



Brand Management, Marketing & Communication

D8.1

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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 communication for 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. The document at hand is the first iteration of this Deliverable, representing month 3 of the project, and will be updated in months 18 and 36.

The communication and marketing plan will be a guide for the consortium of the project in order to maintain a joint path in the implementation of this project on a communicative point of view. This plan includes a project logo and website, various social media channels as well as digital materials, used in a concerted approach to broadly communicate and disseminate the project aims, achievements and opportunities to engage.

A logo is created to make the project more recognizable, memorable and increase its visibility and it is fixed starting from the beginning of the project. A general visual identity has been created for the project with the aim of creating a common framework for the communication activities.

The official project's website will evolve following the development of the project lifetime.

The communication material will serve as a guide for project branding and ensure its consistent implementation throughout the project duration.

A communication tool of high importance is the AI REDGIO 5.0 website. The responsive and user-friendly website will be regularly populated and continuously updated over the project lifetime, incrementally showcasing achievements, and evolving service, thus facilitating the long-term sustainability of the AI REDGIO results.

In terms of social media channels, the project will focus on Twitter 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.

Other communication material that has been developed during the first 3 months of the project include a general project presentation that can be adapted by partners for specific purposes and events; a draft of press release and associated template and a project flyer are planned for virtual usage and sharing of information also during the first planned events of the project.



2. Structure of document

The document is arranged into two main sections.

Section 1 of the document, composed by chapter 3, 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 follows 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 and adjusted throughout the course 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 strategies' executed actions will try to do the following 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;
- 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 may be 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 also partnering with other projects connected with AI REDGIO 5.0 work.

The preliminary findings will be published in journals and presented at some conferences 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 audience and stakeholders about the goals and progress of the project.

The dissemination of developing 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, publication and meetings.

- 4. Action or Mature - Final Phase (M28-M36):** the Action of Mature Phase should focus on wrapping up the project and communicating its outcomes and achievements to stakeholders creating a concrete industry awareness about AI REDGIO 5.0's exploitable results. All dissemination efforts will support the project effective outcomes and marker replication, in fact all the results will be disseminated through all the channels. All the efforts made in the previous phases will be leveraged in this final stage through the official website, newsletters, social media, events and conferences, videos, publications, articles and data.

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 communicate and disseminate the goals, the developments and the results related to the project; in details they have to:

1. support communication activities by promptly producing requested content or coordinating with those that must contribute;
2. assist in the implementation of the Communication Strategy of planned activities;
3. provide translations in local language when appropriate;

4. include information about the project and link to its website on at least one page of their website;
5. ensure that relevant communications reflect the key messages of the project;
6. inform partners by email of the availability of new results reached;
7. take photos during local events (or screenshots in the case of digital events) and promptly send them to the communications team [*NB: When taking pictures, please notify participants and obtain their consent*];
8. use provided templates for relevant project-related communications;
9. acknowledge EU funding through communications, as specified in the grant agreement;
10. use own networks to share news and materials related to AI REDGIO 5.0.

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.

Here the following step according to this strategy:

- **Monitor and measure effectiveness:** continuously monitor the effectiveness of the communication plan and make adjustments as necessary. This could involve conducting surveys or focus groups to gather feedback from the target group, tracking website traffic or social media engagement, or other methods of evaluation.

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 identifying the preliminary target audience for AI REDGIO 5.0 project, the related communication plan can be tailored to meet the specific needs and interests of each stakeholder group. This can help ensure that stakeholders are informed, engaged, and supportive of the project. As the project progresses, the target audience may be refined and adjusted based on feedback and changing circumstances, but it serves as a starting point for developing the communication strategy.

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 can help in increasing the effectiveness of the communication plan and improve the overall success of the project.

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 an opportunity 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 Twitter):** 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.

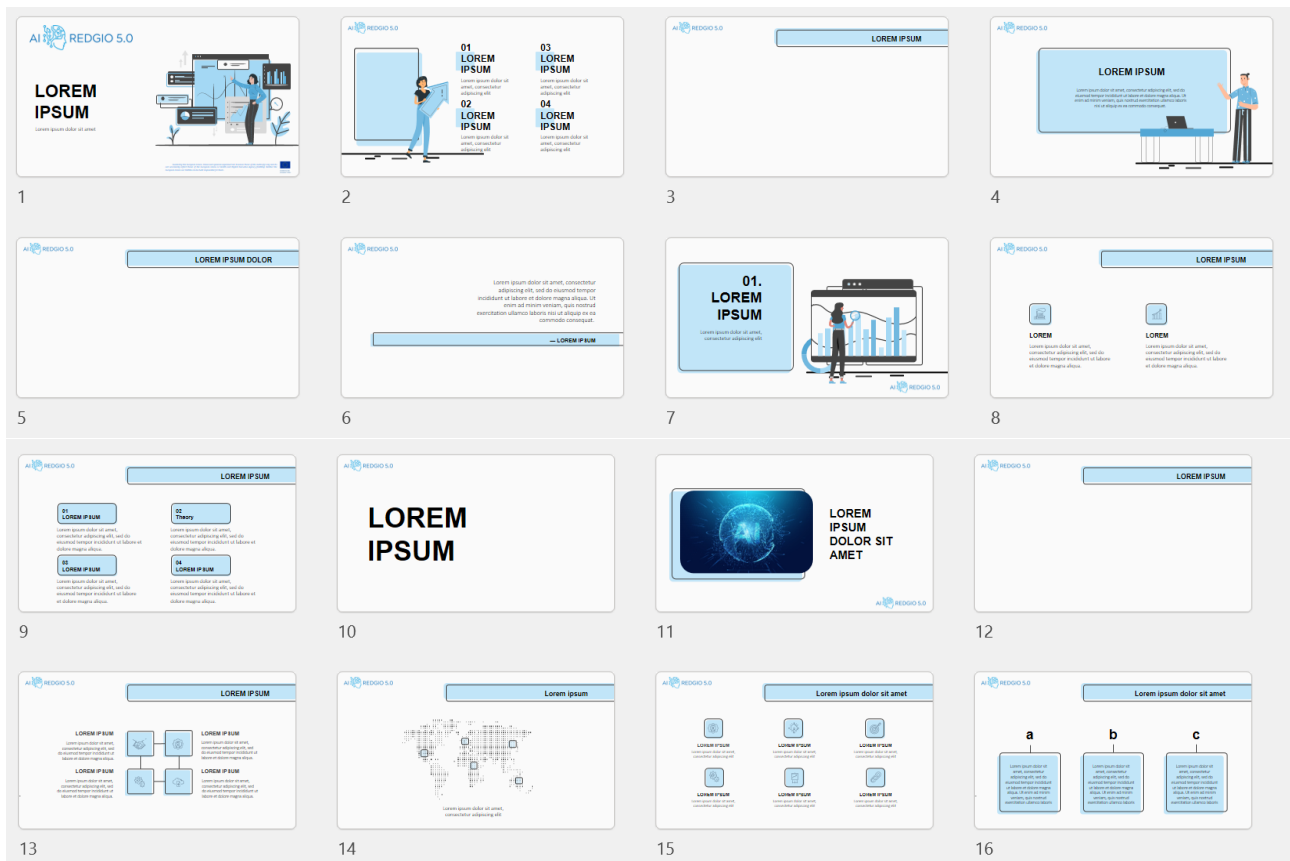
4. Brand, Visual and Verbal Identity

AI REDGIO 5.0 project visual identity will consist of:

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

In the context of the visual identity, a presentation template (Figure 1) 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.



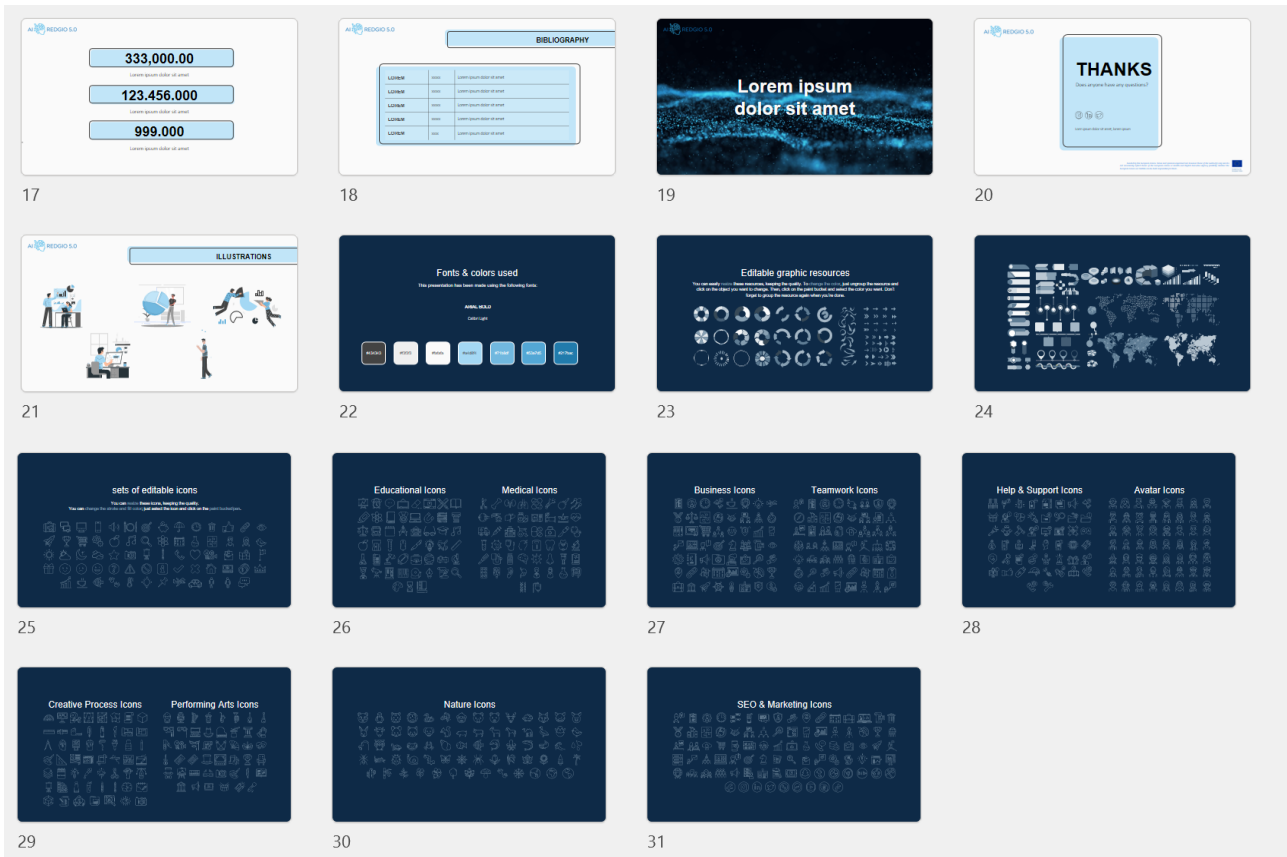


Figure 1 - AI REDGIO 5.0 Presentation template

A digital brand book (Figure 2) 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.



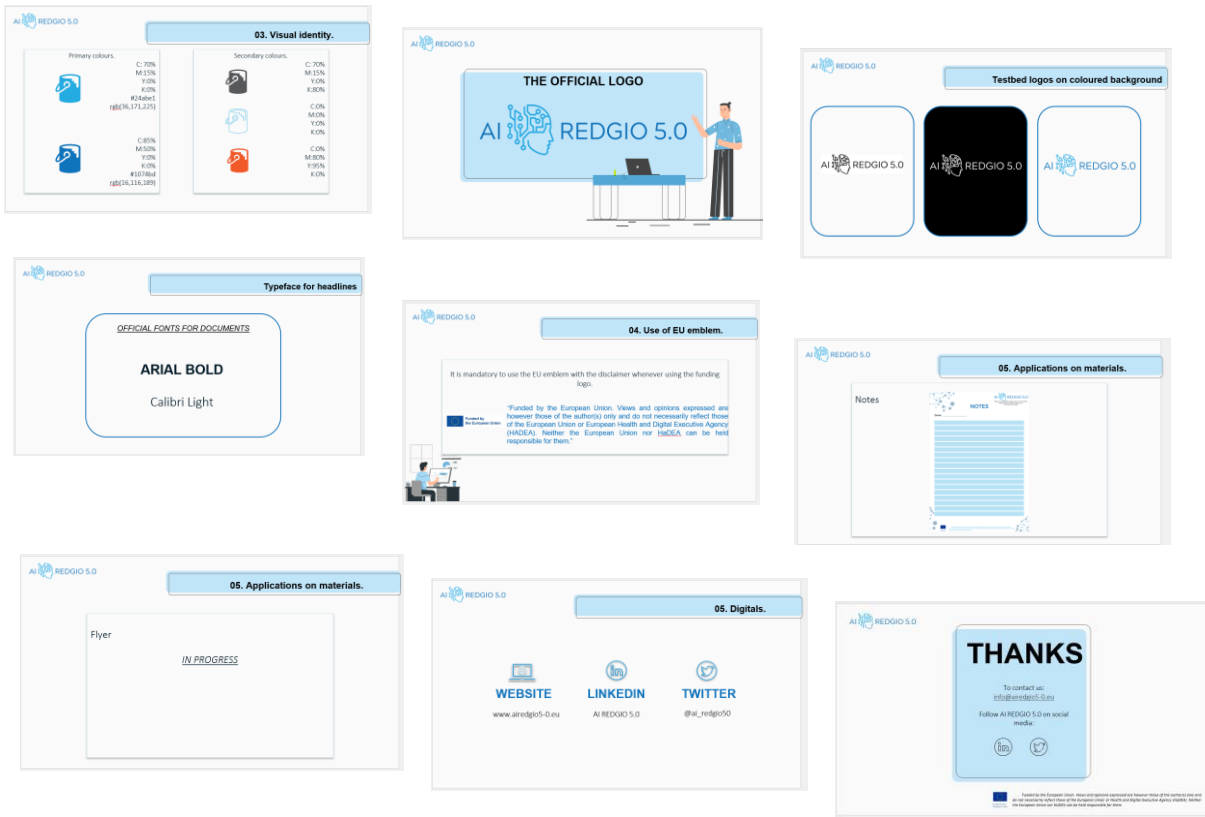


Figure 2 - AI REDGIO 5.0 Brand book

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 3 - Project logo in black, white and official colours, was developed by a professional graphic designer. The main logo is in blue / sky-blue color 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 color.

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 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 colors, friendly font, and a clear icon which create connection between AI and humans.



Figure 3 - Project logo in black, white and official colours

Choosing the right colors 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 colors as part of a brand or visual identity can provide additional flexibility and versatility in visual communication, other colors has been selected. Secondary colors are used as accents to complement the primary color(s) and create a more visually interesting and dynamic design. The Figure 4 collects all the colors that have been selected for AI REDGIO 5.0.

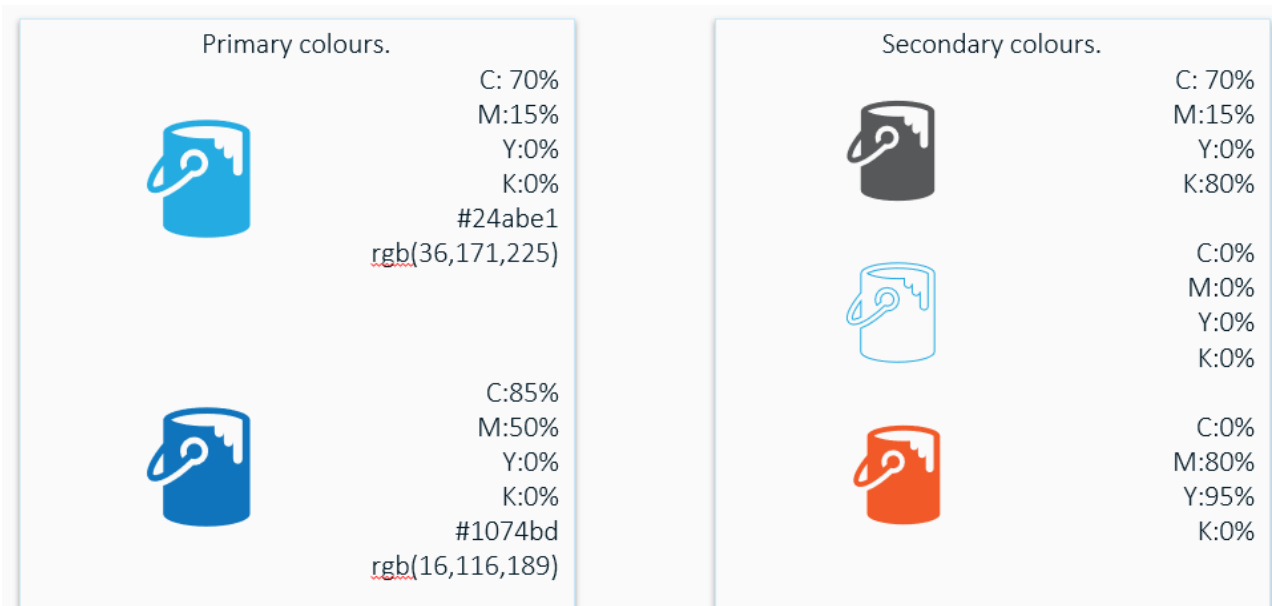


Figure 4 - Palette of colors for AI REDGIO 5.0



4.1.2. Website

Generally, the purpose of creating a website for the project has the aim of: increasing visibility; publishing official updates, news, and information, making it easier to keep stakeholders and the public informed about the project's progress; enhancing the credibility of the project and the organizations involved, helping to build trust among stakeholders and the public; reaching a wider audience and attract potential partners, collaborators, or funding opportunities.

Overall, creating the website for AI REDGIO 5.0 project can be a very effective way to promote the whole project, communicate its progress and impact, and engage with stakeholders and the public.

Namely, the AI REDGIO 5.0 website is considered the main communication tool to provide clarity on mission and activities of the project. It has been designed to ensure easy customer journey, making the browsing process inside the website quick and intuitive.

Currently, the website is not yet online and available to the public. The work on it is in a development phase related strictly to the design operations; currently in fact the sections of the website have been created, the texts have taken shape, and this is the phase for implementing in detail the website in a mode yet hidden from the target audience.

The language of the website is English due to the international nature of the project and the member of the consortium.

As described, the official website is not yet online, the last technical changes and implementation of some features are being finalized, but the official domain (airedgio5-0.eu), and general layout of the website is defined as follows.

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

- HOME

The homepage 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, Twitter).
- An overview of the figures related to the project.
- Call to subscribe to the newsletter.
- Acknowledgement of EU funding.



Figure 5 - AI REDGIO 5.0 HOME PAGE



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• ABOUT

The section 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.

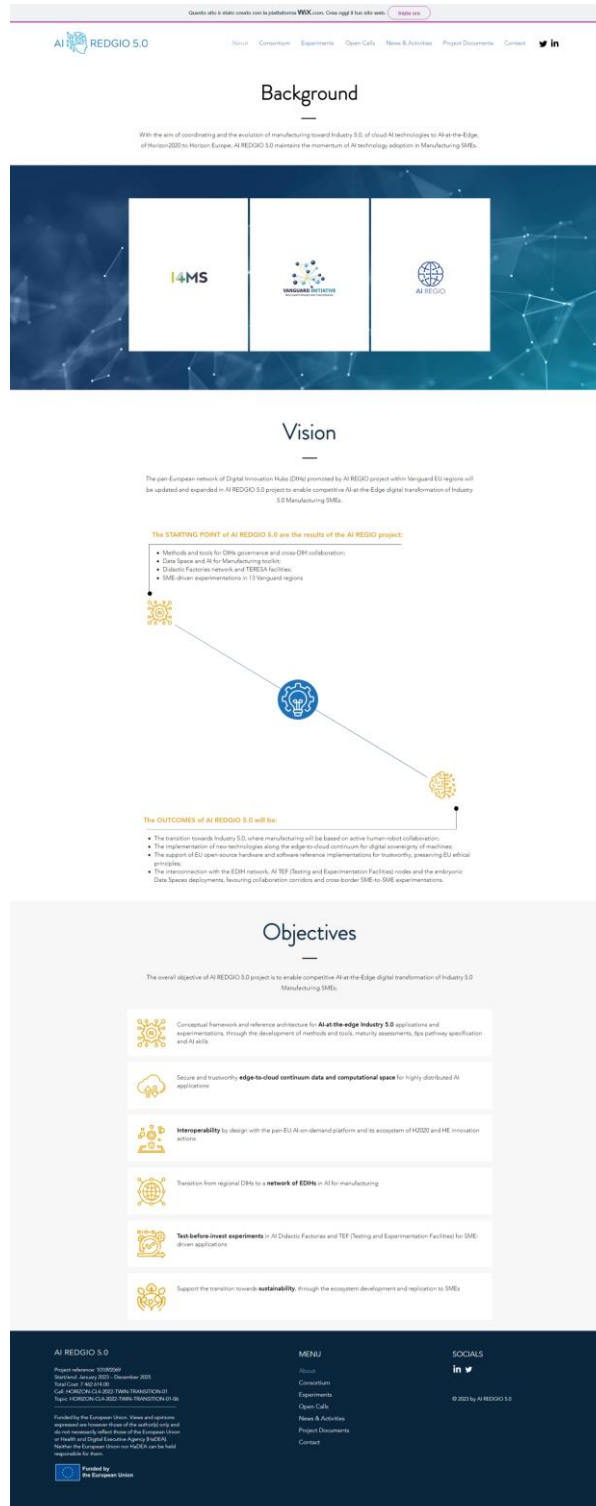


Figure 6 - AI REDGIO 5.0 ABOUT SECTION

- CONSORTIUM

The page shows the list of project participants by means of a map and the logo of each partner; linked to each is a single descriptive page for each.



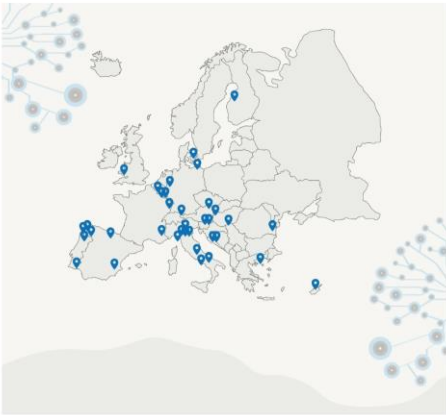

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Consortium

The AI REDGIO 5.0 Innovation action is conducted by a consortium of 43 Partners from 18 countries: Italy, Slovenia, Netherlands, France, Belgium, Spain, Romania, Czechia, Denmark, Hungary, Austria, Sweden, Cyprus, Luxembourg, Portugal, United Kingdom, Serbia.

AI REDGIO 5.0
Project reference: 101092506
Start/end: January 2023 - December 2025
Total Cost: 7 462 414 EUR
Call: HORIZON-CL4-2022-TWINN TRANSITION-01
Topic: HORIZON-CL4-2022-TWINN TRANSITION-01-56

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Figure 7 - AI REDGIO 5.0 CONSORTIUM SECTION

- EXPERIMENTS

The section contains the explanation of the three types of experiments that will be 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.

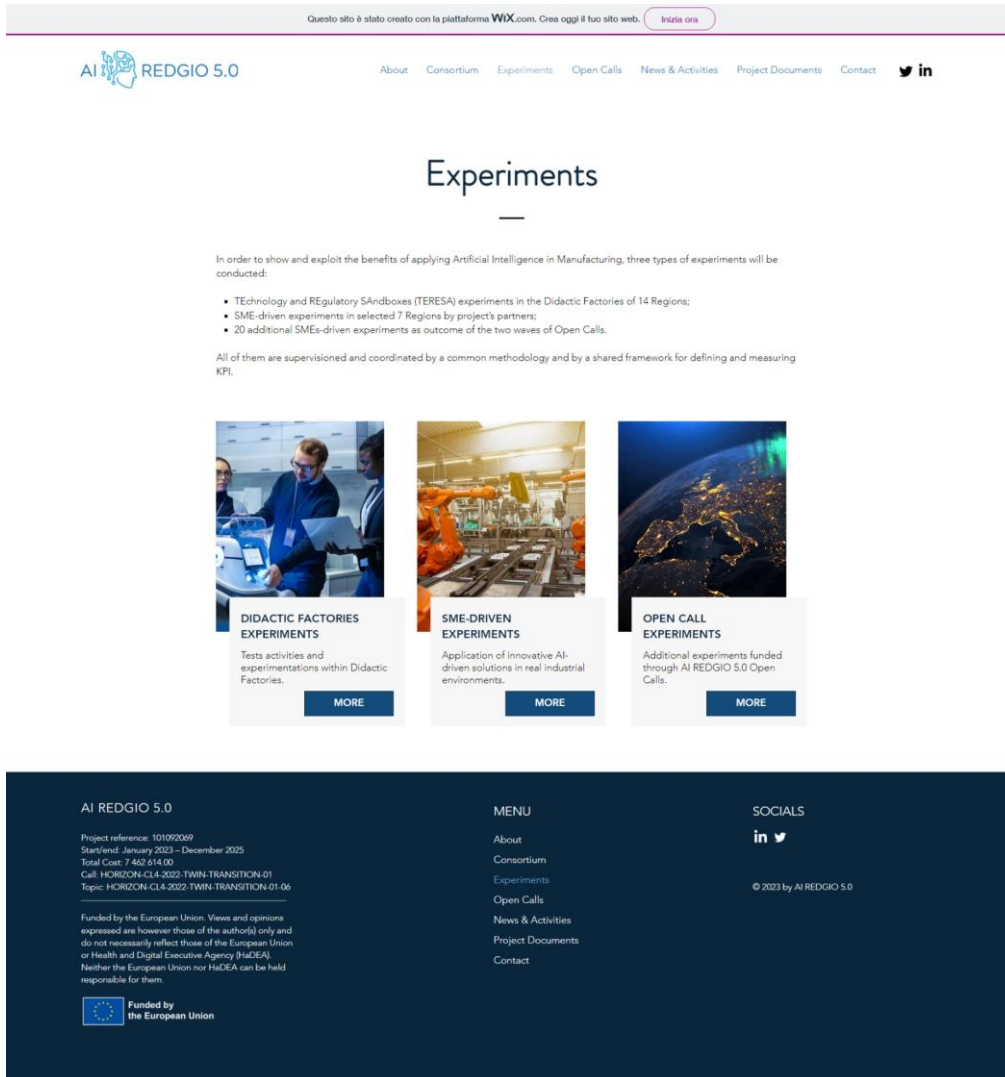


Figure 8 - AI REDGIO 5.0 EXPERIMENTS SECTION

- OPEN CALLS

The section describes and anticipates the opening of the two open calls in the project.

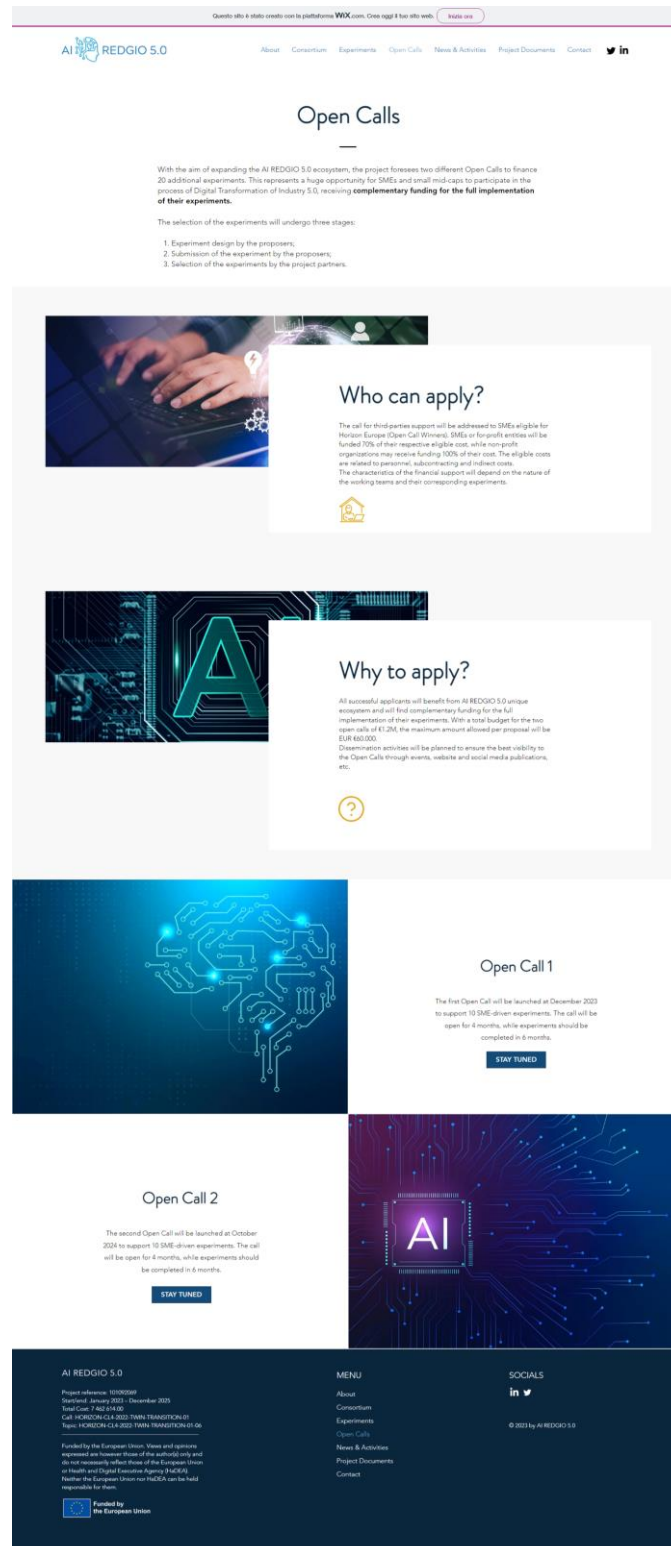


Figure 9 - AI REDGIO 5.0 OPEN CALLS SECTION

- NEWS&ACTIVITIES

Under the news and activities option you select the type of information you want to display from: news (Figure 10), events (Figure 11), videos (Figure 12).

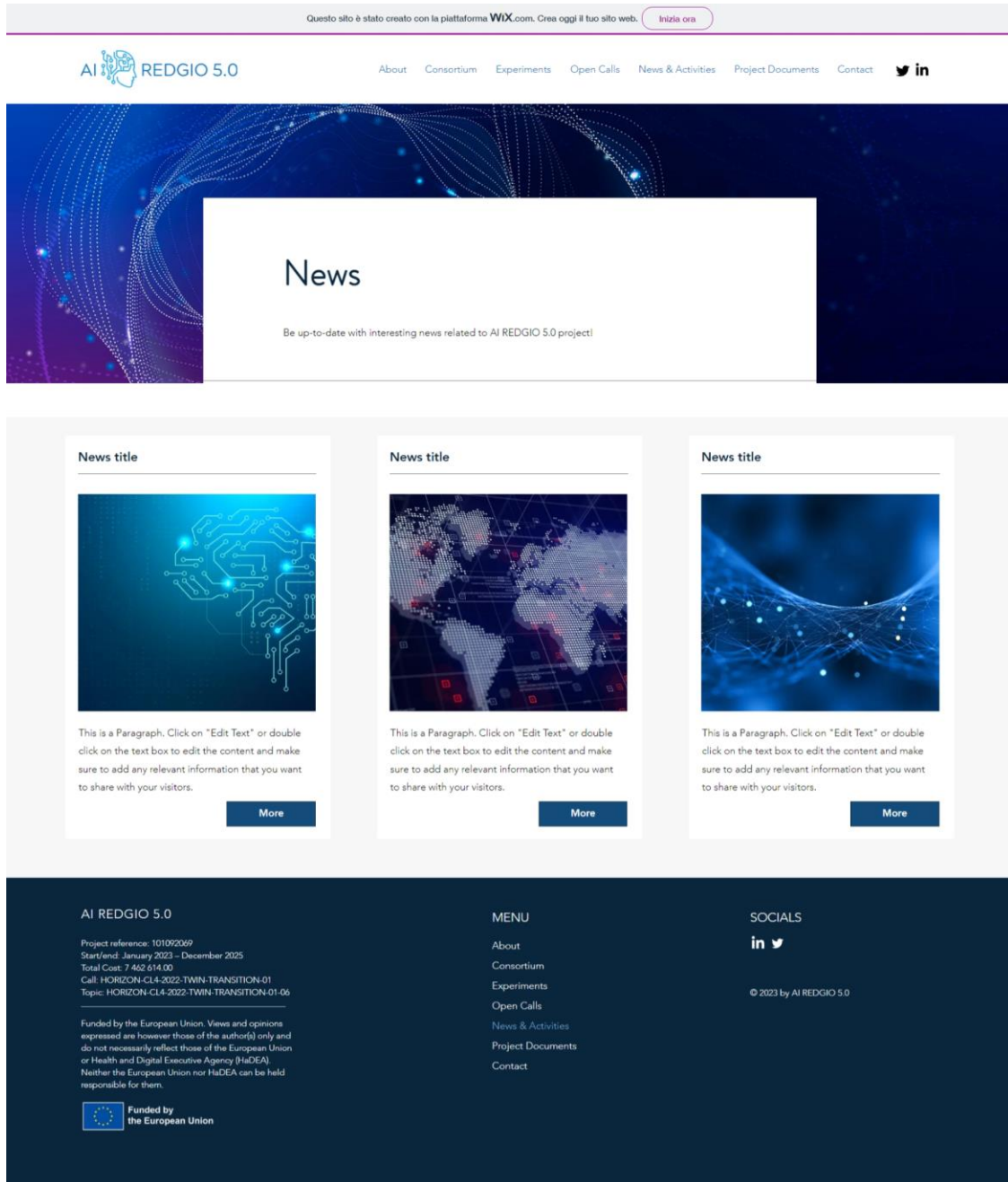


Figure 10 - AI REDGIO 5.0 NEWS SECTION

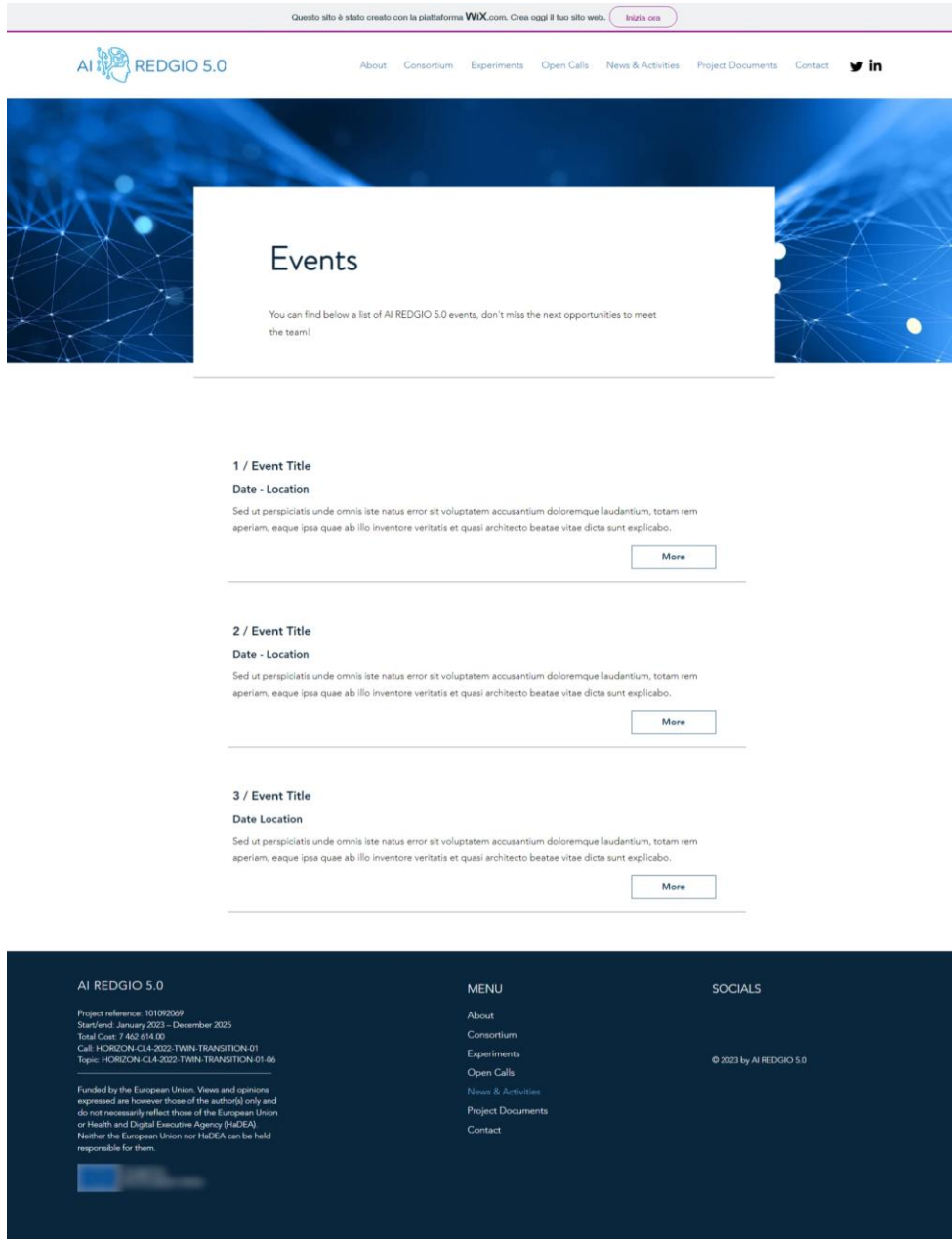


Figure 11 - AI REDGIO 5.0 EVENT SECTION

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Videos

Check out our video gallery and learn more about the project!

Video Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Video Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Video Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

AI REDGIO 5.0

Project reference: 101092069
Start/end: January 2023 – December 2025
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Figure 12 - AI REDGIO 5.0 VIDEOS SECTION

- PROJECT DOCUMENTS

The section contains a list of public documents.

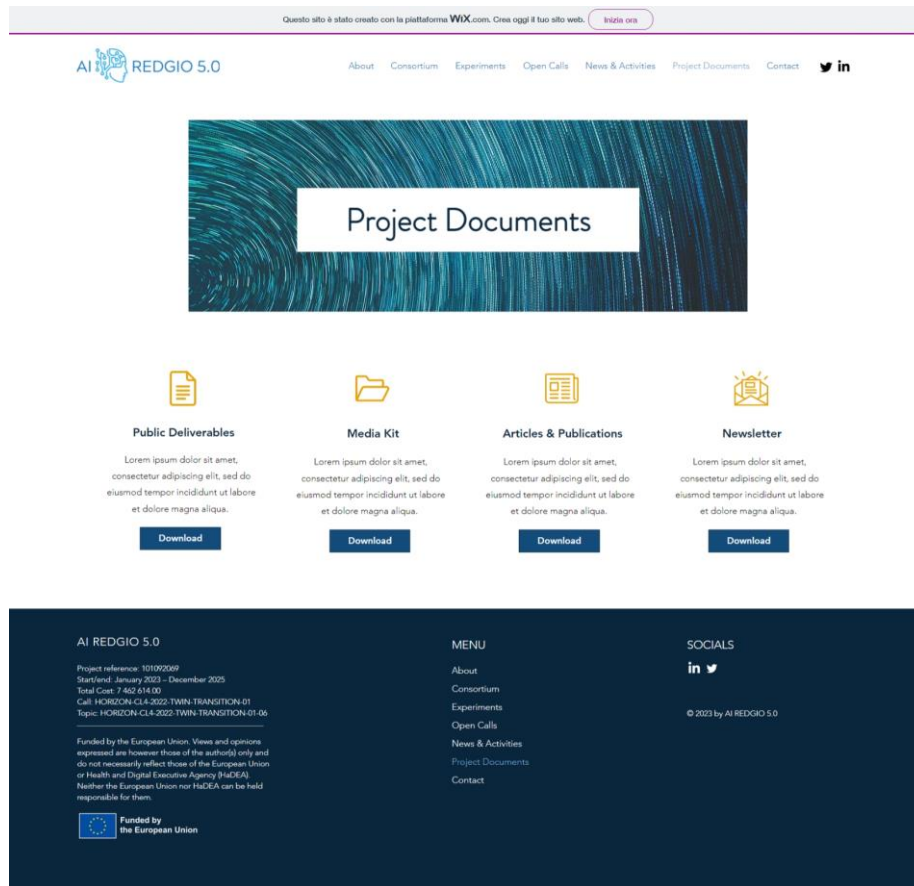


Figure 13 - AI REDGIO 5.0 PROJECT DOCUMENTS SECTION

Selecting one of the options there is a defined page per each (Figure 14– Figure 15– Figure 16– Figure 17).

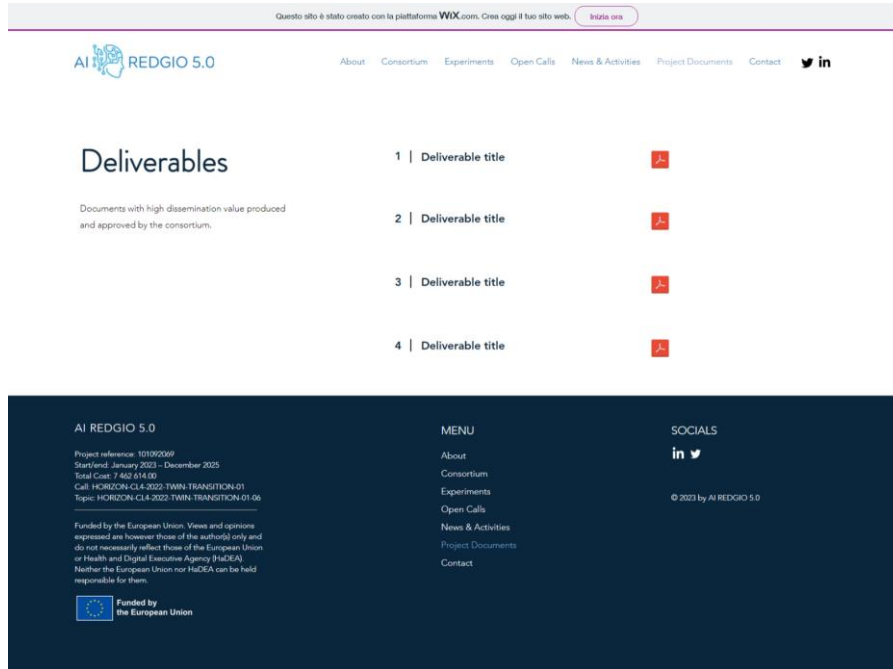


Figure 14 - AI REDGIO 5.0 DELIVERABLE SECTION

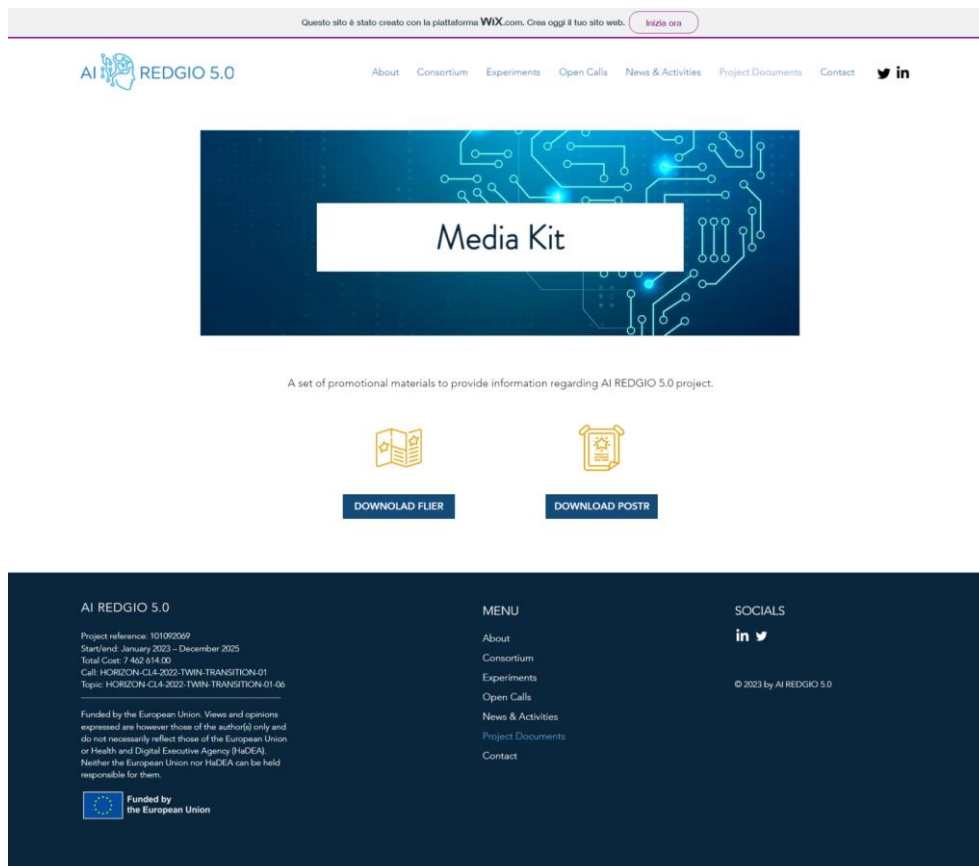


Figure 15 - AI REDGIO 5.0 MEDIA KIT SECTION

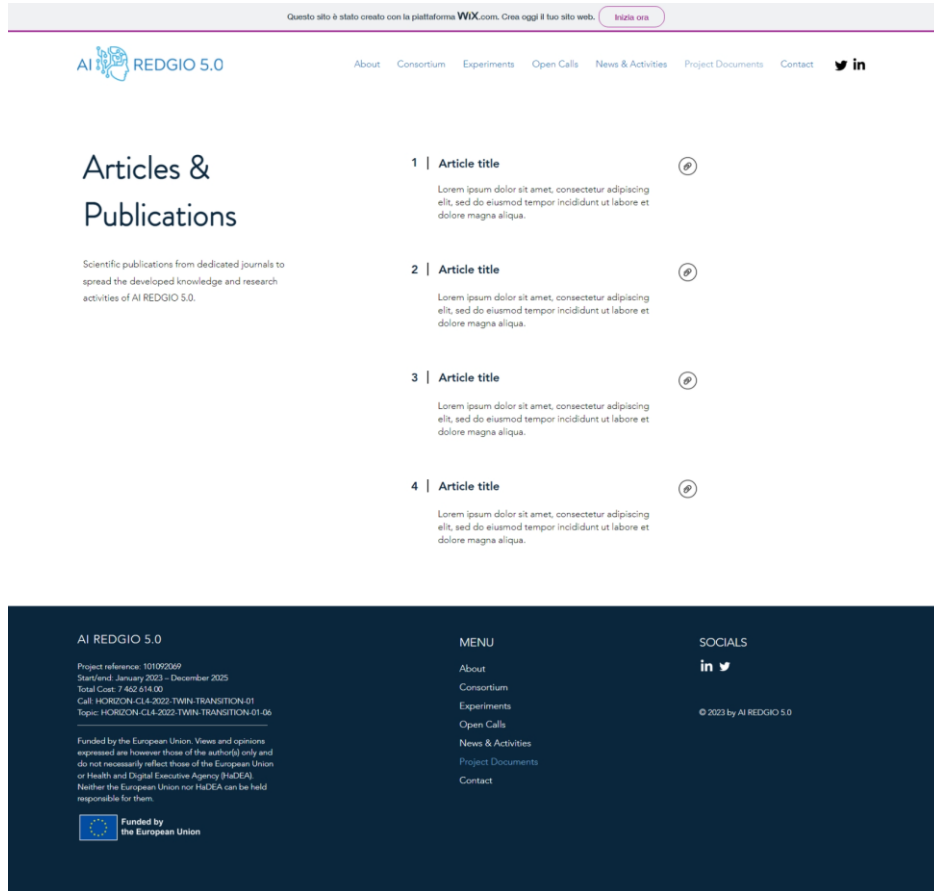


Figure 16 - AI REDGIO 5.0 ARTICLES & PUBLICATION SECTION

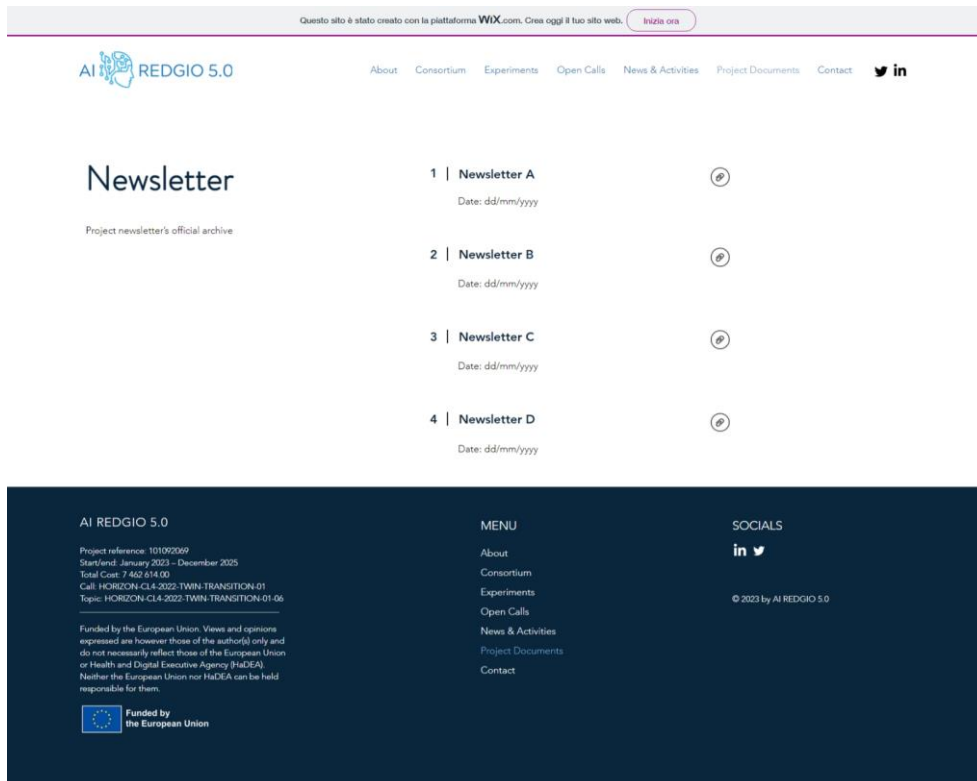
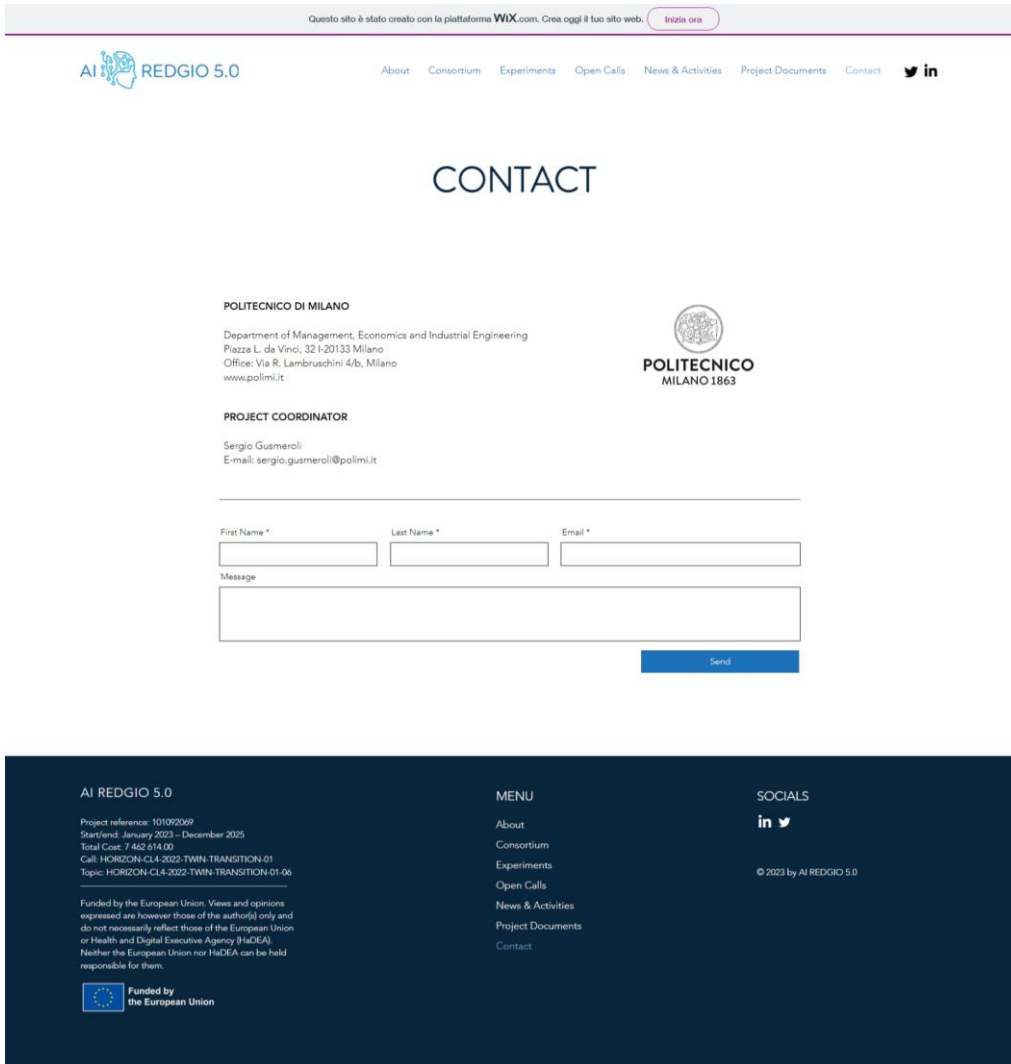


Figure 17 - AI REDGIO 5.0 NEWSLETTER SECTION



- CONTACT

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



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Message

[Send](#)

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 18 - AI REDGIO 5.0 CONTACT SECTION

4.1.3 Email addresses

The email address *info@airedgio5-0.eu* has been created for project general contact, for receive requests from stakeholders and the general audience regarding the project. Partners in the consortium will continue to use their personal or business email addresses.

4.1.4 Partner's website

Project related information will also be published on the project partners' websites, namely:

- Basic information on the project, planned outputs;
- Official AI REDGIO 5.0 project website link;
- Information on the project-related activities relevant for the partner;
- Main project outputs and outcomes, if relevant for the partner.

4.1.5 Newsletters

AI REDGIO 5.0 newsletters will be launched every six months, starting from M6, covering the most important events, outcomes, and other relevant information of the project.

All content in the newsletter will be published in English.

Project partners will be requested to participate in the construction of the newsletter:

- sharing the subscription link between their contact lists,
- providing any additional content for the newsletter at least one week in advance,
- sharing images and pictures useful for the information provided.

5. Social Media Channels

Table 2: Example of a table

In accordance with the general demographic makeup of social media users, social media channels that will be used to inform, involve, and engage, to raise awareness and communicate about project's activities are LinkedIn and Twitter.

Twitter and LinkedIn will be used for the project's communication activities that needs a direct and immediate contact with the audience. These channels are employed 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 is a channel related to:

- communication of technical information and general information related to technological innovations;
- the importance of giving evidence of new contents that are published on the website: news about achievements, publications, promotion of events;
- the engagement of stakeholders and the related target group.

Twitter for AI REDGIO 5.0 project is a channel related to:

- communication focused on policy-related information and on brief but clear updates regarding the development of the project;
- tell in real-time about important events;
- engagement of stakeholders from public institutions, or corporate and civil society which are relevant for AI REDGIO 5.0 networking.

Some general tips that will be followed regarding social media:

- the information provided through social media can be supported by the content on the project website;
- relevant hashtags will be used, or created, according to specific needs;
- information in official social network will only be in English. Partners can publish posts by adding a text in their own language, according to the audience they want to reach;
- in order to increase the reach of social media communication, project partners' social media channels will disseminate via re-post/re-tweet or post/tweet as much information as possible related to AI REDGIO 5.0. In general, all partners are responsible for promoting the project and sharing its contents with relevant stakeholders in their territory. With the aim of having a regular information flow: on ad hoc basis, WP8 leader will alert project partners on more important post on social media channels and encourage them to share and disseminate them;
- moreover, to provide an active networking to the project, project partners - depending on specific organizations' rules - will be encouraged to share the project social media channels with their contacts by social media, email, newsletters, meeting etc. and encourage users to subscribe, follow, etc. AI REDGIO 5.0 communication channels.

5.1 LinkedIn

By March 2023, the official LinkedIn page (Figure 19) has 165 followers (Figure 20) 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.

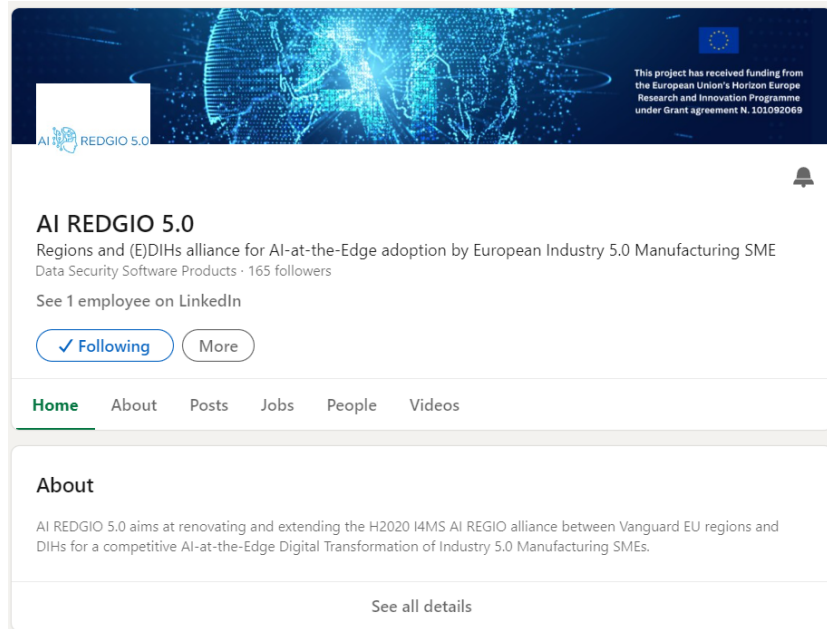


Figure 19 - AI REDGIO 5.0 LinkedIn profile

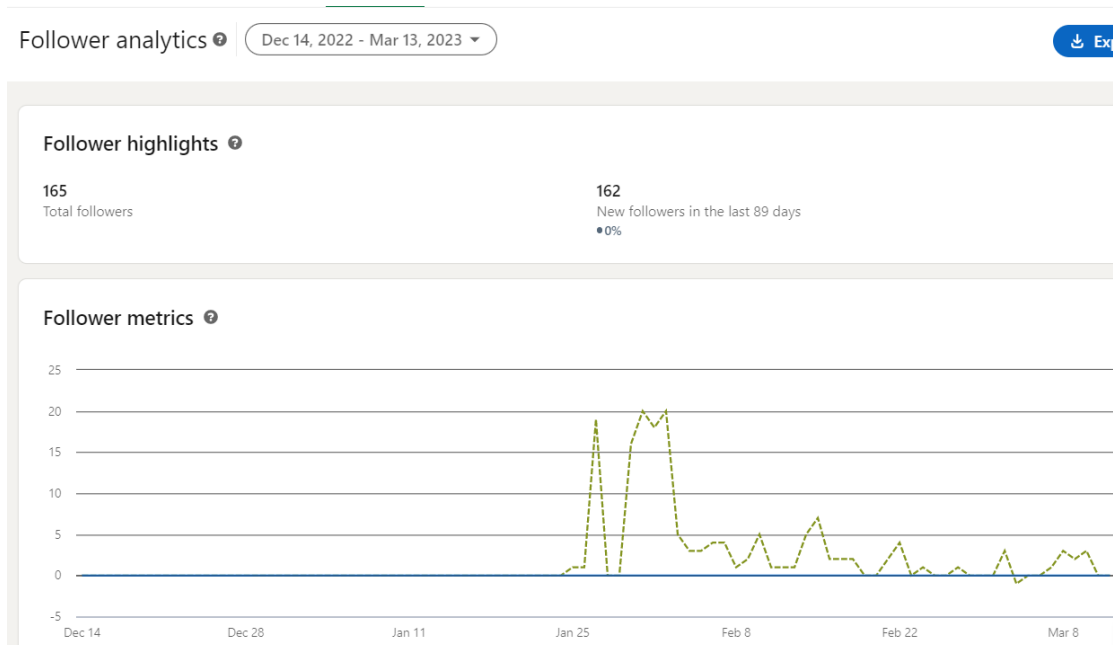


Figure 20 - AI REDGIO 5.0 LinkedIn analytics

5.2 Twitter

By March 2023, the Twitter channel has attracted 27 followers (Figure 21), and is also expected to grow. The strategy for the next months, is to share content that is valuable and relevant to the target audience. This can include articles, videos, infographics, or other types of content that align with project's goals and messaging. Moreover, following the waves of related interesting profile like the official profile of HaDEA (Health and Digital Executive Agency), many information and tips will be re-reposted to create a community audience.

Again, for this social media, together with all partners, the aim is to actively connect with relevant individuals and organizations to grow the outreach of this channel.



Figure 21 - AI REDGIO 5.0 Twitter profile

6. Communication Materials

The communication materials that will be developed for the AI REDGIO 5.0 project are essential as they will play a crucial role in the 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 creating a proper communication material are:

- **Building awareness:** Communication materials can help build awareness among the public and stakeholders about the project, its goals, and its expected outcomes. This can help generate interest and support for the project, which can be crucial for its success.
- **Engaging stakeholders:** Communication materials can be used to engage stakeholders in the project, such as partners, funders, policymakers, and the public. They can be used to convey project updates, gather feedback, and encourage participation.
- **Promoting transparency:** Communication materials can help 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 36 months 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

Project flyer is in a development phase, and it will be sent to the partners for a general approval.

Then, it will be updated following the development of activities related to the project.

The flyer will contain the main project information, an overview of the consortium and project partners, as well as the project objective and desired outcome.

The design will be based on the visual identity constructed for the project website. Each update may include adaptation / minor changes to the flier design, approved by the consortium.

The project flyer will be prepared and printed in English and will be distributed by charging the PDF version on the project official repository in order to provide the material at the convenience of each partner.

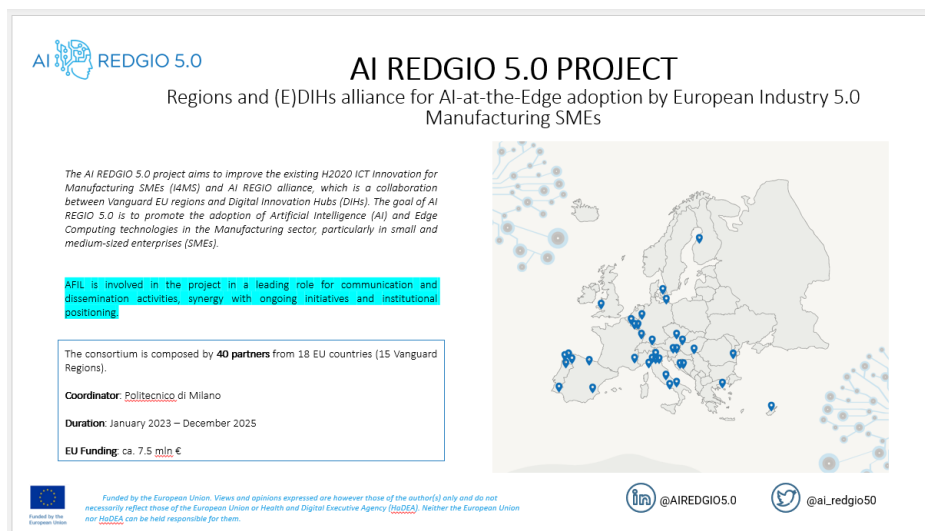
6.2 Project Presentation

Creating a project 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 that 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.

For this reason, an official project presentation is being planned and under construction. Accordance to the actual draft, it will contain general information about the project, a reference to the experiments that will be carried out and the final objectives that are to be achieved in this way. The presentation will be uploaded to the official project repository and made available to partners. In this way, everyone will be able to draw the necessary slides and information to decline in the best possible way and following guidelines, the presentations to be proposed at events and conferences or as required.

Meanwhile, already available, is the single summary slide of the project (Figure 22). 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.



The slide is titled "AI REDGIO 5.0 PROJECT" and "Regions and (E)DIHs alliance for AI-at-the-Edge adoption by European Industry 5.0 Manufacturing SMEs". It features a map of Europe with blue dots indicating project locations. The text describes the project's aim to improve H2020 ICT Innovation for Manufacturing SMEs (I4MS) and AI REGIO alliance, with the goal of promoting AI and Edge Computing technologies in the Manufacturing sector, particularly in small and medium-sized enterprises (SMEs). A highlighted box states: "AFIL is involved in the project in a leading role for communication and dissemination activities, synergy with ongoing initiatives and institutional positioning." Below this, it lists: "The consortium is composed by 40 partners from 18 EU countries (15 Vanguard Regions).", "Coordinator: Politecnico di Milano", "Duration: January 2023 – December 2025", and "EU Funding: ca. 7.5 mln €". The slide includes the European Union logo, a disclaimer, and social media handles @AIREDGIO5.0 and @ai_redgio50.

Figure 22 - AI REDGIO 5.0 Single slide presentation

6.3 Notebook

A branded notebook (Figure 23) had 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 and useful to give to the audience an element for remarking visual identity of AI REDGIO 5.0.

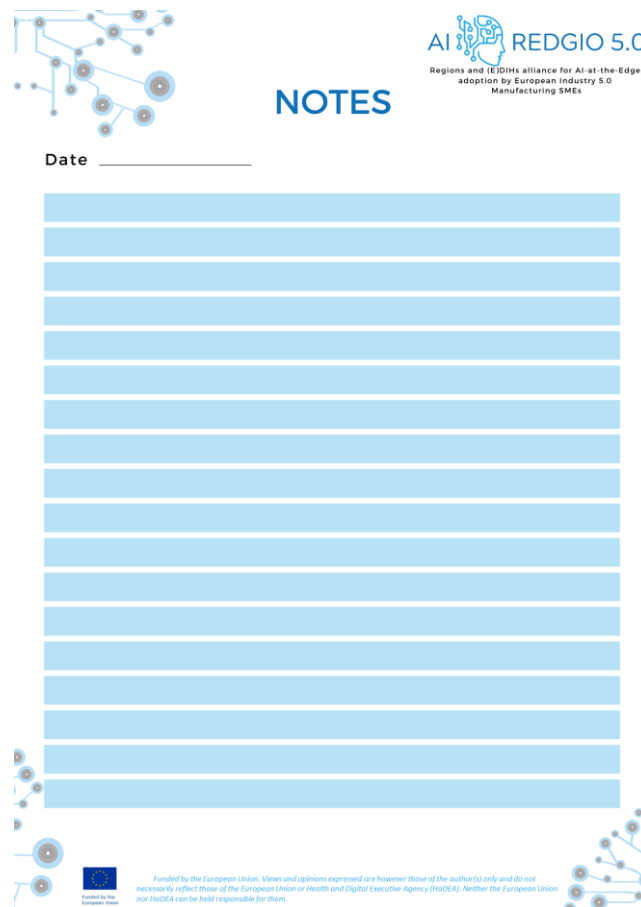


Figure 23 - AI REDGIO 5.0 Notebook



7. Conclusions

This document has set out the basic and general framework, objectives, and tools for communication activities, and it has established processes that will be used to reach the project's target groups. When all the activities will be more clearly defined, we will be able to test the theoretical framework related to the communication plan, put in place, verify, and fine tune it.

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.

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.

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.