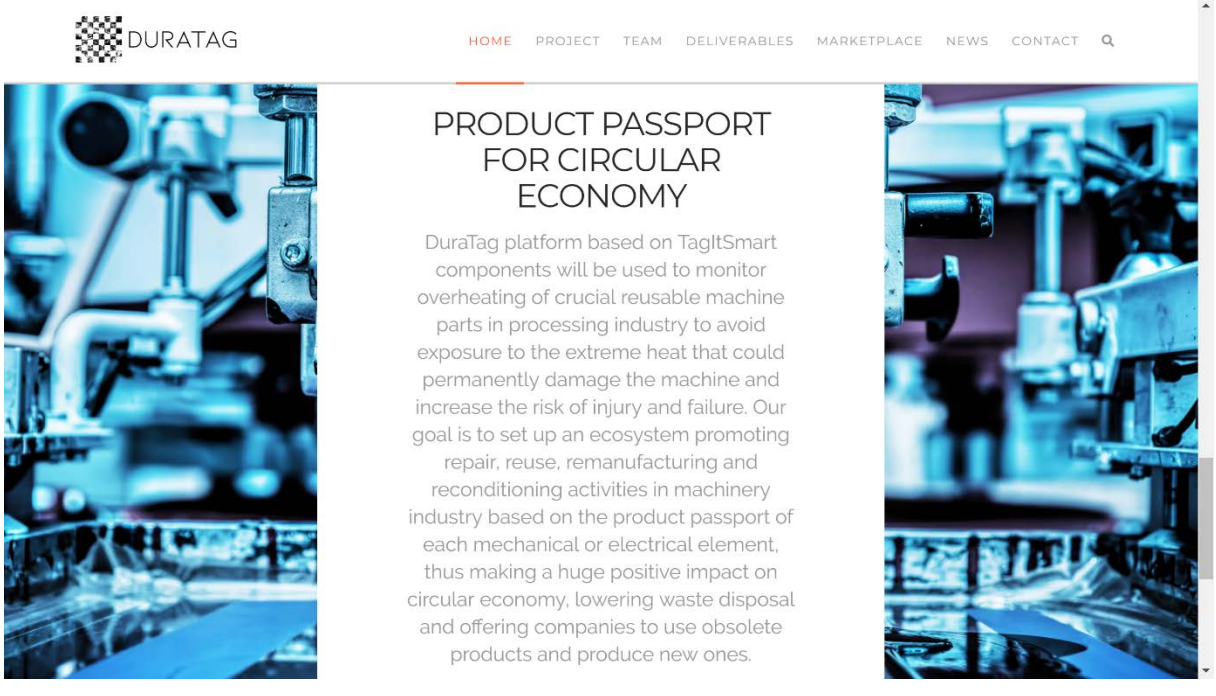


2
TESTING SITES

21
ELEMENTS MONITORED

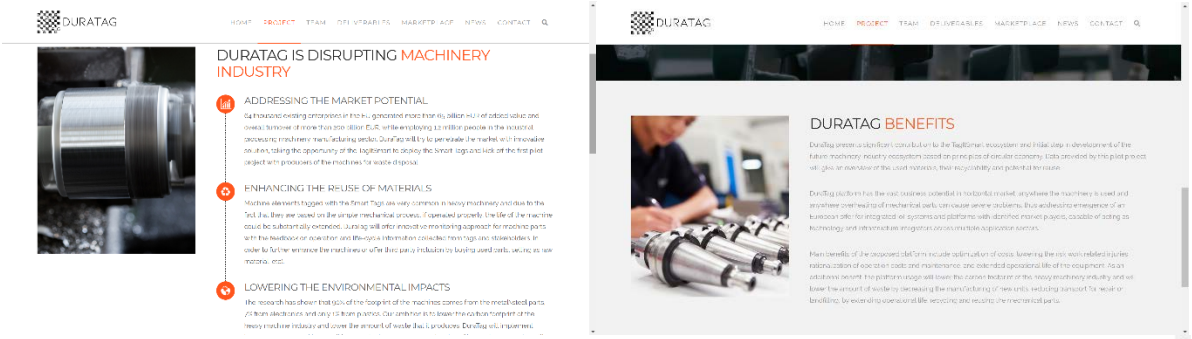
31
TAGS DEPLOYED

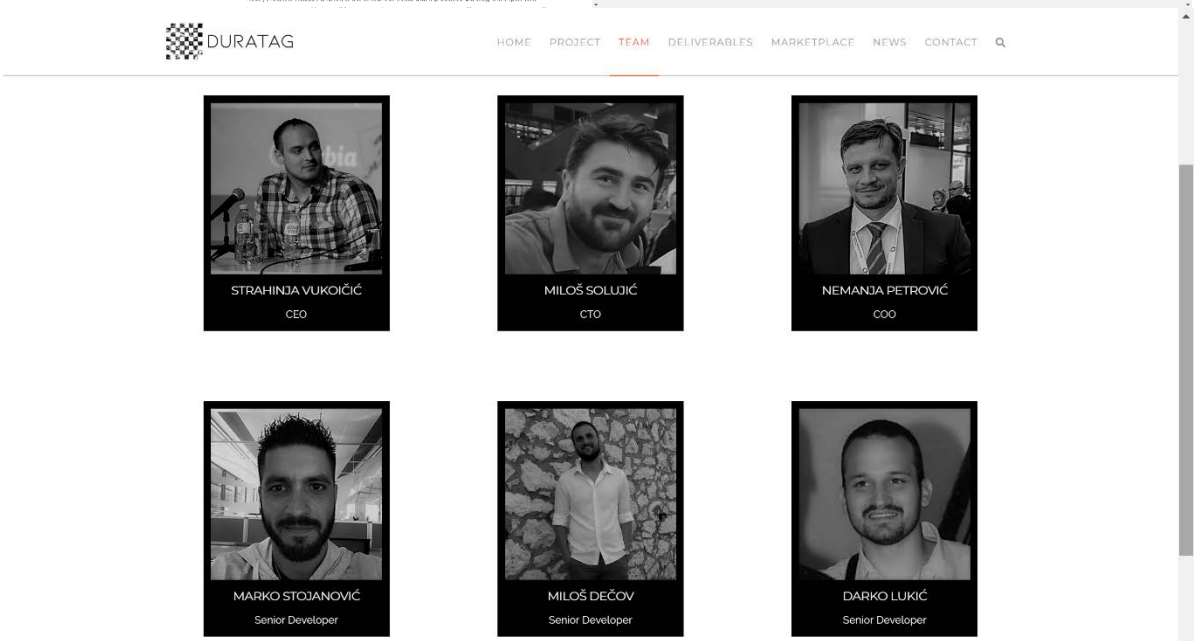


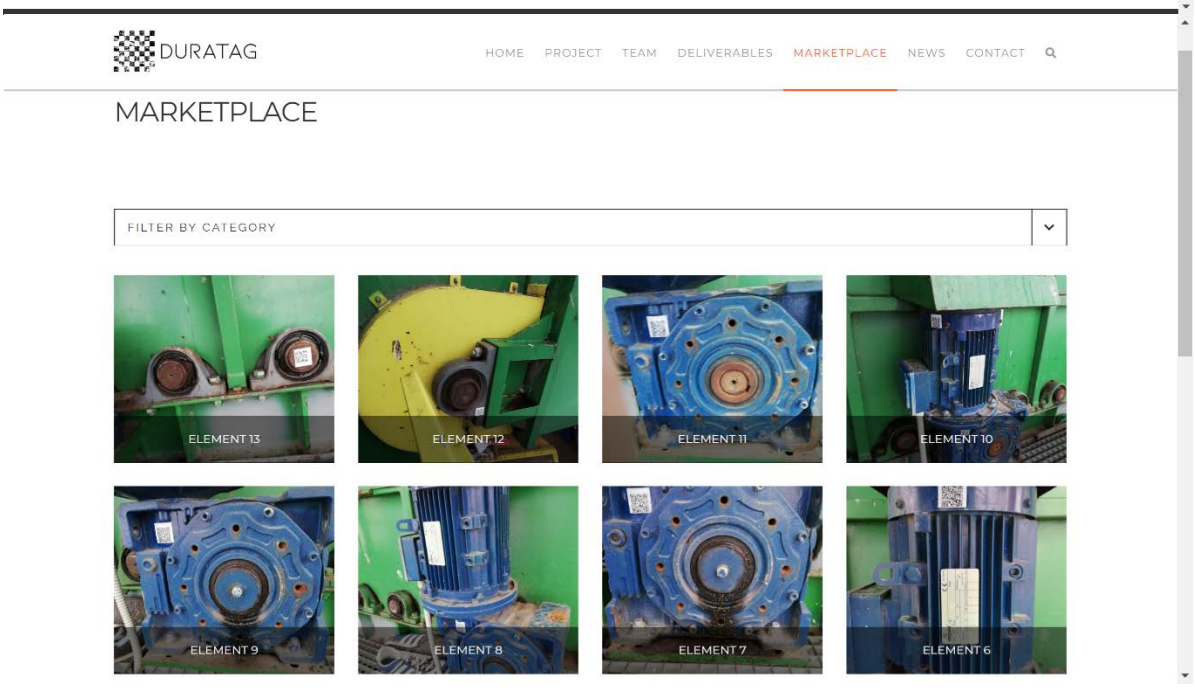


PRODUCT PASSPORT FOR CIRCULAR ECONOMY

DuraTag platform based on TagItSmart components will be used to monitor overheating of crucial reusable machine parts in processing industry to avoid exposure to the extreme heat that could permanently damage the machine and increase the risk of injury and failure. Our goal is to set up an ecosystem promoting repair, reuse, remanufacturing and reconditioning activities in machinery industry based on the product passport of each mechanical or electrical element, thus making a huge positive impact on circular economy, lowering waste disposal and offering companies to use obsolete products and produce new ones.


DURATAG
DURATAG IS DISRUPTING MACHINERY INDUSTRY
ADDRESSING THE MARKET POTENTIAL
ENHANCING THE REUSE OF MATERIALS
LOWERING THE ENVIRONMENTAL IMPACTS
DURATAG BENEFITS


DURATAG
HOME PROJECT TEAM DELIVERABLES MARKETPLACE NEWS CONTACT
STRAHINJA VUKOIČIĆ
CEO
MILOŠ SOLUJIĆ
CTO
NEMANJA PETROVIĆ
COO
MARKO STOJANOVIĆ
Senior Developer
MILOŠ DEČOV
Senior Developer
DARKO LUKIĆ
Senior Developer


DURATAG
HOME PROJECT TEAM DELIVERABLES MARKETPLACE NEWS CONTACT
MARKETPLACE
FILTER BY CATEGORY
ELEMENT 13
ELEMENT 12
ELEMENT 11
ELEMENT 10
ELEMENT 9
ELEMENT 8
ELEMENT 7
ELEMENT 6

Social network presence and promotion was established with account on Twitter and project page on LinkedIn.

- Twitter https://twitter.com/DuraTag
- LinkedIn https://www.linkedin.com/company/duratag

All important updates and news has been reposted and shared via social network channels, as well as properly marked with notable hashtags to enhance the reach of the posts and engagement of other users following those topics.

Section 4 - Conclusions

Dissemination activities has been addressed and covered from multiple sides. By attending several high-profile events, both regional and international, we got to establish connections with industry players and stakeholders, to present DuraTag platform the best possible way and gain knowledge and experience to improve all developed products and modules. DuraTag website has been designed to provide most important information about the project, to distribute news and updates about activities of the team, to enable all interested parties to join the DuraTag community, and to facilitate online presence of this project with public deliverables and marketplace. In addition, the social network channels has been setup via Twitter and LinkedIn, to increase the user engagement and to further promote interesting topics associated to DuraTag pilot.