D5.7. Full-Scale operations launch Event

WP5- Communication and Dissemination

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Co-funded by the European Union

Grant Agreement number: 101100707

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Document Information

G.A. No.	101100707	Acronym	AI-Matters
Full Title	AI MAnufacturing Testing and experimenTation network For EuROpean industrieS		
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Type of Action	DIGITAL Simple Grants		
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Document URL	-		
EU Project Officer	Mariusz Bałdyga, Programme Officer, EU policies, DG CONNECT, Unit A1		
Project Coordinator	Valentina Ivanova, CEA-LIST, Deputy Director in charge of European affairs		
Deliverable	D5.7[1]. Full scale operations launch event		
Work Package	WP5 – Communicating, Disseminating and Raising awareness about the network		
Date of Delivery	**Contractual**	M18	**Actual**	Launch event organised in M18, report on M21
Nature	R – Report	**Dissemination Level**	SEN - Public
Lead Beneficiary	TECNALAI R&I, TECNALIA		
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Keywords	TEFs, EDIHs, DIH, R&D projects, Digital Europe projects, initiatives, events, cooperation and synergies, ecosystem		

Document History

Version	Issue Date	Stage	Changes	Contributor
1.0	18/06/2024	Draft report	Initial release	TECNALIA
1.2	06/09/2024	Draft Final	Review	CEA
1.3	12/09/2024	Final	Reviewed	TECNALIA

[1] Please note that this Deliverable became D11 during the amendment process (it corresponds to D3.3. in the proposal)

Table of Contents

1. Executive summary

This report corresponds to Deliverable D.5.7 “Full scale operations launch event”. It summarises the work and results from the event that took place in Bilbao, from 4-7 June 2024.

In June 2024, the AI-MATTERS consortium organised its 5th consortium meeting in Bilbao. The main purpose of this meeting was twofold:

- Meet each other and discuss on progress, challenges, and mitigation actions.
- Launch the TEF service Catalogue, on a key event for manufacturing technologies, end users and service providers. Or, the Full operation Launch scale event, following the Deliverable title.

The meeting has been an opportunity to exchange, co-create, learn, and disseminate internally, to the consortium, and externally. The consortium meeting was organised together with a public dissemination event, where we officially launched the services of the TEF within the framework of one of the key events for the manufacturing sector, the BIEMH.

The BIEMH (https://biemh.bilbaoexhibitioncentre.com/en/), is a biannual exhibition where knowledge, technology and opportunities that anticipate the future of industry are exchanged. BIEMH is a reference benchmark international advanced manufacturing trade show.

2. About the Bilbao event

The meeting in Bilbao (see agenda attached in Annex 1), was structured in two different parts:

- The Consortium meeting.
- The full-scale operations launch event.

The **Consortium meeting** lasted for three days. It served to review the project development and think forward on challenges and needs to fully achieve the project results. The approach for the meeting was innovative boosting consortium members participation and focused on co-creation. This is why, we were supported by a facilitator and a graphic recorder who helped the team to achieve valuable results. The meeting also served to discuss and further prepare the ground for the messages that had to be launched during the dissemination event/the full-scale operations launch event. Images summarising the process and the results reached are presented in Annex 2 for the first day and Annex 3 for the second day.

The **full-scale operations launch event**, was the AI-MATTERS dissemination event, as already described, organised within the framework of the BIEMH by TECNALIA and AFM partners.

All the presentations for the Consortium meeting and the launch event can be found in the SharePoint of the project.

3. Full scale operations launch event

3.1. Agenda

As described before, this event was organised on 6 June in the framework of the BIEMH. The title of the event was: **AI-MATTERS: Artificial Intelligence and robotics for manufacturing.** The agenda for this event is sumarised below:

When: **June 6th, 2024**

Venue: **BILBAO EXHIBITION CENTRE (BEC). Level 5, Room 1**

Language: English

About AI-MATTERS

The AI-MATTERS project is building a network of physical and digital facilities across Europe where innovators can validate their solutions under real-life conditions. AI-MATTERS contributes to increasing the resilience and the flexibility of the European manufacturing sector through the deployment of the latest developments in AI, robotics, smart and autonomous systems. The projects provide an extensive catalogue of services to innovators in the following key topics: factory-level optimisation, human-robot interaction, circular economy and adoption of emerging AI enabling technologies.

AI-MATTERS is a flagship initiative under the Digital Europe Programme for the setting up of a unique and worldclass AI Testing and Experimentation Facility (TEF) in Manufacturing to make the EU the place where AI excellence thrives from the lab to the market. The TEF offers a combination of physical and virtual facilities, in which technology providers can get support to test their latest AI-based soft-/hardware technologies in real-world environments.

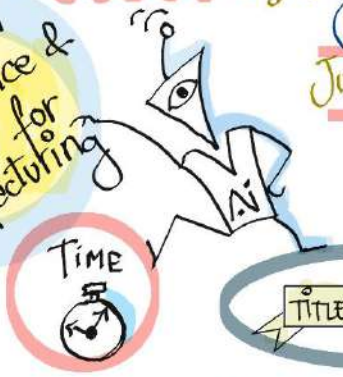
Agenda for the event

AGENDA

Artificial Intelligence & Robotics for Manufacturing

BILBAO EXHIBITION CENTRE BEC
(Barakaldo - Bizkaia)
June 6th. 2024

Nivel 5
Sala 1



11:00	Official Opening	Mariusz Baldyga - European Commission
11:15	Welcoming Words	Agustín Sáenz - TECNALIA
11:25	About AI-MATTERS (The Testing and Experimentation Facility for Manufacturing)	David Servat - CEA
11:35	The AI-MATTERS Spanish Node and ecosystem	Begoña Sánchez - TECNALIA
11:45 12:45	The key role of Artificial Intelligence: Revolutionising Manufacturing Industry and Robotics.	Carmen Alonso - TECNALIA (Keynote and moderator) Sandra Seijo - Ayesa Fernando Saenz - Savvy Manuel Gallardo - Oesia Andrés Arriaga - Lis Data César Lorenzo Zacalle - OMRON (Panel discusión)
12:45 13:30	Inspiring cases for Manufacturing and robotics.	Jon Ortiz - TECNALIA Santiago Grandal - AIMEN Carlos Millán - ITA
13:30 13:45	CLOSING of the event	Amaia Martínez - SPRI - Basque Government Patricia Tamés - AFM
13:45 -	LUNCH	
15:00	Guided Tour in BIEMH	Patricia Tamés - AFM

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3.2. About the full-scale operations launch event

Together with the consortium meeting, the **full-scale operations launch event** took place during day 3. It was organised as planned in month 18. For this TECNALIA and AFM managed to set this event in the framework of the BIEMH.

The BIEMH (https://biemh.bilbaoexhibitioncentre.com/en/) is a biannual exhibition where knowledge, technology and opportunities that anticipate the future of industry are exchanged. BIEMH is a reference benchmark international advanced manufacturing trade show, that in previous editions gathered about 35,145 visitors from 52 countries, more than 1,400 exhibiting firms from 28 countries, 3,400 machines, products, services and new products, and 300 major buyers invited.

Although previous figures are impressive in terms of participation and impact, this **32nd edition** gathered a total of 37,614 visitors from 67 countries took part in the BIEMH and the parallel events e.g., ADDITED, BeDIGITAL, and WORKinn Talent Hub, and other meetings such as the **AI-MATTERS full scale launch event**.

All together 1,604 exhibiting firms from 29 countries were present. Every two years, the BIEMH is established as a strategic event to boost the competitiveness of the participating companies, strengthen the exchange of knowledge and relationships through networking, and create collaborative opportunities that go beyond local borders.

The AI-MATTERS launch event was organized in the framework of the BIEMH agenda and disseminated by BIEMH together with the other events The main aim was to be as close as possible to industry, companies and service providers. In brief, to future potential clients for our TEF.

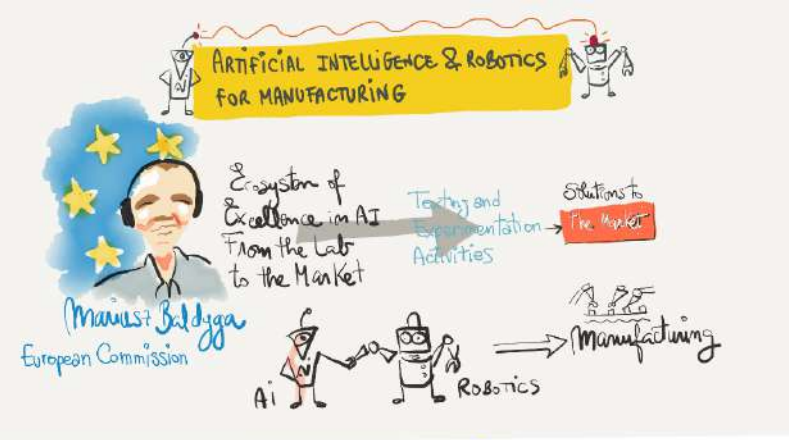
A guided tour in the BIEMH premises was also offered to the participants.

3.3. Results from the event

The event counted with at least 80 participants including the project partners, companies, public organisations, research institutes, etc.

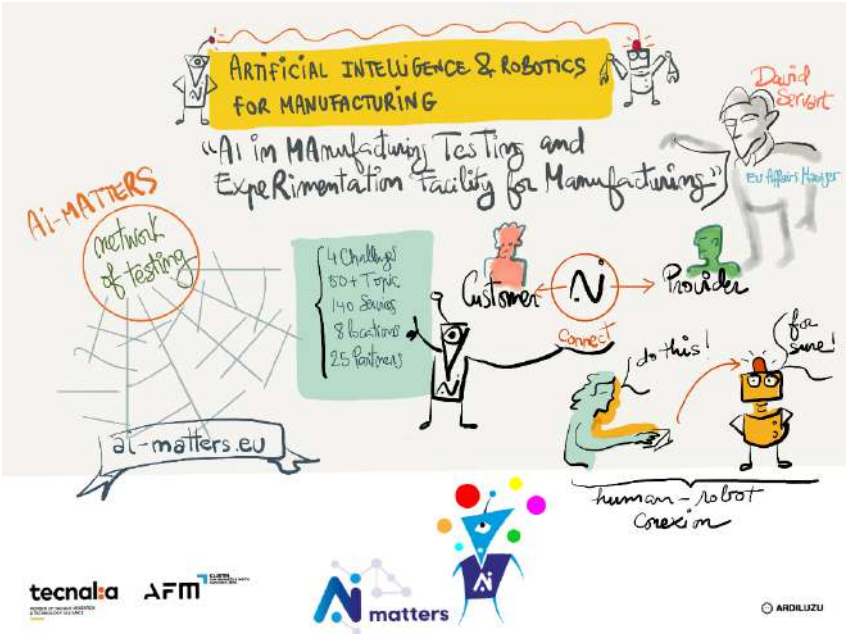
As already presented in the agenda, the event was guided by a maître of ceremonies to ensure a lean implementation. The following images include the main outcomes of the event:

- Opening by the EC

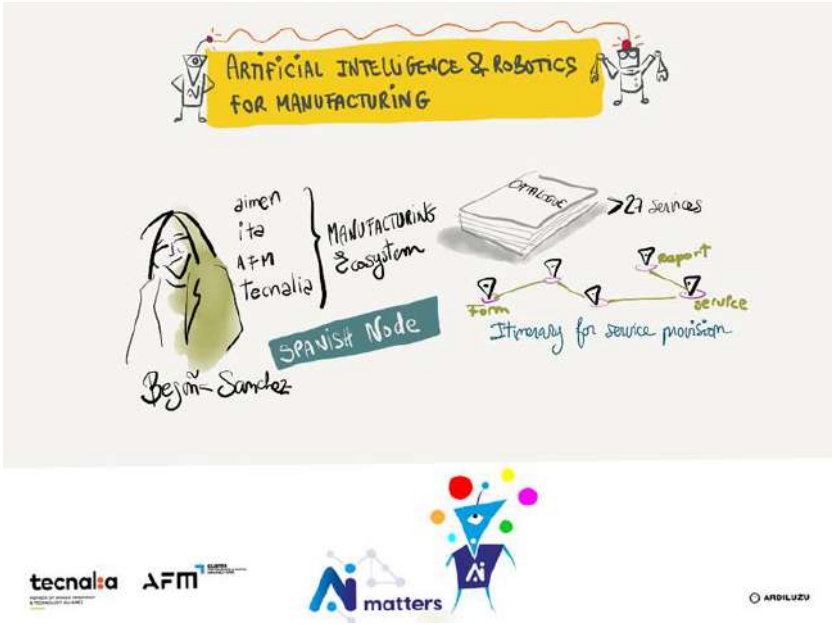


- Welcoming words TECNALIA

- AI-MATTERS context, CEA



- Spanish Node, TECNALIA



After setting the welcome words and presenting the project and Spanish Node contexts; two specific sessions were organised that specially targeted companies and service providers, as potential clients for our AI-Matters TEF:

- *The **key role of Artificial Intelligence: Revolutionizing Manufacturing Industry & Robotics***. Following the keynote speech by Carmen Alonso from TECNALIA, she moderated a **panel discussion with companies** and service providers on potential challenges, needs and demands.
- The second session focused on **Use cases for manufacturing**, the idea was to present examples of **potential services** that **could be provided by the TEF** and specially by the **Spanish Node partners** to support needs. All these cases were supported by PWP presentations.

Hereby, we include some highlights on the keynote speech and on the main conclusions from the panel discussion with companies.

- Key Node, and moderated panel with companies, TECNALIA

The debate with companies followed a keynote speech from TECNALIA under the title: *The key role of Artificial Intelligence: Revolutionizing Manufacturing Industry & Robotics*. The keynote speech focused on how to understand the AI revolution, which seems to be in all sectors and at the same time. It provided more details for manufacturing and robotics as well as on the challenges for industry, including a series of practical examples. The recently launched AI Act was also discussed. The presentation concluded with this slide on challenges to set the floor for the panel debate with companies.

- **Pannel discussion with companies:**

The panel discussion focused on the following challenges:

1. **Latest AI solutions with high impact** (e.g., ChatGPT) and regulations like **AI-Act.**

The discussion around this challenge concluded that these solutions would impact directly in the AI solutions that would be applicable in manufacturing and many other sectors. In some cases, regulation and latest AI solutions apparently present a conflict, that shows the impression that regulation will prevent fully adoption of latest technologies with clear impact in the worldwide competitiveness of European companies. The panel perceived this as a real threat but also as an opportunity for Europe, to work in a different manner with real regulations.

2. **Challenges around AI technology**

AI technology will be crucial to be known by all the professionals, as it happened in the past with computers and digitalisation tools. This is a current challenge where the human must be involved, not only in the learning process but also as a principal actor in the AI definition and developments, bringing together experts and AI, where AI is supporting humans. The participants from the panel agreed on the fact that companies and service providers are getting ready with internal or external initiatives to bring together AI and experts to foster early AI adoption.

3. **Main challenges industry** is facing concerning **robotics and industrial automation** and to implement any **AI based solution or technology.**

Robotics in the manufacturing sector has gone through several stages: machines replacing people, machines collaborating with people and now we are talking about ‘harmonisation’, machines that are able to enhance human capabilities. The process encompasses the following stages:

- The first stage could be considered as of **replacement** by machines of those tasks that do not need to be performed by humans.
- The second stage is the **collaboration** between humans and machines, which is currently progressing in the world. An example of this is a production line where humans and robots work together, each performing the most appropriate task to increase productivity.
- The third stage tend to be the **harmony** between humans and machines, which extends human capabilities. As machines become a more integral part of society, humans will enjoy the support of machines in a variety of new and different ways that will expand the potential of human capabilities.

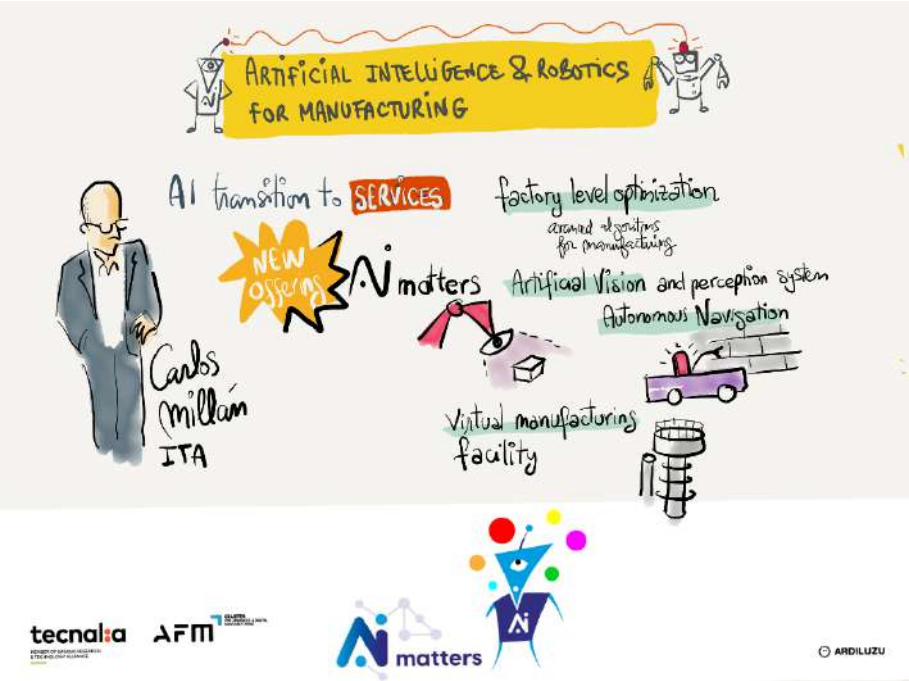
Today, collaborative robotics has gone a step further to **Cognitive Robotics**: Robots need advanced perception and spatial reasoning capabilities to be able to perform tasks that require greater flexibility and dexterity than the tasks they can currently perform in industry (tasks in which all actions are pre-programmed, and the robot has little ability to adapt its movements to new situations).

But nowadays, there are also limitations in industry such as:

- These types of robots are expensive, affordable for large companies, but this is a problem for SMEs.
- They must be fast, in real time, so that productivity is not penalised.
- There should be mechanisms to bring this technology closer:

All participants agreed, that **AI-MATTERS TEF** is a very good initiative to support them, especially to test and experiment and to get to industrial SMEs in better conditions.

- Use cases, TECNALIA, AIMEN, ITA



- Concluding Remarks, SPRI, AFM

After the event, a **special Guided tour** was organised in the BIEMH. Participants had the opportunity to get in contact with several companies from the exhibition and discover the latest technologies.

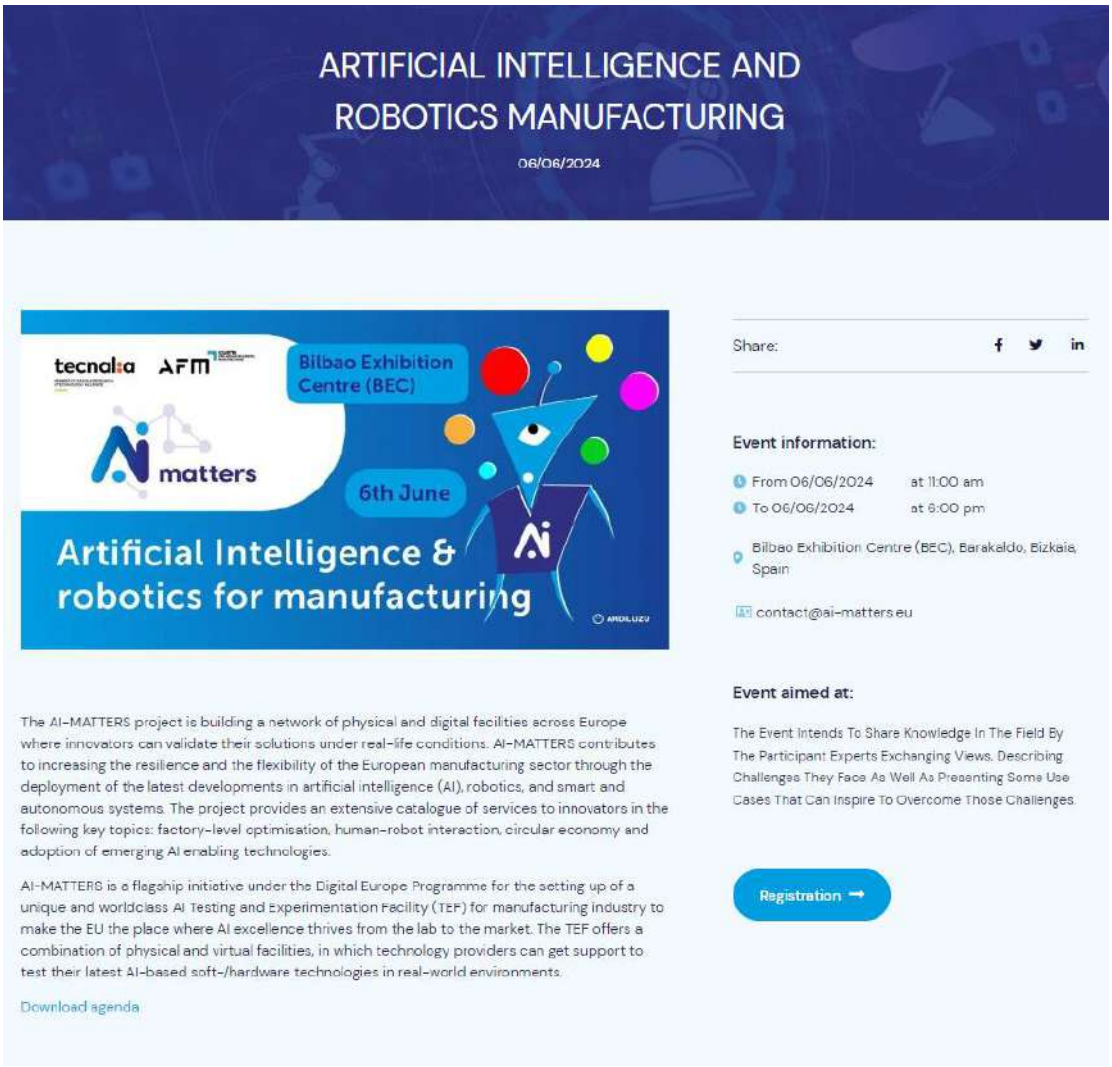
A dedicated brochure was prepared.

3.4. Dissemination actions

Strong dissemination efforts were made by partners organisations as well as individuals through the social media (LinkedIn) as well as BIEMH as already mentioned.

A bit more in detail, hereby some links:

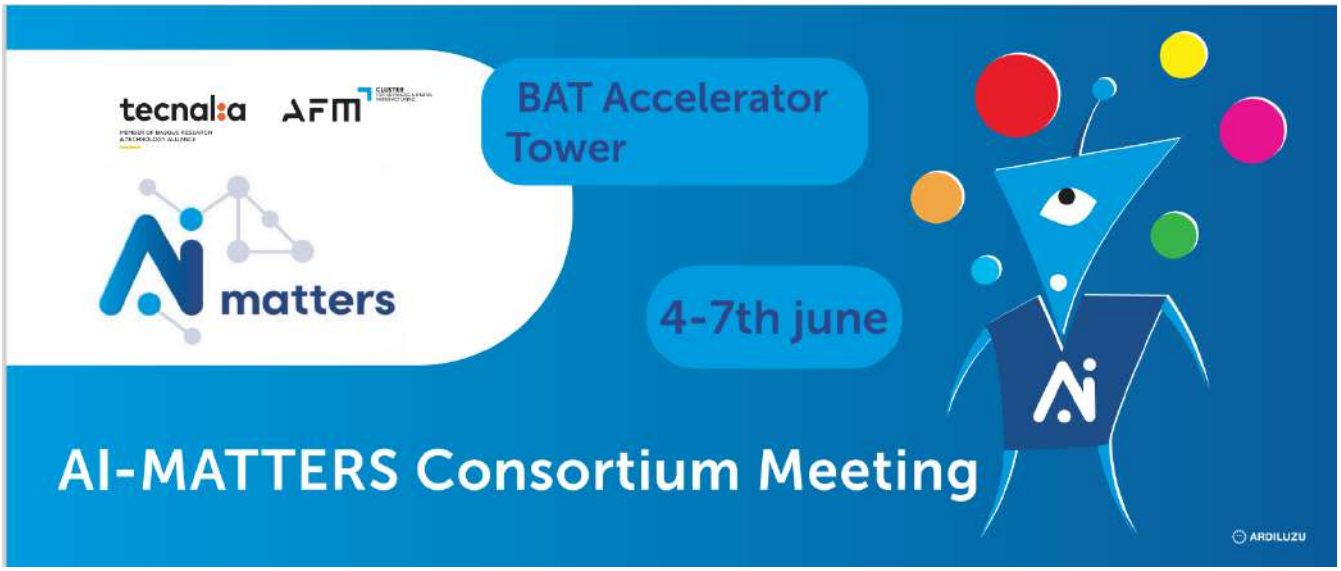
- AI MATTERS at BIEMH Post
- AI MATTERS Consortium in Bilbao Post
- AI MATTERS Li page
- A dedicated brochure for the Launch event and Guided Tour.
- Announcement of the event on the AI MATTERS website as shown in the following image:



Annex 1. Agenda of the Bilbao event

Bilbao Consortium meeting and Open event

Bilbao 4-7th June 2024



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Grant Agreement number: 101100707

4 June (half day), Bilbao

Venue: BAT Accelerator Tower. **Address:** Gran Vía Don Diego López Haro, 1. Bilbao 48001 (Bizkaia). Floor 6th.			
Time	**Title of the session**	**Description of session**	**Speaker**
13.00-14.00h	**Welcoming lunch**		
14.00-14.15h	Official opening	Official welcome to partners and purpose of the Bilbao meeting. Presentation of the agenda	Begoña Sánchez- TECNALIA
14.15-14.30h	Setting the scene	- Where are we? - What are our plans?	David Servat- CEA Valentina Ivanovva- CEA
14.30-14.45h	WP1-overview	2 slides (status, challenges, mitigation actions)	David Servat- CEA
14.45-15.10h	WP2-overview	2 slides (status, challenges, mitigation actions)	Kahl, Björn – Fraunhofer IPA
15.10-15.30h	WP3-overview	2 slides (status, challenges, mitigation actions)	Ondrej Beranek- CVUT
15.30-16.00h	**Ice breaking**		
16.00-16.20h	WP4	2 slides (status, challenges, mitigation actions)	Alessandro Favalli - MADE
16.20-16.45h	WP5	2 slides (status, challenges, mitigation actions)	Steffie van de Vorstenbosch - Brainport Industries
16.45-17.00h	Discussion & Concluding remarks		CEA, ALL

5 June (full day), Bilbao

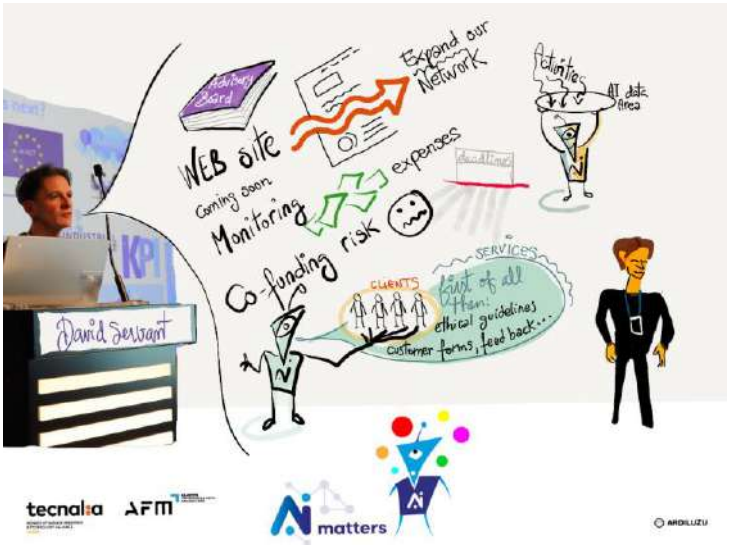
Venue: BAT Accelerator Tower. **Address:** Gran Vía Don Diego López Haro, 1. Bilbao 48001 (Bizkaia). Floor 6th.			
Time	**Title of the session**	**Description of session**	**Speaker**
9.30h-9.40h	**Hello!**	Dynamics of the day	Xabier Uriarte-TECNALIA, facilitator of WG sessions
9.40-11.00h	**How to organise and maintain a dynamic service catalogue?**	10´: Overall 30´: facilitated Working Group, around 1-2 main challenges. 10´: Concluding remarks	Coordinated by IPA
11.00-11.30h	**Coffee - Ice break**		
11.30-13.00h	**Challenges around the Service offering: exchange of experiences among Nodes**	Working Group structured in 2 sessions: - 45´: Overall- Node Coordinators brief status and challenges (5 minutes each, 2 slides maximum). (Please indicate a maximum of 3 challenges per Node) - 45´: understanding, grouping, and prioritising challenges	Coordinated by: CVUT Moderated by TECNALIA
13.00-14.00h	**Lunch**		
14.00-15.30h	**Action plan**	- How do we tackle the challenges? - Concluding remarks	Coordinated by: CVUT Moderated by TECNALIA
15.30-15.45h	Break		
15.45-17.00h	**Key issues for AI-MATTERS: synergies, sandboxes, ethical, communication & dissemination & other challenges**	Group discussion on issues to focus	Coordinated by CEA

7 June (half day), Bilbao

Venue: BAT Accelerator Tower. **Address:** Gran Vía Don Diego López Haro, 1. Bilbao 48001 (Bizkaia). Floor 6th.			
Time	**Title of the session**	**Description of session**	**Speaker**
9.30-9.50h.	**New Italian Company**	Presentation of the new company and exchange with the consortium	New partner
9.50-10.00h	**GA meeting**	Consortium voting	ALL
10.00h- 11.00h-	**How to address the AI-MATTERS exploitation strategy?**	Exploitation WG	MADE
11.00-11.15h	**Break**		
11.15h-12.00h	**Follow up**	Exploitation WG	MADE
12.00-12.30h	Concluding remarks from Bilbao meeting		TECNALIA, ALL
12.30	**Lunch and end of the meeting**		

Annex 2. Results from the Consortium meeting, 1st day

The first and second days from the meeting, were oriented to the work of the project team. The following images summarise results of the meeting.


Advisory Board
WEB site
Coming soon
Monitoring
Co-funding risk
Expand our Network
expenses
Activities
AI data area
SERVICES
CLIENTS
First of all
Then:
ethical guidelines
customer forms, feed back...
David Servant
tecnalia
AFM
matters
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Goals
WP2 service Catalogue
Clear understanding of services
250 services collected
• on going services
• quality of service description
• scope of service
Cost Modelling
Fraunhofer IPA
tecnalia
AFM
matters
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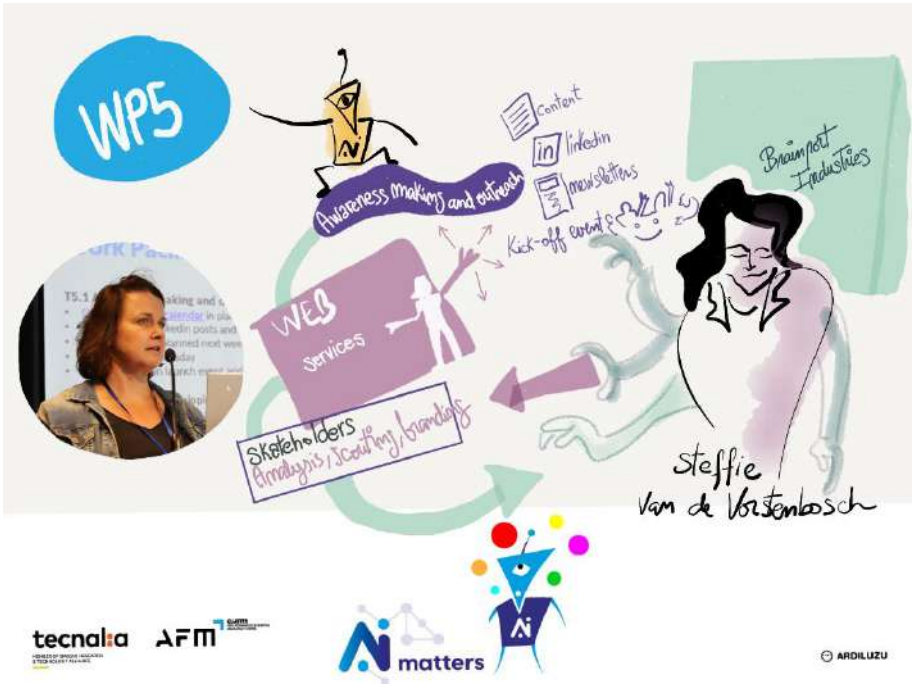
WP3
gobername meetings documentation
Service provision Report
Report on transversal meetings
reports nodes
Exploitation Plan
value
Consortium
Ondrej Beranek
CVUT
EDIHs
JETs
Incubation and Startups hubs
Related Events
tecnalia
AFM
matters
ARDILUZU


WP4
AI-Matters monitoring after service
Sustainable
Best Practices
Policy & stakeholders
KPI 1
KPI 3
KPI 4
KPI 2
KPI 5
Each Project has his own...
Alessandro Faraldi
tecnalia
AFM
AI matters
ARDILUZU


WP5
Awareness making and outreach
Content
linkedin
newsletters
Kick-off event
Brainport Industries
WEB
Services
Stakeholders
Analysis, Scaling, Standards
Steffie
van de Vorstenbosch
tecnalia
AFM
AI matters
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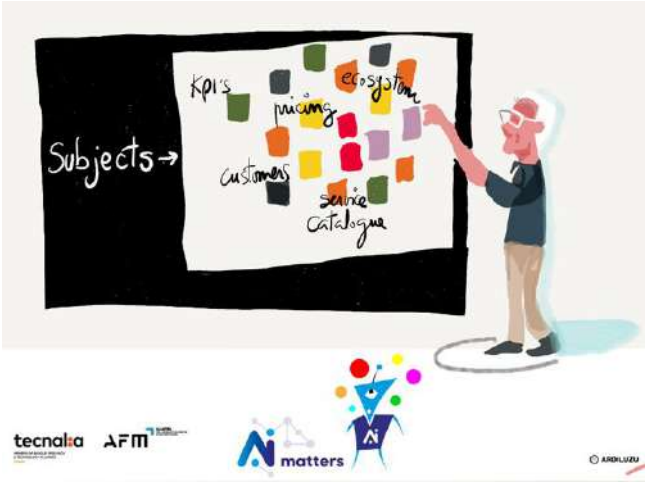
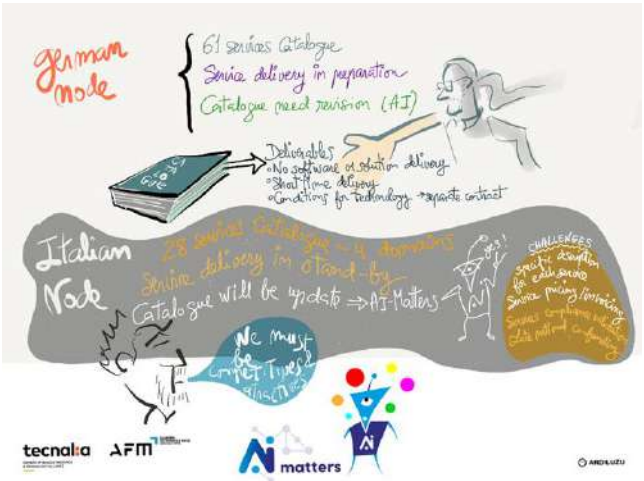
Annex 3. Results from the Consortium meeting, 2nd Day

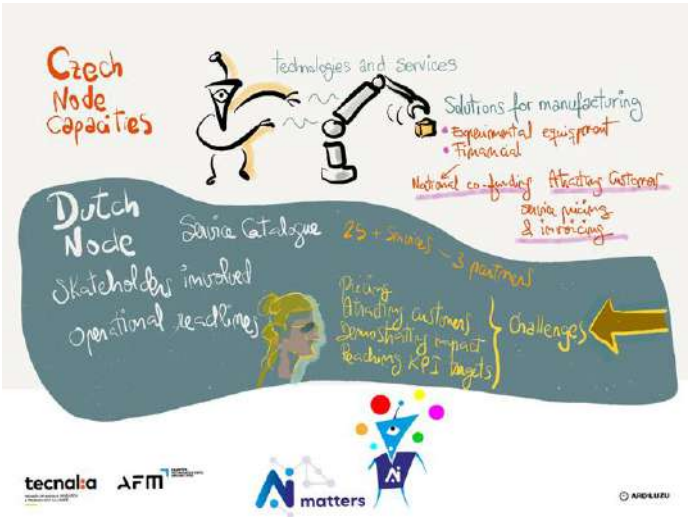
The second day focused on the challenges around the service offering: exchange of experiences among nodes. The session started with seven short presentations by the project node coordinators, describing the current nodes situation, the services offered, and the main challenges faced by nodes in terms of service provision. Each node was invited to share up to three main challenges.

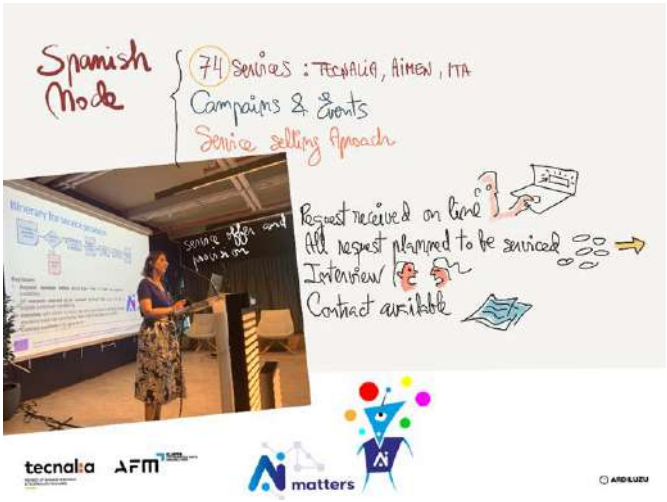


Then, the project partners organised in six working teams worked on the following topics:

In the first phase of the teamwork, the teams were asked to discuss the challenges presented by the nodes to understand and cluster them. The grouping of challenges was intended to address them in depth in the second phase of the teamwork. As the number of working teams was 6, the teams were asked to form up to 6 challenge groups.







After this initial discussion on the challenge groups, the working teams presented their groupings of challenges in the plenary. Also in the plenary, the participants were responsible for regrouping the groups of challenges presented, so that they would have six major groups of challenges to work within a later phase. The resulting groups of challenges were as follows:

- **Challenge group 1: Service Catalogue**:
    - Service catalogue quality:
        - Adapting/optimisation
        - Service compliance validation
        - Impact on industry
    - Understandable service catalogue.
    - Consolidating the service catalogue:
        - Cleaning out some services.
        - Improve description.
        - Overlap and gap in the catalogue.
        - Meet SMEs requirements.
    - Refinement of services description
        - Groups on commonalities & complementarity.
    - AI content.

- **Challenge group 2: Service Offering & Provisioning**:
    - Customer journey.
    - Service offering deployment.
    - Operational readiness level.
    - Non-node customer (e.g., Belgian) & discount:
        - Ministry-based go for it! If barrier, then do not continue.
    - Easy service offering.
    - Marketing.
- **Challenge group 3: Pricing & Financing**:
    - Co-funding & in-kind contributions / Plan Bs.
    - Contractual terms, pricing & discount of service offerings.
    - Pricing and discount.
    - Contractual terms (pricing).
    - Operational:
        - KPI targets
        - Pricing & discount.
        - Contract.
        - Operational efficiency.
    - Contracting conditions standardisation:
        - Guidelines, reference to the documents.
    - Pricing:
        - Procedure (internal plan for provision)
        - Regulations.
        - Discounts.
- **Challenge group 4: Customer attraction**:
    - Attracting customers:
        - Service value.
        - Offering “certification”?
    - Knowing customers' needs and attracting them.
    - TEF Value proposition enhancement:
        - Seal of excellence?
        - AI-MATTERS label?
        - Certifications?
        - Exploit network capabilities in synergies.
    - Attracting customers:
        - Communication / promotion strategy.
        - Website usability.
    - Communication and marketing, promotion.
    - Customer acquisition embarking companies:
        - Marketing
        - How to attract?
        - Collect company needs

- **Challenge group 5: KPI Reaching**:
    - Reaching KPI's
    - Definition & clear understanding of KPIs.
    - Reachability & Efficiency.
    - Realistic?
- **Challenge group 6: Ecosystem**:
    - Ecosystem (EDIH, ….)
        - How to cooperate??
        - How not to compete??
    - Serving customers from an outside country.
    - Ecosystem:
        - Outreach to other initiatives.
        - Added value of network.

Once the broad groups of challenges had been identified, one group of challenges per table was distributed and participants were asked to discuss on how to address it. To enrich the discussions at each table, two rounds of discussions were held in which participants were able to contribute to two groups of challenges. Once the discussion rounds were over, the representatives of each table presented in plenary their conclusions on how to address each group of challenges. These conclusions were as follows:

- **<u>Challenge group 1 Service Catalogue</u>**:
    - To have common content guidelines on service description.
    - To structure/design an easy and company friendly catalogue.
    - To collect feedbacks on market needs and catalogue from the company's ecosystem.

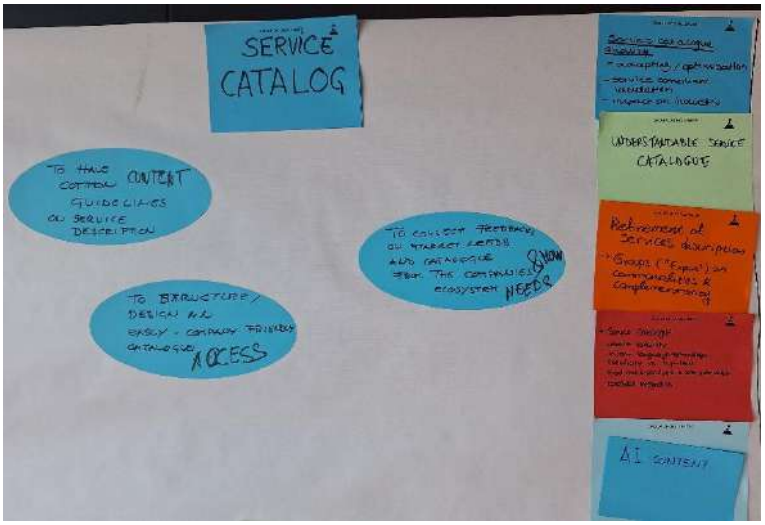
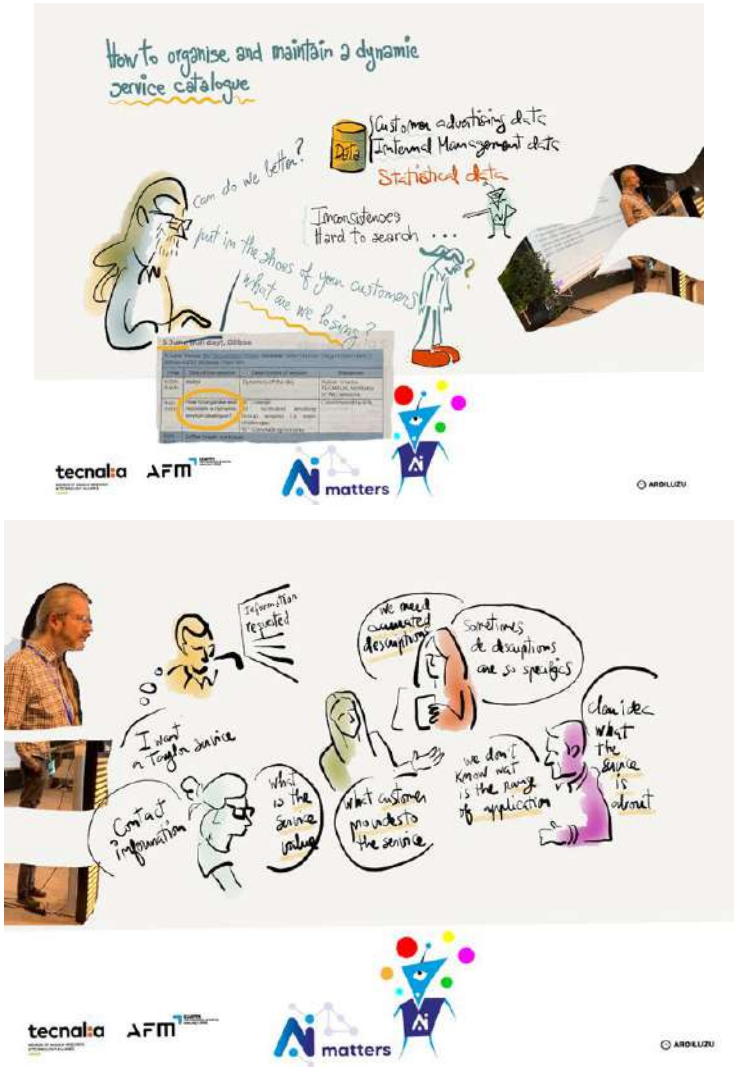


Figure 1: Ilustration of results Challenge Service Catalogue



- **<u>Challenge group 2 Service Offering & Provisioning</u>**:
    1. Entry awareness.
    2. Need assessment.
    3. Service proposal.
    4. Service provision.
    5. Report + Feedback.

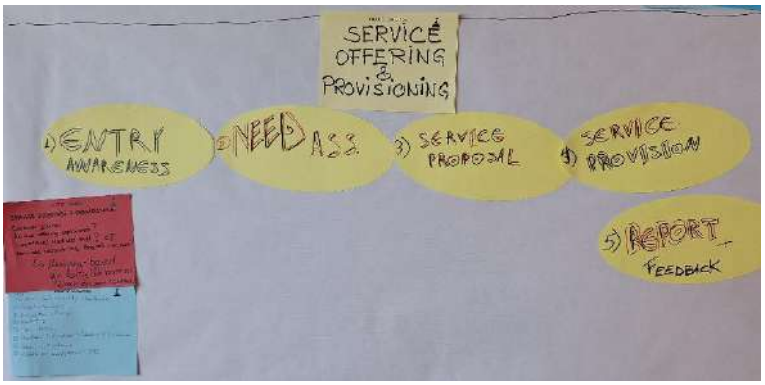


Figure 2: Ilustration of results Challenge Service Offering & Provisioning

- **<u>Challenge group 3 Pricing & Financing</u>**:
    - Guideline and collection of discount politics defined by each node (and partner)
    - Monitoring the implementation of policies:
        - Which functions, efficient for attractiveness.
        - Review each year.
    - Management of discount during the project to fulfil the sustainability of the TEF at the end of the project.

Figure 3: llustration of results Challenge Pricing & Financing

- **<u>Challenge group 4: Customer attraction</u>**:
    - Creating the narrative that triggers customers.
    - Creating material, e.g., testimonials, user stories, successes.
    - Sharing experiences across nodes and partners.
    - Using your ecosystem, business developer, networks, etc, to collect the needs and spread the word.

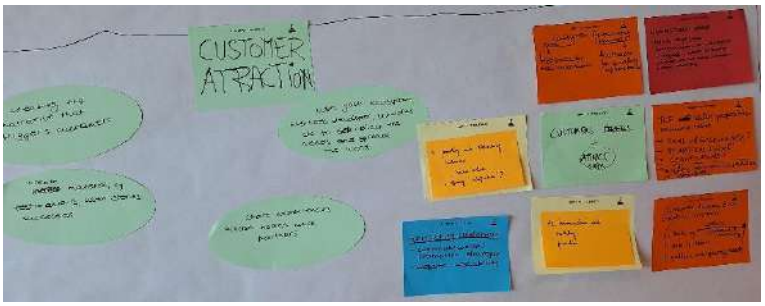


Figure 4: Illustration of results Challenge Customer attraction

- **<u>Challenge group 5: KPI reaching</u>**:
  - Clarification of KPI definitions:
    - E.g., How to count investments on AI from companies that have received an AI-MATTERS service?
    - E.g., User vs. Company.
  - How to measure progress across nodes in a structured way?
  - Contractual proof of some critical KPIs (data to be provided):
    - Man hours.
    - Equipment man hours (including % of new equipment)
    - Type of company.
    - Type of service (study, test, experiment)
    - Funding - Discount.
  - Quantitative goals (pillars of impact):
    - Feedback from the market.
    - Growth rate of customer acquisition.
    - Efficient use of funds.
    - Balance between nodes.
    - Build knowledge + experience in TEF.

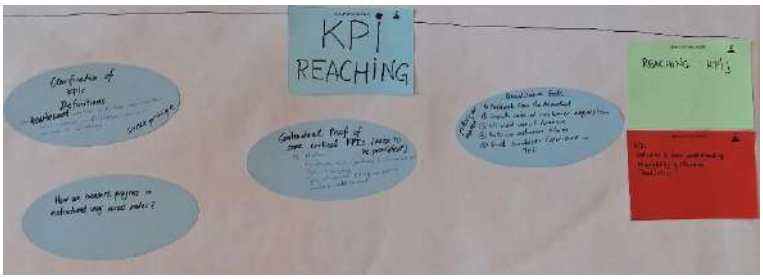


Figure 5: Illustration of results Challenge KPI reaching.

- **<u>Challenge group 6 Ecosystem</u>**:
    - Other initiatives (outreach): starting outreach by kicking in the open doors (initiatives some of us are already in)
        - AI-REDGIO 5.0 / SM4RTENANCE 7 UNDERPIN.
    - Customers Cross-borders: mapping which country/node can (cannot) use national co-funding for discount.
    - Customers Cross-borders / Added value network: mapping overlapping and complementary services.
    - Ecosystem Collaboration / Competition: communicate difference EDIH&TEF & the overlap to the ecosystem & each other.
    - Added value network: map how to effectively intertwine all the networks to optimize value? + define the 'network'.

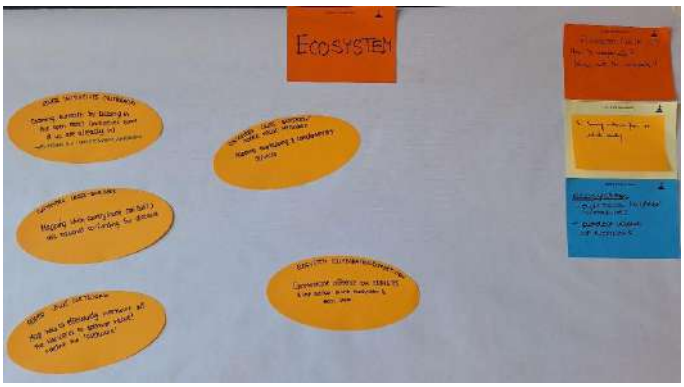


Figure 6: Ilustration of results Challenge Ecosystem