



D2.3

DIH² Sponsors 1.0

version 1.0

Confidential

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Abstract

This deliverable is the first report of the actions undertaken under the task 2.5. Sponsorship Programme (M1-M48) which aims at gathering 50 sponsors that will be ready to take an active part in the sustainability of the project by providing financial support to the network

First basis for the sponsorship programme were defined in the Grant Agreement.

The sponsorship programme has been launched since the beginning of DIH² with the goal to involve as many corporates to join the DIH² sponsorship programme.

To coordinate the recruitment of future sponsors, BLUMORPHO first shared the methodology tested with all partners involved in the project so that they can also reach their industrial networks to invite them to join the sponsorship programme.

It has been agreed that the first year of the project will be a testing phase dedicated to showcase the value of DIH² sponsorship programme to corporates.

By June 2019, 19 companies joined or expressed interest to join the programme.

This document is a presentation of the concept of the sponsorship programme, why it is important for DIH² sustainability and how it is developed and operated by the partners.

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Notification

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HISTORY OF CHANGES

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EXECUTIVE SUMMARY

In the framework of the **WP2 Community of Practices setting up**, DIH² has decided to set up a sponsorship programme as one of the pillars for its sustainability plan. The idea is to build the DIH² ability to further operate the development of experiments implementing agile production in robotics beyond the H2020 funding.

Therefore, the sponsorship programme is very important:

- to demonstrate the ability to enlarge the DIH² ecosystem at different levels of the value chain (from components to manufacturing industrial players);
- to demonstrate the « value » of the DIH² network to provide attractive services to different players of this ecosystem;
- to test and engage the generation of new revenue sources that will come from the sponsors and thus safeguarding the sustainability of DIH²

A first *modus operandi* of the sponsorship programme has been tested during the application phase of the project and was successful enough to gather 11 sponsors beginning of 2019 and 9 potential sponsors more at M6. The actions engaged since the official launching of the project consisted in:

- sharing and validating the first version of the sponsorship programme's concept and organisation with the partners;
- initiating this first version as a test for free to allow the DIH² network to build its valuation strategy;
- building the communication materials and the communication strategy so that each partner can contact potential sponsors and enhance the impact of dissemination actions of the DIH² network.

With the launching of the 1st open call, the objectives are, from now on:

- to have all DIH² partners involved in the challenge of gathering sponsors for their actions;
- to anticipate and organise the participation of sponsors in Robot Days and in external events where the DIH² network will be presenting their opportunity to develop agile production in robotics;
- to start the organization of 50 digital events during which the companies involved in the sponsorship programme will address European manufacturing companies willing to apply to DIH² in order to highlight their solutions/products.



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