

# Deliverable 6.10

## Dissemination report 1

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## Acronyms and abbreviations

Acronym/Abbreviation	Description
EC	European Commission
EURATEX	European Apparel and Textile Confederation
IBZ	Federal Public Service of Home Affairs
IWT	Innovation Agency
MS	Mile Stone
PCP	Pre-commercial procurement
PPE	Personal Protective Equipment
R&D	Research and Development
Unitex	National Association of (technical) executives of the textile industry in Belgium
WP	Work Package

## Executive summary

The dissemination activity constitutes a fundamental task for European Research Projects since it ensures awareness of project activities and results among a wide range of relevant stakeholder communities far beyond the project consortium which can take inspiration or directly apply project outcomes to maximise private and public sector innovation, industrial competitiveness and job creation from the initial investment of the public funds.

### The dissemination activity needs to fulfil the following objectives:

- a) Guarantee a maximal visibility of the project at National and European level during its entire duration.
- b) Inform potential participants (private companies, research centres, sector and business organisations, universities, government agencies, etc.) on the project and its content, in order to convince them to participate in the Innovation Platform or the pre-commercial procurement tender.
- c) Promote the use of the PCP methodology developed by the Knowledge Centre Procurement of Innovation within the IWT, as an alternative procedure for government agencies to use for their own innovation procurement projects and explain its vast potential. In total seven trainings in different MS are foreseen.
- d) Create and maintain an online tool and web platform which provides efficient information channels and communication means between the different project partners and participants.
- e) Disseminate the obtained results to the following audiences: European policy makers, Central and local government administrations in the targeted countries, all internationally identified procurers of personal protective equipment.
- f) Tender Service: weekly an update of the tender notices published in PPE will be made available on the website.

## 1 Tasks within the dissemination plan

- 6.1 • Realisation of the dissemination plan
- 6.2 • Set-up of the online web platform and communication means
- 6.3 • Promotion of the project and its results
- 6.4 • Promotion of the methodology
- 6.5 • Organisation of a final public conference (target: 75 participants)
- 6.6 • Creation of a PPE procurement network and tender service

## 2 Development dissemination plan

During the first 3 months of the project, the Smart@fire dissemination plan was developed under the coordination of WP6 leader Euratex with contributions from all the project partners. This document describes in detail all major dissemination actions of the project, their planning, targets, used dissemination tools and responsible project partners. The Dissemination Plan also includes a table of individual dissemination activities by each project partner, which will be regularly updated throughout the project. The Dissemination plan will serve as a reference document to guide all dissemination actions and assess their results. The final deliverable D6.1 was completed by the WP leader in February 2013 and submitted to the EC in March 2013.

At the start of the project, IWT instructed the marketing agency Magelaan to create a design package containing logo, general visual, website template and lay-out for newsletters, leaflet and reporting. In that way the look & feel of the project was defined and is to be used during the complete duration of the project.

### 3 Set-up of the online web platform and communication means

Under the leadership of IWT the online presentation of Smart@fire was developed and has been made available to the public at [www.smartatfire.eu](http://www.smartatfire.eu) in March 2013.

The website provides the following information:

1. Project information: goal, what is smart PPE, ...
2. How to participate in the project: containing the 3 phases, market consultation by means of an innovation platform, R&D phase developing prototypes and procurement phase.
3. Procurement module – see Task 6.6 below
4. News and meetings; newsletters
5. Partners: giving an overview of all partners + links to their websites.
6. Related events
7. Frequently asked questions
8. Contact page



Most information on the website is provided in English, but there are also important parts in French and Dutch. These parts are related to the project information and subscriptions to the market consultation sessions.

#### 3.1 Subscription functionalities & internal area

Interested parties who want to participate in the project, can register on the website. All login information is kept in databases. Registered participant are invited automatically, by mail, to attend meetings and work sessions. At the end of September 2013 we registered 458 potential participants.

Next to this the site offers the opportunity to 'stay informed' about the project, without active participation. 104 people subscribed. These persons are thus subscribed to the newsletter.

### 3.2 Reach of the website

Between March and end of November 2013 we noted 6.543 visits, of which 3.703 were unique visitors.

Since the launch of the website it averaged 709 monthly hits, against an initial target of 300 hits/month and 532 unique visitors per month.



There is a clear peak in visits in September – this was the month where two of our market consultations were held (Brussels & Marseille) followed by the session in Dortmund on October 1th and 2<sup>nd</sup>. The peak can be explained by people looking up information before the start of the market consultations.

Most visits were from Belgium, France and Germany – the three countries where market consultations took place.

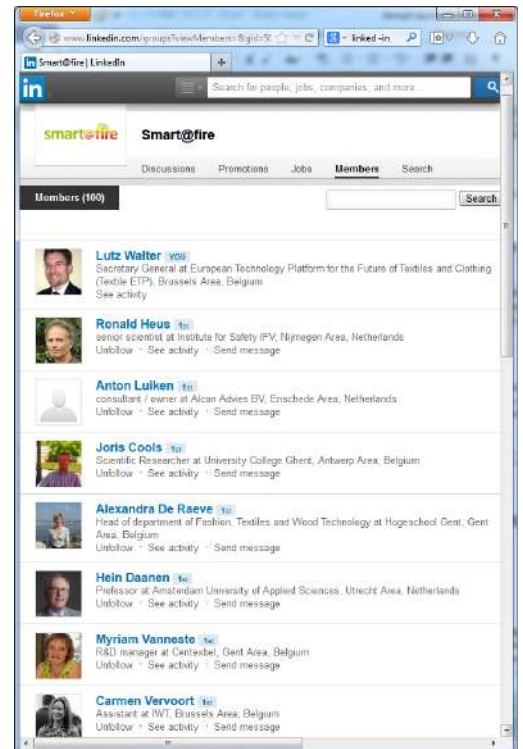
1.	 Belgium	2.173		32,39%
2.	 France	864		12,88%
3.	 Germany	832		12,40%
4.	 Netherlands	476		7,09%
5.	 United Kingdom	321		4,78%
6.	 Spain	202		3,01%
7.	 United States	180		2,68%
8.	 Finland	175		2,61%
9.	 Italy	128		1,91%
10.	 Lithuania	127		1,89%

### 3.3 LinkedIn group

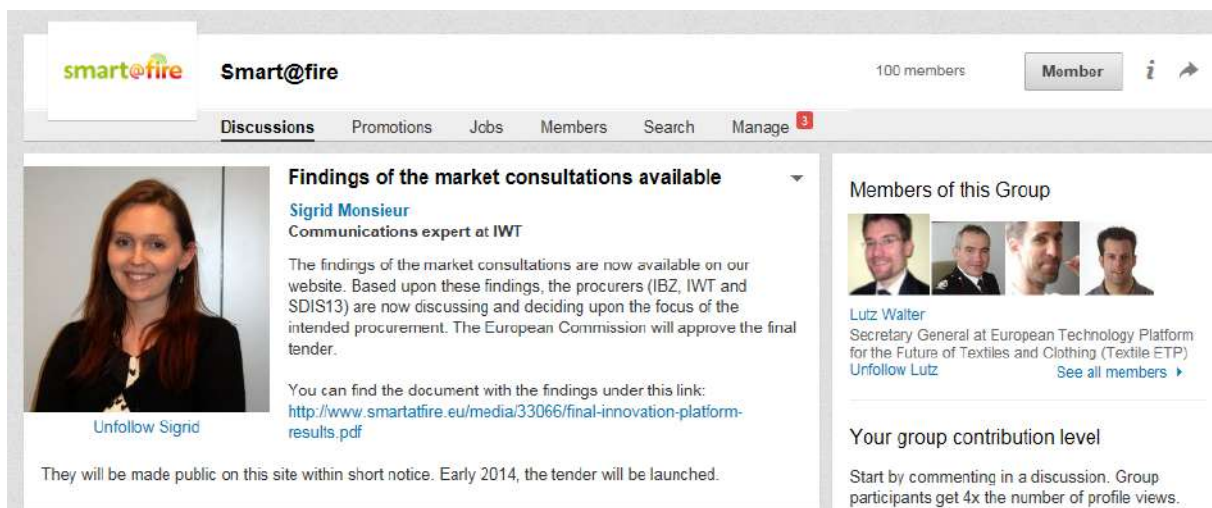
A virtual interest group was set up on *LinkedIn* and is reachable at the following url: <http://www.linkedin.com/groups/Smart-fire-5059002>

The group was created and is permanently managed by the project coordinator IWT. Until mid-November 2013 the group counts 100 members.

The group is used as a more flexible and interactive tool to announce short project news and encourage group experts to comment and discuss any announcements made by the project.



Below you find an example of the communication done on the results of the market consultations:



It is expected that the group will continuously grow throughout the remainder of the project and will remain an additional tool of the Smart@fire website with as goal to increase awareness of the project and its results and to draw interested experts to project meetings and events.



## 4. Promotion of the project and its results

During the first 12 months of the project a wide range of project dissemination and methodology promotion actions were undertaken by the consortium collectively and by the respective partners individually in order to raise the awareness of the Smart@fire, its objectives, activities and results among all relevant stakeholder communities across Europe.

**Collective dissemination actions included:**

### 4.1 Project newsletter

Two 6-monthly newsletters have been produced by Euratex and IWT with active input from other project partners and supported by professional communication material designers and producers. The first newsletter was published in May 2013 focusing on the work of WP1 including the user needs assessment, the state-of-the-art survey and the resulting envisaged solution. It also announced the market consultation sessions organized in September and October 2013 and encouraged interested companies to register for these sessions. This newsletter was produced in electronic and print and mailed by all project partners to their professional networks. In total over 5000 persons were targeted several times. The printed version was also handed out at various events and meetings across Europe.

A second newsletter was created and published beginning November 2013. It targeted the procurers and invited them to **the Procurement Round Table** which took place as part of the Enprotex / Smart@fire Conference on 10-11 December in Brussels.

The third newsletter will focus on the results of the market consultation sessions and will announce the public tender to be launched. It will be published beginning 2014.

## 4.2 Project brochure

An information brochure was produced by Euratex and IWT with active input from other project partners and supported by professional communication material designers and producers. The brochure explains in a very concise and visually appealing way the main approach and expected results of Smart@fire. It also make a direct call to any interested stakeholder and organization to link up with the project and get involved in relevant public events such as the market consultation sessions. It also contains information of all involved project partners and encourages readers to visit the project website for further information and for registration. This document was finalized and published in May 2013. It was uploaded to the project website, distributed electronically by all partners through their usual communication channels and handed out at numerous events and meetings.



**smart@fire**

**SMARTER FIREFIGHTER SUITS BY 2015**

**REGISTER NOW**  
[WWW.SMARTATFIRE.EU](http://WWW.SMARTATFIRE.EU)

**"OUR PROFESSION WILL ALWAYS BE DANGEROUS, BUT WITH INNOVATIVE TECHNOLOGY WE CAN REDUCE THE RISKS"**

More than 100 firefighters across Europe die in action every year while saving others. They lose their way in smoke, become surrounded by a sea of flames, get cut off by sudden rising water, and continually find themselves in perilous situations.

Brigades need innovative ICT solutions that continuously:

- measure environmental parameters and a firefighter's vital functions (Sensors)
- determine their position in buildings and on the field; eg. in the case of forest fires (Localisation systems)
- assess situations better – both on the ground and at a distance (Data transfer)

All this integrated into an equally innovative 'smart' firefighter suit.

**smart@fire** Smart@fire is a groundbreaking project to encourage companies and researchers and provide them with financial means to develop Innovative ICT Solutions that better protect firefighters and help prevent accidents, and to integrate them into Smart Personal Protective Equipment (PPE). For this, Smart@fire employs a unique and novel method of innovative procurement known as pre-commercial procurement (PCP), developed by the Innovation Agency (IWT).

**smart@fire**

- Smart@fire is a European project (2,2 million euros) aimed at encouraging and financing companies and researchers specialised in ICT, sensors, transmission, localisation and visualisation systems or smart textiles.
- 961 European fire and rescue services were asked to indicate their innovation expectations. It showed there is a great demand for localisation, visualisation and transmission systems that can function optimally in the most difficult situations.
- Entrepreneurs and researchers from all over the EU will come together in unique sessions for exchanging knowledge and experience with fire brigade procurement officers.
- Prototypes will be developed and tested with financial support of the European Commission (FP7).
- The ultimate goal is to develop cost-effective and functional Personal Protective Equipment on a large scale for a broad market.

**INNOVATE WITH US IN THREE STAGES**

Combining strengths and expertise from various countries and sectors, Smart@fire is developing a joint research and development project for companies and researchers on demand of fire services. For this, it employs a unique and novel procurement method developed by IWT that consists of three stages, preceded by a large scale needs assessment conducted with 961 fire and rescue services.

- **STAGE 1** Smart@fire first organises market consultations in France, Germany and Belgium, where potential suppliers and procurement officers can engage with each other. Find the dates and themes and register online at [www.smartatfire.eu](http://www.smartatfire.eu).
- **STAGE 2** Next is the pre-commercial procurement in which Smart@fire will procure the development of working prototypes and a test range of Personal Protective Equipment (PPE) with integrated ICT-solutions, all with a view to eventual large-scale production.
- **STAGE 3** Based upon positive test results, EU fire and rescue services will purchase the developed smart suits by launching a final joint EU tender.

Take part in Smart@fire and discover how innovative companies, researchers and government bodies can work together to reduce the risks faced by firefighters.

**REGISTER FOR OUR MARKET CONSULTATIONS**

September 2013 > Brussels (BE)

- 10/9: Localisation systems in Personal Protective Equipment (PPE)
- 11/9: Integration of ICT solutions in PPE

September 2013 > Marseille (FR)

- 17/9: Data transfer and visualisation systems in PPE
- 18/9: Integration of ICT solutions in PPE

October 2013 > Dortmund (DE)

- 17/10: Sensors in PPE
- 21/10: Integration of ICT solutions in PPE

Final event > Brussels (BE)

- 10/12: Final conclusions & network event.

Go to [www.smartatfire.eu](http://www.smartatfire.eu)

For more information about Smart@fire and the market consultations, please contact Project Director Christophe Veys at [smartfire@iwt.be](mailto:smartfire@iwt.be).

Smart@fire (2013-2015) is financed by the European Commission (FP7), Innovation Agency (IWT), the Belgian Federal Home Affairs Ministry (IBZ) and the French SDIS15 Fire Department Bouches-du-Rhône.

Participating partners:



### 4.3 Individual dissemination activities by the partners

According to the strategy laid out in the project dissemination plan, each project partner is responsible for an effective dissemination of project activities and results among its professional networks.

Apart from the distribution and forwarding of collective dissemination materials such as the project website, brochure and newsletter, individual dissemination activities especially concern the translation and adaptation of project information to make them relevant and accessible at national and regional level and to specific interest groups. The table on the following pages lists all individual dissemination activities carried out by Smart@fire partners during the first 12 months of the project.

Responsible partner	Action	Type of action	Targets	Reach	Timing, frequency
IBZ	Informing the Belgian Fire fighters about the scope of the project and call for collaboration through the newsletter “ FOCUS”	Electronic (by mail)	Belgian fire fighter chiefs	250	At the start of the project
IBZ	Invitation to complete the online questionnaire/survey about smart textiles	Online survey	Fire fighters and public procurers	1000	In month of the project
IBZ	Informing the Belgian Fire fighters about the scope of the project	Electronic (by mail)	Belgian fire fighters	3000	
GMFRS	Host ½ day conference to share the Smart@Fire project with other UK based Fire & Rescue Services to promote greater understanding of end user requirements.  <u>Needs assessment:</u> Addestino, would first come over to the UK in order to make a needs assessment. Half day session where we invite 8 to 10 FRS’s to determine what their	Conference Organise the session ( meeting room, invite fire brigades)	UK Fire & Rescue Services	UK End result: Addestino will make a report summarising the use-cases and needs for the UK. This will be used as input for the innovation platform sessions.	Once in February 2013

	needs are related to smart PPE.				
GMFRS	Electronic mailing to fire fighters	Electronic mailing	List of fire fighters in UK		
GMFRS	Support the Innovation platform: Sessions will also be headed by Addestino together with IWT. The goal is to bundle the demand (you as procurer) and the supply side (enterprises, knowledge centers,... ). We foresee 2 up to max. 3 working sessions in order to: Identify the innovation potential (using the use-cases coming from the needs assessment) To make a feasibility check of the desired solution.	Support/Attended 2 up to max. 3 working sessions	Procurers & suppliers	EU	Month 5 to 11
GMFRS	Facilitate access to North West Regional Fire & Rescue Services Technical Officer network to promote the Smart@Fire project and provide on-going advice and support. Also, provide access to Chief Fire Officer Association representatives.	Networking	UK - North West Fire & Rescue Services	UK	On-going throughout project, as and when required
IFV	Regular publication of project news in the Dutch Firefigther Magazine Brand en Brandweer 112, Local FF-magazines	Printed and online	Dutch Firefighter Services Ambulances Disaster Rescuers	Estimated n° of readers: 30.000	Interval of publication: 11 times a year
IFV	Electronic mailing to fire fighters	Electronic mailing	List of fire fighters in The Netherlands		TBC

IFV	Presentations of project progress to Brandweer-Nederland (Dutch Fire Services) workshops and conferences	Oral presentations	Dutch Firefighter Services	Estimated n° of event participants: 50 -60	Several events incl. national conference in autumn 2013
DGSCGC SDIS13	Communication: external website	Publication of article	Every visitor of the website	2000	1 time a year
DGSCGC SDIS13	Communication: internal	Intranet Publication		5000	1 time a year
DGSCGC SDIS13	Congress	Presentation of the project	All the brigades of the SDIS13 and Political and administration representatives	250	1 time a year
DGSCGC SDIS13	Technical District Group	Presentation	All SDIS of the South of France	20	2 times a year
DGSCGC SDIS13	National Technical Group	Presentation	All SDIS of France	99	1 time a year
DGSCGC SDIS13	An article in a specialized magazine	Editorial		10.000	1 time a year
INNOVA	Press release about training	Website and Media list	Media and interested stakeholders, authorities of CE	about 80	
INNOVA	Final public conference (Save the date)	Website and media list and electronic circular	INNOVA newsletter list and media and interested stakeholders, authorities of CE	About 1100	Once around month 30 of the project (April-May 2015)
INNOVA	Final public conference	Website and media list and electronic circular	INNOVA newsletter list and media and interested stakeholder, authorities of CE	About 1100	Once around month 37 of the project (Nov-Dec 2015)

<b>INNOVA</b>	Plans and reports of activities of INNOVA Észak-Alföld	Report (electronic and limited print)	Owners of INNOVA Észak-Alföld	7	yearly
<b>FDDO</b>	Project presentations, e. g. at the permanent working group "Research" of the Chief Fire Officer's Association and other conferences	oral, handout	German Fire Brigades	Various	continuously
<b>FDDO</b>	Report about project activities in FDDO's regular magazine	Publication	FDDO, City of DO	1500	Annually
<b>FDDO</b>	Workshop for technical departments and procurers	presentations, handout	German Fire Brigades, procurers of city administrations	50	Depending on project process
<b>FDDO</b>	distribution of brochures, integration of links in own websites	handouts, electronic / online			Continuously
<b>Centexbel</b>	PPE Horizon meeting	Presentation	Any interested parties	33 Participants	27 November 2012
<b>Centexbel</b>	Newsletter: Centexbel INFO	Electronic circular, electronic publication	Centexbel members and related	780 readers	October 2012
<b>Centexbel</b>	Project presentation on Centexbel Website	Online, electronic	Centexbel members and related but also any interested parties companies	780 readers and more	January 2013
<b>UGent</b>	Report on the project in annual report	Brochure, electronic	Academic, policy makers, industry	1000 hard copies, 1000 hits	annually
<b>UGent</b>	Reporting on Smart@fire activities in lectures on smart textiles	Lecture notes	Students from academia and industry	30 per year	annually

UGent	Reporting on Smart@fire activities in papers and at conferences	Papers and proceedings	academia and industry	3 conferences/ year with 200 participants	At regular times
UGent	Participation of Smart@fire at workshops	Presentations and Proceedings	academia and industry (local, interregional and European)	1 workshop per year with 50 participants	annually
Addestino	Regular information and presentations of project activities among company contact network	Presentations			Continuous
Addestino	Website Addestino:  Project description and link to site smart@fire				
IWT	Creation of the site smart@fire  (see attachment: traffic smart at fire website for an overview of the amount of visitors per month)	Online - website	-public procurement organisations ( general and specific active in protective clothing) - policy makers - industrial sector: broad scale of companies interested in innovation and public procurement - knowledge centres - specialised media	Target: 300 hits/month	Weekly update
IWT	Reference to the project on the website 'Kenniscentrum Innovatief Aanbesteden' ( Knowledge Center Procurement of Innovation (1)) + short update	Online - website	- public procurers - policy makers - industrial sector: broad scale of companies interested in	+/- 7000 unique visitors/year	Every 6 months

	(see attachment for screenshot, link: <a href="http://www.innovatiefaa.nbesteden.be/smartatfire">http://www.innovatiefaa.nbesteden.be/smartatfire</a> )		innovation and public procurement - knowledge centres - specialised media		
IWT	Reference to the project on the general website IWT + short update  (Attachment: screenshot IWT site. Press release was also featured on website, as was the brochure)	Online - website	Any interested parties: companies interested in innovation, knowledge centres,..		Every 6 months
IWT	Project news article in electronic mailing of (1)  (Attachment: newsletter 1)	Online, electronic mailing	Target groups: - public procurement organisations - policy makers - industrial sector: broad scale of companies interested in innovation and public procurement - knowledge centres - specialised media	2000 addresses	Every 6 months
IWT	Project news article in electronic mailing of IWT – innovation network	Online, electronic mailing	Target groups: intermediaires - knowledge centres - flemish organisation active in innovation	1200	Every 6 months
IWT	Project news article in EWI review ( department Economics, Science and Innovation)	Newsletter – printed and electronic		TBC	1 time



IWT	Projects news article to EEN stakeholders	Newsletter – electronic		TBC	1 time
IWT	Project news article in electronic mailing of different ‘intermediaires’ like VOKA (chambers of commerce)  UNIZO ( organisation of self-employed small enterprises)  AGORIA (largest employers and trade organisation)  SIRRIS (Collective center of Belgian technological industry)  iMinds (independent research organisation, offering active support in R&D, mainly in ICT)	Online, electronic			1 time
IWT	Project activities summary in annual report	On line and printed version	Available on IWT website		1 / year
IWT	Press releases (in Dutch – was sent out to Belga)	Different media	General and specialised press		At start of the project ( Innovation platforms) 04/2013 + 2 more
IWT	Announcement of start of the project in TED (Tender Electronic Daily )	Electronic, online		500	At start of the project (innovation

					platforms ) ; 04/2013
IWT	Announcement of PCP tender in TED	Electronic, online		500	
IWT	Start-up of social media, linkedin group for smart@fire	Electronic, online			

## 5 Promotion of the methodology: Training sessions

An important dissemination target is the raising of awareness about the innovative procurement methodology of Smart@fire amongst public procurers of personal protective equipment for firefighters and first responders across Europe.

As first step a list of relevant public procurement organizations was compiled by IBZ and delivered as D6.5 in March 2013. The list – based on the results of the Enprotex project - which will be constantly extended and updated currently contains 195 procurement organizations from 25 European countries. All these organisations have received extensive information about the activities and the results so far on Smart@fire.

This list will be used to inform the public procurers about the achievements and results of the Smart@fire project (for example through newsletters and mailings). All the procurers on the list will also be invited to attend to our workshops and conferences.

These European PPE procurers will also be informed about the tender service which has been installed on the Smart@fire website. In this way, we keep them posted about the relevant tenders in the field of PPE throughout the whole of Europe.

The final purpose is for Smart@fire is to place a final and joint tender in which different EU member states are participating.

At the end of the Smart@fire project training sessions with procurers will be organized in different countries to present and discuss the Smart@fire methodology and processes in a more interactive and educative setting. As these sessions will be organized by the individual procurers using their own resources, these sessions are not considered contractual deliverables of the project, although very valuable.

## 6 Organization of a final public conference

Not yet active during the first reporting period.

## 7 Creation of a PPE procurement network and tender service

Smart@fire benefits from the establishment of a European PPE procurement network under a preceding European project Enprotex ([www.enprotex.eu](http://www.enprotex.eu)), in which several Smart@fire partners have been involved. After the end of the Enprotex project, the network has set up the Enprotex Foundation which is managed by Smart@fire partner IBZ.

The members of the Enprotex network have been continuously informed about the progress of Smart@fire. On 10-11 December 2013 the members of Enprotex and other interested stakeholders came together for the 3<sup>rd</sup> Enprotex conference in Brussels, which was organized jointly with Smart@fire. During this event the Smart@fire Procurement Round Table was held under leadership of IBZ and with participation of several Smart@fire partners.

In order to inform the procurers (fire brigades and first responders) and enterprises about tenders that are published in Europe a tender service has been set up on the Smart@fire website <http://www.smartatfire.eu/tenders.aspx>. A weekly update of the relevant PPE tender notices has been made available. This allows an identification of what is purchased in Europe and by whom. Ideally it will stimulate procurers to bundle their purchase capacity to jump in a joint procurement.



**smart@fire**

**Procurement module / Tenders**

- 29/11/2013 Denmark-Grindsted: Firefighting materials
- 29/11/2013 France-Versailles: Occupational clothing
- 29/11/2013 France-Bourg-en-Bresse: Repair and maintenance services of mechanical building installations
- 28/11/2013 Austria-Vienna: Application work of protective coatings
- 28/11/2013 Germany-Jena: Protective footwear
- 28/11/2013 France-Villeneuve-la-Garenne: Textile articles
- 28/11/2013 Bulgaria-Sofia: Individual equipment
- 28/11/2013 Poland-Wroclaw: Firefighting, rescue and safety equipment
- 26/11/2013 Bulgaria-Sofia: Individual equipment
- 28/11/2013 United Kingdom-Birmingham: Clothing, footwear, luggage articles and accessories
- 28/11/2013 Slovenia-Ljubljana: Protective footwear
- 28/11/2013 Czech Republic-Prague: Safety vests

**Participants**

**atsharp** Timj Denis  
CEO

**VTT** Antti Vaarinen  
Business Director

**Show more**

## 8 Other activities

### 8.1 Article Emergency Services Times

For the Emergency Services Times (EST), an article was prepared to inform the readers of this magazine about the Smart@fire project. The article was written in August and published in the EST magazine in October 2013.

### 8.2 COWIN webinar

At the request of COWIN, a webinar was given with a presentation about the project. The goal was to inform their stakeholders and subscribers about Smart@fire.

COWIN is a support action to strengthen the European competitiveness in miniaturized smart systems. This initiative is dedicated to commercial exploitation of advanced technologies coming from collaborative European research work. COWIN is supporting research projects partners with individual support to leverage the value of their work and to reach maturity for further investment. They provide also access to their innovation network to identify best of best partners. COWIN is also a key tool for industrial companies willing to capture innovation in smart systems.

### 8.3 Participation in multiple events

At following events, Smart@fire was represented. Brochures were handed out and 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
Market Consultations 1 & 2	Belgium
Market Consultations 3 & 4	France

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## Smarter fire fighting systems by 2015

Every year more than 100 firefighters across Europe die in jobs. Lining their way in smoke, getting cut off by rising waters, being engulfed by flames and responding to horrific accidents, firefighters put their own lives on the line daily for those others. To make their profession less perilous, the Smart@Fire project was launched, bringing together partners from six different countries to develop the next generation Smart Personal Protective Systems aimed to reduce casualties among firefighters.

To achieve its goal, a trans-national consortium was created to unite fire and rescue services (2008) all over Europe. This network is open and for firefighters' safety, which must be improved with the Smart Personal Protective System. This technology focuses mainly on localisation systems, data transfer and visualisation systems.

**Pre-Commercial Procurement**  
The Smart@Fire project is unique not only because it brings together a consortium of researchers from all over Europe but also because of the Pre-Commercial Procurement (PCP) strategy used. Project Manager Christophe Veys says: "The different backgrounds of the participating fields ensure a cross-fertilisation and allow the development of fire fighting systems to better prevent and reduce the risks of fire fighting. Research that was also ongoing in Belgium is commonly agreed that commercial development approaches that can be deployed across Europe."



Smart@Fire project: A firefighter in full protective gear.



Firefighters in Belgium, speaking about their work in the magazine.

**Firefighter input**  
Of course, the project would not be possible without the input of the firefighters themselves. "One of the priorities in the project was to find ways to make the firefighters' work easier and safer," says Christophe Veys. "The firefighters' input was crucial for the development and acceptance of innovative systems in the protection gear because we respected their needs, life span, adaptability to wear in the protective equipment of the firefighter should be chosen to make working conditions easier in their environment, and also take a choice taking themselves in safety. We are looking forward to making these systems will be implemented in a robust and sustainable way." [www.smart@fire.com](http://www.smart@fire.com)

**"The new technology could mean a great breakthrough in the way firefighters work."**

The COWIN 4 GTS Agreement from the French SURETÉ fire brigade the new technology will be very important for the firefighters to have a better view of the environment. He said: "The fire-fighting equipment has been getting better. But it is a challenge to make it better. The new technology could be very helpful in making the work easier on the firefighters and reduce the risk of injury. It is very important to have a better view of the environment for firefighters of practical ideas."

**Breakthrough in fire fighting**  
One of the objectives of the project was to develop a new fire-fighting system. The project is still ongoing. Christophe Veys says: "The project is still ongoing. The project is still ongoing. The project is still ongoing."



Christophe Veys said: "The new technology could mean a great breakthrough in the way firefighters work."

Market Consultations 5 & 6	Germany
Final Event & Networking	Belgium
Conference Göteborg	Sweden

## 8.4 Press release

In June, a press release was prepared by IWT. This was sent out to Belga, a large Belgian news agency.

Besides being published on the website of IWT, it was also featured on [www.engineeringnet.be](http://www.engineeringnet.be) & the UNITEX website.

The press release contained information on the pre-commercial procurement trajectory used in the project, as well as the necessary information to attract possible participants.



The screenshot shows the Engineeringnet.be website. The main article is titled "IWT wil slimmere brandweerpakken tegen 2015". The article text includes: "Brandweerlieden belanden voortdurend in benarde situaties en hebben nood aan een intelligent pak dat de risico's van hun beroep beperkt." and "ENGINEERINGNET.BE – Na een grondige analyse van 961 Europese brandweerlieden, worden de belangrijkste innovatiewoenschten ontdekt." There is also a sub-section titled "Een kwestie van bij te blijven... Opleidings-".



The screenshot shows the Smart@Fire website. The main heading is "Smart@Fire". Below it is a photo of various national flags. The text reads: "Le projet européen (FP7) Smart@Fire a pour but de financer Entreprises et Centres de Recherches afin de développer des solutions innovantes à intégrer dans les vêtements des 'Intelligents' des sapeurs-pompiers. Une méthode unique et innovante sera utilisée : l'achat public avant commercialisation. Le projet débute par la détection et la définition des besoins très spécifiques des utilisateurs finaux. Les phases ultérieures sont consacrées au développement de prototypes afin de pouvoir proposer un produit fini définitif, qui aidera les sapeurs-pompiers dans l'exercice de leurs missions quotidiennes." It also mentions: "Les centres de recherches et les entreprises sont invités à participer à la consultation du marché qui réunira tous les acteurs (Entreprises, Centre de Recherche, université et acheteurs publics). Des sessions de travail sont organisées dans trois pays: la France, l'Allemagne et la Belgique. Inscription avant le 20 août. Pour en savoir plus et s'inscrire: <http://www.smart@fire.eu/fr/etat-du-projet/phase-1-consultations-de-marche%20%20A9.aspx>" and "Project Director Christophe Veys at [smartfire@iwt.be](mailto:smartfire@iwt.be)". At the bottom, there are two links: "Retour à la liste des actualités" and "Retour à l'accueil".