

Project acronym: Lasers4MaaS

Project title: Laser-as-a-Service Digital Platform with Dynamic Beam Shaping for Acceleration of Smart, Decentralised and Sustainable Factory of the Future

Call HORIZON-CL4-2024-TWIN-TRANSITION-01-03 Manufacturing-as-Service: technologies for customised, flexible, and decentralised production on demand

Grant agreement No: 101178719

Work-package 17: Dissemination and exploitation (reporting period #1)

Deliverable D17.1: Initial plan on communication and dissemination plan

Owner: EPIC

Due date: 28th February 2025

Type		
R	Document, report (excluding the periodic and final reports)	x
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc	
DATA	Data sets, microdata, etc	
DMP	Data management plan	
ETHICS	Deliverables related to ethics issues	
SECURITY	Deliverable related to security issues	
OTHER	Software, technical diagram, algorithms, models, etc	

Dissemination level		
PU	Public, fully open, e.g. project website	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	

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HISTORY OF CHANGES

Version	Publication date	Change
1.1	02/02/2025	First draft
2.0	21/02/2025	Final draft completed

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TABLE OF CONTENT

- 1. Executive summary8**
- 2. Project background9**
- 3. Overview of the Lasers4MaaS’s communication and dissemination plan9**
 - 3.1. Key messages.....9**
 - 3.2. Key target groups10**
 - 3.3. Key stages and objectives.....10**
- 4. Lasers4MaaS’s communication and dissemination tools.....11**
 - 4.1. Acknowledgements11**
 - 4.2. Gender equality11**
 - 4.3. Visual identity11**
 - 4.4. Lasers4MaaS website12**
 - 4.5. Social media14**
 - 4.6. Flyers and roll-up banner16**
 - 4.7. Templates for presentation and deliverables18**
 - 4.8. Newsletters18**
 - 4.9. Press releases.....19**
 - 4.10. Videos.....19**
 - 4.11. Articles.....19**
 - 4.12. Dissemination events20**
- 5. Summary of Lasers4Mmaas dissemination/communication tools and KPIs21**

LIST OF FIGURES

Figure 1: Lasers4MaaS’s platform combining manufacturing and digital technologies9
Figure 2: Logo showing the funding of the European Union together with the Lasers4MaaS’s logo 11
Figure 3: Lasers4MaaS website..... 13
Figure 4: Micro-website created to advertise the kick-off event on January 28th 2025..... 13
Figure 5: Current Lasers4MaaS roll-up banner..... 17
Figure 6: Example of deliverable and presentation front-page..... 18

LIST OF TABLES

Table 1: Lasers4MaaS approved logos..... 12

Table 2: Current Lasers4MaaS logo used on introduction section of LinkedIn 12

Table 3: Lasers4MaaS website analytics 13

Table 4: Lasers4MaaS website analytics: visitors by country 14

Table 5: Lasers4MaaS website analytics: visits by referral sources..... 14

Table 6: Example of LinkedIn’s post to advertise lasers4MaaS 15

Table 7: Lasers4MaaS social media analytics 15

Table 8: Newsletter statistics 19

Table 9: Current press releases at month 3 of the project..... 19

Table 10: Lasers4MaaS YouTube Channel: statistics 19

Table 11: Lasers4MaaS Publications..... 20

Table 12: Lasers4MaaS Dissemination Events 20

Table 13: Summary of Lasers4MaaS dissemination/communication tools and KPIs..... 21

LIST OF ABBREVIATIONS

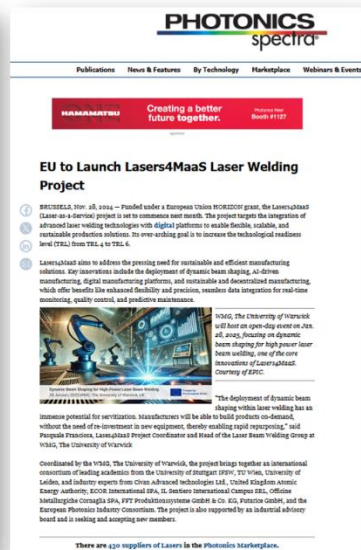
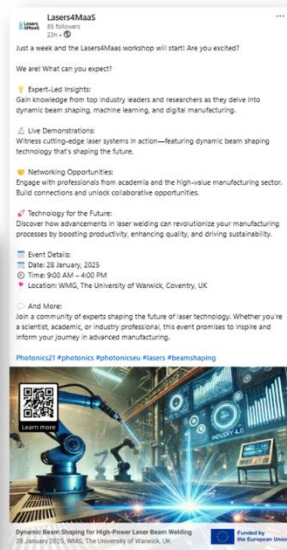
KPIs	Key performance Indicators
TRL	Technology Readiness Level

1. Executive summary

This deliverable sets out the first version of the Lasers4MaaS Communication and Dissemination Plan, which will be updated in M18, M36 and M42 to incorporate the project’s results and any changes that may be deemed necessary. This is a live document that will be updated during the project and will evolve in D18.1 (report on attended communication and dissemination events) and D19.2 (final report of communication & dissemination), due respectively at month 36 and 42 of the project.

Date	Title of Press Release	Journal	Link
27-Nov 2024	Lasers4MaaS launches in December	Wiley Industry News	https://www.wileyindustrynews.com/en/news/lasers4maas-launches-december
15-Jan 2025	Ecor International joins the European Lasers4MaaS Project for a new era of advanced manufacturing	Digital Magazine	Ecor International joins the European Lasers4MaaS Project for a new era of advanced manufacturing
5-Feb 2025	WMG hosts Dynamic Beam Shaping workshop for the laser welding industry	WMG	https://warwick.ac.uk/fac/sci/wmg/news-and-events/news/wmgnews/wmg_hosts_dynamic
10-Feb 2025	Kick-off workshop for the Lasers4MaaS Project	AILU	https://www.ailu.org.uk/kickoff-workshop-for-the-lasers4maas-project/
18-Feb 2025	Lasers4MaaS Takes Off: Pioneering AI-Powered Laser Welding for Renewable Energy and Beyond	RACE	https://race.ukaea.uk/lasers4maas-takes-off-pioneering-ai-powered-laser-welding-for-renewable-energy-and-beyond/

Source	Link
Lasers4MaaS website	www.Lasers4MaaS.eu
Lasers4MaaS linkedin	https://www.linkedin.com/company/lasers4maas/posts/?feedView=all



2. Project background

Lasers4MaaS (Laser-as-a-Service Digital Platform with Dynamic Beam Shaping for Acceleration of Smart, Decentralised and Sustainable Factory of the Future) aims to address the pressing need for sustainable and efficient manufacturing solutions in sectors like automotive, aerospace, food packaging, renewable energy and pharma.

The goal of Lasers4MaaS is to revolutionise laser welding by dynamic beam shaping and digital technologies for servitisation of manufacturing (Figure 1) and hence enable flexible, scalable, and sustainable production solutions, and thereby to increase the technological readiness level from TRL 4 to TRL 6.

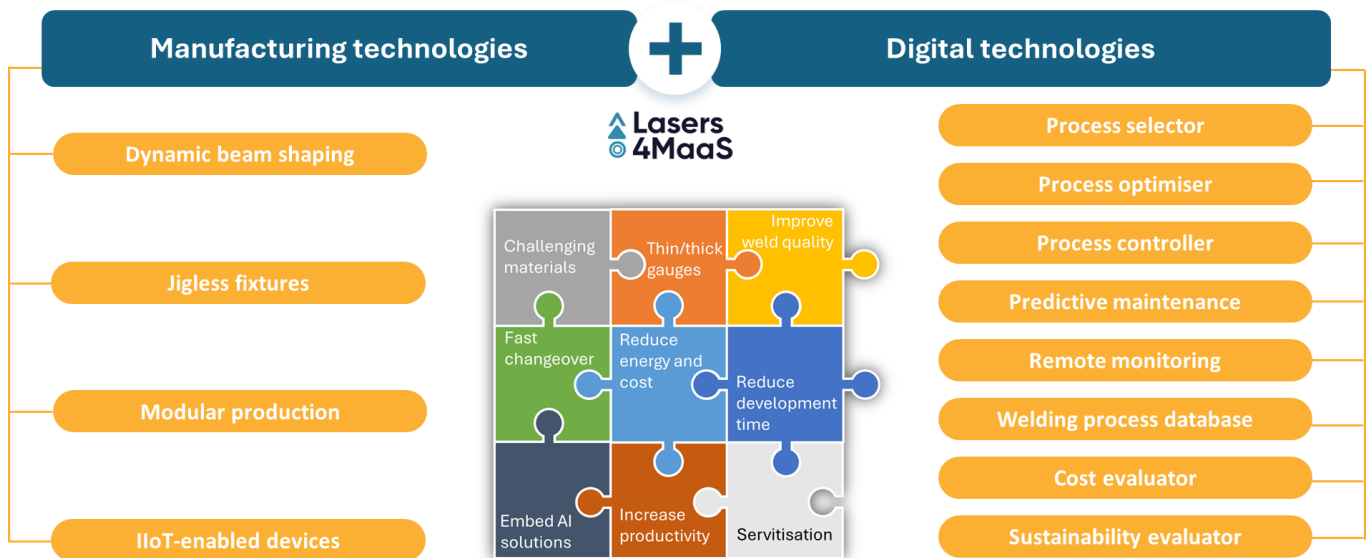


Figure 1: Lasers4MaaS's platform combining manufacturing and digital technologies

Key innovations include the deployment of dynamic beam shaping, AI-driven manufacturing, digital manufacturing platforms, and sustainable and decentralized manufacturing, which offer benefits like enhanced versatility, flexibility and precision, seamless data integration for real-time monitoring, quality control, and predictive maintenance.

3. Overview of the Lasers4MaaS's communication and dissemination plan

3.1. Key messages

- Urgent action is needed to address the European Green Deal's mandate for the manufacturing sector to reduce emissions by 55% by 2030.
- The factory of the future is smart, decentralised and sustainable and this calls for innovative manufacturing technologies and services.
- Growing market pressure, exposure to geopolitical risks, mass customisation and diversification, including low-mix high-volume and high-mix low volume production, prompt the need for new technologies unlocking flexible and responsive production.
- Because of the versatility and flexibility of dynamic beam shaping, empowered by accurate digital twins, laser welding machines can be modified fast and easily, thereby showing high servitisation potential.
- Lasers4MaaS addresses the high capital barrier, maintenance costs, and specialist skills associated with laser welding technology, which are currently hurdles to widespread adoption, especially for SMEs.

- Industrial stakeholders struggle with interoperability and data exchange hindering seamless implementation of digital servitisation in manufacturing.
- Lasers4MaaS helps companies prepare for new upcoming EU regulations, like the digital product passport (DPP).

3.2. Key target groups

Main potential customers/ users:

- digital platforms segment
- laser welding segment
- manufactures of battery systems for e-mobility
- OEMs/end-users in automotive
- infrastructure developers around the EU for fusion plants
- manufactures of fuel cells and hydrogen storage systems
- manufacturers of machineries for food/beverage, aerospace, energy, pharma
- LCA software developers and consultants
- CAE simulation companies, RD&T institutions
- scientific communities active in the areas of photonics, automation, process and product development and sustainability science.

Indirect uptake:

- industries utilising or developing Industrial Internet of Things (IIoT) sensors for weld quality management
- maintenance providers; contractors.

Other beneficiaries:

- policy makers
- governments and regulatory bodies society in general
- environmental actors
- technology developers and investor community (both, private and public)
- laser-material processing in general
- industries for the production of medical supplies and micro-machining, firms in the laser additive manufacturing sector
- industry associations and networks.

3.3. Key stages and objectives

The objectives of Lasers4MaaS's dissemination and communication activities will vary according to the four stages of the project as follows:

Stage 1 (Establishment) M1 -M18:

- Build awareness of the Lasers4MaaS initiative
- Position the project as a key enabler of smart, decentralized, and sustainable manufacturing.

In this period, the initial communication and dissemination tools detailed in the deliverable will be updated and fine-tuned in line with project needs, to ensure maximise visibility of the project and to convey the key content of Lasers4MaaS to all target groups

Stage 2 (Engagement) M19-M36:

- Foster collaboration and partnerships with industry stakeholders.
- Engage SMEs and promote the platform's accessibility for smaller players.
- Build a supportive ecosystem through training and stakeholder input
- Stage 2 will focus on developing more targeted messages, e.g. 'Solution flyers' for each industry, and Service flyers for each part of the solution

Stage 3 (Validation & Expansion) M37-M42:

- Demonstrate the effectiveness of the Lasers4MaaS solutions in real-world use cases.
- Build trust in the technology through validation data and pilot projects.
- Attract additional funding and partnerships for scaling.

Stage 4 (Sustainability & Growth) M37-M42 and beyond:

- Scale the adoption of Lasers4MaaS technologies globally.
- Position the project as a benchmark for sustainability in manufacturing.
- Establish partnerships to continuously improve and expand solutions.

Stages 3 and 4 will focus on benefits of the solutions including business cases, and on all relevant potential end-users for the project, who will be the target for the industry knowledge transfer activities. In these activities, industrial partners will be invited to participate in different meetings and webinars to support the project's development and future up-take by the industry eco-systems.

4. Lasers4MaaS's communication and dissemination tools**4.1. Acknowledgements**

The Lasers4MaaS's logo has been approved by the SB during the Kick-off meeting. On external and internal publications, the use of the official project logo is required. The project logo is located on the project TEAMS channel (**Marketing materials\Logo**). Dependent on the colour of the background, the logo is available in different colours. On all project publications (deliverables, papers, etc.) the funding by the European Union needs to be acknowledged. This includes the usage of the Lasers4MaaS project logo and the EU flag in sufficiently high resolution.



Figure 2: Logo showing the funding of the European Union together with the Lasers4MaaS's logo

For the acknowledgement itself, the following sentence is mandatory: *This project has received funding from the European Union's HORIZON EUROPE research and innovation programme under grant agreement No. 101178719. The content of this publication is the sole responsibility of the Consortium partners listed herein and does not necessarily represent the view of the European Commission or its services.*

4.2. Gender equality

All promotional material will use gender neutral texts and display a balance of female/male imagery.

4.3. Visual identity

The visual identity is the visual aspect of Lasers4MaaS including the logo design, fonts, PowerPoint template, colours and photos. The visual identity will be used in all promotional material to keep uniformity and facilitate recognition of the brand. The current Lasers4MaaS visual identity is shown below:

Table 1: Lasers4MaaS approved logos




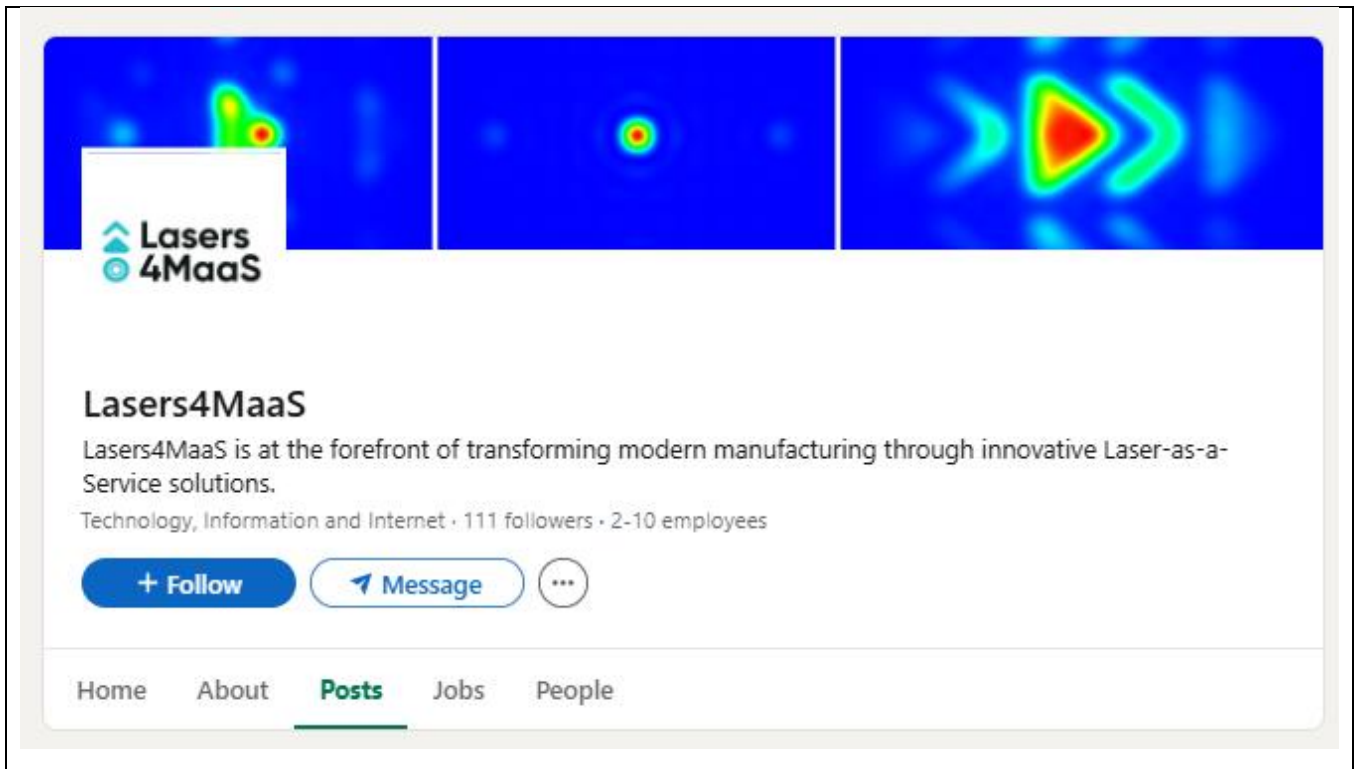
		
<p>Isotype form</p>	<p>Long form</p>	<p>Type form</p>

Table 2: Current Lasers4MaaS logo used on introduction section of LinkedIn



4.4. Lasers4MaaS website

The website (www.Lasers4MaaS.eu) will be a key dissemination tool to provide general information about the project and to disseminate results. The website will contain the following sections: About + partners; Services; Use cases; Demonstrators; Tools; Downloads; News & Events; Contact us.

With growing knowledge and results from the project, the Lasers4MaaS website will become increasingly useful and an important source of information for the research community, SMEs and all the other key target groups.

Links to the Lasers4MaaS site will be established on the websites of each of the consortium members, and at every conference presentation and on all promotional literature the website will be mentioned. The website will be continuously updated and maintained for at least one year beyond the end of the project.

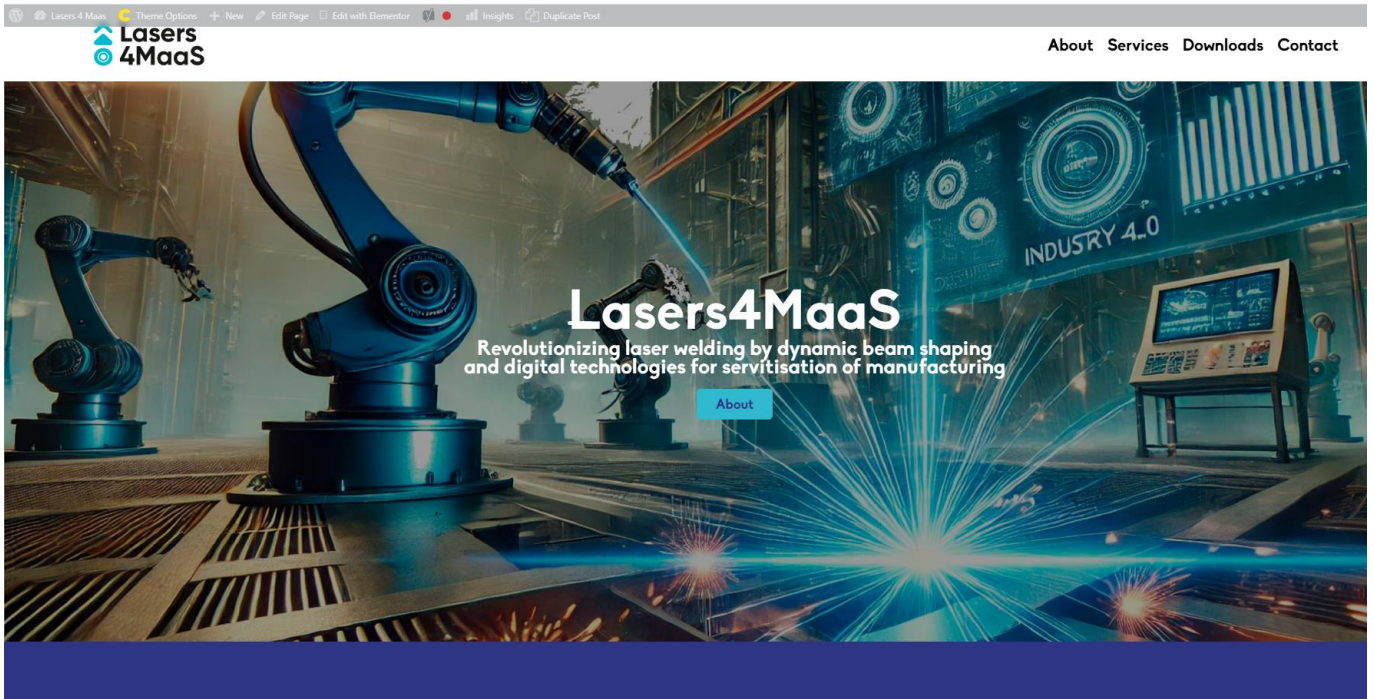


Figure 3: Lasers4MaaS website

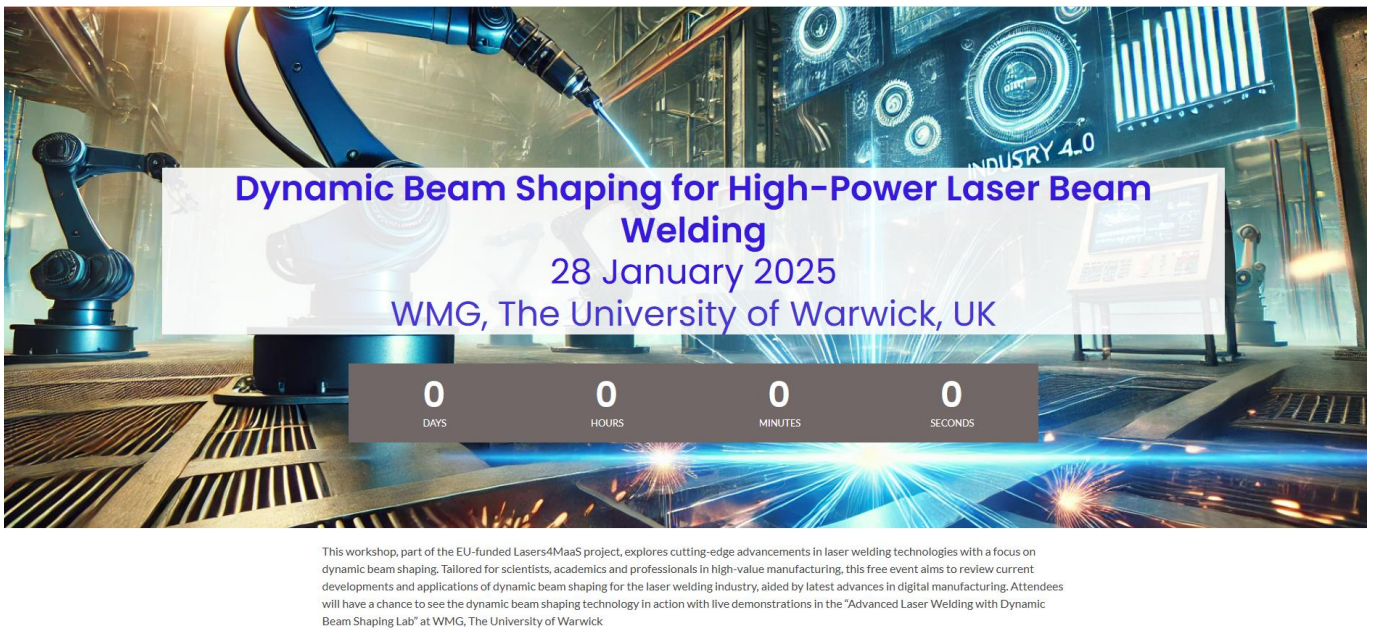


Figure 4: Micro-website created to advertise the kick-off event on January 28th 2025

Lasers4MaaS will use website analytics to monitor its website performance, as detailed in the following table. The data already contained in the table is in respect of a microsite created by EPIC, https://epic-assoc.ac-page.com/Lasers4MaaS_workshop, to advertise Lasers4MaaS’s kick-off meeting at the University of Warwick, on 28 January 2025

Table 3: Lasers4MaaS website analytics

	Phase 1 M1-M18	Phase 2 M19-M36	Phase 3 M37-M42
N° of visits	1,440		
N° of conversions	159		
Conversion rate	11%		

In general, we will monitor:

- **Visits:** the total number of visits to site, from unique or repeat visitors.
- **Unique visitors:** the number of unduplicated visitors to your website
- **Conversions:** The number of visitors who complete a desired action on the website such as registering for an event, subscribing to an email newsletter, downloading a report or completing a contact form for further information.
- **Conversion rate:** number of conversions as a percentage of total visitors.
- **Bounce rate and average duration of visit:** Bounce rate is the percentage of visitors who navigate away from the site after viewing only one page. In general, high bounce rates, i.e. more than 60% together with a duration of less than 2 minutes per visit, indicate that the site does not meet expectations or more positively, that the visitor can find what they want quickly.
- other statistics will be available from Google analytics to measure visitors by country and/or percentage of visits by referral sources.

Table 4: Lasers4MaaS website analytics: visitors by country

Phase 1 M1-M18			Phase 2 M19-M36			Phase 3 M37-M42		
Rank	Country	N° of visits	Rank	Country	N° of visits	Rank	Country	N° of visits
1								
2								

Table 5: Lasers4MaaS website analytics: visits by referral sources

	Phase 1 M1-M18	Phase 2 M19-M36	Phase 3 M37-M42
Referral source	N° of users (%)	N° of users (%)	N° of users (%)
Direct (from saved bookmarks)			
Organic search (from search engines)			
Social media (from X and LinkedIn)			
Referrals (from other websites)			

Direct referrals: result from the user typing Lasers4MaaS’s URL into their browser or from clicking on a saved bookmark. Direct traffic often comes from people with an awareness of, or affinity for, a given site. Thus, visitors from direct referrals are likely to be amongst some of the website’s most loyal and engaged users. In general, a high percentage of direct traffic is a strong indicator of good brand strength and offline marketing success.

Organic Search: Traffic sent via organic (non-paid) results on search engines such as Google or Bing. A high level of organic search engine traffic usually indicates good search engine content and/or a good choice of software platform.

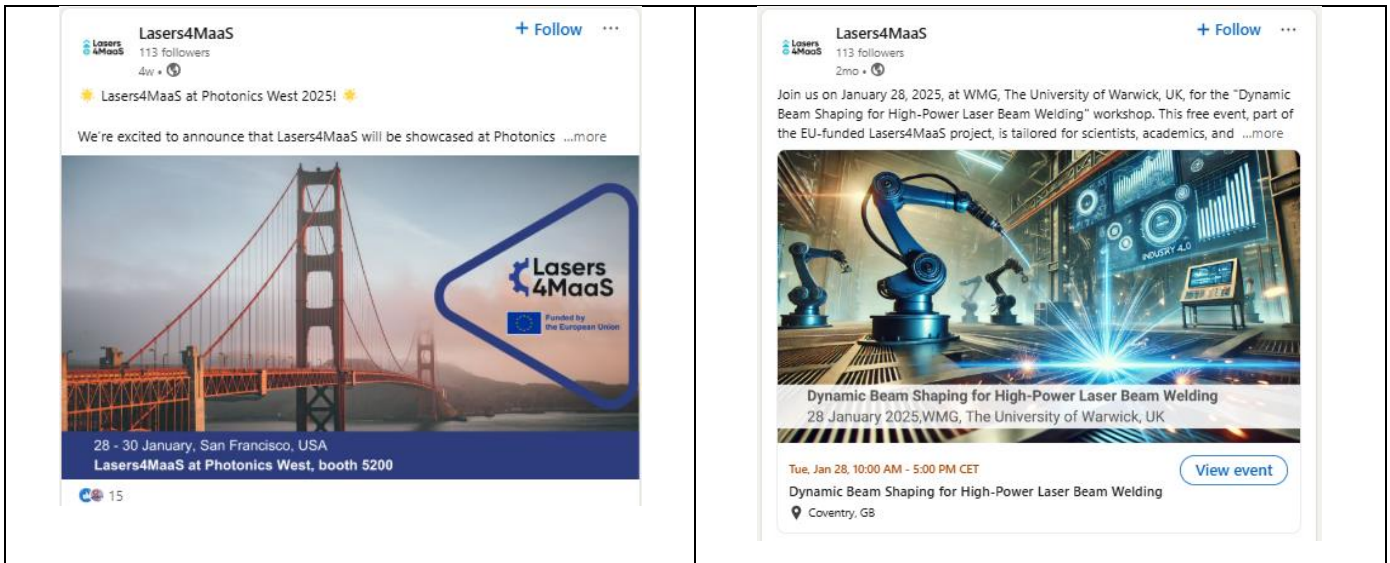
Social media: A website that generates high and consistent traffic from social media is likely to have a loyal community of users.

Referrals: Traffic sent from one website to another, through a direct link. The amount of referral traffic is an indicator of the strength of the Lasers4MaaS’s Platform’s affiliate strategy.

4.5. Social media

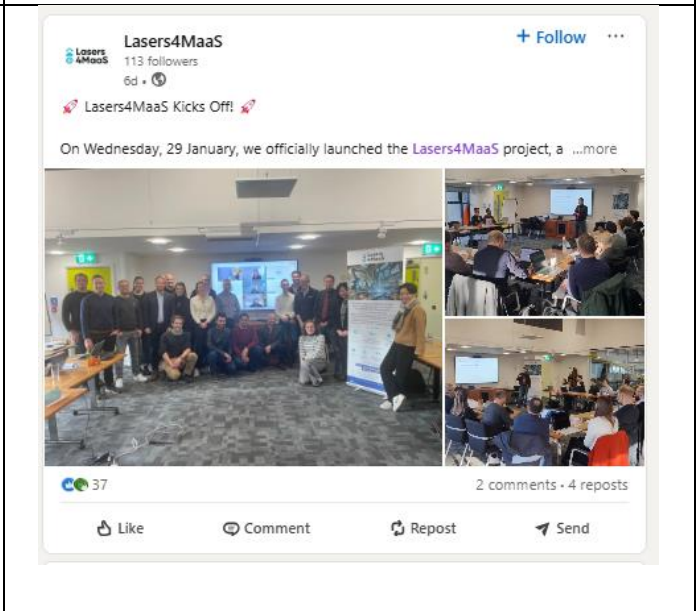
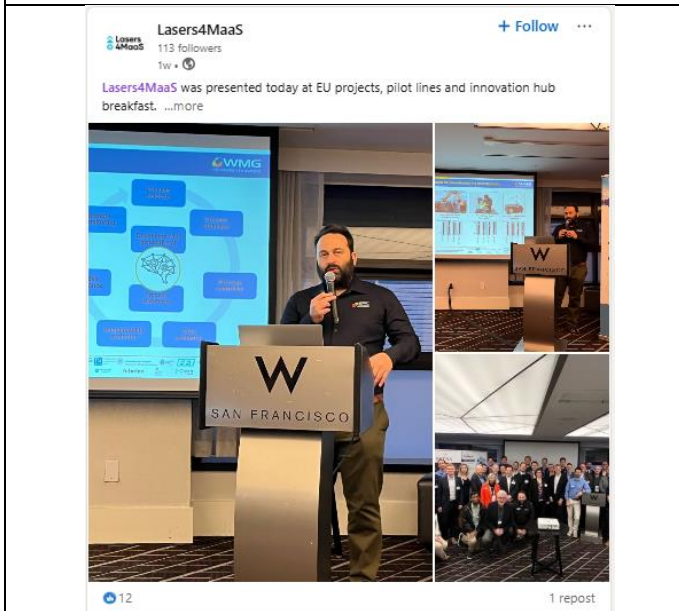
Lasers4MaaS will use LinkedIn and YouTube as its main social media channels, as well as one from X, Bluesky or Threads. A LinkedIn corporative account has already been created for the Lasers4MaaS project to foster a community of those interested in Lasers4MaaS technologies. It can be found at <https://www.linkedin.com/company/lasers4maas/>. The youtube channel will be created when we will have first video introducing Lasers4MaaS. Currently we are still deciding which microblogging channel to use (X, Bluesky or Threads). Examples of LinkedIn posts to date are shown below:

Table 6: Example of LinkedIn’s post to advertise lasers4MaaS



LinkedIn post advertising Lasers4MaaS booth at Photonics West, Jan 2025

LinkedIn post promoting Lasers4MaaS kick-off meeting at University of Warwick, Jan 2025



LinkedIn post promoting Lasers4MaaS presentation at Photonics West, Jan. 2025

LinkedIn post promoting launch of Lasers4MaaS at University of Warwick, Jan 2025

The project will use social media analytics to monitor performance, as detailed in the following table:

Table 7: Lasers4MaaS social media analytics

	Phase 1 M1-M18 (as at 12-Feb 2025)	Phase 2 M19-M36	Phase 3 M37-M42
LinkedIn			
N° of posts	16		
N° of impressions	10,161		
N° of Clicks	892		
Av. Click through rate %	0.09		
N° of Likes	271		

N° of Comments	8		
N° of Reposts	25		
N° of Followers	115		
Av. Engagement rate %	0.12		
YouTube			
N° of subscribers			
N° of videos uploaded			
N° of views			

LinkedIn Glossary:

Impressions: number of people who have seen post

Clicks: number of unique clicks on post content.

Click through rate: Percentage of users who click on post after seeing it in their feeds.

Engagement rate: Percentage of people have interacted with post through likes, comments, and shares.

4.6. Flyers and roll-up banner

A general flyer, for mass distribution at Lasers4MaaS events, has been designed to give an immediate and general picture of the project with a brief outline of its goals, benefits, main applications, and contact information. Future flyers will be updated to include solution flyers for each industry, and service flyers for each part of the solution. Similarly, a roll-up banner has been designed to advertise Lasers4MaaS at exhibitions and trade shows, focusing on the project’s objectives, key features, applications, core technologies, and partners. The flyers and roll-up will be continuously updated and improve based on the maturity of the project.





Revolutionizing laser welding by dynamic beam shaping and digital technologies for servitization of manufacturing

Lasers4MaaS combines cutting-edge Lasers-as-a-Service technology with dynamic beam shaping and a digital manufacturing platform to transform industries. Our solutions drive flexible, sustainable, and high-precision production, revolutionizing how industries like automotive, aerospace, food packaging and renewable energy operate.

Key Features



Flexibility
On-demand production with dynamic beam shaping



Sustainability
Decision-making driven by principles and data of environmental sustainability and circularity



Precision
AI-driven process optimization and control for flawless results

Industries We Serve



Automotive



Food Packaging



Renewable Energy
(Hydrogen and Fusion Energy)



Aerospace

Core Technologies

Lasers-as-a-Service

Dynamic Beam Shaping

Digital Platform Integration

Partners



www.lasers4maas.eu
✉ p.hondoo@warwick.ac.uk
[LinkedIn/company/lasers4maas/](https://www.linkedin.com/company/lasers4maas/)

Funded by the European Union. This project has received funding by the European Union Horizon-CLT-401-7884-01/MAAS2024-21-CLT-401-7884-01

Figure 5: Current Lasers4MaaS roll-up banner

4.7. Templates for presentation and deliverables

To ensure that presented content is clearly connected to Lasers4MaaS and to create a recognition factor of the project itself, the usage of the official project presentation template is required for all official project presentations. This is especially the case for external presentations of project contents. The template document can be found on the TEAMS channel (**Management\Lasers4MaaS_presentation_template**). Templates of the deliverables are available in **Deliverables\Lasers4MaaS_deliverable_template**.

The image shows three pages of a deliverable template. The first page is the cover page with project details: Project acronym: Lasers4MaaS; Project title: Laser-as-a-Service Digital Platform with Dynamic Beam Shaping for Acceleration of Smart, Decentralised and Sustainable Factory of the Future; Call: HORIZON-CL4-2024-TWIN-TRANSITION-01-03 Manufacturing-as-a-Service: technologies for customised, flexible, and decentralised production on demand; Grant agreement No.: 101178719; Work-package 17: Dissemination and exploitation (reporting period #1); Deliverable D17.1: Initial plan on communication and dissemination plan; Owner: EPIC; Due date: 28th February 2025. It includes a table of dissemination levels and a disclaimer. The second page is the '1. Executive summary' section. The third page is the '2. Introduction and background' section, including a table of project data types and formats.

The image shows a presentation front-page. The title is 'Management and coordination'. The presenter is Pasquale Franciosa, Lasers4MaaS's Coordinator, at WMG, The University of Warwick. The background features a futuristic factory scene with robotic arms and data visualizations. At the bottom, there are logos for Lasers 4MaaS, the European Union, and various partner institutions including WMG, TU Wien, University of Stuttgart, ECOT, SENTERO CARLSON, future, IFM, Civan, and EPIC.

Figure 6: Example of deliverable and presentation front-page

4.8. Newsletters

E-mail newsletters will be distributed at 12-monthly intervals to a broad group of key stakeholders in order to strengthen the community around the project and promote its objectives, progress and results. As shown in the table immediately below, newsletter statistics will be kept in relation to successful deliveries, open

rate (the percentage of subscribers who open the email) and click through rate (the percentage of subscribers who click on at least one link in the newsletter).

Table 8: Newsletter statistics

Date	Successful deliveries	Open rate	Click-through rate

4.9. Press releases

Lasers4MaaS’s first press release was published on 27/11/24 in Wiley Industry News, an international news journal focusing on automation, machine vision, and photonics within industrial settings. Information on future press releases will be recorded under the headings, as shown in the following table:

Table 9: Current press releases at month 3 of the project

Date published	Title of Press Release	Journal	Link
27-Nov 2024	Lasers4MaaS launches in December	Wiley Industry News	https://www.wileyindustrynews.com/en/news/lasers4maas-launches-december
15-Jan 2025	Ecor International joins the European Lasers4MaaS Project for a new era of advanced manufacturing	Digital Magazine	Ecor International joins the European Lasers4MaaS Project for a new era of advanced manufacturing
10-Feb 2025	Kick-off workshop for the Lasers4MaaS Project	AILU	https://www.ailu.org.uk/kickoff-workshop-for-the-lasers4maas-project/
18-Feb 2025	Lasers4MaaS Takes Off: Pioneering AI-Powered Laser Welding for Renewable Energy and Beyond	RACE	https://race.ukaea.uk/lasers4maas-takes-off-pioneering-ai-powered-laser-welding-for-renewable-energy-and-beyond/

4.10. Videos

Videos will be uploaded to YouTube to disseminate knowledge about Lasers4MaaS’s objectives, and technology to all target groups. The number of subscribers to the channel and information about each video will be recorded under the headings as shown in the following table:

Table 10: Lasers4MaaS YouTube Channel: statistics

Date	Video Title	N° of views

4.11. Articles

Published articles will be important for explaining Lasers4MaaS technology and objectives, and for giving the project credibility. The aim is to start with articles in the general photonics media and proceed to a more specific focus as the project develops, for example:

Stage 1: Photonics Spectra, Laser Focus World, etc.

Stage 2: Manufacturing Global, Industrial Laser Solutions for Manufacturing, etc.

Stage 3: Welding Journal (AWS), Automotive Manufacturing Solutions, Hydrogen Europe magazine, etc

Stage 4: Advanced Materials & Processes, EU Observer, Circular Economy Magazine & industry focused magazines mentioned in stage 3.

Information about each article will be recorded under the headings shown in the following table:

Table 11: Lasers4MaaS Publications

Date published	Title of Article	Journal	Link

4.12. Dissemination events

Lasers4MaaS’s attendance at conferences, exhibitions and other events will be key for consortium interaction with the scientific and industrial community. In the first phase of the project, dissemination events will focus on raising the profile of the project and promoting the Lasers4MaaS brand. Events earmarked for the period M1- M18 are detailed in the following table:

Table 12: Lasers4MaaS Dissemination Events

Date	Event	Target group
28-Jan 2025	Kick-off meeting at the University of Warwick	Scientists, academics, and industry professionals from the high-value manufacturing sector
28-30 Jan 2025	Photonics West	Leading companies in biomedical optics, biophotonics, industrial lasers, optoelectronics, microfabrication, displays, and quantum technologies,
10-12 Mar 2025	EuroBLECH Hannover	Top industry professionals in the sheet metal working industry
7 Apr-2025	EPIC Online Technology Meeting on Laser Processes for Automotive and Electro Mobility in cooperation with PhotonicsViews	Top professionals involved with innovative laser processes that address critical manufacturing hurdles
8-10 Apr 2025	Advanced Factories Barcelona	Professionals working in industrial automation, robotics and Industry 4.0
3-5 Jun 2025	The Battery Show Europe	Battery manufacturers, suppliers, engineers, working in the advanced battery and automotive industries.
24-27 June	Laser World of Photonics	Exhibitors at Europe’s leading platform of the laser and photonics industry
10-11 Sep 2025	EPIC Technology Meeting on Industrial Laser Processes at Optoprim (Italy)	Professionals working with advanced laser processes used in automotive & e-mobility, jewellery, glass, aerospace, energy, semiconductor & consumer electronics
15-16 Oct 2025	Empack Madrid	Top industry professionals in the packaging industry

5. Summary of Lasers4MaaS dissemination/communication tools and KPIs

Table 13: Summary of Lasers4MaaS dissemination/communication tools and KPIs

	KPIs Phase 1 M1-M18	KPIs Phase 2 M19-M36	KPIs Phase 3 M37-M42	KPIs for whole project
Dissemination tools				
N° Website visitors	2,500	3,000	3,500	9,000
N° of LinkedIn impressions	50,000	50,000	50,000	150,000
N° of Presentations	4	4	4	12
N° of Newsletters	2	2	2	6
N° Press releases	2	2	2	6
N° of Videos	3	3	3	9
N° of Articles & Publications	7	7	6	20
Dissemination events				
N° Workshops	2	1	1	5
N° EPIC Online Technical meetings	4	4	5	14
N° Industrial fairs & trade shows	4	4	4	12
N° Investor events		1	1	2