

Deliverable 2.5.1

Monitoring of active participation of future suppliers of R&D

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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.



smart@fire

- Smart@fire is a European project (2.2 million euros) aimed at encouraging and assisting companies and researchers specialised in ICT, sensors, transmission, localisation and visualisation systems or smart textiles.
- 40+ 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 especially 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, knowledge is a unique and novel procurement method developed by IWT that consists of three stages, preceded by a large scale needs assessment conducted with 40+ fire and rescue services.

- STAGE 1:** Smart@fire first organizes **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.smart@fire.eu.
- STAGE 2:** Next is the pre-commercial procurement in which Smart@fire will procure the development of **working prototypes** and a large 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, the fire and rescue services will purchase the developed state-of-the-art by launching a **first order** in 2015.

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

REGISTER FOR OUR MARKET CONSULTATIONS

September 2013 - Brussels (BE)

- 1200 Localisation systems in Personal Protective Equipment (PPE)
- 1170 Integration of ICT solutions in PPE

September 2013 - Brussels (BE)

- 1770 Data transfer and visualisation systems in PPE
- 1800 Integration of ICT solutions in PPE

October 2013 - Dortmund (DE)

- 2100 Sensors in PPE
- 2110 Integration of ICT solutions in PPE

Final event - Brussels (BE)

- 10000 network event

Go to www.smart@fire.eu

For more information about Smart@fire and the market consultations, please contact Project Director Christophe Veys at smart@fire.eu

Smart@fire (2012-2013) is financed by the European Commission (FP7), Innovation Agency (IWT), the Belgian Federal Government (Ministry of Economy) and the French State (Le Département Bouches-du-Rhône).

Participating partners:



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 reflective display on the front and lower layers of the outer membrane under temperature rise on firefighters and as the result of the heat due to the body. Sensors are attached to these LED displays on the sleeve and on the back of the left shoulder.

Shoulder display and heat sensor
The LED display on the upper left shoulder is visible to other fire fighters and the team and indicates potentially critical situations.

Reusable materials
A small fan in the inner layer of the gear contains a battery and a control chip that controls the temperature and the sensors in the display.

Sensors are covered in flexible waterproof fabric to protect against heat.

Heated display
The LED display on the inner sleeve (thermal display) has been built inside and outside the turnout gear.

VIKING TST Thermal Sensor Technology

Thermal sensors integrated into the turnout gear...
Temperature sensors...
Heat stress...
Heat stress...
Heat stress...

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

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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