



Scientific/Technological dissemination strategy and action plan - M12

D8.2

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Abbreviations and Acronyms:	
AI	Artificial Intelligence
AIDA model	Awareness, Interest, Desire, Action Model
DIH	Digital Innovation Hubs
D&C	Dissemination and Communication
Dx.y	Deliverable x.y
EDIH	European Digital Innovation Hubs
EU	European
I4MS	ICT Innovation for Manufacturing SMEs
KPI	Key Performance Indicator
Mx	Month x
RTO	Research and Technology Organization
SMEs	Small And Medium Enterprises
WEEE	Waste Electric and Electronic Equipment
WP	Work Package

1. Executive summary

The purpose of D8.2 “Scientific/Technological dissemination strategy and action plan” is to serve as a plan for disseminating the activities of the project AI REDGIO 5.0. Particularly, this Deliverable provides an overview of the dissemination of project scientific and/or technological results achieved by all partners, considering the confidentiality issues. The document reports the activities performed in T8.1 “Scientific/Technological dissemination strategy and action plan”.

The document at hand is the first iteration of this Deliverable, representing M12 of the project (December 2023), and will be updated in months 24 and 36.

The dissemination strategy and action plan outlined in this deliverable will serve as a guiding framework for the project consortium, providing essential direction and insights to effectively communicate, share, and capitalize on the scientific and technological advancements achieved within AI REDGIO 5.0. This strategic approach is designed to facilitate seamless collaboration, enhance visibility, and ensure that the project's outcomes reach a broad and relevant audience. For this reason, it is strongly related to WP3, WP4, WP5, WP6 and WP7 where results are produced in terms of DIHs network, platforms and assets and industrial experiments.

The deliverable consists of 6 chapters plus conclusions. In addition to this executive summary, the introduction explains the motivation, objectives, and timeline of the work carried out. Chapter 3 outlines the overall objectives of the project's dissemination strategy, which is understood as intrinsically connected to the communication strategy. The communication plan is, in turn, defined based on the previously defined target audience and is being implemented step by step with the project's developments.

Chapter 4 describes the channels through which project dissemination and communication occur, providing concrete examples and detailing the work carried out until M12 of the project. Chapter 5 defines the responsibilities of the Work Package leader, the WP leader, and the contributors. Finally, in Chapter 6, the KPIs and their consequent monitoring, defined and currently in effect, are presented.

This deliverable, outlining the scientific/technological dissemination strategy and action plan for the AI REDGIO 5.0 project, builds upon the foundations laid in the communication deliverable D8.1 “Brand Management, Marketing & Communication” submitted at M3. The initial communication deliverable provided crucial insights into the project's logo, website, social media strategy, and current status. Leveraging this groundwork, the dissemination strategy aims to maximize the impact of scientific and technological achievements.

2. Introduction

Embracing the principles of knowledge-sharing and technological advancements, D8.2 deliverable places a strong emphasis on amplifying the impact of AI REDGIO 5.0. Much like the outlined strategy for T8.1 Scientific/Technological dissemination, our approach seeks to maximize the reach and influence of the project by strategically disseminating its scientific and technological achievements.

In line with this commitment, a comprehensive Dissemination Strategy and Action Plan has been formulated, led by AFIL and with collective contributions from all Consortium partners. This plan will serve as a dynamic roadmap, driving AI REDGIO 5.0 participation in key events such as exhibitions, conferences, webinars, workshops, and demonstrations that revolve around the realm of AI.

Task 8.1 primary goal is to extend the project's influence by not only showcasing the progresses in various forums and events but also by contributing to the scholarly dialogue through the publication of scientific articles in dedicated journals. This strategic dissemination initiative, especially championed by RTO partners, will be instrumental in spreading the wealth of knowledge generated by AI REDGIO 5.0 in order to position the consortium at local, regional, European and international level.

This first deliverable, scheduled at M12, lays the foundation for this dissemination framework. Moreover, recognizing the evolving nature of the project, the plan will be updated annually. This iterative process ensures a vigilant eye on the implementation steps and key performance indicators (KPIs), thereby maintaining the effectiveness and relevance of our dissemination efforts. By encouraging the sharing of the scientific and technological accomplishments of AI REDGIO5.0, the Dissemination Strategy will maximize the project's effect.

2.1. Scope of the deliverable

Aligned with the overarching mission of fostering widespread awareness and engagement with AI REDGIO5.0, the scope of the deliverable extends beyond a mere dissemination strategy. The aim is to construct a comprehensive framework that not only communicates the project's scientific and technological accomplishments but also nurtures a collaborative ecosystem for knowledge exchange.

The deliverable's scope encompasses some key objectives.

- **Inclusive Participation:** AI REDGIO 5.0 will actively engage with diverse stakeholders, promoting inclusivity in its dissemination efforts. This includes collaborating with industry partners, academic institutions, and other entities invested in the AI landscape.
- **Strategic Event Participation:** meticulous selection of events such as conferences, webinars, and workshops that align with the project's goals has been done, to ensure the proper representativity of project partners. By strategically participating in these forums, AI REDGIO 5.0 intends to catalyze meaningful conversations and collaborations.

- **Interactive Demonstrations:** Recognizing the power of hands-on experiences, project experiments results will be integrated as much as possible into the dissemination strategy. These demonstrators will not only showcase the practical applications of AI REDGIO5.0 but also invite stakeholders to actively engage with the technology. This action results useful also for the Open Calls management, stimulating the external participation to project activities, enlarging the existing network.
- **Scientific and technical Publications:** In addition to participating in events, AI REGIO 5.0 will actively contribute to scholarly discussions by publishing scientific articles in dedicated journals. This commitment to thought leadership aims to position AI REDGIO5.0 as a valuable contributor to the academic discourse surrounding artificial intelligence. Of course, this activity is strongly based on the amount, type and quality of achieved results, so that will be intensified in the second half of the project.

Regular updates and refinements to the Dissemination Strategy and Action Plan will be conducted to ensure agility and responsiveness to emerging opportunities and challenges. During the internal monthly meeting and the periodic General Assembly, AFIL informs all the consortium partners about the ongoing opportunities and the KPIs reached so far, to make all informed about the progresses and stimulate, whenever necessary, corrective actions. The continuous monitoring is also performed with offline activities, such as forms, emails, etc.

By encompassing these elements within the deliverable's scope, AI REGIO 5.0 envision a holistic approach that not only disseminates information but also fosters meaningful connections, encourages dialogue, and propels AI REDGIO 5.0 to the forefront of AI innovation and collaboration.

2.2. Implementation Timeline

The strategic timeline for the dissemination and communication of AI REDGIO 5.0 is intricately designed based on the AIDA model. The AIDA model is a widely recognized marketing and communication framework that outlines the stages a consumer goes through in the process of making a purchasing decision. The acronym “AIDA” stands for Awareness, Interest, Desire, and Action. Let’s break down each stage:

Awareness: This is the initial stage where the marketing communication aims to create awareness about a product, service, or brand. It involves capturing the attention of the target audience and making them aware of the existence of a particular offering.

Interest: Once awareness is established, the next goal is to generate interest. Marketers strive to make the audience interested in the product or service by highlighting its unique features, benefits, and value propositions. This stage aims to create a connection between the offering and the needs or desires of the audience.

Desire: Building on the interest generated, the desire stage aims to cultivate a strong desire or preference for the product. Marketers often use persuasive messaging, testimonials, and emotional appeals to convince the audience that the product or service is the solution to their needs or desires.

Action: The final stage is about prompting the audience to take a specific action, typically making a purchase. This could involve providing a call-to-action. The goal is to translate the interest and desire into a concrete, measurable action.

This strategy has been applied to AI REDGIO 5.0 as reported in **Error! Reference source not found..**



Figure 1 - AI REDGIO 5.0 communication and dissemination timeline

In the Awareness Phase (M1-M9), our primary focus is to establish visibility and recognition for AI REDGIO 5.0. This involves effectively sharing the project's objectives, values, and technological innovations through the creation of a distinct visual identity.

Transitioning into the Interest Phase (M10-M18), early project results will be disseminated strategically through publications and scientific papers.

The Desire Phase (M19-M27) emphasizes the continued engagement of the targeted audiences. Evolving project results will be disseminated through various channels, generating additional interest.

The Action Phase (M28-M36) marks the culmination of the efforts, focusing on maximizing market and industry awareness. Exploitable results will be disseminated extensively through the established channels, reinforcing project sustainability and facilitating effective exploitation and market replication. Leveraging the groundwork laid in previous phases, this final stage ensures a comprehensive and impactful conclusion to AI REDGIO 5.0's communication journey within the framework of the AIDA model.

3. Objectives of the dissemination strategy

The Dissemination and Communication Plan for AI REDGIO 5.0 is strategically crafted with multifaceted objectives aimed at fostering effective internal collaboration and maximizing external impact.

The primary objectives are as follows:

- **Internal Communication Excellence:** the first objective is to establish and maintain robust internal communication among project partners. Regular updates on progress and achievements will be disseminated, fostering a collaborative environment and ensuring that all stakeholders are well-informed throughout the project's lifecycle.
- **Public Awareness and Scientific Interest:** AI REDGIO 5.0 aims to create widespread public awareness and ignite scientific interest by diffusing the knowledge, methodologies, and technologies developed and tested during the project. This involves disseminating information in a manner that is accessible to diverse audiences, sparking curiosity, and contributing to the broader scientific discourse.
- **Maximization of Project Impacts:** the plan seeks to maximize the impacts of AI REDGIO 5.0 by strategically positioning the project within the awareness, interest, desire, and action (AIDA) model. This phased approach is tailored to attract and build relationships with different target stakeholders, ensuring that the project's achievements resonate effectively.
- **Stakeholder Engagement for Market Application:** direct involvement of stakeholders is a key objective to bridge the gap between AI REDGIO 5.0 and its market application. By engaging stakeholders directly, the project aims to garner support, insights, and collaborations that contribute to the successful transition of project outcomes into real-world applications.
- **Synergy and Collaboration with Other Projects:** the final objective is to facilitate cooperation and exploitation of synergies with other projects in the field. This collaborative approach aims to amplify the collective potential of initiatives, exchange good practices, and create a network that enhances the overall impact of AI REDGIO 5.0. This represents the focus of Task 8.3 "Liaison with other I4MS projects and DIHs".

The Dissemination and Communication activities are strategically structured in four main phases according to the AIDA model, ensuring a comprehensive approach that aligns with the project's goals and the diverse needs of its stakeholders.

3.1. Dissemination Strategy

The Dissemination Strategy for AI REDGIO 5.0 is a comprehensive and phased approach, carefully designed to achieve multiple objectives, fostering effective communication, knowledge propagation, and stakeholder engagement throughout the project's lifecycle. Here's an in-depth breakdown of the strategy explaining all

the actions performed to build an effective dissemination, from the internal activities till the cooperation with other projects and networks:

1. Internal Communication Excellence:

Objective: Foster robust internal communication among project partners.

Approach: Provide consistent updates through a monthly information collection email, ensuring a collaborative and well-informed consortium. Creation and sharing of forms to be faster and more effective in the collection of needed information about participation to events and publications. Furthermore, a dedicated slot is always reserved to dissemination and communication during the monthly progress meeting and the periodic General Assembly.

Timeline: Continuous effort throughout the entire project duration.

2. Public Awareness and Scientific Interest:

Objective: Cultivate broad public awareness and stimulate scientific interest in AI REDGIO 5.0.

Approach: Disseminate project knowledge, methodologies, and technologies through events, conferences, articles, and publications.

Timeline: Initiates in the Awareness Phase (M1-M9) and intensifies during the Interest and Desire Phases (M10-M18 and M19-M27).

3. Maximizing Project Impacts:

Objective: Amplify the effects of project achievements for broader recognition.

Approach: Ensure extensive dissemination of evolving results through participation in events, scientific publications, and conferences.

Timeline: Concentrated efforts during the Desire and Action Phases (M19-M36).

4. Stakeholder Involvement and Market Bridging:

Objective: Actively involve stakeholders to bridge the gap between AI REDGIO 5.0 and practical market applications.

Approach: Facilitate collaboration and exploit synergies with stakeholders crucial for effective project outcomes. The Open Calls represent a concrete opportunity and action on this direction and should be supported by a clear communication strategy.

Timeline: An integral objective threaded across all phases, with heightened emphasis during the Action Phase (M28-M36).

5. Cooperation and Synergy with Other Projects:

Objective: Facilitate cooperative ventures and exploit synergies with other relevant projects.

Approach: Actively engage with other initiatives, sharing best practices, and fostering collaborative efforts to enhance collective impact. Networking events and forum (e.g. EFFRA partnerships day, I4MS initiative, etc.) are the targeted ones to enter in contact with other projects. Then cross-communication activities will allow to better exploit synergies, creating a continuous channel with the European ecosystem.

Timeline: A continuous effort with a strategic focus on all phases, particularly emphasized during the Action Phase (M28-M36).

This phased approach, aligned with the AIDA model, guides the dissemination strategy through Awareness, Interest, Desire, and Action phases. Leveraging a suite of communication channels and tools, including the website, newsletters, social media, publications, events, and conferences, ensures a synergistic and impactful dissemination effort at each stage of the project.

In the following are described all the steps for dissemination and communication in terms of timing and channels to be used, according to the specific AIDA model phase.

Stages of the Dissemination & Communication (D&C) Strategy

INITIAL PHASE - Awareness (M1-M9)

Build visibility and recognition for AI REDGIO 5.0.

Share objectives, values, and technological innovations.

Channels & Tools: Website and social media

INTERMEDIATE PHASE - Interest (M10-M18)

Disseminate early results through publications and scientific papers.

Increase interest among researchers and scientific communities.

Leverage social media, website, newsletters, and collaborations with other projects.

Channels & Tools: Website, newsletters, social media, Networks, Publications

INTERMEDIATE PHASE 2 - Desire (M19-M27)

Further engage targeted audiences with evolving results.

Disseminate results through events and publications.

Inform target markets about technological breakthroughs and business benefits.

Channels & Tools: Website, newsletters, social media, Networks, Publications

FINAL PHASE - Action (M28-M36)

Maximize target market and industry awareness.

Disseminate all results through various channels.

Support project sustainability, effective exploitation, and market replication.

Channels & Tools: Website, Newsletters, Social media, Events/conferences, Videos, Publications, Articles, Data

The Dissemination Strategy for AI REDGIO 5.0 is meticulously crafted to achieve diverse objectives, ensuring comprehensive communication, knowledge propagation, and substantial engagement throughout the project's progression. Following this plan, the dissemination information for each channel and message is presented in the table below, and in the upcoming chapters; this table will be revisited to document the dissemination activities already carried out and catalog them.

Activity & message	Channel(s)	Time	Target	Active – In progress
A - Update target groups step by step on the development of the project	Website Social Media Newsletter Events Publications Video Dataset	During the whole duration of the project	I4MS Initiative, DIHs for Industry, SMEs, Clusters, Research Community, Policy makers, Funding bodies, General public	Active
B - Disseminate scientific developments related to the project	Events Publications Dataset	During the intermediate and mature phase of the project (following the AIDA model)	I4MS Initiative, DIHs, SMEs, Clusters, Research Community, Policy makers	In progress
C - Present, communicate and disseminate the developed new concepts, the AI and IDS for circular and sustainable production	Website Events Social Media Publications Dataset	During the intermediate and mature phase of the project (following the AIDA model)	Research community and academia	Active
D - Show how to fully leverage AI REDGIO 5.0's trusted AI technologies	Website Newsletter Events Social media Video Publications	During the intermediate and mature phase of the project (following the AIDA model)	Suppliers and users of the technology	Active
E - Value for them of the Results and knowledge for benefits of AI REDGIO 5.0 framework and its innovation potentials, as well as its contribution to the expected outcomes and impacts	Website Social Media Publications	During the intermediate and mature phase of the project (following the AIDA model)	Policy makers and investors	In progress
F - How to use AI REDGIO 5.0 cognitive digital twins with AI to enable human centric sustainable manufacturing,	Website Events Social Media Publications Video	During the mature phase of the project (following the AIDA model)	SMEs and manufacturing industry	In progress

Industry5.0				
G - How the results can be used and exploited by their members, share results, datasets, benefits and improvements for end-users	Website Events Publications Social Media Dataset	During the mature phase of the project (following the AIDA model)	Clusters, associations, multipliers, DIHs for industry	In progress

Table 1 - AI REDGIO 5.0 dissemination information

3.2. Relation to Communication Strategy

The communication strategy and dissemination strategy for the AI REDGIO 5.0 project are intricately linked, forming a cohesive framework aimed at maximizing the project's outreach, impact, and engagement. These two strategies work in tandem, each complementing and reinforcing the other, to ensure a comprehensive and effective approach to knowledge sharing and stakeholder involvement.

The communication strategy lays the foundation for the project's overarching narrative, defining key messages, brand mark, and communication channels. It serves as the guiding force behind the project's external and internal communication efforts, emphasizing clarity, consistency, and resonance with the identified stakeholders.

In parallel, the dissemination strategy operates as a dynamic extension of the communication strategy, specifically focusing on the intentional spread of scientific and technological achievements. While the communication strategy shapes the broader narrative, the dissemination strategy dives deeper into the details of sharing acquired knowledge, methodologies, and tested technologies with diverse audiences.

The alignment between these strategies is crucial during the project's lifecycle. For instance, the communication strategy's initial phases, such as creating awareness and generating interest, seamlessly integrate with the dissemination strategy's early phases, emphasizing the visibility of AI REDGIO 5.0 and its technological innovations. As the communication strategy progresses towards building desire and inciting action, the dissemination strategy intensifies efforts to engage target audiences, amplify project impacts, involve stakeholders, and foster collaboration with other initiatives.

Moreover, the communication and dissemination strategies collaboratively leverage an array of channels and tools, including the project website, social media, newsletters, events, conferences, publications, and more. This orchestrated approach ensures that information flows coherently and synergistically across various platforms, maximizing the project's reach and resonance.

The success of AI REDGIO 5.0's overarching goals—be it internal collaboration, public awareness, impactful dissemination, or stakeholder engagement—depends on the seamless integration and coordination between its communication and dissemination strategies. This dynamic interplay ensures that the project's narrative

is not only effectively communicated but also strategically disseminated, creating a lasting and influential impact in the field of artificial intelligence and regional development.

3.3. Target Audience

The success of the AI REDGIO 5.0 project relies on effective communication and engagement with a diverse range of stakeholders. Identifying and understanding the target audiences is crucial for tailoring the communication plan to meet the specific needs and interests of each group. The preliminary target audience serves as a starting point, providing direction for developing a comprehensive communication strategy that ensures stakeholders are informed, engaged, and supportive throughout the project lifecycle.

The initial target groups identified are:

TARGET GROUP	MESSAGE AND GOAL
I4MS Initiative, I4MS stakeholders, partners	How to use, contribute AI REDGIO 5.0 interoperable circular twins for end-to-end sustainability
SMEs and midcaps (suppliers and users of AI Technologies)	Know how to fully leverage AI REDGIO 5.0's trusted AI technologies
SMEs from non-tech sectors with an interest in AI	Value gained from eco-friendly product design to the maximum exploitation of production waste across the circular chain
Manufacturing and Process Industry: de-remanufacturing, WEEE, Petro-chemical	How to use AI REDGIO 5.0 cognitive digital twins with AI to enable human centric sustainable manufacturing, Industry5.0
Clusters, associations, platforms Manager member of relevant clusters network, Multipliers, DIHs for industry	How the results can be used and exploited by their members, share results, datasets, benefits and improvements for end-users.
Research Community / Academia	Emphasize the developed new concepts, the AI and IDS for circular and sustainable production
Related Projects and Activities	Common ground, interests and actions in the AI, Digital twins and production sustainability, IoT-AI, etc.
General Public	Create awareness for the project's benefits for the society on sustainably designed products. What's the impact of AI REDGIO 5.0? What's the news?
National, regional initiatives and funding bodies, Policymakers, Investment Banks/Funds, Business investors	Value for them of the Results and knowledge for benefits of AI REDGIO 5.0 framework and its innovation potentials, as well as its contribution to the expected outcomes and impacts

Table 2 - AI REDGIO 5.0 target groups

Understanding the reception and engagement of stakeholders is vital for refining communication and dissemination strategies and ensuring the effective dissemination of project goals and achievements. For this reason, the following internal exemplary assessment is useful within the AI REDGIO 5.0 project, serving as a dynamic tool designed to evaluate and understand the project's impact on stakeholders at various levels. Moreover, the assessment allows the project consortium to identify stakeholder perceptions and interests

promptly. This adaptability ensures that communication and dissemination remain relevant, engaging, and responsive to the evolving dynamics of the project.

TARGET GROUP	AWARENESS	INTEREST
I4MS Initiative, I4MS stakeholders, partners	HIGH	HIGH
SMEs and midcaps (suppliers and users of AI Technologies)	HIGH	HIGH
SMEs from non-tech sectors with an interest in AI	MEDIUM	HIGH
Manufacturing and Process Industry: de-remanufacturing, WEEE, Petro-chemical	MEDIUM	HIGH
Clusters, associations, platforms Manager member of relevant clusters network, Multipliers, DIHs for industry	MEDIUM	MEDIUM
Research Community / Academia	MEDIUM	HIGH
Related Projects and Activities	HIGH	HIGH
General Public	LOW	MEDIUM
National, regional initiatives and funding bodies, Policymakers, Investment Banks/Funds, Business investors	MEDIUM	MEDIUM

Table 3 - analysis of AI REDGIO 5.0 target groups

3.3.1 Mapping target groups

I4MS INITIATIVE

The I4MS Initiative stands as a key stakeholder for the AI REDGIO 5.0 project, representing a vital connection to various stakeholders, partners, and cross-domain initiatives. The point of contact encompasses the I4MS CSA, DIHNET.eu, and OPEN DEI cross-domain CSAs, acting as coordinators for Innovation Actions (IAs), project partners, SMEs involved in cascading funding/application experiments, and important associations such as EFFRA, BDVA, AIOTI, and the emerging ADR Partnership.

Understanding the dynamics of engaging with the I4MS Initiative is crucial for AI REDGIO 5.0's communication strategy. As a central hub for multiple initiatives and stakeholders, effective communication with the I4MS point of contact necessitates a tailored approach that addresses the unique interests, objectives, and collaborative opportunities presented by each entity within the I4MS network.

Furthermore, by establishing a robust connection with I4MS, AI REDGIO 5.0 gains access to a broad ecosystem, opening avenues for cross-collaboration, shared resources, and potential synergies. Regular communication can not only showcase the project's achievements, technological advancements, and impact but also create opportunities for feedback, partnership exploration, and alignment with broader industry goals.

To enhance communication effectiveness, AI REDGIO 5.0 should consider periodic assessments and feedback mechanisms to understand the specific needs and expectations of the I4MS Initiative and its associated stakeholders. This proactive approach ensures that the project's communication strategies remain adaptive, responsive, and well-aligned with the ever-evolving landscape of the I4MS network.

DIHs for Industry

The AI REDGIO 5.0 project, in its quest for impactful dissemination and collaboration, identifies the AI DIH Network as a pivotal stakeholder. This network encompasses 30 DIHs and 150 AI DIH applicants, including the I4MS DIH community stemming from Phase III and IV projects such as L4MS, MIDIH, KITT4SME, and AI REGIO. The AI REDGIO 5.0 project recognizes the importance of engaging with this extensive network to disseminate its knowledge and advancements in artificial intelligence.

The point of contact, represented by the AI DIH Network, acts as a gateway to a vast community of digital innovation hubs and AI-driven initiatives. These include outreach to less developed regions, extending to new member states through initiatives like the Smart Factories initiative by PwC (<https://smartfactories.eu/>) and the European Digital Innovation Hubs (EDIH) initiative.

To enhance communication effectiveness, AI REDGIO 5.0 should consider tailoring its messages and dissemination strategies to resonate with the diverse AI DIH Network audience. Recognizing the specific interests and regional nuances within the network can significantly boost the project's impact and relevance.

SMEs and midcaps

The AI REDGIO 5.0 project actively engages with SMEs and midcaps, serving as a vital link for both suppliers and users of AI technologies. The primary point of contact for this target group includes extensive contacts and networks comprising partners and associated members. Additionally, the project collaborates with multipliers such as the Enterprise Europe Network (EEN), National Contact Points (NCPs), Chambers of Commerce, EFFRA, and the Connected Factories 2 CSA, along with participation in the Digital Manufacturing Platform DT-ICT-07 cluster. By fostering relationships with these diverse stakeholders, the project aims to enhance communication channels, gather valuable insights, and create a platform for mutual collaboration, thereby ensuring the effective dissemination of AI REDGIO 5.0's innovations and fostering sustained engagement within the SME and midcap community.

SMEs from non-tech sectors

AI REDGIO 5.0 strategically connects with SMEs from non-tech sectors, showcasing a commitment to broadening the impact of AI technologies. The dedicated point of contact for this target group involves specific contacts and networks within partner organizations and associated partners. The project also engages with multipliers, including SME associations, National Contact Points (NCP), Enterprise Europe Network (EEN), Chambers of Commerce, AFIL, and other regional Digital Innovation Hubs (DIHs). The collaboration extends to prominent associations such as BDVA, euRobotics, and the ADR Partnership. This approach facilitates a tailored communication strategy to address the unique interests of SMEs in non-tech sectors. By leveraging these connections, AI REDGIO 5.0 aims to optimize its outreach efforts, ensuring that relevant information is disseminated effectively and resonates with the targeted SME audience. This nuanced engagement strategy enhances the project's ability to contribute meaningfully to AI adoption in traditionally non-tech industries.

Multipliers and EU level SME Associations

AI REDGIO 5.0 has established connections with key multipliers and EU-level SME associations, emphasizing a strategic approach to dissemination. The point of contact for multipliers includes influential entities such as EFFRA, ECSEL, EPoSS, Steinbeis-Network, Enterprise Europe Network, DFA Digital Factory Alliance, Vanguard Initiative, and the AI REGIO network of Didactic Factories, as well as the EDIH network. This comprehensive engagement aims to optimize the project's communication strategy by leveraging the networks and expertise of these influential multipliers. Additionally, for EU-level SMEs, the point of contact involves EU-level associations like UEAPME/SMEunited, European Small Business Alliance (ESBA), Digital SME Alliance, and others at the national level. By actively involving these stakeholders, AI REDGIO 5.0 aims to enhance its reach and impact, ensuring that its outcomes and innovations are effectively communicated to a broader audience at both EU and national levels. This strategic collaboration strengthens the project's position and relevance within the larger SME and innovation ecosystems.

Research Community and Academia

AI REDGIO 5.0 forges a significant connection with the Research Community and Academia, recognizing their pivotal role in scientific dissemination. The project collaborates closely with esteemed institutions like POLIMI, KCSTV, TUIASI, MADEcc, CTU, MADE, and PBN, entrusting them with the responsibility of scientific dissemination. The point of contact includes key conferences and platforms such as ELEC, ICE, I-ESA conferences, and the World Manufacturing Forum. This strategic alignment ensures that the project's scientific achievements and breakthroughs are effectively communicated to the academic and research communities. By nurturing these collaborations, AI REDGIO 5.0 aims to maximize the dissemination of its scientific contributions, fostering a robust exchange of knowledge and innovations within the academic sphere.

Policy makers and funding bodies

The European Commission (EC) stands as a key partner, with points of contact spanning various Directorates-General, including CONNECT, RTD, REGIO, and GROW. Engaging with these departments ensures alignment with overarching EU policies, initiatives, and partnerships, such as Digitising European Industry and the Made in Europe Partnership.

Additionally, AI REDGIO 5.0 actively collaborates with national and regional initiatives and funding bodies, fostering partnerships with ministries in the four motors regions and Vanguard regions. To enhance communication, the project can benefit from tailored engagement strategies, such as targeted briefings to align its objectives with the priorities of these influential stakeholders and maximize impact.

4. Dissemination Channels

In the dynamic landscape of AI REDGIO 5.0, the dissemination channel serves as a crucial conduit that initially draws inspiration from the communication ad hoc material. As we embark on this journey, the comprehensive communication tools created during the first months of the project form the foundation of our dissemination strategy. These communication materials, meticulously designed and tailored to convey overarching project goals, will be the first input into our dissemination efforts. However, the dissemination tools, while partially mirroring the communication arsenal, undergo a transformation to communicate a more nuanced and scientific message. Targeted specifically at distinct audience groups, these dissemination tools delve deeper into project results, offering a more focused, technical, and specialized perspective. In this intricate interplay between communication and dissemination, our goal is to convey the project's scientific achievements with precision, ensuring that each target group receives tailored information that resonates with their specific interests and expertise.

The communication and brand positioning materials created in the early months of the project have been gathered below and briefly explained, as extensively detailed in the dedicated deliverable D8.1 “Brand Management, Marketing & Communication”.

The AI REDGIO 5.0 official logo, as depicted in Figure 2, was crafted by a graphic designer. The primary logo features a blue/sky-blue color scheme, and to ensure versatility across various backgrounds, two supplementary versions were created in black and white.



Figure 2 - AI REDGIO 5.0 logo

In the context of the visual identity, a presentation template (Figure 3) has been developed.



Figure 3 - AI REDGIO 5.0 presentation template

A digital brand book (see some of the slides in the Figure 4) has been shared with the partners as a communication guideline.

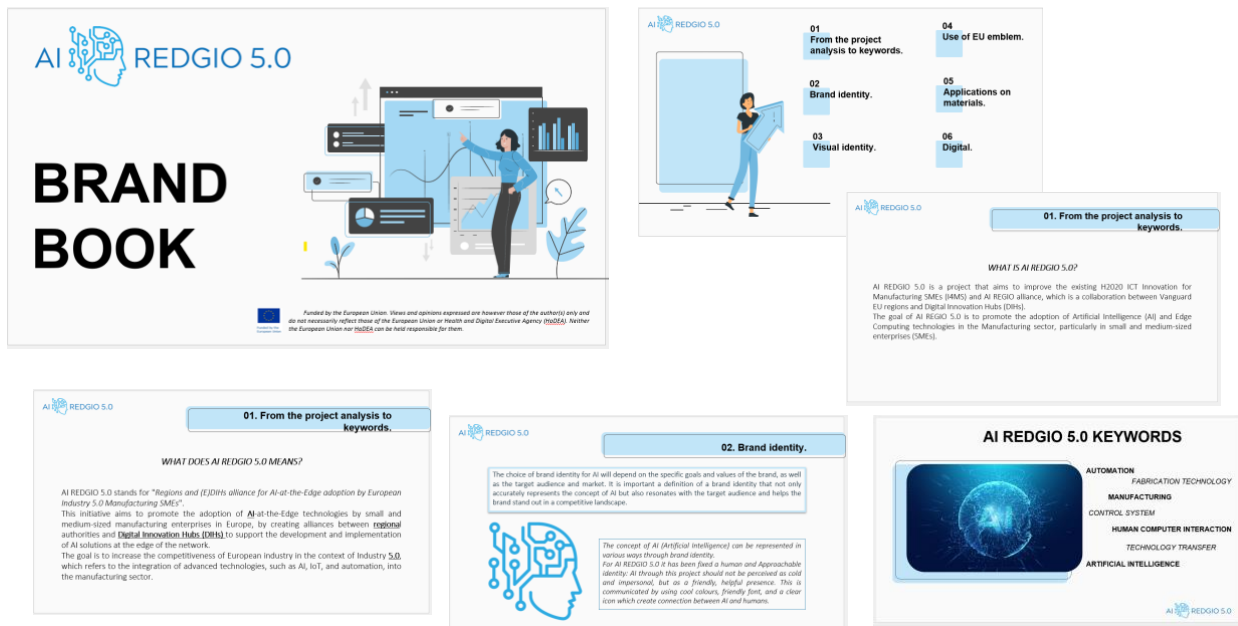


Figure 4 - AI REDGIO 5.0 brand book

The first project leaflet (Figure 5) has been articulated and provided to the partner with the aim of communicating the background and main objectives of the project. The leaflet will be updated following the implementation of the project.



Figure 5 - AI REDGIO 5.0 leaflet

The same work has been made to create the project's poster (Figure 6) that will be updated as well.



Figure 6 - AI REDGIO 5.0 poster

Another work has been made on the first official roll-up of the project (Figure 7).



Figure 7 - AI REDGIO 5.0 roll-up

To be commonly updated within the consortium, also a presentation containing project internal tips for communication has been developed. The presentation (Figure 8) provides to each partner the most important information to communicate properly the project (the logo, the EU flag and disclaimer, the colors and the font to create materials, the important link to share, etc.). Each partner following this tips had to create a space for the communication and dissemination of AI REDGIO 5.0 in its website, in order to create a precise interlinked pages and to spread the information related to the project.



Figure 8 - AI REDGIO 5.0 internal presentation to communicate the project

Also, an official and general presentation of the project (containing objectives, general description of the project, references to the experiment and the most important aspect of the project) has been created with the aim of having a common ground useful to present the project during conferences and events. The presentation (Figure 9) is available in the official repository and it's modifiable and processable according to the needs of each presentation.

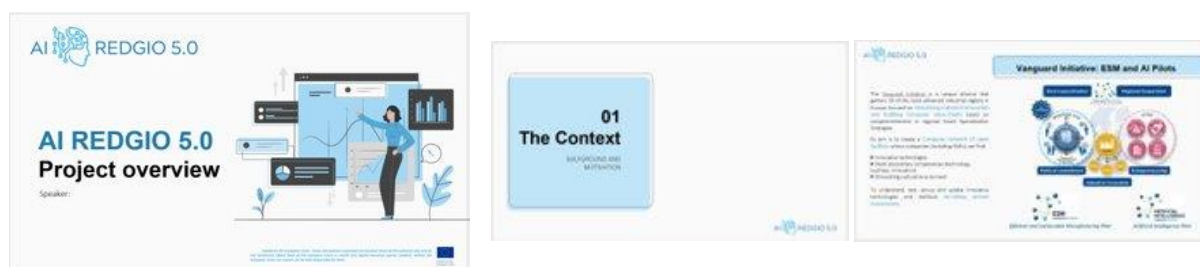


Figure 9 - AI REDGIO 5.0 project presentation

In addition to these communicative materials also a specific work on internal communication among partners has been defined in order to be constantly and commonly updated. Internal communication within the AI REDGIO 5.0 project plays a pivotal role in fortifying the dissemination efforts. A well-established and effective internal communication system ensures that project partners are consistently informed about the latest developments, achievements, and strategic directions. This not only fosters a sense of cohesion within the consortium but also empowers each partner with a comprehensive understanding of the project's goals and outcomes. The synergy achieved through robust internal communication enables a unified approach to external dissemination, ensuring that key messages are consistent, accurate, and aligned with the project's overarching objectives. Additionally, internal communication serves as a platform for collaborative ideation, allowing partners to contribute insights and perspectives that can enrich the dissemination strategy. By strengthening the internal fabric of communication, AI REDGIO 5.0 is better equipped to convey its scientific and technological advancements to a broader audience, ultimately enhancing the project's impact and visibility.

To work on internal communication, AFIL has specifically developed three methodologies aimed at three different objectives:

- 1) Monthly collection, following reports from the partners themselves, of information regarding the work carried out by various work packages (WPs), presented in a brief and concise format useful for internal communication among the WPs. This serves as an additional means, in addition to status meetings, to keep all partners informed about the progress of various WPs and to ensure that, in case of requests for information or doubts, the role and work of each WP are clear. This information was collected via email, initially by the respective WP leaders, and then shared through a dedicated file with all partners via the mailing list dedicated to WP8.
- 2) Monthly collection of past and/or future participations in events, conferences, or workshops by project partners. The goal, through this targeted and precise [form](#) (Figure 10), is to stay updated on the project's communication level in terms of event participation and consequently create social media posts or dedicated texts on the official project website for specific events.

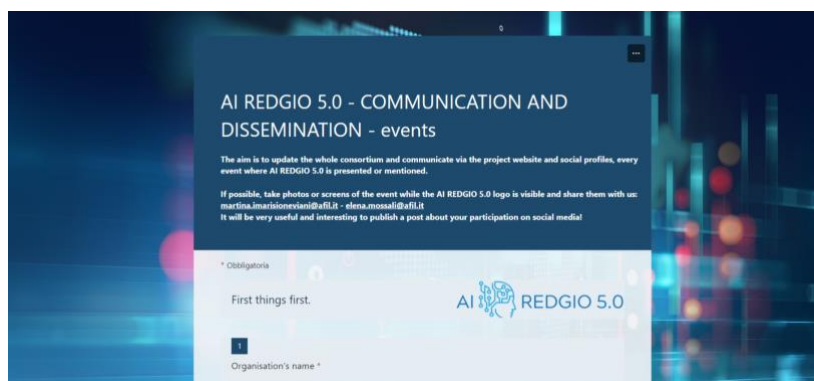


Figure 10 - AI REDGIO 5.0 form to collect event's participation

- 3) Monthly collection of the status of sharing and writing of disseminative articles or scientific publications by partners. Although the first months of the project focused on scientific publications, the collection of informative and project-related articles characterized the sharing through a specific [form](#) (Figure 11).



Figure 11 - AI REDGIO 5.0 form to collect articles/publications

The forms mentioned in points 2 and 3 were shared monthly with partners as a reminder in a dedicated email.

In the inaugural months of the project, a robust Dissemination Strategy and Action Plan unfolded, steering the endeavour towards a dynamic engagement with the global community. With a commitment to the plan's principles, the project actively participated in a spectrum of events, including exhibitions, conferences, webinars, workshops, and demonstrations centred around Artificial Intelligence (AI).

The articulation of the project's primary objectives and fundamental concept commenced ahead of the project's initiation, notably during the European event co-organized by AFIL: ESM – Efficient and Sustainable Manufacturing 2022 Plenary Meeting (Figure 12) on December 16th 2022, 10:00 – 11:30.



Figure 12 - AI REDGIO 5.0 presentation during ESM event in December 2022

Embarking on a journey of collaborative innovation, the project unfolded a compelling narrative during its inaugural stages. The concerted efforts of our diverse partners materialized through active participation in a multitude of impactful events. These included exhibitions, conferences, webinars, workshops, and demonstrations, all intricately connected to the realm of Artificial Intelligence (AI). With a keen eye on our Dissemination Strategy and Action Plan, meticulously crafted to amplify the project's footprint, our partners showcased a collective commitment to knowledge exchange and progressive research.

Here the list of the events:

M1 – M6	Partner(s) involved	Date	Location
Mission of the European Health and Digital Executive Agency (HaDEA) – HaDEA/MCID Digital symposium	TUIASI	8 March 2023	Bucharest
Advanced factories Expo & Congress	LIBELIUM	9 – 11 April 2023	Barcelona
NL AI Congress 2023	OOST NL	12 April 2023	Online
ESM PILOT, VANGUARD INITIATIVE	AFIL, POLIMI	14 April 2023	Bruxelles
AI DIH Webinar#3 Upgrade your DIH with new funding opportunities	INTELLIMECH	18 April 2023	Online
Pomeriggio Intellimech: Sviluppo di una metodologia per l'analisi del consumo energetico a livello prodotto in un contesto di filiera	INTELLIMECH, SCAMM	19 April 2023	Bergamo, Italy
Webinaire: Boostez votre innovation grâce au numérique	PERNOUD, POLYMERIS	3 May 2023	Online
A smart manufacturing ecosystem for industry 5.0 using cloud-based collaborative learning at the edge	LULEA	8 May 2023	IEEE - Miami Florida

EDIH Network Annual Summit European Digital Innovation Hubs Network (europa.eu)	POLIMI	31 May 2023, - 1 June 2023	Brussels, Belgium
Data Space 4.0 Thematic Working Group “Data in Manufacturing”	INTELLIMECH MADE CC	17 May 2023	Online
TCBL event focused on sustainability and circular economy	KATTY FASHION	6 June 2023	Palermo, Italy
Manufacturing and Engineering Week 2023	DMIW, CONTROL 2K	7 June 2023	Online
R2B - Research 2 Business: AI REGIO - L’Intelligenza Artificiale all’interno della fabbrica intelligente & KITT4SME: The Human Side of the Digital Revolution	ART-ER	8-9 June	Online
FIWARE Digital Summit	LIBELIUM	12 – 13 June 2023	Vienna, Austria
Workshop on site	KATTY FASHION, TUIASI	13 June 2023	Romania
Funding opportunities in EU Health & Digital programmes	POLIMI	20 June 2023	Rome, Italy
AFIL Assembly	AFIL	26 June 2023	Milano, Italy
Online workshop: FoF and MiE projects: challenges and opportunities	POLIMI	27 June 2023	Online

Table 4 - AI REGIO 5.0 events M1-M6

M6 – M12	Partner(s) involved	Date	Location
Cloud-Edge-IoT Innovations in Manufacturing: Unveiling Market Insights and Use Cases	POLIMI, INTELLIMECH	10 July 2023	Online
The 28th International Conference on Automation and Computing (ICAC2023)	AAU	30 August 2023	Denmark
Plast Milan: Cocktail network	POLYMERIS	6 September	Milano, Italy
Advancing towards the Cloud, Edge, and IoT Continuum: Insights and Impacts	INTELLIMECH, SCAMM	25 September	Online
EFFRA event - The Manufacturing Partnership Day	POLIMI, AFIL	26 September 2023	Brussels, Belgium
AI REGIO final event	POLIMI, AFIL, STEINBEIS, POLYMERIS, DMIW, BRAINPORT, ART-ER, ENG, CARSA, NISSATECH, SUITE 5, UNPARALLEL, EXPERT AI, INTELLIMECH	27 September 2023	Brussels, Belgium
Activity Group Meeting 55 (AG55)	SCCH	27 September 2023	Austria

EBDVF23 Session: DIGITbrain Ecosystem and Stakeholders' Value	INTELLIMECH, SCAMM,	26 October 2023	Valencia, Spain
EBDVF2023 - Session "Regulatory sandboxes for AI: Current situation, challenges and opportunities",	EXPERT AI	26 October 2023	Valencia, Spain
AI Pilot Annual Event	OOST NL	14 November 2023	Bilbao, Spain
Workshop: Cascade funding opportunities	AXENCIA GALEGA DE INNOVACION	25 November 2023	Spain
Internacionalización de la I+D+I	CARSA	30 November 2023	Spain
Collaborating on AI innovation and impact	OOST NL	07 December 2023	Online
Workshop on Horizon Europe: Digitalization of products, processes and services	AXENCIA GALEGA DE INNOVACION	12 December 2023	Spain
Year Event AI Hub East Netherlands	OOST NL	12 December 2023	East Netherlands

Table 5 - AI REDGIO 5.0 events M6-M12



Figure 13 - AI REDGIO 5.0 presentation during ESM event in December 2022

Highlighting a pivotal moment in the project timeline, the "Informative Webinar of the AI REDGIO 5.0 1st Open Call" held on Thursday, 14th December 2023, at 9:00 CET, marked the commencement of a significant phase. This event was meticulously designed to usher in the opening of the open calls, offering a comprehensive agenda to guide participants through essential details and key aspects: in fact, on one side participants gained insights into the overarching goals and scope of the AI REDGIO 5.0 project, while on the other side, the heart of the event focused on the specifics of the 1st Open Call (Figure 14 - AI REDGIO 5.0 website section for the first Open Call Info webinar). Essential details, criteria, and guidelines were presented, ensuring potential applicants were well-informed about the opportunities available and the expectations of the project.

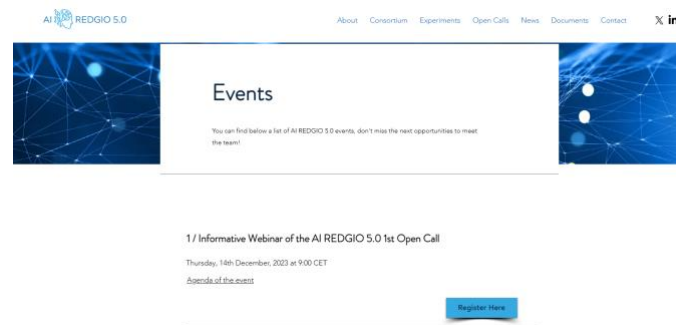


Figure 14 - AI REDGIO 5.0 website section for the first Open Call Info webinar

This dissemination activity has been supported by communication materials, in particular the Open Call [dedicated page](#) on the AI REDGIO5.0 website.

In the inaugural year of the project, our focus was primarily directed towards the foundational construction and development phases, laying the groundwork for robust and impactful outcomes. During this initial period, the project did not yield any formal scientific publications, as the emphasis was on the intricate planning and execution stages. This deliberate approach aimed to ensure the project's solid foundation before disseminating its findings through scholarly channels.

While scientific publications were momentarily on pause, it's noteworthy that [three articles](#) were published during this time, offering a comprehensive and generic overview of the project and its overarching objectives. These articles served as crucial communication tools, providing insights into the project's vision, goals, and anticipated impact. As we progress into the subsequent phases, the project anticipates a surge in scientific publications, reflecting the culmination of dedicated research and development efforts undertaken during this foundational year. This strategic timeline ensures a deliberate and impactful dissemination of the project's substantive contributions to the field.



Figure 15 - Pioneering Cloud-Edge-IoT and Digital Twin Solutions in Manufacturing



Figure 16 - Smart News (Intellimech)



Figure 17 - Smart news (AFIL)

5. Roles and Responsibilities

In the dynamic framework of the project, the delineation of roles and responsibilities is crucial to ensure a harmonious collaboration and the successful execution of tasks. This section outlines the key roles played by AFIL and the contributions expected from all partners, particularly in the context of Scientific/Technological Dissemination Strategy and Action Plan, spanning from M1 to M36.

5.1. AFIL's Lead Role

AFIL assumes a central and leadership role in driving the Scientific/Technological Dissemination Strategy and Action Plan outlined in Task 8.1. As the lead entity, AFIL is responsible for spearheading the development, implementation, and oversight of this crucial aspect of the project. This involves crafting a comprehensive strategy that effectively communicates the project's scientific and technological advancements to the wider audience, considering especially the target groups defined. It also means the creation of proper supporting tools for the monitoring and implementation of activities, in order to ensure a standardized image of AI REDGIO5.0 project. AFIL's leadership ensures strategic alignment, timely execution, and the overall success of the dissemination initiatives.

5.2. Contributions from All Partners

While AFIL takes the lead, the success of project's communication and dissemination relies on the collective contributions of all project partners. Each partner is expected to actively engage and contribute to the scientific and technological dissemination efforts. This includes sharing relevant insights, research findings, and collaborative inputs to enrich the overall content of the dissemination strategy. By leveraging the diverse expertise within the consortium, partners play a vital role in ensuring the dissemination plan is comprehensive, impactful, and reflective of the collaborative spirit of the project.

In essence, effective collaboration underscores the principle that while AFIL provides leadership, the strength of the dissemination strategy lies in the collective expertise and commitment of all project partners. This collaborative approach ensures a holistic and well-rounded dissemination effort, maximizing the reach and impact of the project's scientific and technological contributions over the entire duration, from M1 to M36.

6. Monitoring and Evaluation

In the ever-evolving landscape of AI REDGIO 5.0, effective communication and dissemination are paramount to the project's success. This dual approach not only fosters collaboration within the consortium but also extends the project's impact to a broader audience. As we navigate through the intricacies of artificial intelligence research and development, our commitment to transparency, knowledge-sharing, and engagement is encapsulated in a set of Key Performance Indicators (KPIs). These KPIs serve as quantifiable benchmarks, guiding our efforts to seamlessly intertwine communication and dissemination strategies, ensuring that the AI REDGIO 5.0 story reaches far and wide.

6.1. Key Performance Indicators (KPIs)

The initial phase of AI REDGIO 5.0 has laid the groundwork for our ambitious communication and dissemination targets.

TOOL	M12 KPIs	GA target KPIs
Website	1	1
Newsletter	1	6
Conferences and events	3	10
Social media impact: Twitter	291	600
LinkedIn	201	600
Publications	-	6
Videos	2	6
Articles	3	15
Datasets	-	8

Table 6 - AI REDGIO 5.0 KPIs

While the actual achievements are more than modest, it's essential to contextualize these numbers within the broader timeline of the project, acknowledging that this is just the beginning of our journey.

1. AI REDGIO 5.0 Website (Actual M12: 1 / Target: 1)

The creation of our project website aligns with the stipulations in the Grant Agreement. The current status mirrors the planned trajectory, with the website functioning as the central repository for project-related

information. The website is continuously updated, the Open Call dedicated page is an example, and the News section always reports events, initiatives and insights for all project major achievements.

2. AI REDGIO 5.0 Newsletter (Actual M12: 1 / Target: 6)

Despite the variance from the declared target, the publication of one newsletter signifies the initiation of our regular communication efforts. As we progress, the frequency and content of newsletters are poised to escalate, aligning with the stipulated goals. The initial months of the projects, in fact, were dedicated to the creation of a relevant mass of stakeholders interested to the project to which address the newsletter. Furthermore, the structure of the newsletter has been carefully evaluated and commented during AI REDGIO 5.0 General Assembly, in order to identify the proper contents and planning a periodic launch. In the next D8.3 “Brand Management, Marketing & Communication” at M18 the structure of the newsletter and the link to all the published ones will be reported, as main activity related to communication. In this deliverable, an analysis of the recipients will be also reported.

3. Conferences and Events (Actual M12: 2 / Target: 10)

AI REDGIO 5.0 project has been presented in 31 different events and conferences. Among them 3 have been directly organized by partners to particularly focus on the outcomes of the project and one dedicated to the launch of AI REDGIO 5.0 Open Call. This early participation sets the stage for an intensified presence in upcoming conferences and events throughout the project's lifecycle.

4. Followers on LinkedIn (Actual M12: 291 / Target: 600)

Building an online community takes time, and the current LinkedIn followers reflect an encouraging start. As we share more project updates and engage with the professional community, we anticipate a steady growth toward our declared target. The analysis of social media followers (e.g. type of stakeholders, increase over time, etc.) will be reported in the next D8.3 “Brand Management, Marketing & Communication” at M18 as major communication tool.

5. Followers on Twitter (Actual M12: 201 / Target: 600)

Twitter followers, though below the initial target, mark the project's presence on this dynamic platform. Continuous engagement and content dissemination will contribute to a progressive increase in followers over the upcoming project phases. The analysis of social media followers (e.g. type of stakeholders, increase over time, etc.) will be reported in the next D8.3 “Brand Management, Marketing & Communication” at M18 as major communication tool.

6. Scientific Publications (Actual M12: - / Target: 6)

Scientific publications are yet to materialize, aligning with the project's early emphasis on foundational work. The absence of publications in this phase is a strategic decision, with a surge expected in subsequent periods as research matures.

7. Articles (Actual M12: 3 / Target: 15)

The publication of three articles signifies an early commitment to disseminating project insights. As research findings accumulate, the frequency of articles is anticipated to rise, aligning with the declared target. Articles are needed to broad the audience and should use a more attractive, local and simplified language, in order to be complementary to scientific publications. The articles are reported in the previous chapter.

8. Project Videos (Actual M12: 1 / Target: 6)

The creation of one project video serves as an initial foray into visual storytelling. As the project progresses, the production and release of more videos will contribute to a dynamic and comprehensive communication strategy. The videos are stored in a [dedicated page](#) of the website and, along with a general project video, also the recording of significant webinars (e.g. Open Call webinar) will be collected and counted.

9. Datasets (Actual M12: - / Target: 8)

Strongly connected to the technical WPs (i.e. WP4 and WP5), the release of datasets is ongoing, aligning with the project's strategic focus on foundational development. Open science principles will guide the release of datasets as the research evolves and quantitative data will be reported in the next deliverable D8.5 – Scientific/Technological dissemination strategy and action plan.

In summary, the current status of KPIs reflects the intentional focus on foundational work during the initial phase of AI REDGIO 5.0. As the project matures, a substantial uptick in these numbers will be recorded, signifying an intensified and impactful communication and dissemination effort in the upcoming months and stages of the project.

7. Conclusion

This document has set out the basic and general framework, objectives, and tools for dissemination activities, and it has established processes that will be used to reach the project's target groups. When new results and technical outcomes will be generated, dissemination frameworks and tools could be easily used by project partners in order to maximize AI REDGIO 5.0 project impact. The tools defined in the document (website, project presentations, flyer, newsletter, social media) provide partners with a quite complete mix of channels for wide dissemination of information and results, as well as a source of relevant community content that supports their own outreach activities.

As indicated clearly in this document, close collaboration with all work packages and partners, combined with the creation of engaging and appropriate content for diverse stakeholders, are key to success.

Progress towards communication and dissemination objectives will be constantly and diligently monitored and reported especially during internal meetings, forecasting the evolution of the project, with adjustments made where necessary to ensure the project's success. KPIs represent the first monitoring tool to be used. The next updated versions of this deliverable will be submitted in M24 "D8.5 – Scientific/Technological dissemination strategy and action plan" and M36 "D8.7 – Scientific/Technological dissemination strategy and action plan".