



Brand Management, Marketing & Communication

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Author(s) contact information

Name	Organisation	E-mail
Elena Mossali	AFIL	Elena.mossali@afil.it
Martina Imarisio Neviani	AFIL	Martina.imarisioneviani@afil.it

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Abbreviations and Acronyms:	
AI	ARTIFICIAL INTELLIGENCE
SMEs	SMALL AND MEDIUM ENTERPRISES
I4MS	ICT INNOVATION FOR MANUFACTURING SMEs
DIH	DIGITAL INNOVATION HUBS
EDIH	EUROPEAN DIGITAL INNOVATION HUBS
WP	WORK PACKAGE
WPL	WORK PACKAGE LEADER
PC	PROJECT COORDINATOR
EU	EUROPEAN

1. Executive summary

The purpose of this document is to serve as a plan for the communication of the activities of the project AI REDGIO 5.0. Particularly, this Deliverable provides an overview on the AI REDGIO 5.0 communication and dissemination tools, materials, and channels updated at M18. The document at hand is the second iteration of this Deliverable, considering that the first submission with the preliminary presentation of the communication strategy has been submitted at M3. This is a living document, and it contains the first step made at the beginning of the project and its improvement until M18; moreover, it will be progressively updated with all the next steps dedicated to communication and it will be submitted again at the end of the project at M36.

The communication and marketing plan serves as a guide for the project consortium, ensuring an unified approach to implement the project from a communication perspective. This plan encompasses the project logo and website, various social media channels, and digital materials, all used in a coordinated effort to effectively communicate and disseminate the project's aims, achievements, and engagement opportunities.

This includes the AI REDGIO 5.0 visual identity and promotional kit, the setup and management of the website and social media channels, and the creation of appealing and meaningful promotional materials aligned with the project's results and outcomes at each phase of implementation. These materials, designed to engage and raise awareness among the public and targeted groups, include brochures, slides, posters, and videos. Additionally, the plan involves the development of periodic newsletters and news updates.

In terms of social media channels, the project is focusing on X and LinkedIn, as they have proven to be very efficiently used by the respective communities. These channels have been established and used intensively from day one of the project onwards.

This deliverable will comprehensively assess the status of the Key Performance Indicators (KPIs) associated with the communication efforts of the project. By meticulously evaluating each KPI, this document aims to provide a detailed analysis of the progress made towards achieving the communication objectives outlined in the project's strategic plan. It will examine the effectiveness of various communication channels and tools employed, measure the reach and impact of promotional activities, and identify areas for improvement. This thorough review will ensure that the consortium remains on a coherent and effective path in disseminating the project's goals, achievements, and opportunities for engagement to the broader audience, thereby fulfilling its communicative commitments.

2. Structure of document

The document is arranged into two main sections.

Section 1 of the document, composed by 3 chapter, introduces the general communication objectives, the target audience and channels and methods which have been considered the most appropriate to define a communication plan. This first part is useful to outline how AI REDGIO 5.0 plans to communicate with its stakeholders, including target audiences.

Section 2 of the document consists of the actual communication of the project and is composed of chapter 4, 5 and 6. These sections first describe and explain the visual and brand identity of the project and its first concrete declinations; then the two social media used to communicate information about the project are presented; finally, the communication materials useful e.g. during events and conferences, are outlined.

Conclusions follow to emphasize how this initial communication planning is a fundamental step to kick-start AI REDGIO 5.0 in a concrete way and with defined common perspectives.

3. Communication objectives

The purpose of the communication plan is to build pathways to various target groups during the evolution of the project and to give individual activities the appropriate significance.

The communication plan employs a variety of communication techniques to meet its various objectives, key messages, and target audiences. As a result, the objective is to develop a thorough plan for implementing the AI REDGIO 5.0 communication strategy and to give partners a supporting document for taking practical communication activities regarding project stakeholders and beneficiaries.

The communication strategy is designed as a live document that will be revised again between M18 and M36 in order to follow the communicative needs of the project due to its adaptability and flexibility that will follow the improvements of the project.

The main objective of the communication strategy is to influence the target groups' knowledge, attitudes, and behaviour regarding the AI REDGIO 5.0 project and its activities.

The strategic executed actions will have the following objectives in order to achieve this overall goal:

- build awareness about the project and its activities;
- inform the audience about the outcomes and results of the project;
- ensure visibility and access to the stakeholders;
- create synergies and exchange good practices with projects and initiatives in the field, to join efforts and maximize common potential;
- create a good interaction and interest regarding the project through the use of social media channels;
- elaborate and produce material for an effective communication strategy;
- produce specific tools for a better communication interaction among partner and with external target groups.

3.1. Communication plan

To achieve the objectives above, the AI REDGIO 5.0 communication actions are divided into four activity periods phases that are overlapping and repeatable during the development of the project, depending on the communication channel and the topic to be communicated. The structure in four main phases is defined according to the AIDA model (Awareness, Interest, Desire, Action), which is a plan suitable for attracting and building relation with different target stakeholders.

The stages that the communication plan will follow are:

- 1. Awareness or Initial Phase (M1-M9):** the Awareness or Initial Phase is focused on introducing AI REDGIO 5.0 and its objectives to the target audience and creating initial interest and engagement, making the project visible and recognizable, sharing its values and technological innovation(s). During the awareness phase, the following activities are undertaken:
 - developing a visual identity and promo kit: project logo and branding that will be used consistently across all communications;
 - creating a project website and social media pages to share information and updates about the project;

- developing initial project materials and promotional artefacts: such as fact sheets, flyer, and presentations to introduce the project to stakeholders and partners.

Overall, the awareness phase is critical for building a strong foundation for the project's communication strategy and laying the groundwork for successful engagement with stakeholders and the wider public.

- 2. Interest or 1st Intermediate Phase (M10-M18):** the Interest or 1st Intermediate Phase is the second stage of communication and refers to the stage when the parties involved express their interest in each other's ideas or opinions. During this phase, the participants start to build a defined connection and develop a mutual understanding of each other's perspectives building on other projects connected with AI REDGIO 5.0 work. This is the ongoing phase, that have started and is continuing actively.

The preliminary communications have been published in journals talking about the project in general and presented at some conferences and events to pique the interest of researchers and the scientific community. Using the capabilities of social media, websites and newsletters, communication efforts will continue.

- 3. Desire or 2nd Intermediate Phase (M19-M27):** The Desire or 2nd Intermediate Phase focuses on providing clear and consistent messaging to targeted audiences and stakeholders about the goals and progress of the project. This is the phase that is starting now, emphasizing the importance of delivering precise and coherent updates. The dissemination of developed outcomes through scientific papers and events will boost interest in AI REDGIO 5.0. Another crucial aspect of this phase, which serves as an interim stage before the final mature phase, is educating target audiences about the technological innovations and commercial advantages of AI REDGIO 5.0. This work will be based on AI REDGIO 5.0 tools: website, newsletters, social media, publications, and meetings. Technical details include the integration of advanced data analytics to tailor communication strategies, utilizing machine learning algorithms to identify key audience segments, and deploying interactive digital platforms to enhance engagement and feedback collection.

The Open Call mechanism represents a concrete way to gain interest from external stakeholders and to integrate new perspectives in the AI REDGIO 5.0 Consortium. For the first Open Call, strong efforts in the communication and dissemination activities have been made, allowing an increased attention on the project and the opportunity it represents. In this way, new actors desired and showed interest to be involved in the project.

- 4. Action or Mature - Final Phase (M28-M36):** The Action or Mature Phase should focus on concluding the project and effectively communicating its outcomes and achievements to stakeholders, thereby creating substantial industry awareness about AI REDGIO 5.0's exploitable results. All dissemination efforts will be strategically aligned to support the project's effective outcomes and market replication. In fact, all the results will be disseminated through every available channel. The efforts made in the previous phases will be leveraged in this final stage, utilizing the official website, newsletters, social media, events and conferences, videos, publications, articles, and data. This phase will ensure a comprehensive and impactful communication strategy, maximizing the visibility and application of AI REDGIO 5.0's innovations and advancements.

This model is applied continuously, with communication situations that may intersect with each other at various stages. In essence, this process is not to be seen as something crystalized, but in continuous mutation and evolution on every aspect that needs to be communicated and disseminated externally.

3.1.1 Partner's role

All partners are expected to actively engage in communicating and disseminating the goals, developments, and outcomes of the project. In detail, they are required to:

1. Support communication activities by promptly generating requested content or coordinating with relevant contributors.
2. Assist in implementing the Communication Strategy for planned activities.
3. Provide translations into the local language, when necessary.
4. Include information about the project and a link to their website on at least one page of their own website.
5. Ensure that all relevant communications reflect the key messages of the project.
6. Notify partners via email of newly available results.
7. Capture photos during local events (or screenshots in the case of digital events), ensuring prior notification to participants and obtaining their consent, and promptly share them with the communications team.
8. Utilize provided templates for relevant project-related communications.
9. Acknowledge EU funding in communications, as outlined in the grant agreement.
10. Utilize their own networks to disseminate news and materials related to AI REDGIO 5.0.
11. Maintain open channels of communication and collaboration with other partners to ensure cohesive and effective dissemination efforts across all stakeholders.

3.1.2 Target audience

Knowing the target audience allows to communicate in a way that resonates with them. This includes using language, visuals, and messaging that speaks to their interests, values, and concerns. Effective communication helps build trust and credibility with target audience, which can lead to stronger engagement and loyalty. From this conception began the analysis and choice of audience to refer to when talking about the AI REDGIO 5.0 project.

Here some key steps taken for developing the communication plan for the first phase of the project:

- **Define the (preliminary) target group:** clearly articulate the characteristics and needs of the target group which is considered as the audience to reach within AI REDGIO 5.0.
- **Identify the communication channels:** determine which communication channels are most effective for reaching the target group. This may include email, social media, website or other methods.
- **Develop key messages:** develop concise and compelling messages that address the specific needs and interests of the target group. These messages should be tailored to the characteristics and preferences of the group.

As an essential and continuous aspect of our approach, monitoring and measuring effectiveness of the communication created for the specific target is fundamental. The goal is to ensure that our efforts remain relevant and responsive to the evolving needs and preferences of our target audience. To achieve this, we utilize various methods such as conducting internal check with the partner, gathering direct feedback from

stakeholders during the events and conferences and tracking website traffic and social media engagement.

The preliminary target audience refers to the group of people or stakeholders who are initially identified as the primary recipients of the communication plan. By meticulously defining this audience, the communication plan can be tailored to effectively address the unique needs and interests of each stakeholder group within the AI REDGIO 5.0 project. This targeted approach facilitates informed decision-making, fosters stakeholder engagement, and cultivates a supportive environment for project's initiatives.

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 1: Target group and related messages and goals

By focusing on a specific target group, the communication plan can be customized to meet the unique needs and interests of that group. The preliminary target group described in *Table 1*, has been defined to select the

perfect channels of communication for AI REDGIO 5.0 project. This has been helpful in increasing the effectiveness of the communication plan and improve the overall success of the project.

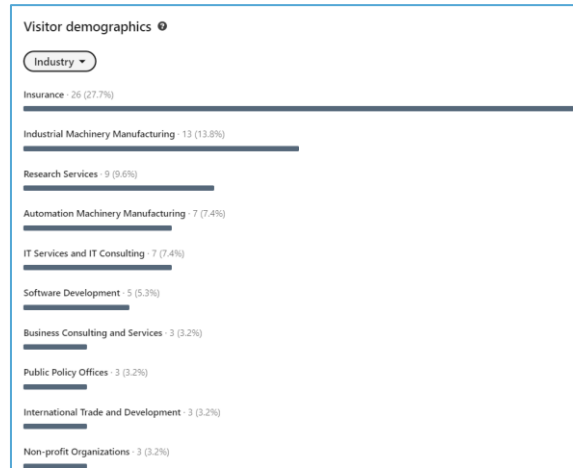


Figure 1: Visitor demographics

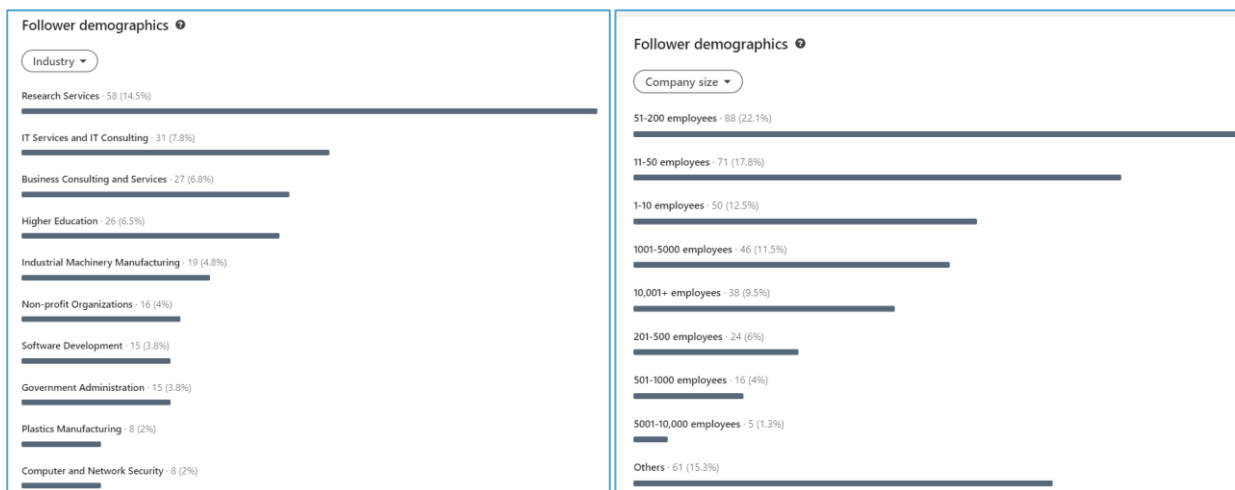


Figure 2: Follower demographics (Industry - Company size)

Considering the social media followership, both in terms of traffic (Figure 1) and actual followers (Figure 2), it becomes apparent that from an industrial standpoint, there is a substantial following originating from the same preliminary target audience identified earlier. This demographic primarily comprises Small and Medium-sized Enterprises (SMEs), researchers, policymakers, IT service providers, and other related stakeholders. This observation underscores the alignment of our communication efforts with the intended audience, indicating effective targeting strategies and resonant messaging within the industrial landscape.

3.1.3 Communication tools

Communication tools refer to the various methods and channels used to convey information and messages to a target audience. The choice of communication tools depends on the nature of the message, the characteristics of the target audience, and the goals of the communication plan. For AI REDGIO 5.0 the following communication tools have been defined:

- **AI REDGIO 5.0 official website:** this is an important tool for providing information about the project and will be used to share news and updates, provide resources and tools, and promote events or initiatives.
- **Newsletters:** these ways of communication are provided to communicate regular updates and news about project developments to the target audience.
- **Conferences and events:** these are opportunities for face-to-face communication and discussion with a target audience. They will be used for internal communication within the consortium, as well as for external communication with customers, partners, and other stakeholders.
- **Social media (LinkedIn and X):** social media allows organizations to share news and updates, engage with followers, and respond to feedback in real-time. For AI REDGIO 5.0 Twitter and LinkedIn are defined as the best social media to engage and reach the audience.
- **Publications, articles and datasets:** those kinds of publications provide a means of disseminating research findings, enabling the scientific community to build on the results of the project and contribute to the broader body of knowledge in the relevant field.
- **Videos:** by creating some engaging and informative videos, the project can effectively communicate its message and increase engagement with the target group.

By using such a variety of communication tools, AI REDGIO 5.0 can reach its target audience in multiple ways and increase the effectiveness of the communication plan. The outlined communication tools for AI REDGIO 5.0 serve a dual purpose: to effectively disseminate project information and to engage with the target audience in meaningful ways. By leveraging a combination of digital platforms, such as the official website and social media channels like LinkedIn and X, alongside traditional methods like newsletters and conferences, the project aims to establish a cohesive and dynamic communication strategy. These channels not only facilitate the sharing of project updates and resources but also foster direct interaction with stakeholders, allowing for real-time feedback and dialogue. Furthermore, the inclusion of publications, articles, datasets, and videos ensures that the project's findings are not only communicated effectively but also accessible and engaging to a wide audience, including researchers, policymakers, industry professionals, and the general public. Overall, the objective is to maximize outreach, enhance stakeholder engagement, and ultimately contribute to the broader dissemination and impact of AI REDGIO 5.0.

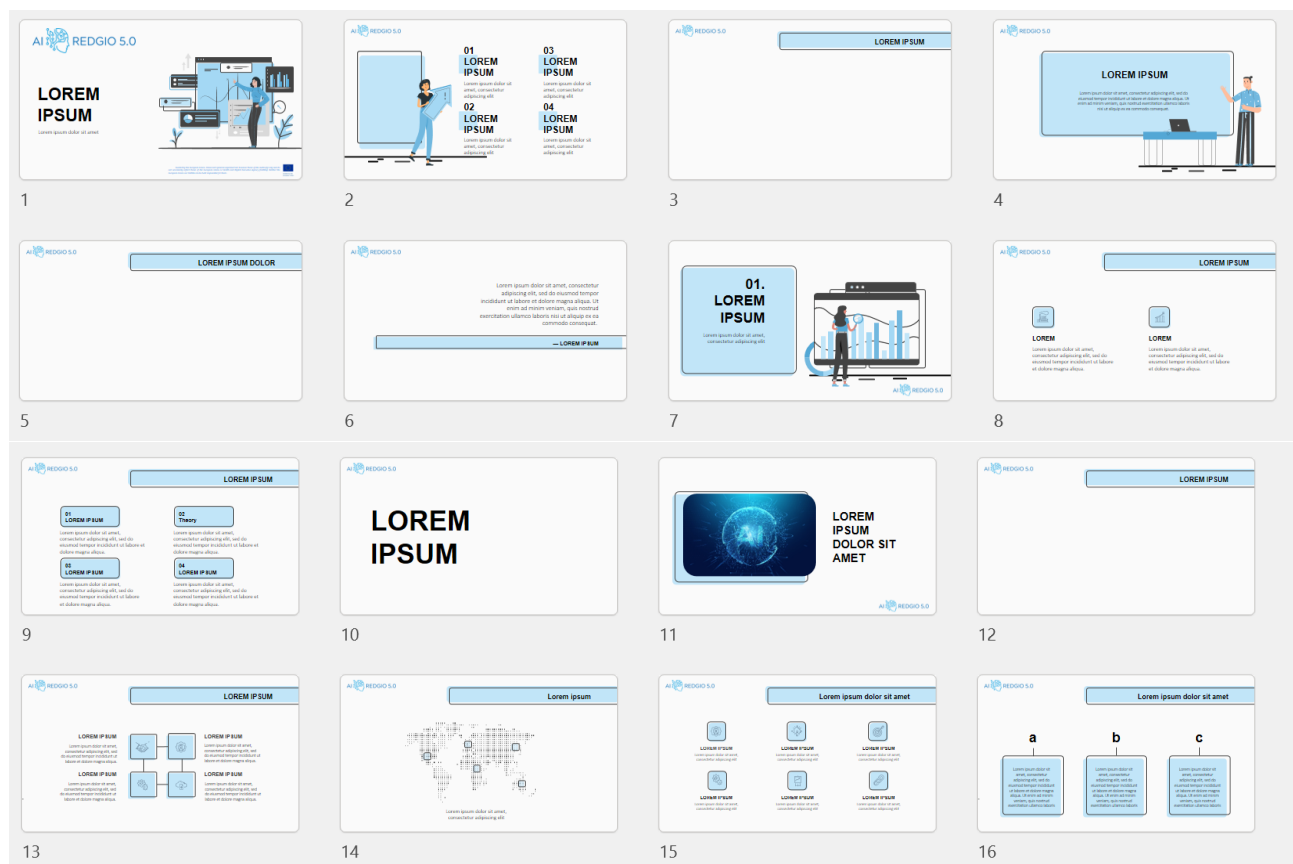
4. Brand, Visual and Verbal Identity

AI REDGIO 5.0 project visual identity will consist of:

- a logo;
- a serie of monograms to identify the main projects testbeds' themes: facility management, manufacturing and replicability;
- a set of fonts and colours;
- example of applications on materials and socials.

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

- ensure that all project presentations have a consistent look and feel, making it easier for stakeholders to recognize and associate the presentation with the project;
- save time by providing a structure and format for the presentation, allowing presenters to focus on creating content rather than formatting;
- reinforce the project's image and messaging, making it more memorable and recognizable.



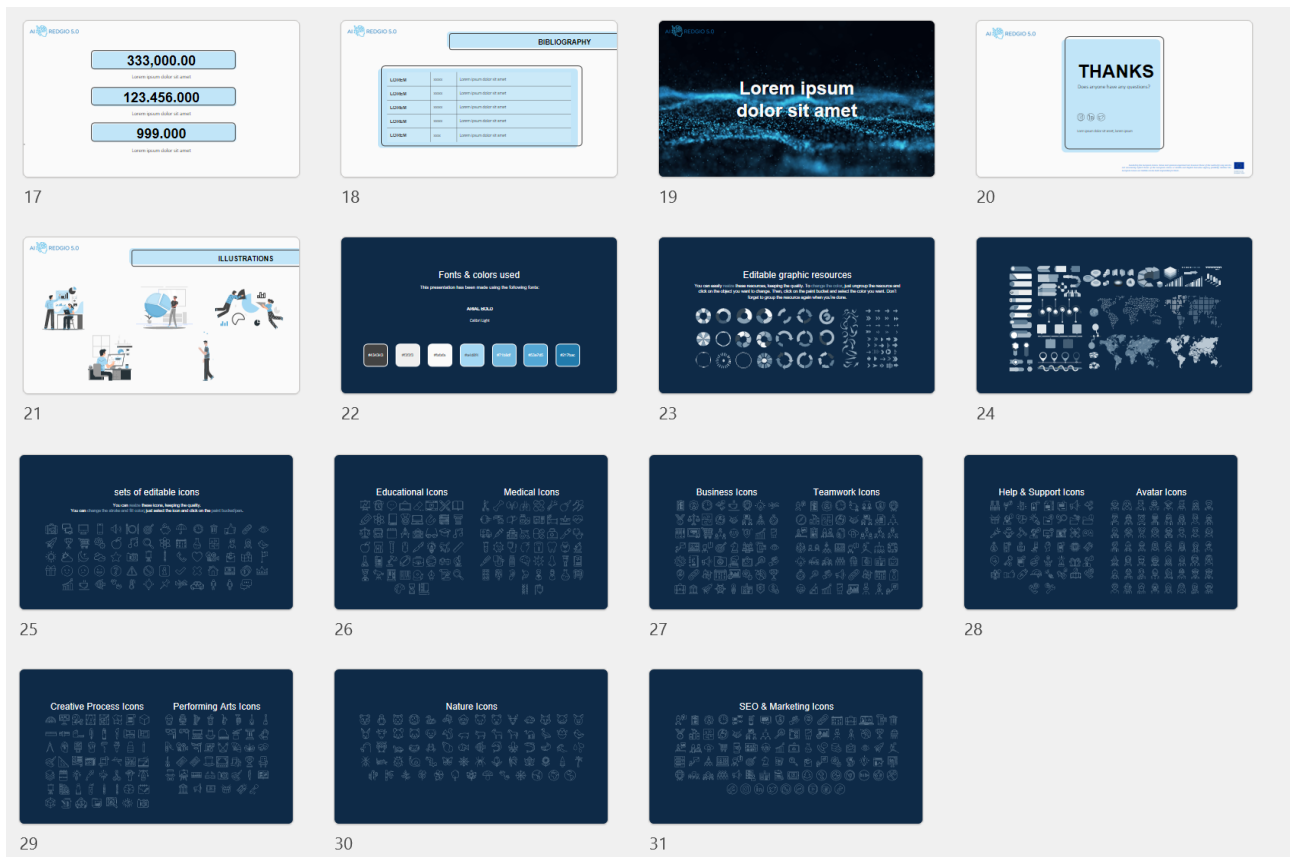


Figure 3: AI REDGIO 5.0 Presentation template

A digital brand book (Figure 4) will be shared with the partners as a communication guideline, it will also be included in the Media Kit section of the website and downloadable for the whole audience.



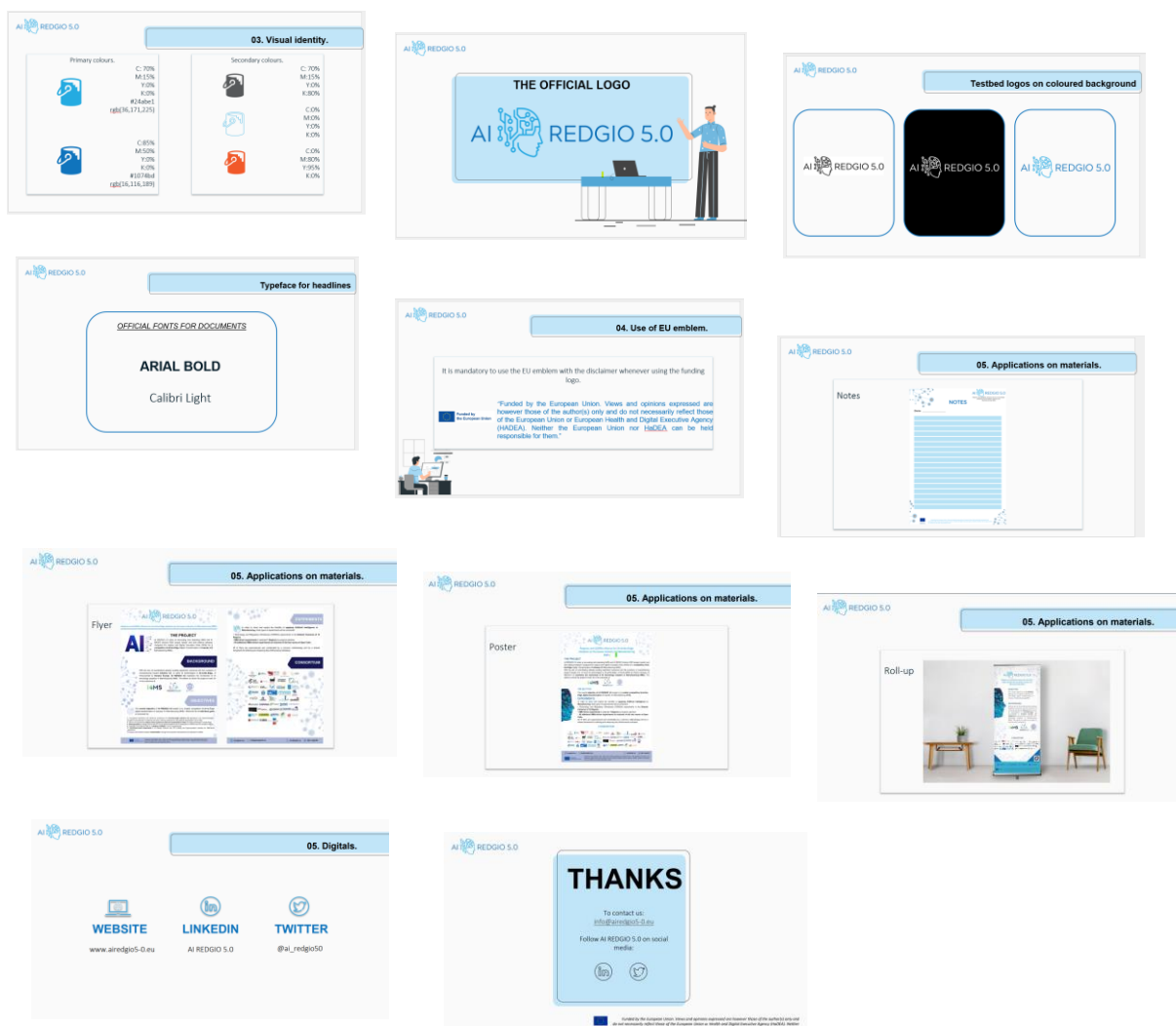


Figure 4: AI REDGIO 5.0 Brand book

4.1. Logo and Website

An attractive logo and a user-friendly website are essential to build a brand and reaching out to an audience to establish good and professional relations. At the very start of the project, an attractive logo and coherent website were at the forefront of planning and discussion.

4.1.1. Logo

The official AI REDGIO 5.0 logo, shown in Figure 5, was developed by a professional graphic designer. The main logo is in blue / sky-blue colour and considering other possible backgrounds, two additional versions in black and white were designed.

Since the project aims to connect EU regions with the common goal of enhancing Artificial Intelligence “at-the-edge” in the sector of Manufacturing SMEs, the logo has been designed with a specific and selected shape and colour.

The concept of AI (Artificial Intelligence) can be represented in various ways through brand identity, but for AI REDGIO 5.0 project it has been fixed in a human and approachable role: AI through this project should not be perceived as cold and impersonal, but as a friendly, helpful presence. This is communicated by using cool colours, friendly font, and a clear icon which create connection between AI and humans.



Figure 5: Project logo in black, white and official colours

Choosing the right colours for the visual identity of a project is an important decision as it can influence how the target audience perceives and remembers the “brand”.

AI REDGIO 5.0 wants to establish a relationship of trust with end-users and stakeholders. Professionalism and reliability are key points for the project, which is why blue and sky blue were chosen as the primary colours: they reflect a calm and logical perception of what it wants to communicate.

Considering that choosing secondary colours as part of a brand or visual identity can provide additional flexibility and versatility in visual communication, other colours have been selected. Secondary colours are used as accents to complement the primary colour(s) and create a more visually interesting and dynamic design. The Figure 6 collects all the colours selected for AI REDGIO 5.0.

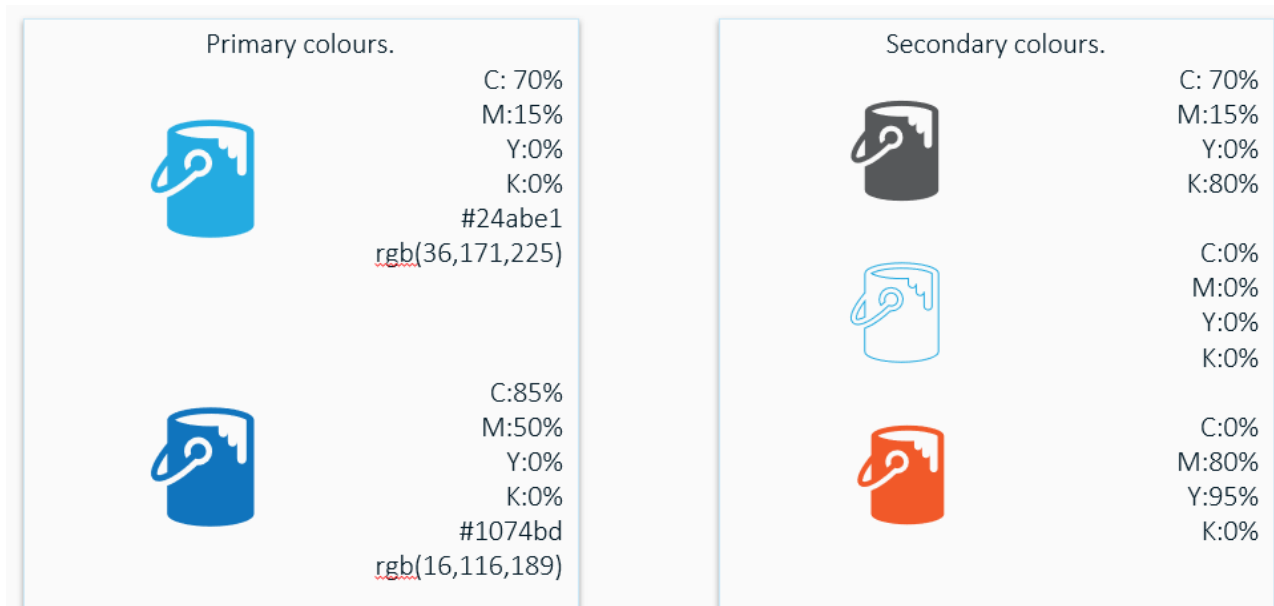


Figure 6: Palette of colors for AI REDGIO 5.0

4.1.2. Website

Introducing the website serves several crucial purposes within the scope of the project. Primarily, its creation aims to bolster visibility by serving as a centralized platform for disseminating official updates, news, and information, thereby ensuring that stakeholders and the public remain well-informed about the project's progress. Moreover, the website plays a pivotal role in enhancing the credibility of both the project and the organizations involved, fostering trust among stakeholders and the wider public. Additionally, it serves as a powerful tool for expanding outreach, attracting potential partners, collaborators, and funding opportunities.

Overall, the establishment of the [AI REDGIO 5.0 website](#) represents an invaluable asset in promoting the project as a whole, effectively communicating its ongoing progress and impact, and fostering meaningful engagement with stakeholders and the public alike.

Specifically, the AI REDGIO 5.0 website is positioned as the primary communication channel for elucidating the project's mission and activities. Designed with a user-centric approach, it ensures a seamless browsing experience, characterized by intuitive navigation and easy access to pertinent information.

Given the international scope of the project and the diversity of its consortium members, the website is presented exclusively in English. This strategic decision underscores the project's commitment to inclusivity and accessibility on a global scale.

The official domain for the website is outlined as "airedgio5-0.eu", and its general layout adheres to the predefined guidelines shared in the D8.1 at M3, ensuring consistency and coherence in its presentation.

It has been framed to provide as visibility as possible to project benefits and results and includes the following sections:

- HOME

The homepage (Figure 7) includes the following features:

- A main navigation menu linking to the website's pages.
- A section presenting the project and a link towards more information.
- Links to AI REDGIO 5.0 social media accounts (LinkedIn, X).
- An overview of the figures related to the project.
- Call to subscribe to the newsletter.
- Acknowledgement of EU funding.

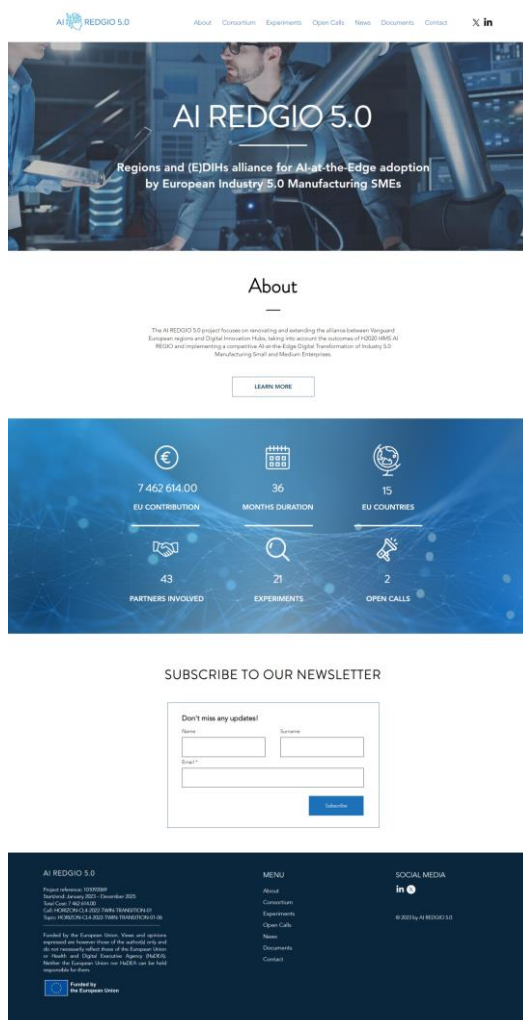


Figure 7: AI REDGIO 5.0 HOME PAGE

- ABOUT

The section (Figure 8) contains references to the background of the project, the three boxes with logos conceal a description of the background; the overall vision of the project is also described; and the project objectives are then presented.



The webpage (Figure 9) exhibits a comprehensive directory of project participants, employing an interactive map interface adorned with the logos of each partnering entity. Integrated with this visual representation is a series of hyperlinks, each corresponding to a dedicated descriptive page for every participant. This meticulous arrangement allows users to seamlessly navigate through the roster of partners, gaining insight into the background, expertise, and contributions of each entity through individualized profiles.

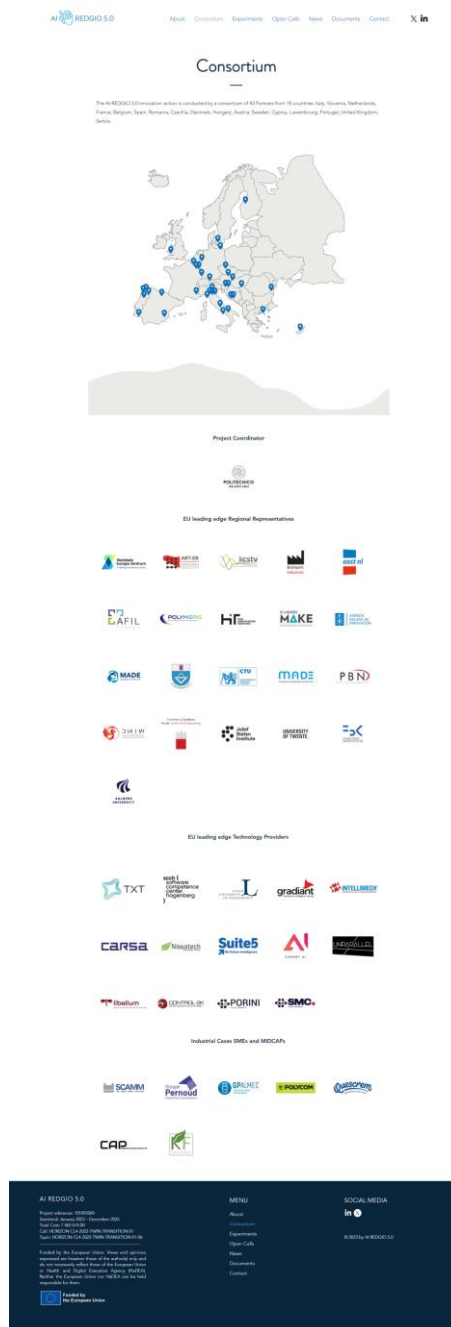


Figure 9: AI REDGIO 5.0 CONSORTIUM SECTION

- EXPERIMENTS

The section (Figure 10) contains the explanation of the three types of experiments that are being conducted during the project. The bottom links the page to a description for each type of experiment and the respective description and website page is currently under construction.

Experiments

In order to show and exploit the benefits of applying **Artificial Intelligence in Manufacturing**, three types of experiments will be conducted:

- Technology and Regulatory SAndboxes (TERESA) experiments in the Didactic Factories of 14 Regions;
- SME-driven experiments in selected 7 Regions by project's partners;
- 20 additional SMEs-driven experiments as outcome of the two waves of Open Calls.

All of them are supervised and coordinated by a **common methodology** and by a **shared framework** for defining and measuring KPI.



DIDACTIC FACTORIES EXPERIMENTS

Tests activities and experimentations within Didactic Factories.

[MORE](#)



SME-DRIVEN EXPERIMENTS

Application of innovative AI-driven solutions in real industrial environments.

[MORE](#)



OPEN CALL EXPERIMENTS

Additional experiments funded through AI REDGIO 5.0 Open Calls.

[MORE](#)

AI REDGIO 5.0

Project reference: 101092009
Start/end: January 2023 - December 2025
Total Cost: 7 462 614.00
Call: HORIZON-CL4-2022-TWIN-TRANSITION-01
Topic: HORIZON-CL4-2022-TWIN-TRANSITION-01-06

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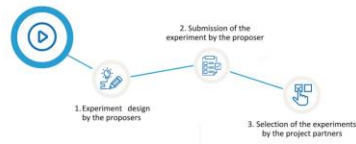
• OPEN CALLS

This page (Figure 11) serves as the introductory hub for the open calls section, offering an overview of the two opportunities within the project. AI REDGIO 5.0 website here provides a glimpse into the anticipation surrounding the launch of these initiatives, highlighting their significance in fostering collaboration and innovation. Additionally, there is a direct link to the dedicated page for the first open call, where comprehensive details, guidelines, and application procedures are available to interested participants.

Open Calls

With the aim of **expanding the AI REDGIO 5.0 ecosystem**, the project foresees two different Open Calls to finance **20 additional experiments**. This represents a huge opportunity for **SMEs and small mid-caps** to participate in the process of Digital Transformation of Industry 5.0, receiving **complementary funding for the full implementation of their experiments**.

The selection of the experiments will undergo three stages:



WHO CAN APPLY?

The call for third-parties support will be addressed to **SMEs eligible for Horizon Europe** (Open Call Winners). SMEs or for-profit entities will be funded 60% of their respective eligible cost, while non-profit organizations may receive funding 100% of their cost. The eligible costs are related to personnel, subcontracting and indirect costs. The characteristics of the financial support will depend on the nature of the working teams and their corresponding experiments.

WHY TO APPLY?

All successful applicants will benefit from AI REDGIO 5.0 **unique ecosystem** and will find complementary funding for the full implementation of their experiments. With a total budget for the two open calls of €1.2M, the maximum amount allowed per proposal will be EUR **€60.000**. Dissemination activities will be planned to ensure the best visibility to the Open Calls through events, website and social media publications, etc.



OPEN CALL #1

The first Open Call is launched at **December 2023** to support 10 SME-driven experiments. The call will be open for 3 months, while experiments should be completed in 8 months.

[Click here for more](#)

OPEN CALL #2

The second Open Call will be launched at **October 2024** to support 10 SME-driven experiments. The call will be open for 3 months, while experiments should be completed in 8 months.

[STAY TUNED](#)

AI REDGIO 5.0

Project reference: 10100209P
Start date: January 2023 - December 2025
Total Cost: 7.4M € (4.0M)
Call HORIZON-CL4-2022-TWIND-TRANSITION-01
Topic: HORIZON-CL4-2022-TWIND-TRANSITION-01-01

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Figure 11: AI REDGIO 5.0 OPEN CALLS SECTION

The subsection webpage (Figure 12) dedicated to the First Open Call provides a comprehensive overview of the objectives, application timeline, main topics covered, and essential links and resources associated with the first open call. Delve into the mission of Open Call 1, aimed at identifying and supporting SME-driven experiments to revolutionize manufacturing processes through AI at the Edge and Industry 5.0 systems. Explore the application timeline to understand the key dates associated with the call, from its opening to the execution of selected experiments.

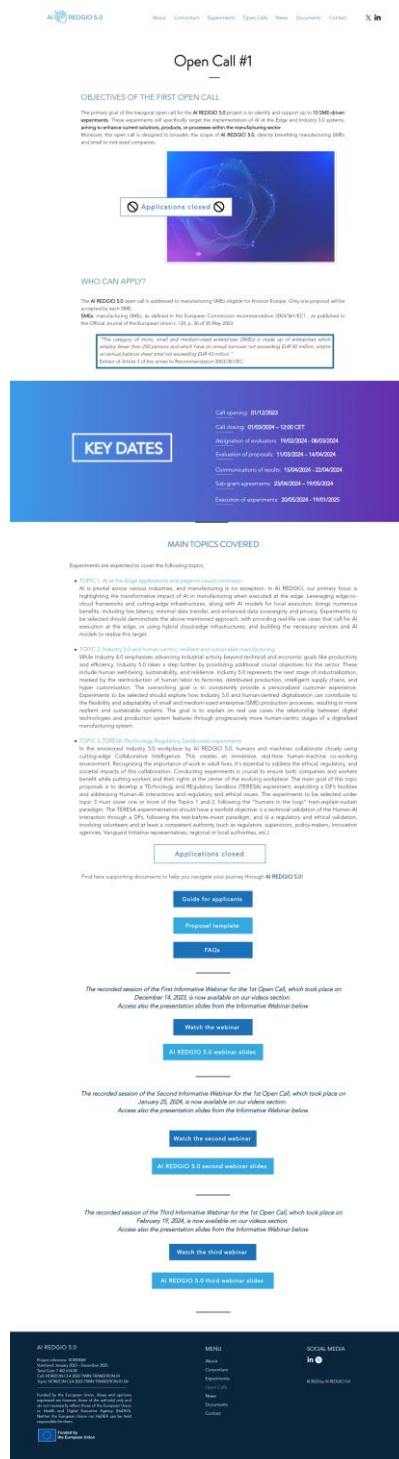


Figure 12: First Open Call webpage

- NEWS&ACTIVITIES

Under the news and activities option you select the type of information you want to display from: news (Figure 13), events (Figure 14), videos (Figure 15). The news section contains the main news related with the project and many of them are a useful stop page for the shorter news shared with the newsletters. The topic covered within the news are events in which AI REDGIO 5.0 participated, a focus on the regions that are part of the project, the details of which our experiments are composed of, etc. While the event page is conceived as a support page for the future events in which the project will be presented. Finally, the videos webpage is dedicated to the videos on which the project or part of it are explained; at the moment the page contains the very first video presenting the project, and 3 webinars dedicated to the presentation of the first open call of the project.

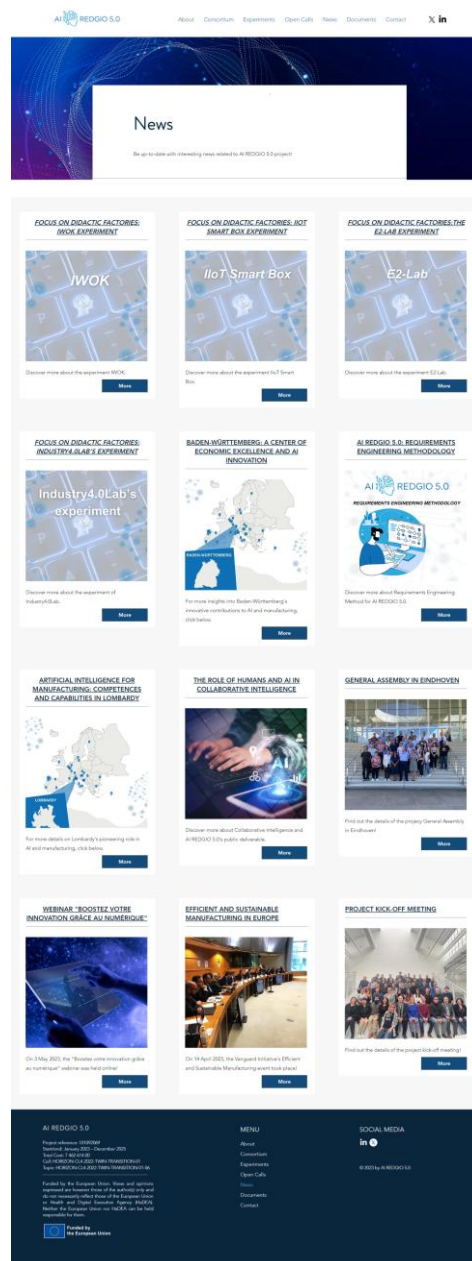


Figure 13: AI REDGIO 5.0 NEWS SECTION



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Events

You can find below a list of AI REDGIO 5.0 events, don't miss the next opportunities to meet the team!

1 / Digital Transformation Summit

Madeira

June 24-26, 2024

Discover more

AI REDGIO 5.0

Project reference: 101092069
Start/end: January 2023 – December 2025
Total Cost: 7 462 614,00
Call: HORIZON-CL4-2022-TWIN-TRANSITION-01
Topic: HORIZON-CL4-2022-TWIN-TRANSITION-01-06

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Figure 14: AI REDGIO 5.0 EVENT SECTION

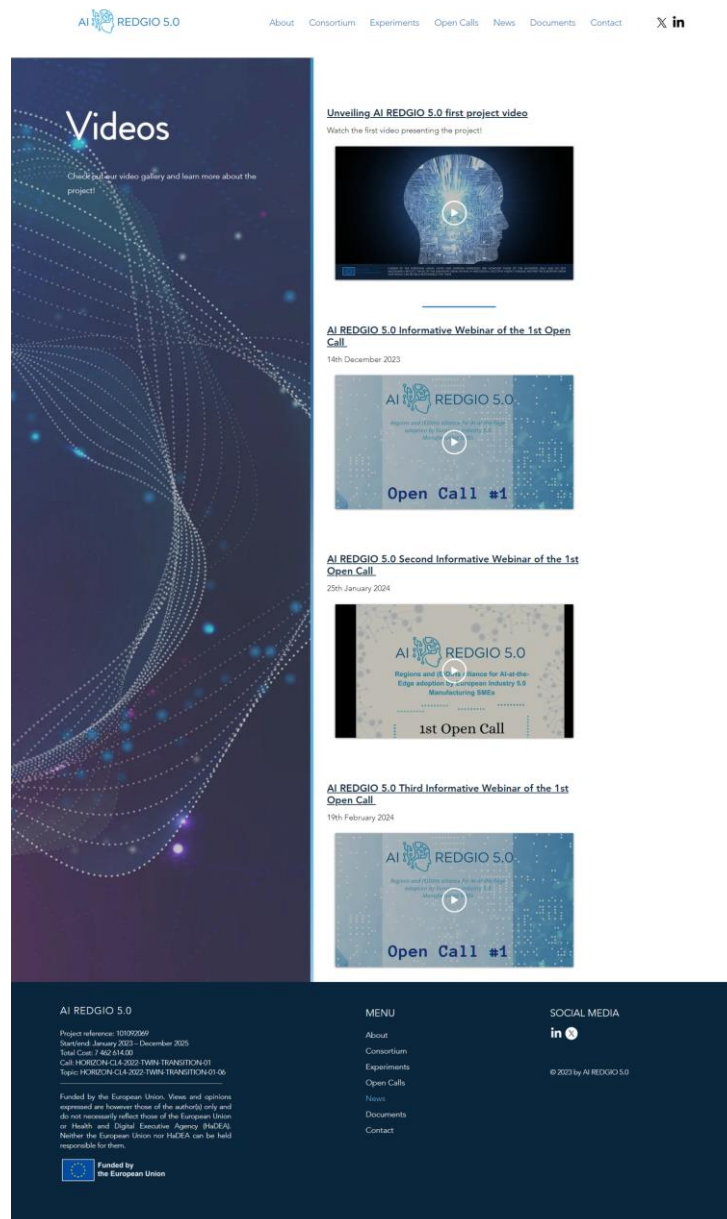


Figure 15: AI REDGIO 5.0 VIDEOS SECTION

- PROJECT DOCUMENTS

The Project Documents section (Figure 16) serves as a repository of essential materials, comprising publicly available documents pertaining to the AI REDGIO 5.0 project. Within this section, stakeholders will find a comprehensive collection of public deliverables, media kit, articles and publications, and published newsletter. These documents offer detailed insights into the project's objectives, methodologies, and outcomes, providing valuable information for researchers, policymakers, and industry professionals alike. Organized for ease of access, the section enables stakeholders to locate relevant materials efficiently. The page presents the link to check the public deliverables of the project, the media kit with the main

communication materials of the project (flyer, poster and brand book), articles and publications that are shared within the aim of the project and the repository for the past newsletters.

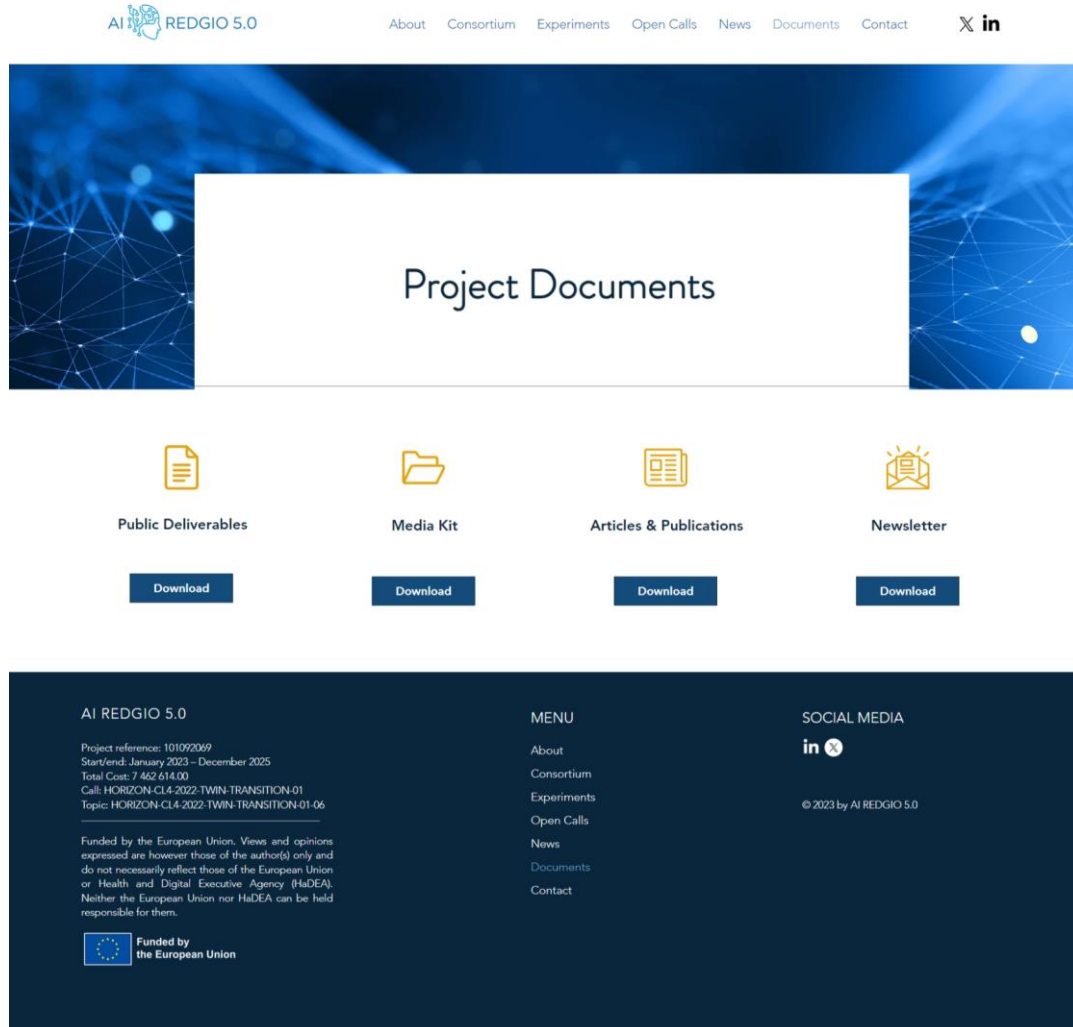


Figure 16: AI REDGIO 5.0 PROJECT DOCUMENTS SECTION

By choosing one of the options, users can access dedicated pages for each category, with Figure 16 specifically leading to the Project Documents section, serving as a repository of essential materials for the AI REDGIO 5.0 project (Figure 17, Figure 18, Figure 19, Figure 20).

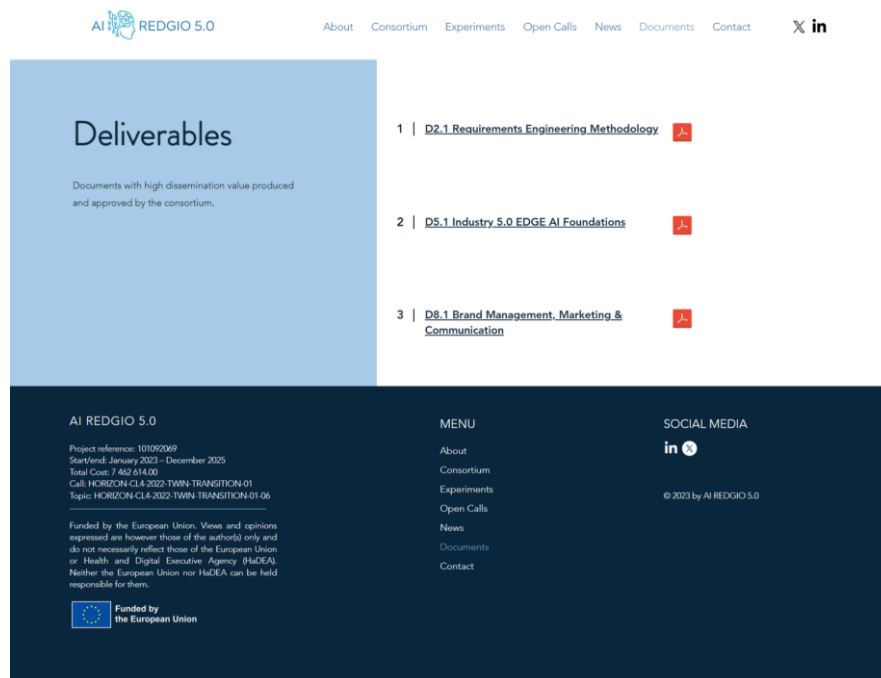


Figure 17: AI REDGIO 5.0 DELIVERABLE SECTION

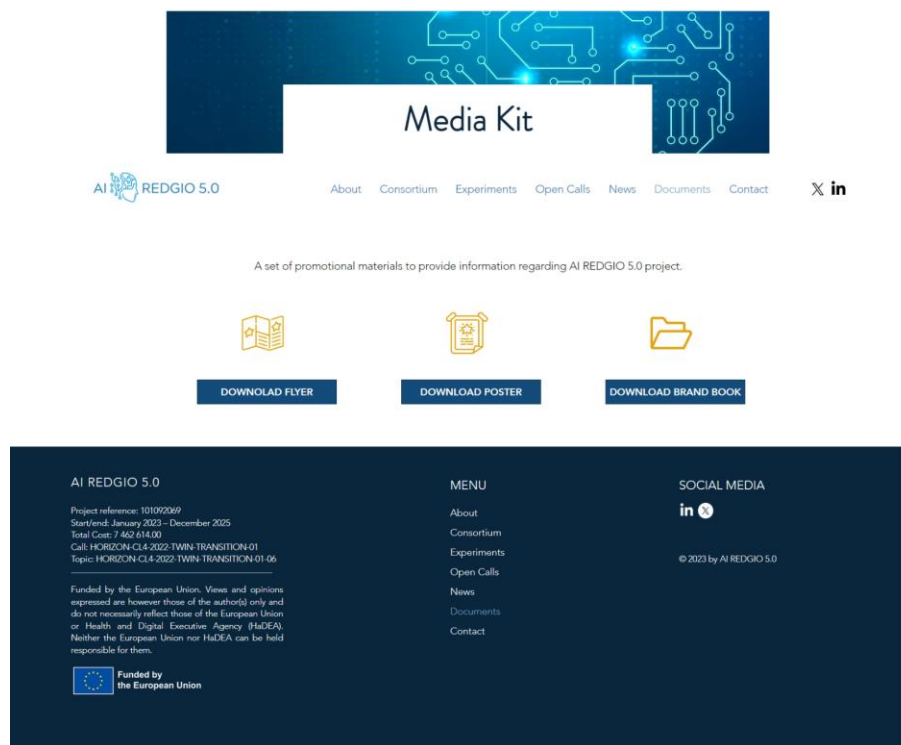


Figure 18: AI REDGIO 5.0 MEDIA KIT SECTION

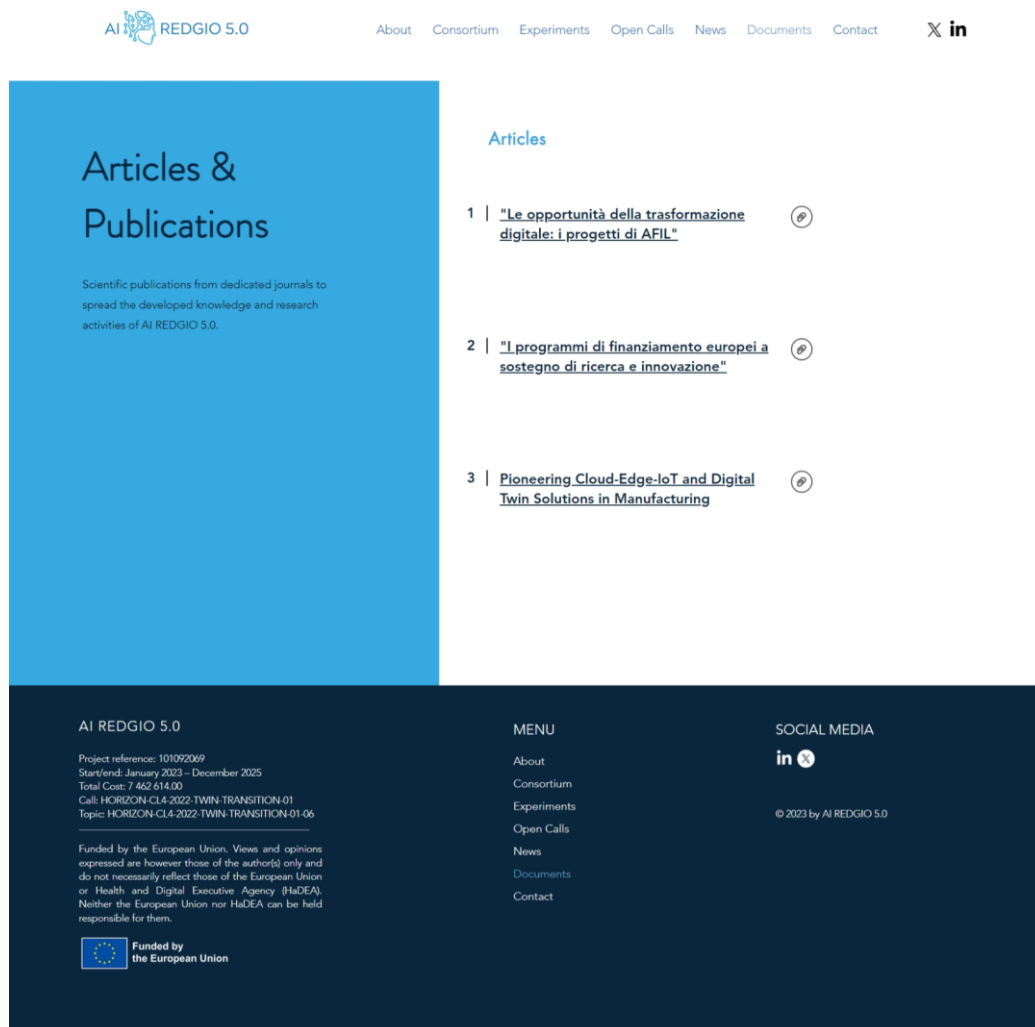


Figure 19: AI REDGIO 5.0 ARTICLES & PUBLICATION SECTION

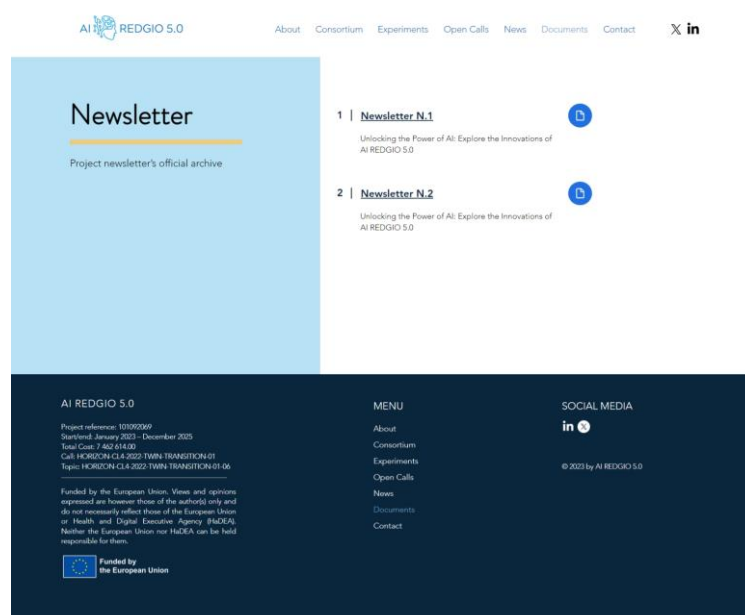
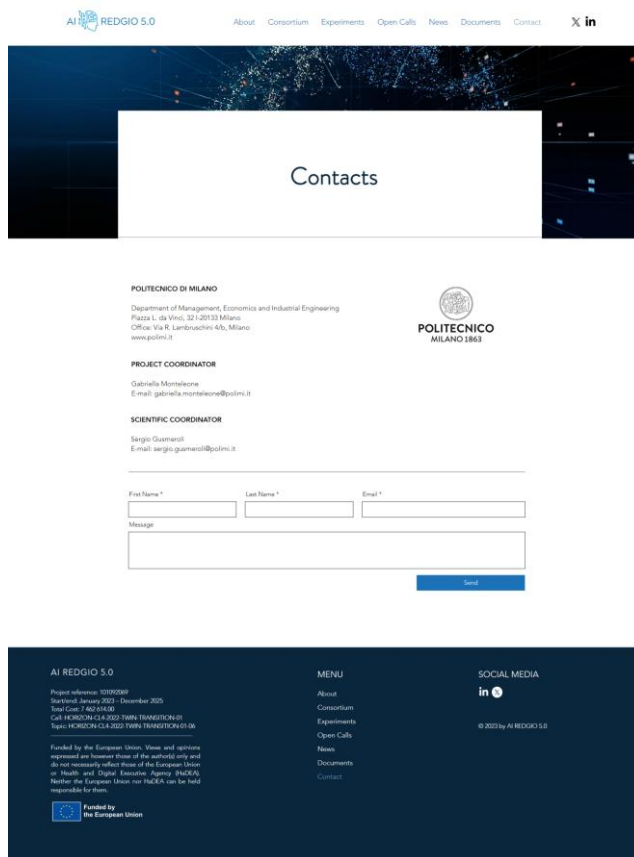


Figure 20: AI REDGIO 5.0 NEWSLETTER SECTION

- CONTACT

This section (Figure 21) provides the contact of the project coordinator and references to receive more information regarding the project.



AI REDGIO 5.0

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Contacts

POLITECNICO DI MILANO
Department of Management, Economics and Industrial Engineering
Piazza L. da Vinci, 32 I-20133 Milano
Office: Via R. Lombroso 4/b, Milano
www.polimi.it

PROJECT COORDINATOR
Gabriella Monteleone
Email: gabriella.monteleone@polimi.it

SCIENTIFIC COORDINATOR
Sergio Guarnieri
Email: sergio.guarnieri@polimi.it

First Name * Last Name * Email *

Message

Send

AI REDGIO 5.0
Project reference: 101092807
Start date: January 2022 - December 2025
Total Cost: 7,400,000.00
Call: HORIZON-CLE-2020-TWIN-TRANSITION-04-01
Topic: HORIZON-CLE-2020-TWIN-TRANSITION-04-01-06

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Figure 21: AI REDGIO 5.0 CONTACT SECTION

4.1.3 Email addresses

A dedicated email address, info@airedgio5-0.eu, has been established to facilitate general inquiries and communication related to the AI REDGIO 5.0 project. This centralized contact point is designed to streamline communication processes, enabling stakeholders and the broader audience to easily reach out with queries, requests, or feedback concerning the project. While this email address serves as a primary point of contact for general inquiries, partners within the consortium will maintain their individual or business email addresses for internal communications and specific project-related matters. This delineation ensures efficient communication channels both internally among project partners and externally with stakeholders and the public, fostering transparency, accessibility, and effective collaboration throughout the duration of the project.

4.1.4 Partner's website

Project-related information will also be disseminated through the websites of project partners, encompassing essential details such as basic project information, planned outputs, and a link to the official AI REDGIO 5.0 project website. Additionally, partners' websites will feature information pertaining to project-related activities that are particularly relevant to each partner, as well as highlighting main project outputs and outcomes, when pertinent to individual partners. This comprehensive approach ensures that project information is readily accessible to stakeholders through multiple channels, fostering transparency and facilitating engagement with project activities and outcomes.

In particular, an example and some tips have been shared with all the consortium partners in order to facilitate the creation of an AI REDGIO 5.0 page and/or to share info on the project in dedicated news on the organizations' websites. The links are reported in the following table:

Table 2: AI REDGIO 5.0 project presented in partners' websites.

CESKE VYSOKÉ UCENÍ TECHNICKÉ V PRAZE – AI REDGIO 5.0 dedicated page	LINK
ASSOCIAZIONE FABBRICA INTELLIGENTE LOMBARDIA – AI REDGIO 5.0 dedicated page	LINK ITA and ENG
CONSORZIO INTELLIMECH – AI REDGIO 5.0 dedicated page	LINK ITA and ENG
PANNON GAZDASAGI HALOZAT EGYESULET – AI REDGIO 5.0 dedicated page	LINK HUN and ENG
KATTY FASHION SRL – AI REDGIO 5.0 dedicated page	LINK
FORENINGEN MADE – AI REDGIO 5.0 dedicated page	LINK
AXENCIA GALEGA DE INNOVACION – AI REDGIO 5.0 dedicated page	LINK
STEINBEIS INNOVATION GGMBH – AI REDGIO 5.0 dedicated page	LINK
BRAINPORT INDUSTRIES COOPERATIE UA – AI REDGIO 5.0 dedicated page	LINK
POLYMERIS – AI REDGIO 5.0 dedicated page	LINK
FONDAZIONE HUB INNOVAZIONE TRENTO – AI REDGIO 5.0 dedicated page	LINK
FLANDERS MAKE – AI REDGIO 5.0 dedicated page	LINK
DIGITAL MANUFACTURING INNOVATION HUB WALES LTD – AI REDGIO 5.0 dedicated page	LINK
FUNDACION CENTRO TECNOLÓGICO DE TELECOMUNICACIONES DE GALICIA – AI REDGIO 5.0 dedicated page	LINK
SUITES DATA INTELLIGENCE SOLUTIONS LIMITED - news for the Eindhoven meeting	LINK
POLYCOM PREDELAVA PLASTICNIH MAS INORODJARSTVO SKOFJA LOKA DOO – AI REDGIO 5.0 dedicated page	LINK
INSITUTE JOZEF STEFAN – AI REDGIO 5.0 dedicated page	LINK
SCAMM – AI REDGIO 5.0 dedicated page	LINK ITA and ENG
CONSULTORES DE AUTOMATIZACION Y ROBOTICA SA – AI REDGIO 5.0 dedicated page	LINK
SOFTWARE COMPETENCE CENTER HAGENBERG GMBH – AI REDGIO 5.0 dedicated page	LINK
MADE SCARL – AI REDGIO 5.0 dedicated page	LINK ITA and ENG
ETABLISSEMENTS GEORGES PERNOUD – AI REDGIO 5.0 dedicated page	LINK

4.1.5 Newsletters

AI REDGIO 5.0's newsletter is a key communication tool designed to disseminate project updates and insights to stakeholders. Since its inception in Month 9, we have meticulously crafted three editions of the newsletter (that are available [here](#)), offering a comprehensive overview of recent project developments.

With attention to detail, our newsletter serves as a vital conduit for project-related information. Each edition highlights significant achievements and progress within the project, providing detailed analyses of ongoing experiments and initiatives available on our website.

A notable feature of our newsletter content is its focus on the regions participating in our project and their contributions to advancing AI technologies. By spotlighting regional successes, we aim to underscore the collective effort driving our project's success.

Furthermore, our newsletter includes engaging sections aimed at fostering deeper engagement with our audience. These segments may feature thought-provoking answers on relevant project topics or interesting Q&A sessions designed to enhance reader interest and understanding.



Figure 22: example of AI REDGIO 5.0 newsletter

All content within the newsletter is presented exclusively in English, aligning with the international nature of our project and ensuring accessibility to a global audience.

As part of commitment to collaborative engagement, project partners are encouraged to actively contribute to the newsletter. This may involve sharing the subscription link with their respective networks, providing additional content, and offering relevant images to complement the information provided. The mailing list, in fact, is continuously updated with email contacts collected through the website, though the consortium partners' networks, the post on social media, etc.

5. Social Media Channels

In accordance with the general demographic makeup of social media users, social media channels, namely LinkedIn and X, were utilized to inform, involve, and engage, raising awareness and communicating about the project's activities.

X and LinkedIn were employed for the project's communication activities starting from the beginning of the project that required direct and immediate contact with the audience. These channels were utilized to raise awareness of AI REDGIO 5.0 and to notify the project's target audiences about its ongoing activities, publications, and events.

LinkedIn for AI REDGIO 5.0 project served as a channel related to:

- Communication of technical information and general information related to technological innovations;
- The importance of providing evidence of new content published on the website: news about achievements, publications, promotion of events;
- Engagement of stakeholders and the related target group.

X for AI REDGIO 5.0 project functioned as a channel related to:

- Communication focused on policy-related information and on brief but clear updates regarding the development of the project;
- Real-time reporting about important events;
- Engagement of stakeholders from public institutions, corporate entities, and civil society relevant for AI REDGIO 5.0 networking.

The social media channels also saw an increase in audience and diligently followed the editorial plan to communicate with a wide range of audiences.

Several general strategies were adhered to regarding social media:

- Information provided through social media was supported by content on the project website.
- Relevant hashtags were used, or created, according to specific needs.
- Information on official social network platforms was solely in English. Partners could publish posts by adding text in their own language to reach their intended audience.
- To increase the reach of social media communication, project partners' social media channels disseminated as much information as possible related to AI REDGIO 5.0 via re-posting, re-tweeting, or posting/tweeting. All partners were responsible for promoting the project and sharing its content with relevant stakeholders in their territory. WP8 leader would alert project partners on important posts on social media channels and encourage them to share and disseminate them on an ad hoc basis.
- Furthermore, to provide active networking for the project, project partners were encouraged - depending on specific organizations' rules - to share the project's social media channels with their contacts via social media, email, newsletters, meetings, etc., and encourage users to subscribe, follow, etc., AI REDGIO 5.0 communication channels.

5.1 LinkedIn

By M18, the [official LinkedIn page](#) (Figure 23) has 402 followers (Figure 24) and will still be grown extensively by strategically sharing news-worthy, timely posts and engage in the online space by sharing other content and posts from relevant partners and related EU funded projects.

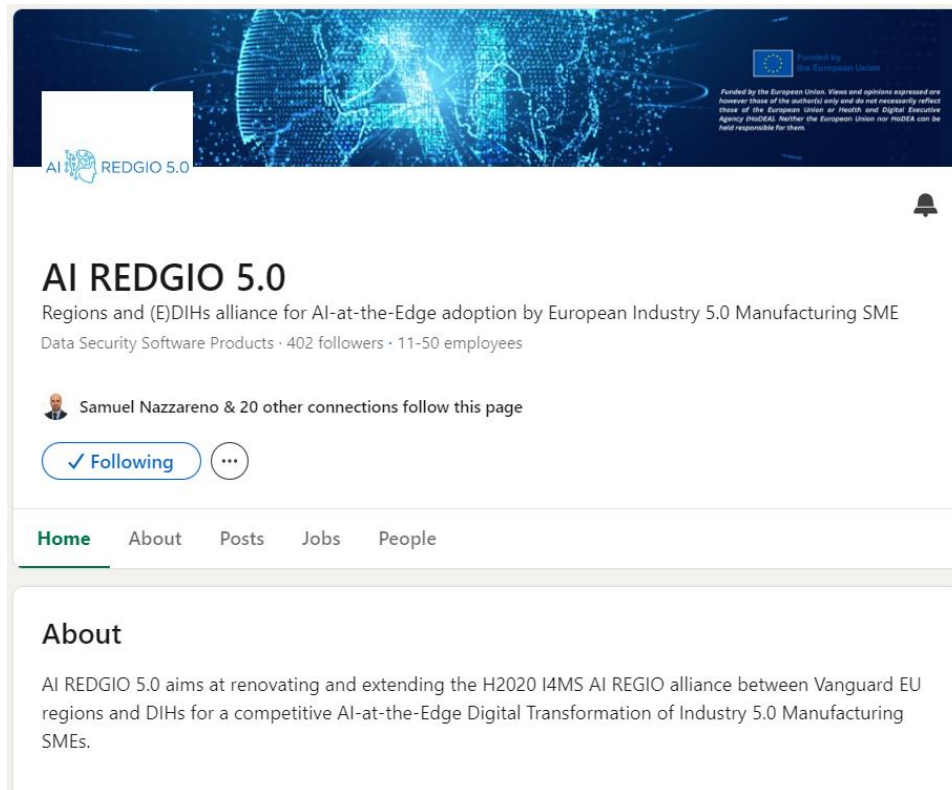


Figure 23: AI REDGIO 5.0 LinkedIn profile

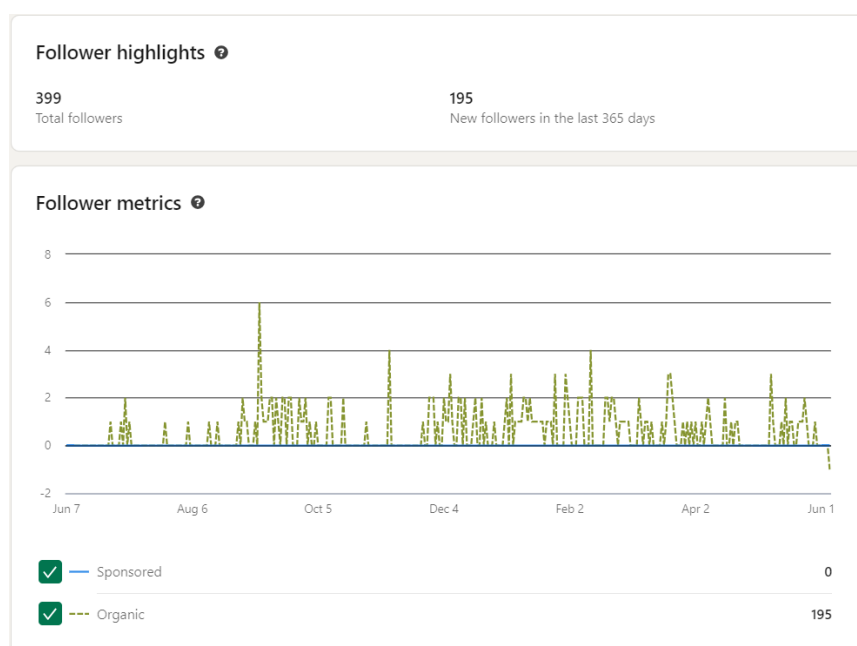


Figure 24: AI REDGIO 5.0 LinkedIn analytics

At the outset of the project, an editorial plan was meticulously crafted to effectively showcase the AI REDGIO 5.0 project, presenting its objectives, background, and overarching goals in a comprehensive manner. This plan laid the foundation for the project's communication strategy, ensuring that key messages were conveyed to the target audience with clarity and coherence.

Subsequently, individual presentations of each project partner were developed, with each presentation tailored to reflect the partner's unique contributions and expertise within the project. These presentations were seamlessly integrated into the project's dedicated webpage, providing stakeholders with easy access to detailed information about each partner's involvement.

Furthermore, a series of posts were curated to highlight the project's participation in various events and conferences, where partners showcased AI REDGIO 5.0's achievements, progress, and innovative solutions. These posts served to amplify the project's visibility and engage with a broader audience, both within the industry and beyond.

Finally, a dedicated plan was defined to coincide with the launch of the first open call. This plan outlined the communication strategy for promoting the open call, disseminating relevant information to potential applicants, and ensuring widespread awareness among stakeholders. This was conceived in collaboration with CARSA, responsible for the Open Calls. In particular:

- At the launch of the Open Call, posts have been published to detail the opportunity and its features (funding mechanisms, eligible stakeholders, etc.)
- After the evaluation of the Open Calls winners, posts will be dedicated to the description of the new involved partners and their experiments (templates will be available for them to collect the proper information).

Thanks to all these activities, the project actively engaged with its audience through LinkedIn, where more than 80 posts were published. These posts served as a platform to share updates, insights, and highlights of the project's progress, further enhancing its visibility and engagement with stakeholders.

5.2 X

By June 2024, the [X channel](#) had attracted 257 followers (Figure 25) with more than 50 posts and/or re-post and was also expected to grow. The strategy for the firsts months was to share content that was valuable and relevant to the target audience. This included project description, partners presentation, re-post of conferences in which the project has been presented, or other types of content that aligned with the project's goals and messaging. Moreover, following the waves of related interesting profiles like the official profile of HaDEA (Health and Digital Executive Agency), many pieces of information and tips were re-posted to create a community audience.

For this social media platform, the aim was to actively connect with relevant individuals and organizations to grow the outreach of this channel. The plan had been adapted in some aspects, with respect with LinkedIn plan, to cater to the specific needs and preferences of the audience, with different types of re-posts and content tailored to engage effectively with the platform's users.



Figure 25: AI REDGIO 5.0 X profile

6. Communication Materials

The communication materials that have been developed for the AI REDGIO 5.0 project are essential because they are playing a crucial role in the communication and dissemination of the project results and outcomes to the various stakeholders, especially during conferences and events. Effective communication is the key to the success of any project and with this project the intention is to place great emphasis on communication and dissemination.

The objectives that AI REDGIO 5.0 wants to reach with proper communication materials are:

- **Building awareness:** Communication materials help to build awareness among the public and stakeholders about the project, its goals, and its expected outcomes. This helps generating interest and support for the project, which can be crucial for its success.
- **Engaging stakeholders:** Communication materials is used to engage stakeholders in the project, such as partners, funders, policymakers, and the public.
- **Promoting transparency:** Communication materials are useful to promote transparency in the project by providing clear and concise information about project activities, timelines, and outcomes. This can help build trust among stakeholders and ensure that the project is carried out in a transparent and accountable manner.
- **Increasing impact:** Communication materials can help increase the impact of the project by reaching a wider audience and influencing public opinion. They can be used to showcase project results, demonstrate the benefits of the project, and inspire others to take action.

The elements that are opted as communicative material, like the project's communicative strategy in general, are not definitive and can be changed during the development of the project. They are therefore evolving elements, and the choices for any possible modification or creation of further material will follow the needs of the consortium in the participation in specific events, the dissemination of specific information and will depend on the decision of the consortium as a whole.

6.1 Flyer and poster

The project's flyer has been created and approved. It contains the main description and objectives of the project, serving as a support tool during events. The flyer can be modified and improved as the project progresses to share updated results. The file is available to all partners for printing as needed.

The flyer includes the main project information, an overview of the consortium and project partners, as well as the project objectives and desired outcomes. The design is based on the visual identity created for the project website. Each update may include minor adaptations or changes to the flyer design, subject to consortium approval.

The project's flyer is prepared and printed in English, and the PDF version is uploaded to the project's official repository, making it convenient for each partner to access and distribute.

The very first version of the flyer has been changed when, with the amendment, some partner of the project has changed (Figure 26), while from a content point of view there will be some changes when it'll be relevant for the project communication. The same concept has been used for the poster and the roll-up of the project.



Figure 26: AI REDGIO 5.0 flyer

The creation of a poster (Figure 27) for the AI REDGIO 5.0 project serves as a visual representation of the project's key objectives, and outcomes. It offers a concise and impactful way to communicate with stakeholders, potential collaborators, and the broader community. The poster serves as a tool for raising awareness about the project, showcasing its significance in advancing AI technologies and innovation. Additionally, it provides an opportunity to highlight the project's achievements, progress, and impact in a visually engaging format, making it easier for audiences to grasp the essence of the project at a glance. Overall, the poster serves as a valuable asset in effectively disseminating information about the AI REDGIO 5.0 project and fostering engagement with its stakeholders.



Figure 27: AI REDGIO 5.0 poster

6.2 Roll-up

The creation of the roll-up for the AI REDGIO 5.0 project involved a strategic and collaborative process aiming at effectively representing the project's key objectives, milestones, and outcomes in a visually compelling format.

Initially, AFIL worked closely with the project's coordinator to understand the project's goals, target audience, and messaging requirements. This collaborative approach ensured that the roll-up accurately reflected the essence of the project and aligned with its overarching communication strategy.

Visual elements were carefully chosen to capture the audience's attention and communicate complex ideas in an easily understandable manner.

Finally, quality control measures were implemented to ensure that the final roll-up met the highest standards of design excellence and effectively fulfilled its intended purpose as a promotional and informational tool. The result (Figure 28) was a visually appealing and informative roll-up that effectively communicated the project's significance and contributions to advancing AI technologies and innovation.



Figure 28: AI REDGIO 5.0 roll-up

The outcome of creating the roll-up for the AI REDGIO 5.0 project was highly beneficial on several fronts. Firstly, the roll-up served as a powerful promotional tool at conferences, workshops, and other events where the project was represented. Its visually appealing design and concise presentation of key information captured the attention of attendees, sparking interest in the project and facilitating engagement with stakeholders.

Moreover, the roll-up effectively communicated the project's objectives, milestones, and outcomes to a wide audience, including researchers, policymakers, industry professionals, and the general public. Its clear and concise messaging helped raise awareness about the project's significance in advancing AI technologies and innovation.

Additionally, the roll-up served as a valuable resource for project partners and stakeholders, providing a visually engaging summary of the project's achievements and impact. It facilitated meaningful discussions and interactions, enabling project representatives to effectively communicate the project's goals and outcomes to diverse audiences. It also has a QR code to easily access the website and the social media accounts, supporting the sustainability of the project.

Overall, the roll-up played a crucial role in enhancing the visibility, awareness, and impact of the AI REDGIO 5.0 project, contributing to its success in achieving its objectives and fostering collaboration within the AI research community.

6.3 Project Presentation

Creating a general presentation for a project can be important for several reasons:

- **Communication:** A project presentation can be an effective way to communicate the purpose, goals, and expected outcomes of the project to stakeholders, partners, and the public. It can also help to build awareness and support for the project.
- **Collaboration:** A project presentation can also help to foster collaboration among project partners by providing a clear overview of the project's objectives, activities, and timelines. It can also help to identify areas of expertise and resources on which partners can contribute to the project.
- **Evaluation:** A project presentation can be useful for evaluating the progress and success of the project, both internally and externally. By presenting the project's goals and outcomes, stakeholders can assess whether the project has achieved its intended impact and identify areas for improvement.

To facilitate consistent and effective communication about AI REDGIO 5.0, an official project presentation has been made available to all project partners. This presentation serves as a foundational resource that can be used during various events, workshops, and conferences. Partners can customize it to align with the specific objectives of each meeting or event they attend.

The presentation (some slides are presented in Figure 29) includes comprehensive information about the project, highlighting its overall goals, the specific experiments being conducted, and the ultimate objectives to be achieved. By providing this standardized yet adaptable resource, we ensure that all partners have a reliable basis for presenting AI REDGIO 5.0, while also allowing for flexibility to address the unique context and goals of each engagement.



Figure 29: AI REDGIO 5.0 presentation

Meanwhile, also the single summary slide of the project has been prepared in case of a bigger presentation in which the project is just embedded and briefly presented (Figure 30). This is a summary slide describing the project, in which each partner can edit the section explaining its role within the project, including some information and general notions of interest regarding AI REDGIO 5.0. This is a slide without a template so that it can be adapted as required in broader contexts.

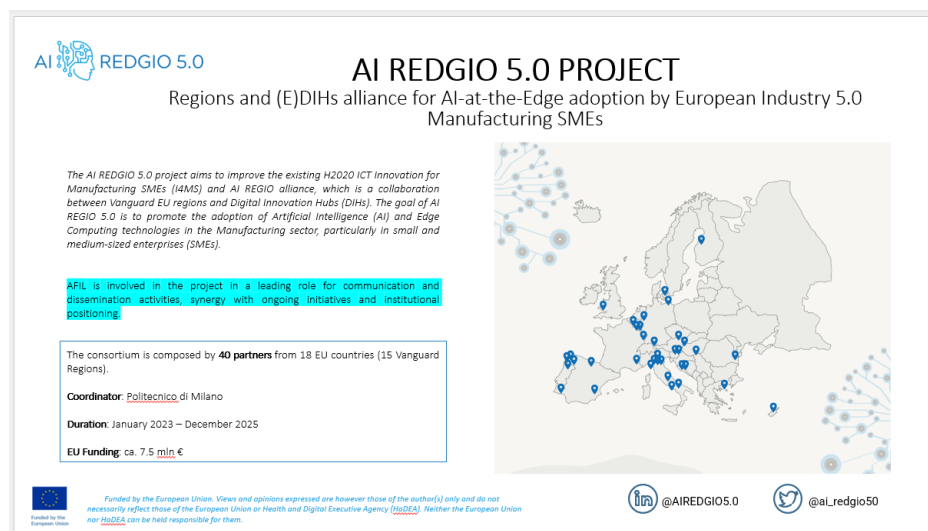


Figure 30: AI REDGIO 5.0 Single slide presentation

6.4 Notebook

A branded notebook (Figure 31) has been created and presented in the official brand book mentioned above.

It is considered as a possibility offered to the partners for internal meetings but also for open events to provide elements of communication useful to take notes of important information related to the project. It is also useful to give to the audience an element for remarking visual identity of AI REDGIO 5.0.

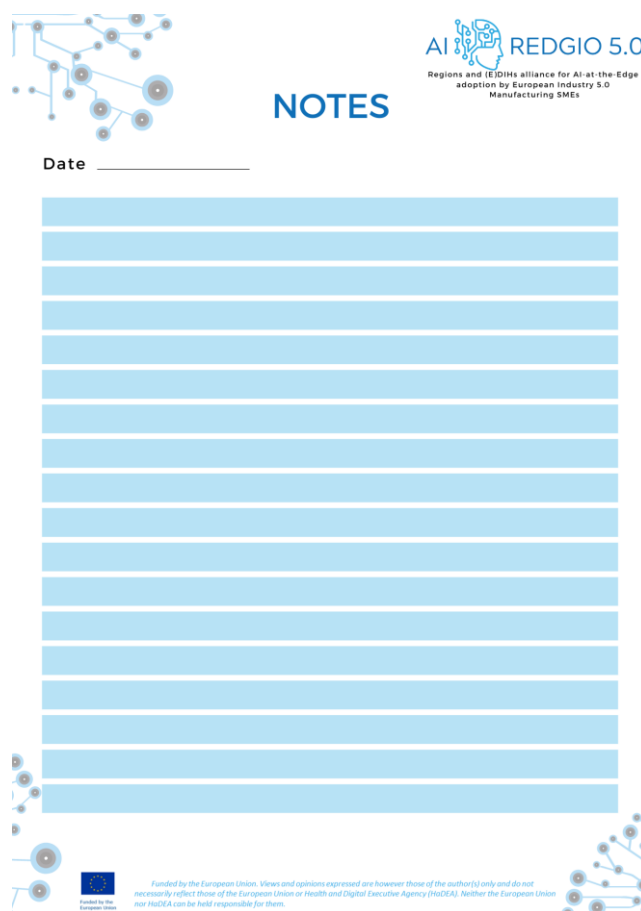


Figure 31: AI REDGIO 5.0 Notebook

7. Monitoring and evaluation

In the ever-evolving landscape of AI REDGIO 5.0, effective communication is crucial to the project's success. Establishing a robust dissemination approach not only fosters collaboration within the consortium but also amplifies the project's impact on a broader audience. As we navigate the complexities of artificial intelligence research and development, our commitment to transparency, knowledge-sharing, and engagement is reflected in a set of Key Performance Indicators (KPIs) tied to our communication materials.

These KPIs serve as measurable benchmarks, guiding our efforts to seamlessly integrate communication strategies across various platforms and stakeholder groups. By adhering to these benchmarks, we ensure that the AI REDGIO 5.0 narrative is effectively conveyed, enhancing understanding and participation both within and outside the consortium.

Our communication strategy is multifaceted, focusing on several key areas:

- **Internal Collaboration:** Promoting a culture of open communication within the consortium to facilitate the sharing of insights, progress, and challenges. This internal dialogue is essential for maintaining a cohesive approach and leveraging the collective expertise of all members.
- **External Outreach:** Extending our reach to a wider audience, including industry stakeholders, policymakers, academic institutions, and the general public. Through targeted outreach efforts, we aim to raise awareness about the advancements and potential of AI REDGIO 5.0, fostering broader engagement and support.
- **Transparency and Knowledge Sharing:** Ensuring that all communication materials are clear, comprehensive, and accessible. This transparency is vital for building trust and credibility, as well as for encouraging the adoption of AI innovations developed within the project.

By focusing on these areas, we aim to create a dynamic and interactive communication ecosystem that not only disseminates information but also actively involves our audience in the journey of AI REDGIO 5.0. Our KPIs will help us monitor progress, make data-driven adjustments, and continuously improve our communication efforts, ensuring that the story of AI REDGIO 5.0 reaches far and wide, making a significant impact in the field of Artificial Intelligence. The reported KPIs (Table 2) are referring to communication activities; the dissemination outcomes are reported in Deliverable *D8.5 – Scientific/Technological dissemination strategy and action plan* submitted at M12, that will be updated at M24.

TOOL	M18 KPIs	GA target KPIs
Website	1	1
Newsletter	3	6
Social media impact: X	259	600
LinkedIn	404	600
Videos	8	6

Table 3: AI REDGIO 5.0 Communication KPIs

- AI REDGIO 5.0 Website (Actual M18: 1 / Target: 1)

The creation of our project website aligns with the stipulations in the Grant Agreement. The 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.

- AI REDGIO 5.0 Newsletter (Actual M18: 3 / Target: 6)

The publication of 3 newsletters signifies the evolution of our regular communication efforts. As we progress, the frequency and content of newsletters are poised to escalate, aligning with the stipulated goals. As described in paragraph 4.1.5, there is a detailed plan for the newsletter and the target will be reached without criticalities.

- Followers on LinkedIn (Actual M18: 404 / Target: 600)

The KPI for followers on LinkedIn shows that at month 18 (M18) AI REDGIO 5.0 has 402 followers, with a target of reaching 600 followers. Being at the middle of the project, AI REDGIO 5.0 is aligned with the final target to reach.

To bridge this final gap, we can consider enhancing our LinkedIn engagement strategies. This could involve increasing the frequency of high-quality posts, sharing more updates on project milestones, and leveraging multimedia content such as videos and infographics to capture the attention of a broader audience. The Open Call winners could also increase the followers spreading the AI REDGIO 5.0 projects in their own networks.

- Followers on X (Actual M18: 257 / Target: 600)

The KPI for followers on X (formerly Twitter) indicates that at month 18 (M18) AI REDGIO 5.0 has 259 followers, with a target of reaching 600 followers. This gap underscores the need to enhance our social media engagement strategy to meet our target.

To bridge this gap, we should focus on several key strategies to boost our presence on X. Active engagement with our audience is critical. We should respond to comments, retweet relevant content, and participate in industry-related discussions to foster a sense of community and attract new followers. Collaborations with key influencers and partners in the AI field can further amplify our reach and draw their followers to our profile.

- Project Videos (Actual M18: 4 / Target: 6)

The KPI for project videos shows that at month 18 (M18) AI REDGIO 5.0 has produced 8 videos, with a target of 6 videos.

Our progress includes the creation of the project's first presentation video, which effectively introduced AI REDGIO 5.0. Additionally, we have published three workshop videos for the first open calls, addressing a specific issue crucial for the project's experiments. These workshops play a significant role in engaging stakeholders and providing valuable insights into our research and development processes. Finally, videos on the outcomes of AI REDGIO 5.0 activities are available. In particular, one regarding the *SunSync - AI*

solution for optimising recycling in industry experiment performed by PBN, one for the *SustGAIN* SME-driven experiment and two on the Arrowhead tool, explaining the architecture and the security management.

All videos are available on the [website](#), in the dedicated section.

Moving forward, we plan to produce additional videos to meet and potentially exceed our target. These future videos will continue to highlight key aspects of our project, ensuring ongoing transparency and engagement with our audience. By expanding our video content, we can further enhance the visibility and impact of AI REDGIO 5.0.

1. Conclusions

This document outlines the foundational framework, objectives, and tools for AI REDGIO 5.0's communication activities and establishes processes for effectively reaching the project's target groups. As the project continues to progress and activities become more defined, we will test, implement, and refine the theoretical framework of the communication plan.

Successful communication will rely on close collaboration with all work packages and partners, alongside the creation of engaging and relevant content tailored for diverse stakeholders.

The tools identified in this document—such as the website, project presentations, communication materials, newsletters, and social media—provide a comprehensive mix of channels for disseminating information and results widely. These resources also offer valuable content that supports partners' outreach activities.

Progress towards the communication and dissemination objectives will be diligently monitored and reported until the end of the project, particularly during internal meetings, to anticipate and address the project's evolving needs. Adjustments will be made when necessary to ensure the success of AI REDGIO 5.0.