



## **D5.8: Dissemination and Communication Plan**

**WP5 – Communicating, Disseminating and Raising  
awareness about the network**

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# Executive summary

This deliverable describes and details the communication and dissemination plan for the AI-MATTERS project. It also serves as a reference document for all partners to support communication and dissemination activity including guidance to enable the AI-MATTERS consortium to maximise the project's visibility among target audiences.

It presents the strategy to communicate and disseminate AI-MATTERS' overarching mission to implement concrete steps to strengthen Europe's positioning and leadership in the uptake of human-centric Artificial Intelligence systems, enabling robotics and other advanced technologies to create leap transformations of the EU manufacturing system.

The strategy ensures that AI-MATTERS effectively addresses its target audiences: providers of AI technology, end users of this technology in European manufacturing industry, academic, research and technology communities, policy makers and the general audience.

The purpose of this document is to provide an initial communication and dissemination plan by highlighting these target groups and defining key messages, communication tools and content. It also goes into monitoring and evaluation of communication and dissemination activities and explains the roles of partners, outlining procedures for effective collaboration amongst these partners. This initial plan will be updated in deliverable D5.3 – Mid-Term Report on communication, due M30 and D5.2 – Final Report on communication, due M60.



# 1. Introduction

## 1.1. About AI-MATTERS

Framed under the DIGITAL Europe Programme, the project AI in Manufacturing TesTing and experimentation facilities for EuRopean SMEs (AI-MATTERS) is a collaboration between 25 consortium partners from eight European countries (Germany, Denmark, Italy, The Netherlands, Czech Republic, France, Spain and Greece) forming seven nodes and one satellite. It aims at increasing the resilience and the flexibility of the European manufacturing sector through the deployment of the latest developments in AI and robotics, and intelligent, autonomous systems for flexible production. To this end, AI-MATTERS will offer its customers an extensive service catalogue spanning the topics above that evolves through continuous updates as needs and expectations of the European manufacturing industry progress.

## 1.2. Mission & Vision

The **vision** of the AI-MATTERS project under the DIGITAL Europe Programme is to enhance the leadership of the European manufacturing industry through the uptake of innovation.

The overarching **mission** of the AI-MATTERS network is to implement concrete steps to strengthen Europe's positioning and leadership in the uptake of human-centric Artificial Intelligence systems, enabling robotics and other advanced technologies to create leap transformations of the EU manufacturing system.

More specifically, AI-MATTERS sets out:

- To create a world-class network of large-scale reference sites for testing and experimentation of AI powered solutions
- To enable pathways to impact for the deployment of trustworthy, transferable and scalable Industrial AI in Europe
- To accelerate the transition towards a more AI-powered manufacturing industry and improve the quality and sustainability of production
- To advance technologies and capabilities in and across three main topics: Factory-level optimization, Collaborative robotics, Circular economy, but also in other impactful areas where adoption of AI-enabled technologies in manufacturing needs boosting
- To establish/enrich collaborative links/synergies with other EC-funded networks and programmes

## 1.3. Purpose of the deliverable

This AI-MATTERS Communication and Dissemination Plan outlines how all 25 project partners will cooperate to increase awareness of the activities and results of the project among the targeted audiences.

The focus of the document is on four primary themes:



1. Communication and dissemination strategy - this section focuses on strategy, target audiences and key messages;
2. Communication and dissemination tools – which channels and content we use to promote AI-MATTERS;
3. Monitoring and evaluation of communication and dissemination activities – a section outlining procedures for effective and efficient collaboration among partners.
4. Management of communication and dissemination activities – this section explains the roles of partners, how to log activities, how approvals are made, among other things.

## 2. Communication & Dissemination Strategy

### 2.1. Strategy

The proactive communication & dissemination effort of the project's services and results will be a consistent priority for AI-MATTERS. The AI-MATTERS communication & dissemination strategy aims to create awareness of and engagement in the project through a variety of strategic and targeted communication activities, that provide information about the facilities for testing and experimentation with AI powered solutions that the consortium has to offer.

An integral part of the communication & dissemination strategy is awareness making and outreach to stakeholders such as sectorial TEFs, EDIHs, Regulatory authorities and ecosystems. Next to traditional channels such as conferences and events, direct communication to these entities and their constituencies will be instrumental to our strategy, as well as online channels such as a website and social media and publications in periodicals, magazines & newspapers.

The communication & dissemination strategy can be divided in three phases in the process of approaching the target audiences:



1. **Awareness building phase.** The goal of this phase is to raise attention to the AI-MATTERS project. It will run through the entire duration of the project to attract the attention of target groups, but will be emphasized in the first 18 months of the project (from M1 to M18, 1st of January 2023 to 30th of June 2024). In this period, activities will include creating the AI-MATTERS brand, setting up the project website, establishing and posting on appropriate social media channels and releasing initial press releases about the project.
2. **Engagement phase.** During this phase, the services and offerings of the consortium partners will be available in the service portal (from M18, Jul 1, 2024 onwards). The engagement phase shifts from communication to dissemination and focusses on approaching the target audiences to present the facilities and solutions AI-MATTERS has to offer. Based on the identification and segmentation of the target audiences, the dissemination of this information will take place through workshops and events organised by consortium members at local, national, EU and international levels, conferences, through digital media such as website updates and social media posts and in collaboration with other entities, such as TEFs and EDIHs.
3. **Action phase.** This phase focusses on convincing target audiences to make use of the services and facilities offered by the AI-MATTERS consortium. By disseminating project results such as best practices, case studies and white papers with these target audiences, the project proves its value to the manufacturing industry as well as technology providers, building towards a sustainable network of nodes and satellites with a relevant and extensive service catalogue.

Although the above are described as distinct phases, the reality is that they will overlap based on the availability of the results and the need for the project to react to the evolving needs and expectations of the European manufacturing industry. Furthermore, due to the evaluation of impact, the priorities for dissemination may change or shift throughout the project's lifecycle. These changes will be documented in subsequent reports due in M30 and M60.

## 2.2. Target audiences

AI-MATTERS' key stakeholders have been categorised into primary and secondary target groups, with prioritisation given to certain organisations and individuals with whom we seek to have an intensive dialogue in relation to the content of AI-MATTERS' services and demonstration activities and others who reflect crucial target groups to engage with from the inception of the project whilst maximising opportunities to deliver long-term impact.

These groups are:



- A) Primary stakeholders - direct consumers of the AI-MATTERS services:
  1. Providers of AI technology requiring testing/validation of their products for manufacturing applications in close to real environment setups at a large scale, in order to asses if their AI powered solutions match the needs of the manufacturing industry.
  2. End users in European manufacturing industry with a motivation to learn how to address their productivity challenges using AI technology / products.
- B) Multipliers and other stakeholders:
  3. Academic, research and technology communities:
    - sectorial TEFs;
    - EDIHs;
    - Regulatory authorities;
    - Academia and research community;
    - Large industry organizations at European and national levels;
    - Other research initiatives covering synergistic subjects.
  4. Policy makers
    - EU policy makers such as the European Commission, European Parliament, and Council of the Europe as well as specific DGs;
    - EU Agencies;
    - National or regional funding bodies;
    - Other policy makers at European, national, or regional level.
  5. Societal and civil society incl. citizen initiatives
    - General public and the media.

### 2.3. Assets, USPs and Key Messages

Concrete AI-MATTERS’ assets and USPs (Unique Selling Propositions) lay the ground for formulating messages to the particular target audience, considering their specific needs and priorities that can be covered by AI-MATTERS’ measures. The messages should be clear, concise, and compelling, conveying the unique value proposition of the AI-MATTERS networks and the benefits of engaging with its services and ecosystem. Selected examples of AI-MATTERS’ assets can be structured as follows:

Type of Asset	Aspects and opportunities for communication and awareness building
Expertise and knowledge	Presentation of the AI-MATTERS’s teams as trusted partners and service providers: their qualifications, experience, track record. Shared knowledge assures the best customised offering fitted to the particular needs of SMEs
State-of-the-art infrastructure and facilities in the TEF network	Introduction of infrastructure of testing facilities and prototyping labs within the AI-MATTER nodes incl. equipment and technologies available, such as software tools, data sets and repositories etc. – preferably on concrete case studies / use cases or demonstrators



<p><b>Concrete tailor-made service portfolio</b></p>	<p>Service catalogue as a source of content for a long-term and continuous communication campaign, preferably demonstrated on concrete examples (case studies and later on also reference projects)</p>
<p><b>Access to infrastructure and other resources</b></p>	<p>The state-of-the-art technologies available both in physical and virtual testing facilities will be introduced on concrete use cases and already implemented services with testimonials either of the experts in the team or satisfied customers.</p>
<p><b>Collaborative ecosystem</b></p>	<p>The strengths of AI-MATTERS lay in the open cooperation and rich network of advanced partner and facilities that can jointly deliver the best solution to the client. This is a unique combination that create synergies and broad expertise of the whole consortium.</p>
<p><b>International networking</b></p>	<p>Access to a large ecosystem of manufacturing SMEs, European AI experts and solution providers, research community, potential new customers or partners across many European countries are important aspects for cross-boarder communication with involvement of all AI-MATTERS partners.</p>
<p><b>Alignment with broader policy priorities</b></p>	<p>The tools and opportunities provided by AI-MATTERS are constantly in line with the current and foreseen EU priorities. Also, utilising the AI-MATTERS ecosystem can serve as a channel for input to regulation bodies as well as policy-makers for improvement of current tools of support, business environment or standards. regulation bodies as well as policy-makers for improvement of current tools of support, business environment or standards.</p>



## AI-MATTERS' USPs:

- Realistic industrial environment to test and validate innovative approaches and methodologies utilising specific equipment and technologies such as 5G SA and cloud-edge infrastructure, human-robot collaborative workplaces, advanced vision technologies, mobile robotics, hybrid machining and welding etc.
- World-class expertise and state-of-the-art facilities provided across the consortium in focus areas
- Synergic ecosystem of partners and collaborating organisations
- Solutions at both the production machine level and the production network levels throughout the supply value chains
- High-level of customisation
- Flexible combination of physical and simulating facilities and scenarios for manufacturing data life cycle management
- Reliable TEF network that largely depend on high quality and availability of tailor-made services
- Client-driven approach designed with good governance and quality assurance

## AI-MATTERS' Messages

Each of the aforementioned target audiences will be addressed by AI-MATTERS' communication and dissemination strategy with tailored messaging. These communications will place particular emphasis on the following important points that will emphasise the main advantages of the AI MATTERS project:

- AI-MATTERS aims at increasing the resilience and the flexibility of the European manufacturing sector through the deployment of the latest developments in AI and robotics, and intelligent, autonomous systems for flexible production.
- AI-MATTERS offers its customers an extensive service catalogue spanning these topics above that evolves through continuous updates as needs and expectations of the European manufacturing industry progress.
- AI-MATTERS offers world-class reference technology infrastructures at EU level, addressing gaps in the value chain, from the lab to the market.
- AI MATTERS supports the deployment and uptake of trustworthy AI & Robotics.
- Framed under the DIGITAL Europe Programme, AI-MATTERS actively contributes to enhancing the leadership of the European manufacturing industry.
- AI-MATTERS is open to all innovators
- AI-MATTERS links to other initiatives (Other Sectorial TEFs / Data space/ EDIHs / AlonDemand Platform, etc.)
- AI-MATTERS maximizes visibility (to users / to policy makers)

Examples of the type of messaging relating to stakeholder segmentation can be seen in the table below.



Stakeholder	Communication Objectives	Examples of key message
Technology Providers	To make Technology Providers aware of the AI-MATTERS facilities and services and engage them to get involved in the process of testing and validating their AI related products.	The AI-MATTERS project offers the infrastructure and facilities to test and validate in close to real environment setups, if their AI powered solutions match the needs of the manufacturing industry
End users	<p>To educate end users how to address their challenges using AI technology / products</p> <p>To meet their technical and operational demands, end users can contribute and assist in the development of tools.</p> <p>To gain insight into their use cases, which are crucial for the further development and adaptation of AI solutions for manufacturing.</p>	The AI-MATTERS network offers a testing and experimentation environment to assess the relevance of the latest developments in AI and robotics for the manufacturing industry. End users can consult the knowledge and infrastructure available in this network to experiment with AI related solutions, in order to determine the benefits for their productivity challenges.
Academic & research community	<p>To share the project's findings on newly developed AI related solutions for the manufacturing industry.</p> <p>To exchange insights on the uptake of the latest AI driven technologies available.</p> <p>To join forces with other initiatives with comparable objectives.</p>	The AI-MATTERS project offers know-how on the implementation and uptake of the latest AI related technologies, such as knowledge of potential approaches, best practices and technologies that could be applied to address similar problems.
Policy Makers	<p>To maximize visibility of the project/network</p> <p>To inform about best practices / lessons learned</p> <p>To share successes of adoption of AI technology by the manufacturing industry</p>	The AI-MATTERS project enhances the leadership of the European manufacturing industry through the uptake of innovation, in particular AI technology by the manufacturing industry.
Societal	<p>To inform them of the project and its potential.</p> <p>Keep them updated on the project's development.</p> <p>Increased public acceptance of new technology</p>	The AI-MATTERS project seeks to strengthen Europe's positioning and leadership in the uptake of human-centric AI systems. enabling robotics and other advanced technologies to create leap transformations



	<p>Support from the media can increase other key stakeholders' awareness of AI-MATTERS.</p>	<p>of the EU manufacturing system. A consortium of 25 partners, forming 7 nodes and one satellite throughout Europe make up this multinational project.</p>
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## 3. Communication & Dissemination Tools

### 3.1. Communication & dissemination channels

#### 3.1.1. Website

The public can access all the project-related information on the [AI-MATTERS website<sup>1</sup>](https://ai-matters.eu/) and service portal. Initially (during awareness building phase), this website will contain general information on the project, the 7 nodes and 1 satellite and the consortium partners. Ultimately in M18 (June 30th. 2024), kicking off the Engagement Phase, an extensive service catalogue spanning the testing and experimentation offering of the consortium partners will be added to the website, which will continuously evolve through updates as needs and expectations of the European manufacturing industry progress.

The website, of which the initial version went live in April 2023, will serve as the hub of the project's online presence, offering current and relevant information on the project's services, partners, updates, and contact information for the project. The website will be a living source of information contributing to knowledge and best practice sharing by publishing reference models, case studies incl. success stories relevant to the particular target audience.

#### 3.1.2. Newsletter

AI-MATTERS will produce a project related newsletter every 6 months to engage and update its audience on the latest results achieved by the project, upcoming opportunities, as well as on external pieces of news of potential interest in the field of AI for manufacturing.

The newsletter will include live links to updates posted on the website. It will be circulated by all project partners to their stakeholders, posted on social media accounts and will be available to download from the website. Website visitors will also be able to sign up for the annual newsletter and to retrieve previous editions.

The newsletter will be produced by Brainport Industries in close cooperation with all partners.

The first issue of the newsletter will be published in December 2023, and it will focus on the project's aims and objectives, events, and initial achievements.

<sup>1</sup> <https://ai-matters.eu/>



The following workflow will be followed for each issue:

- Brainport Industries, in close cooperation with partners, will determine the key highlights to be shared and the partners involved.
- Partners involved will be contacted in advance with specific requests for content.
- Brainport Industries will integrate all contributions into a first draft.
- The first draft will be reviewed by the content-contributing partners.
- The final version will be shared with all partners for distribution to their wider networks.

The newsletter will also be published on the project's website, and a snippet of its content will be shared on the project's LinkedIn accounts, with an invitation for readers to subscribe to future issues.

Next to the newsletters produced by Brainport Industries for the AI-MATTERS project, the consortium partners will include content on AI-MATTERS in their own newsletters or any existing direct mailing campaigns. This content can include latest developments, upcoming events and opportunities, etc. To leverage the awareness building, the AI-MATTERS announcements can be concentrated in one section, prominently labeled and visually separated from other content of these already established newsletters and regular mailings of the AI-MATTERS consortium partners. If feasible and appropriate, the messages will be selected and compiled to match the thematic focus of the particular electronic periodical or the target audience. At the end of the duration of the project, a total of 70 newsletters, mentioning the project and its activities will have been published.

### 3.1.3. Conferences & Trade Fairs

Academic conferences, seminars, and workshops are essential for sharing the project's facilities for testing and experimentation with AI powered solutions, because they provide excellent platforms for disseminating the projects offering and findings and initiating immediate conversations with specific and relevant audiences, such as the industry and the academic community.

Members of the AI-MATTERS consortium will attempt to secure speaking slots at some of relevant technological conferences in order to present the project's services. Partners interested in attending particular events are required to log their activities in a for this purpose created document. They must also include information about their planned activities and needs, such as flyers, posters, banners, content planning for social media, etc.

Currently, the consortium partners are identifying the relevant existing conferences and events as some of the potential paths for communicating about the AI-MATTERS project and disseminating its results. An overview of these conferences and events will be available on the online collaborative platform on which the consortium members work together and exchange documents (see [4.2](#)).

### 3.1.4. Events

AI-MATTERS will also arrange and organise a number of events within the project.

For the duration of the funded period (up to M60), the following events are projected:



- 70 physical events and webinars;
- 10 events co-organised with Enterprise Europe Network (EEN) and relevant stakeholders;
- 14 capacity building events;
- 5 events for best practice exchange within the European Digital Innovation Hub Network (EDIH).

During regular WP5 coordination meetings, an annual planning of these events will be prepared, this planning document will be available on the online collaboration platform for the consortium members.

### 3.1.5. Whitepaper

Halfway during the project (M30) the consortium partners will publish a mid-term Report on the networks position. This forward looking white paper will include the positioning, real benefits and potential of the network, projections and recommendations for actions on sustainability. The development of this document will be coordinated by the work package leader, Brainport Industries.

### 3.1.6. AI-MATTERS Booklet

At the end of the project (M60), the consortium will publish an AI-MATTERS booklet containing the project results, including the service catalog. A browsable online version will be available on the project website and a printable version will be available for stakeholder events. The development of this booklet will be coordinated by the work package leader, Brainport Industries.

### 3.1.7. Other Offline Materials

For use during conferences, meetings and workshops, a brochure giving an overview of the AI-MATTERS services, expertise, and contact information is available for all consortium partners on the shared platform. This brochure will be updated when services are further defined and success stories will become available. Multiple designs for roll up banners and a slide set can also be found on the shared platform. All materials can be used for printing locally.

### 3.1.8. Publications

AI-MATTERS will ensure that all research outputs are disseminated through a number of significant dissemination activities, including journal and conference publications, magazine articles, white papers and book chapters. The AI-MATTERS consortium will take a global approach to dissemination, aiming to publish in excess of 15 articles in technical, scientific, and scholarly national or EU journals, conferences and workshops.

The relevant articles will be created on both a scientific and a general level, and the publication of the project's results will focus primarily on international scientific or technical literature. The most suitable journal(s) and conference(s) for each specific research topic will be targeted, and publication in some of the most popular magazines will also be considered, as these publications have a larger readership and will increase our ability to reach our target audience.



### 3.1.9. Social Media

To reach our target audiences, we have selected LinkedIn as our dedicated social media platform. As a business-focused platform with over 900 million registered members it is currently the most relevant tool to reach these target audiences. LinkedIn enables publishing of posts, joining or forming of groups, and sharing of links and media files.

LinkedIn is a well-known and effective tool that can assist us in building a network of organizations and people who are interested in participating in additional project activities.

The consortium partners will also be involved by sharing information via their own LinkedIn accounts, in order to maximize the awareness of the project across the relevant sectors.

For communication with the general public, Facebook and Twitter will be covered mainly through partners' institutional profiles to increase outreach in a distributive way. All partners will be encouraged to post and share the information directly, while using unified layout of social media cards/ banners and hashtags #aimatters. The template for the social media cards will be prepared and shared with all partners to ensure that the messages and announcements will be identifiable and recognisable across the social media channels and feeds.

## 3.2. Content

### 3.2.1. Website updates

The website updates promote upcoming project activities and events (conferences, seminars, etc.) as well as other relevant web-based content fit for public dissemination.

### 3.2.2. Press Releases

The project will use press releases to inform print and online media, institutions, and the general public about AI-MATTERS' services.

In conjunction with significant project milestones and events, press releases will be produced. It is anticipated that at least **35 press releases** will be produced, published on the project's website, shared on its social media channels, and distributed to the media list. Partners of AI-MATTERS will be encouraged to translate project press releases into their own language, adjust to their local practices if needed, and publish them on their respective websites to facilitate sharing.

We will develop a press release template which can be downloaded on the shared platform.

Any partner can propose a press release by sending an email about the subject they want to address to WP5 lead Brainport Industries. This partner can provide an initial draft. The process continues with interactions between the consortium partners, until the final version is produced and uploaded to the shared platform.



### 3.2.3. Blog posts

Starting June 2024, on a monthly basis, each AI-MATTERS partner will contribute with a blog post to be published on the project's website. This will be coordinated by the work package leader, Brainport Industries. The articles will be brief and related to the partners' contributions to the project. In this manner, the AI-MATTERS website will be able to offer an account of the diverse approaches and perspectives whilst being able to engage and be accessible to the interested non-specialised reader. Every such contribution will be promoted via social media posts in a synergic manner.

### 3.2.4. Case studies

To showcase successful applications of the testing and experimentation facilities the AI-MATTERS project has to offer. These case studies serve as examples to engage readers with a specific interest or challenge and a call to action to consider making use of the AI-MATTERS offerings. Any partner can propose a case study by sending an email about the case they want to address to WP5 lead Brainport Industries. This partner can provide an initial draft. The process continues with interactions between the partner and Brainport Industries, until the final version is produced. Case studies will be published on the AI-MATTERS website and on social media channels.

### 3.2.5. Video

The AI-MATTERS services will be illustrated by a short video describing the project's rationale, goals, and objectives, that will swiftly explain the nature of the project, this video will be public in M18 and will be linked to the Launch Event .

As videos are the most popular type of content on social media, we will create and post a short motion graphic video on our social media channels and website. Partners of AI-MATTERS will collaborate to create a video aimed at introducing the project and explaining its objectives to a wider audience. This will also be multilingual (subtitles) so it can be used in the different nodes and satellite.

### 3.2.6. LinkedIn posts

The AI-MATTERS LinkedIn account <sup>2</sup> has been created with the purpose of disseminating key project outputs, updates, events, and other important information.

In the awareness building phase, we will focus on introducing the project and each of the nodes and satellite. In the engagement phase this focus will shift to more in-depth content.

In the awareness building phase, new content will be posted on the AI-MATTERS LinkedIn account at least once per month. In the engagement phase the frequency will be intensified to at least once a week.

All partners are encouraged to use their social media platforms to spread the word about AI-MATTERS by liking, retweeting, and reposting the project's tweets and

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<sup>2</sup> <https://www.linkedin.com/company/ai-matters-eu/>



posts. This will enable AI-MATTERS to reach a larger audience made up of the followers of each partner organisation, thereby increasing its visibility.

### 3.3. Content Calendar

On the project's online collaboration platform, a preliminary social media content calendar with messages and images will be available. In the first phase of awareness creation, the project in general and each of the nodes and satellite will be introduced in several social media posts. The engagement phase, kicking off with a Launch Event in June, 2024 and the launch of the service catalogue, will initiate a more intensive use of all communication channels.

Each node and satellite will be expected to contribute to the (social) media content. A set of objectives, including a number of social media posts, articles, newsletters, success stories has been determined for each node and satellite.

A number of formatted messages covering various aspects of the project will be prepared for use on (social) media platforms. Partners are encouraged to use these messages through their own social media channels (without the need for any further approval) to promote the activities of the project.

The following information is given to partners to support the use of the content and ensure it is shared appropriately:

- To ensure alignment, please include the relevant messages and assets as provided. If necessary these messages can be adjusted in line with local practices to highlight the local partners or aspects.
- The content is written in English; however, each partner is welcome to translate it into their native language.
- Always include the suggested hashtags: #aimatters, #aimatterseu #DigitalEurope, #AI, etc
- National translations of the hashtags are permitted, but it is recommended to also use the English version.

## 4. Monitoring and evaluation of communication and dissemination activities

### 4.1. Work package meetings

The communication and dissemination activities for AI-MATTERS are categorized under WP5 - Communicating, Disseminating and Raising awareness about the network. Work package meetings will be held at regular intervals, these will involve Brainport Industries, the work package leader in WP5, a representative from each of the nodes and satellite and other consortium members by choice/on request. Meetings will be held monthly to track progress with the purpose of identifying, planning, and delivering relevant content and also highlighting any deviations arising from the monitoring of the communications and dissemination activities, the status of other tasks in WP5 and the appropriate actions or outcomes.



## 4.2. Collaborative platform

In order to collaborate and exchange documentation between the consortium members, an online collaboration platform has been set up. On this shared platform, members can find relevant information and documentation on the project in general and each of the work packages specifically. Amongst other things, a communication toolkit, templates, an event calendar and a communication calendar are available here.

## 4.3. KPI's

Continuous monitoring of KPIs for AI-MATTERS' communication and dissemination activities will provide a reference point to track and evaluate the effectiveness of the communication tools and activities and redirect efforts as needed.

For monitoring to prove effective, all partners must provide regular updates on the activity logging document (see paragraph 5.2). Once complete, quantitative and qualitative indicators will be collected by the WP5 leader (Brainport Industries) and analysed, the results of which will be then presented at the monthly WP5 meetings. Based on these regular evaluations of the KPIs, changes may be required in relation to the type of activities, messages, tone of voice, or targeted audiences.

OBJECTIVE	TARGET GROUPS	KPIs	IMPACT	TIMING
OB1. Inform	<ul style="list-style-type: none"> <li>SMEs, AI providers</li> <li>European EDIHs network;</li> <li>RTOs and digitisation expert; Standardisation bodies;</li> <li>EEN, business association interregional network;</li> <li>Citizen, civil society</li> </ul>	N. 1 page on partners' website N. 1 brochure and videos N. 1 corporate image N. 70 newsletter and 35 press release N. +500 social media posts (Linkedin, Twitter) N. 1 marketing campaign on national journal N. 5 events co-organised with EEN and relevant stakeholder	Attract AI providers (SMEs) to AI-MATTERS offer	M1-M60
OB2. Awareness	<ul style="list-style-type: none"> <li>SMEs AI provider</li> <li>SMEs manufacturing end users</li> </ul>	N. 35 success stories (e.g. videos, articles on journal) N. 70 events (incl. webinar and physical) N. 15 articles on EU or national sectoral journal	Attract manufacturing end user to adopt AI solution	M1-M60
OB3. Engagement	<ul style="list-style-type: none"> <li>SMEs AI provider</li> </ul>	N. 900 one to one meetings N. 5 events co-organised with EEN N. 200 customer helped	Engage AI providers in AI-MATTERS node services	M6-M60
OB4. Network and capacity building	<ul style="list-style-type: none"> <li>AI-MATTERS node</li> <li>AI TEFs selected</li> <li>EU projects</li> <li>EDIH, DIHs</li> <li>EEN, business association</li> </ul>	N.14 capacity building events N. 5 events (online/physical) for best practise exchange within European EDIHs network	Networking and increasing capacity building	M6-M60

# 5. Management of communication and dissemination activities

## 5.1. Communications Toolkit

A communication toolkit aims to help partners prepare their communication activities, events and media relations. The following information has been made



available to download from the shared platform which includes key public information about the project, such as:

- Project visual identity: logo, fonts, colour palette (See Annex I)
- PowerPoint template and slide set (see Annex II)

Partners are encouraged to create a network of people who are interested in the project. In order to share timely information about accomplishments, milestones, and opportunities, a common database of contacts will be built. The database will be operated in strict accordance with the GDPR.

## 5.2. Activity logging

An activity logging document has been made available on the project's online collaborative platform and must be updated by all partners prior to or immediately following a communication or dissemination activity.

Each time a consortium partner publishes content or materials online, attends or organises an event, workshop, or external meeting, produces or distributes project printed or audio-visual materials, or represents the project in any way to an external audience, they must provide the information and list it into the activity logging document.

The purpose of the register is to compile all communication and dissemination information for official EU reporting requirements, while keeping all partners informed of ongoing communication and dissemination activities. This type of record-keeping also improves our ability to revise, if necessary, the strategy for disseminating information and to address problems with the success of the anticipated impact.

## 5.3. Roles of partners

To ensure that all partners comply with the European Commission's regulations on communication and dissemination as defined for the Digital Europe Programme, the following dissemination and communication guidelines have been established. The guidelines will ensure that the information released by the AI-MATTERS project is consistent and accurate:



- All partners will contribute to the communication and dissemination activities as outlined in this plan with the specific aim of increasing the visibility and overall impact of the AI-MATTERS project.
- All partners will include the AI-MATTERS logo and the branded templates created and saved on the shared platform when presenting, disseminating, and communicating about the project.
- All partners will log and keep track of their dissemination and communication activities as and when they occur, by recording them on the Activity logging register.
- According to the Grant Agreement (Article 17) and the EU communication rules, all partners are responsible, when communicating and/or disseminating about the project, either online or on printed material, to ensure that the following disclaimer and European Commission funding acknowledgement are clearly displayed, alongside the EU emblem, in the following format:



*Co-funded by the European Union under grant agreement number 101100707. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.*

Moreover, this acknowledgement must be also translated into local languages where appropriate using also the emblem and text in local language as available in the EU Download centre.<sup>3</sup>

## 5.4. Networks and related projects

The AI-MATTERS partners are well-positioned in a number of other projects involving Artificial Intelligence. Consequently, the AI-MATTERS communication and dissemination strategy will be executed in collaboration with these and other ongoing EU-funded projects, as well as relevant consortiums.

Co-dissemination efforts such as these will be made to increase the project's impact and benefits. AI-MATTERS can contribute to and substantiate the innovation action by collaborating and sharing information. In addition, the process of actively collaborating with other European and international consortiums will allow AI-MATTERS to gain additional insights in AI domains, as well as knowledge of potential approaches, best practices, and technologies that could be applied to address similar problems.

These efforts can include the following:

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<sup>3</sup> [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)



- Cross-referencing between project websites.
- Opportunities and events are communicated on websites, social media and in project newsletters.
- Participation in or presentation at project-related events, workshops, conferences, and training.
- The discussion and exchange of best practices, tools, and knowledge..

## 6. Conclusions

This communication and dissemination plan outlines the steps and resources necessary to promote the AI-MATTERS project and its services. This document defines key concepts, objectives, messages, target audiences, channels, and procedures. It also provides the consortium partners with guidelines for communicating the project's results and serves as a quick reference for all partners throughout the duration of the project.

The plan for communication and dissemination will be reviewed at the next review meeting (M30) and again at the conclusion of the project (M60). All communication and dissemination activities will continue to be monitored, and the Activity Report will be updated in order to reach the predetermined goals and audiences. All document templates are available for download on the project's online collaboration platform.



# Annexes

## Annex I: Project visual identity: Logo, font, color pallet

### Logo



### Font

#### Print, reports & deliverables

#### Header

**Sum aliqui voluptis iuntin numqui**

Montserrat bold | size: 24 pt. | color: medium blue (#009fe3)

#### Body text

Sum aliqui voluptis iuntin numqui

Montserrat light | size: 11 pt. | color: black

#### Paragraph header

**Sum aliqui voluptis iuntin numqui**

Montserrat bold | size: 16 pt. | color: grey (#767171)

## Powerpoint presentations

### Header

# Sum aliqui voluptis iuntin numqui

Calibri light bold | size: 36 pt. | color: medium blue

### Body text

## Sum aliqui voluptis iuntin numqui

Calibri | size: 20 pt. | color: black

### Paragraph header

## Sum aliqui voluptis iuntin numqui

Calibri | size: 20 pt. | color: dark blue (#023897)

## Colour pallet

023897 [2,56,151] dark blue

009fe3 [0,159,227] medium blue

cdeeff [205,238,255] light blue

a5a5a5 [165,165,165] secondary color (grey)

ea8d4c [234,141,76] highlight color (orange)

2,56,151	0,159,227
165,165,165	205,238,255
234,141,76	



# Annex II: Presentation slideset & template

**AI Manufacturing Testing and experimentation network For European industries**

AI-MATTERS- The Manufacturing TEF

Co-funded by the European Union, under grant agreement number 101100707. Research project supported by Horizon Europe. Horizon Europe is the successor to the European Union's Horizon 2020 research and innovation programme. Horizon Europe is the European Union's flagship programme for research and innovation, covering the period from 2021 to 2027. It is the largest ever and is being funded by the EU and its member states.

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**Expectations from sectorial AI TEFs**

- Support TEFs as world-class reference technology infrastructures at EU level addressing gaps in the value chain, from the lab, to the market.
- Support the deployment and uptake of trustworthy AI & Robotics and support the implementation of the AI Act.
- Support for European technology providers of AI solutions to increase EU IP assets in AI.
- Develop strong & reference testing/validation protocols (reference/acknowledged added value)
- Open to all innovators
- Link to other initiatives (Other Sectorial TEFs / Data space/ EDIHs / AI on Demand Platform, etc.)
- Maximise visibility (to users / to policy makers)

**Member State coverage of sectorial TEFs**

Source: EC

Co-funded by the European Union, under grant agreement number 101100707

**Why AI-Matters?**

Ecosystem of Excellence in AI Support from the lab to the market

**AI and robotics**

**Investment**  
18n€/Year EU funding  
20n€/Year invest @ EU level

**Ambition**  
By 2030, 75% of European enterprises have taken up AI

\* ADRA - <https://adr-association.eu/>

Co-funded by the European Union, under grant agreement number 101100707

**About AI-Matters**

- AI-Matters is a network of seven nodes and one satellite aiming at increasing the resilience and the flexibility of the European manufacturing sector through the deployment of the latest developments in AI and robotics, and intelligent, autonomous systems for flexible production.
- AI-Matters offers its customers an extensive service catalogue spanning the topics above that evolves through continuous updates as needs and expectations of the European manufacturing industry progress.
- Framed under the DIGITAL Europe Programme, AI-Matters actively contributes to enhancing the leadership of the European manufacturing industry.

Co-funded by the European Union, under grant agreement number 101100707

**The AI-Matters partnership**

Node/Satellite	Nr. Lead Organisation	Country	Node/Satellite Members
N1: JFA, France	CEA	France	CEA IRT
N2: Fraunhofer, Germany	Fraunhofer	Germany	Fraunhofer IPA / ARNA2025 / UMS Stuttgart-IRW / PFB
N3: DTI Robotics, Denmark	DTI Robotics	Denmark	DTI Robotics / Odense Robotics Academy / Aarhus
N4: Brno Industries, Nv. Netherlands	Brno Industries	Netherlands	Brnoport Industries / TNO / ENIS
N5: IIRG: CIU, Czech Republic, Greece, Spain and France	CIU	Czech Republic, Greece, Spain and France	CIU / IIRG / IIRG
N6: Tecnalia, Spain	Tecnalia	Spain	Tecnalia / AAM / Invenia / AIMEN / IIA
N7: MADE, Italy	MADE	Italy	MADE / ENGINEERING / FSK
SA: LMS Satellite, Germany	LMS	Germany	LMS / Teaching Factory

- Coordinated by CEA from the Paris-Saclay innovation ecosystem, AI-Matters brings together a consortium of major organisations from eight European countries (Germany, Italy, The Netherlands, Czech Republic, Greece, Spain and France) including 25 beneficiaries.
- All consortium members bring their expertise in manufacturing for different sectors such as automotive, space and mobility, textile, recycling, etc.

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**AI-Matters Network – 25 beneficiaries**

7 Nodes, 1 Satellite

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**The AI-Matters Nodes**

- The 7 node-level-ecosystems work in a cohesive collaborative framework for sharing of knowledge, experiences, good practices, lessons learned, regulatory and ethics implications and operational quality assurance schemes.
- Nodes are rooted in their regional innovation ecosystem and draw from their regional networks to develop and provide services to applicants from all of Europe through direct responses and transversal support.
- These existing regional networks are key to the AI-Matters ability to provide a wide range of services.

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**AI Matters Network**

Service Request → Needs & benefits → Price list available → Shared approach to costing and price listing (country-differentiated) → Service Order Preparation → Service Order → Updates price list

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**END OF DOCUMENT**

