# D8.2

Communication and dissemination strategy

*30 June 2021*

# OPTIMAI

## DOCUMENT SUMMARY INFORMATION

| | | | |
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## DOCUMENT HISTORY

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| V0.0 | 11/06/2021 | Outline of report shared with PC and internal reviewers (TRI and MTCL) | Linda Henriksson (CARR) Adam Hurley (CARR) |
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## PROJECT PARTNERS

| Logo | Partner | Country | Short name |
|------|---------|---------|------------|
| | ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS | Greece | **CERTH** |
| | FINT FUTURE INTELLINGENCE LIMITED | Cyprus | **FINT** |
| | IDRYMA TECHNOLOGIAS KAI EREVNAS | Greece | **FORTH** |
| | EVT EYE VISION TECHNOLOGY GMBH | Germany | **EVT** |
| | VISUAL COMPONENTS OY | Finland | **VIS** |
| | YOUBIQUO SRL | Italy | **YBQ** |
| | PANEPISTIMIO THESSALIAS | Greece | **UTH** |
| | ENGINEERING – INGEGNERIA INFORMATICA SPA | Italy | **ENG** |
| | UNIMETRIK SA | Spain | **UNIMET** |
| | UNIVERSITAT POLITECNICA DE VALENCIA | Spain | **UPV** |
| | Carr Communications Limited | Ireland | **CARR** |
| | UNIVERSIDAD AUTONOMA DE BARCELONA | Spain | **UAB** |
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| | TELEVES SA | Spain | **TVES** |
| | MICROCHIP TECHNOLOGY CALDICOT LIMITED | United Kingdom | **MTCL** |

# LIST OF ABBREVIATIONS

| Abbreviation | Definition |
|---|---|
| AEMT | Association of Electrical and Mechanical Trades |
| BDVA | Big Data Value Association |
| CDB | Common Dissemination Booster |
| CEMEP | European Committee of Manufacturers of Electrical Machines and Power Electronics |
| CEN | European Committee for Standardization |
| D | Deliverable |
| DIN | Deutsches Institut für Normung e.V., the German national organisation for standardisation |
| DoA | Description of Action |
| EASA | Electrical Apparatus Service Association |
| EC | European Commission |
| EDMA | European Diagnostics Manufacturers Association |
| EFFRA | European Factories of the Future Research Association |
| EUnited | European Engineering Industries Association |
| GA | Grant Agreement |
| GAMBICA | Trade Association for Instrumentation, Control, Automation and Laboratory Technology in the UK |
| GDPR | General Data Protection Regulation |
| ICT | Information and Communications Technology |
| IoT | Internet of Things |
| KPI | Key Performance Indicator |
| MEP | Member of the European Parliament |
| OA | Open Access |
| OEM | Original Equipment Manufacturer |
| T | Task |
| WP | Work Package |

![OPTIMAI logo]

# Executive Summary

This deliverable presents the strategy for the communication and dissemination of the project's objectives and results. The primary dissemination objective of OPTIMAI is to ensure that all results are made available to relevant stakeholders, and that the reasons for the results being of interest, benefit and relevance to them is communicated effectively. This in turn facilitates exploitation and take-up of the results by relevant stakeholders. OPTIMAI will result in a toolkit of smart technologies designed to optimise production processes in industry. The emerging tools form the base for the communication and dissemination activities.

The OPTIMAI approach to dissemination is inclusive and iterative. The project partners are involved in the dissemination activities from the planning stage through to implementation.

The strategy describes the OPTIMAI objectives and approach and goes on to identify key audiences, messages, channels and material for dissemination. It outlines relevant scientific and industry publications and conferences and other events to target. It describes the planned clustering, networking and knowledge transfer efforts. It covers media relations and introduces the Forum to be established halfway through the project. It lists the dissemination KPIs and carves out a timeline for activities. It discusses performance measurement and analysis. A section on the management of the dissemination activities is included as well.

The mapping of target audiences is a continuous exercise. Key target audience groups include a range of technology providers, end users, actors in the field of smart manufacturing, facilitators and enablers.

Digital and social channels have a central role to play in the strategy, as they provide extensive opportunities for OPTIMAI to inform, engage and promote take-up of the project results, all the while building and strengthening relationships with the target audiences. The dissemination channels include but are not limited to the project website, social media (Twitter, LinkedIn, YouTube), newsletters and traditional media outlets. All promotional material will be produced in line with the OPTIMAI Brand guidelines.

Clustering with related projects and initiatives, networking activities with relevant stakeholder groups and effective knowledge transfer activities for policy, industrial, research and societal use will be carried out throughout the project and beyond.

Key performance indicators – numerical targets that facilitate the measuring of how well the project achieves its dissemination goals – have been set, and an indicative timeline for dissemination activities up to M18 has been developed to ensure strategic and effective actions.

As the OPTIMAI large scale pilot demonstrations will take place in Greece, Spain and the UK, the OPTIMAI partners based in the pilot areas will play a key role in the dissemination activities.

Our open access approach ensures that the results of our research contribute invaluable knowledge into the marketplace of manufacturing operations. We provide online access to scientific information that is free of charge and reusable. To acknowledge the support received under the H2020 programme, we include the EU emblem and the funding acknowledgement in all dissemination materials.

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# 1    Introduction

By definition, a communication[1] and dissemination[2] strategy is a document outlining a project's approach and concrete actions related to the promotion of the project and the dissemination of its emerging results.

This deliverable constitutes a comprehensive OPTIMAI communication and dissemination strategy, based on the initial plans included in the OPTIMAI Grant Agreement (GA) in accordance with the requirement specified in the Horizon 2020 work programme. A strategy for communication and dissemination is inherently dynamic, which means that it lives and evolves and can be reshaped as the project solutions mature, to match potential changes in priorities. It will be followed by D8.3 Report on communication and dissemination activities - 1st version (M18) and by D8.4 Report on communication and dissemination activities - 2nd version (M36).

There is often some overlap between communication and dissemination, and for the purposes of this deliverable, we cover certain communications aspects under dissemination as the two terms are inherently linked. This means that we cover disclosure of not only project results but also project information in general, especially linked to project progress and highlights.

It is worth noting that the communication and dissemination efforts are shared between all project partners. This deliverable has been authored by CARR, but all partners are involved in the implementation of the strategy. All partners will contribute to the successful communication and dissemination of OPTIMAI for example through attendance at conferences and other events, through contributions to scientific journals and academic papers and by networking with key stakeholders at both a national and a European level.

OPTIMAI will contribute to helping the EU overcome the challenges posed to the European industrial sector, capitalising on the unmatched potential for scientific knowledge and innovation capacity already existing within EU member states. Our aim is to produce breakthrough innovation in OPTIMAI and to use and disseminate its results to achieve radical innovation in the optimisation of manufacturing operations. The approach needed to create an effective transition from results generation to their practical use has been given careful consideration by the experienced consortium. To this end, right from the conceptualisation of OPTIMAI, we have been planning our communication and dissemination strategy with a view to increasing the societal, environmental, innovation and business impacts of the project. Our open access approach ensures that the results of our research contribute invaluable knowledge into the marketplace of manufacturing operations. Our ability to reconcile an open access approach for data and results generated with the business interests of the participating industry has the

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[1] The term "communication" is defined as follows: "Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange" (European Commission 2021).
[2] The term "dissemination" is defined as follows: "The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium (European Commission 2021).

potential to offer a successful case study in terms of knowledge management for future projects developing technologies for Factories of the Future.

OPTIMAI will result in a toolkit of smart technologies designed to optimise production processes in industry. The emerging tools form the core of the communication and dissemination activities.

## 1.1  Purpose of the document

The purpose of this document is to serve as a plan and handbook for ensuring maximum impact in the context of communication and dissemination. This will be achieved by implementing its clear strategy in a way that gives the project maximum visibility and informs the target audiences about the project and its progress and especially about its results. This document describes the strategy that OPTIMAI will follow to ensure that relevant information about the project's results is delivered to the appropriate stakeholders in a suitable and easily accessible format and in accordance with agreed procedures.

As all project partners are involved in the communication and dissemination efforts, it is important to gather all relevant details about the strategy into one document to ensure a coherent approach and to keep everyone informed. Part of the purpose of this document is thus to let project partners familiarise themselves with the overall framework for communication and dissemination.

This deliverable establishes the OPTIMAI response to the requirement set out in the Grant Agreement to disseminate results (GA article 29), to promote the action (GA article 38) and in the Horizon 2020 Rules for Participation (Regulation (EU) No 1290/2013, article 43 on exploitation and dissemination of results).

## 1.2  Intended readership

This deliverable is disseminated both internally within the project consortium and externally to any interested parties outside the project. The intended readership primarily comprises the members of the OPTIMAI consortium and the European Commission OPTIMAI Project Officer and reviewers.

As this deliverable is public, it is openly accessible to external stakeholders in line with the objectives of the Commission-run Open Research Data Pilot that OPTIMAI voluntarily participates in.

This deliverable will be of particular interest to any project partner involved in the OPTIMAI communication and dissemination activities. The strategy is useful to all project partners because it serves as an instrument that helps them see the big picture and understand the communications and dissemination objectives of the project. It aims to help the partners understand where they fit in and in which ways they can contribute and maximise the impact of the project.

## 1.3 Relationship with other OPTIMAI deliverables

This deliverable is closely linked to the deliverables listed in Table 1.

*Table 1: Relationship between D8.2 and other OPTIMAI deliverables*

| Deliverable | Name of deliverable | Link to D8.2 |
|---|---|---|
| Various deliverables from WP 3, 4, 5, 6 | The technical results to be disseminated are described in a number of deliverables | Results to be disseminated |
| D2.3 | State of the art survey | Clustering with relevant projects discussed in D2.3 |
| D7.1 | Training Material – 1st version | The training material is linked to knowledge transfer |
| D7.2 | Training Material – 2nd version | The training material is linked to knowledge transfer |
| D8.1 | Project website and branding | As D8.1establishes the project's profile to external entities and forms a central hub for dissemination. The branding outlined in D8.1 guides the development of all communications and dissemination material. |
| D8.3 | Report on communication and dissemination activities - 1st version | D8.3 will monitor the execution of OPTIMAI's dissemination strategy (D8.2) |
| D8.4 | Report on communication and dissemination activities - 2nd version | D8.4 will monitor the execution of OPTIMAI's dissemination strategy (D8.2) |
| D8.5 | Forum and information pack for key stakeholders | D8.5 will report on communication activities with relevant stakeholders. |

# 2 Communication and dissemination strategy

As this deliverable is written at an early stage of the project (M6), the primary focus is on presenting the strategy and describing how it will be implemented. The strategy has been planned right from the conceptualisation of OPTIMAI for the dissemination of project results and for raising awareness about the project in general. The strategy describes the OPTIMAI objectives and approach and goes on to identify key audiences, messages, channels and material for dissemination. It outlines relevant scientific and industry publications and conferences and other events to target. It describes the planned clustering, networking and knowledge transfer efforts. It covers media relations and introduces the Forum to be established halfway through the project. It lists the dissemination KPIs and carves out a timeline for activities. It discusses performance measurement and analysis. A section on the management of the dissemination activities is included as well.

## 2.1 Objectives

There exists a number of challenges for effective communication and dissemination of the OPTIMAI project which this strategy will seek to overcome. These challenges include the specified nature of the audiences which OPTIMAI hopes to reach and the most efficient way of communicating with these stakeholders. Further, the difficulty of conceptualising the outcomes of OPTIMAI in a way that is immediately relevant to these stakeholders is acknowledged. Finally, it is recognised that the solutions developed by OPTIMAI will be most relevant to stakeholders operating in specific fields, meaning communications activities and key messaging and channels are required to be adjusted for each audience and not simply designed to have a broad appeal.

The communication and dissemination activities are guided by the project objectives. In order for the communication and dissemination efforts to be effective, we first need to understand what the overall objectives of OPTIMAI are. The objectives are presented in Table 2:

*Table 2: OPTIMAI objectives*

| Objective | Description |
|-----------|-------------|
| *1* | Develop a secure and adaptive multi-sensorial network and fog computing framework for continuous production monitoring and quality inspection. |
| *2* | Create a blockchain-enabled ecosystem for securing data exchange and ensuring in real-time the validity and traceability of the collected data and communication transactions. |
| *3* | Develop AI methodologies for defect detection and prediction, integrated in a decision support framework for zero-defect manufacturing. |

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| 4 | Virtualize manufacturing processes via digital twins of sensors and production equipment allowing the rapid line qualification and exploration of alternative production scenarios. |
|---|---|
| 5 | Enable the on-the-fly reconfiguration of production equipment based on quality control feedback and operator's interaction in an AR environment. |
| 6 | Realize a legal and ethical framework to ensure sustainability and compliance of the innovation brought by OPTIMAI with all relevant regulations and ethics principles. |
| 7 | Disseminate the OPTIMAI results widely, on national, European and international levels, so as to draw attention to its ground-breaking developments and actively pursue commercial uptake. |

In this deliverable, our particular focus in naturally on objective 7.

As for the dissemination objectives, to put it very simply, the primary dissemination objective of OPTIMAI is to ensure that all results are made available to relevant stakeholders, and that the reasons for the results being of interest, benefit and relevance to them is communicated effectively. This in turn facilitates exploitation and take-up of the results by end-users (T8.6). Following the best practices set out by DG Research (EC RTD.J5 2016), these objectives can be described as threefold:

- **Dissemination for awareness**

  o Resulting in relevant stakeholders being informed about the research, its progress and results and project activities (distributing information through reports, publishing papers, conference presentations, newsletters and other digital and traditional dissemination channels)

- **Dissemination for understanding**

  o Resulting in stakeholders acquiring a deeper understanding of the project aims and solutions (distributing information in a more interactive manner, e.g. workshops and two-way dissemination channels)

- **Dissemination for action**

  o Resulting in real change, in the breakthrough innovation being upscaled, replicated or transformed and embedded in new contexts; stakeholder engagement (directed, systematic, proactive engagement involving adaptation and implementation).

The OPTIMAI vision is to create an industry ecosystem that will optimize production through Smart Instrumentation, Metrology, Artificial Intelligence, Virtualization and Augmented Reality.

The key communication and dissemination objective thus involves getting the attention of key stakeholders. The aim is then that OPTIMAI will have a lasting legacy facilitated by the planned communication and dissemination work. Ultimately these efforts will stimulate broad uptake of the project's results by technology providers, end users, smart manufacturing entities, facilitators and enablers (see section 2.3).

Gender and non-discrimination aspects are considered. As stated in the GA, OPTIMAI will ensure that an adequate number of women are participating in the innovation action. Of the key personnel on the OPTIMAI dissemination team, 3 are female and 1 is male. Gender balance and inclusivity will be ensured across all dissemination activities and material (*e.g.* text and image).

## 2.2  Overview of strategy

The OPTIMAI dissemination strategy will ensure that the project outcomes (including concepts, scientific results, tools, methodologies, policy and market recommendations) are widely disseminated to the appropriate target audiences, at appropriate times and through appropriate methods, and that external stakeholders who can contribute additional value to the development, evaluation, uptake and exploitation of these outcomes are identified and encouraged to participate.

The OPTIMAI approach to dissemination is inclusive and iterative, and it has been applied in the development of the strategy. The first step of the approach involves listening and gathering insights. In step two, we set specific dissemination objectives. Step three is about identifying relevant target audiences. Step four entails selecting appropriate dissemination channels. Step five covers the planning of impactful activities. Step six involves defining and tailoring key messages accordingly. Step seven sees the actual dissemination activities implemented. This is always followed by step eight, the evaluation and assessment of the degree of success of the activities in question. Revisions and improvements are made where applicable.

The OPTIMAI approach was developed with the following questions in mind: Why should we disseminate, what should we disseminate, to whom and how?

The OPTIMAI dissemination approach is summarised in Figure 1.

*Figure 1: OPTIMAI Strategic dissemination approach*

The OPTIMAI communication and dissemination strategy has been planned with a view to increasing the societal, environmental, innovation and business impacts of the project. The dissemination efforts will actively support and promote the exploitation and future success of project results.

All partners created individual dissemination plans at the proposal stage (see GA section 2.2.1.2). These plans are incorporated into the overall dissemination strategy of the project, whose aim ultimately is to contribute to making a significant impact and stimulating broad uptake of the project's results.

A visual outline of the OPTIMAI Communication and dissemination strategy is presented in Figure 2.
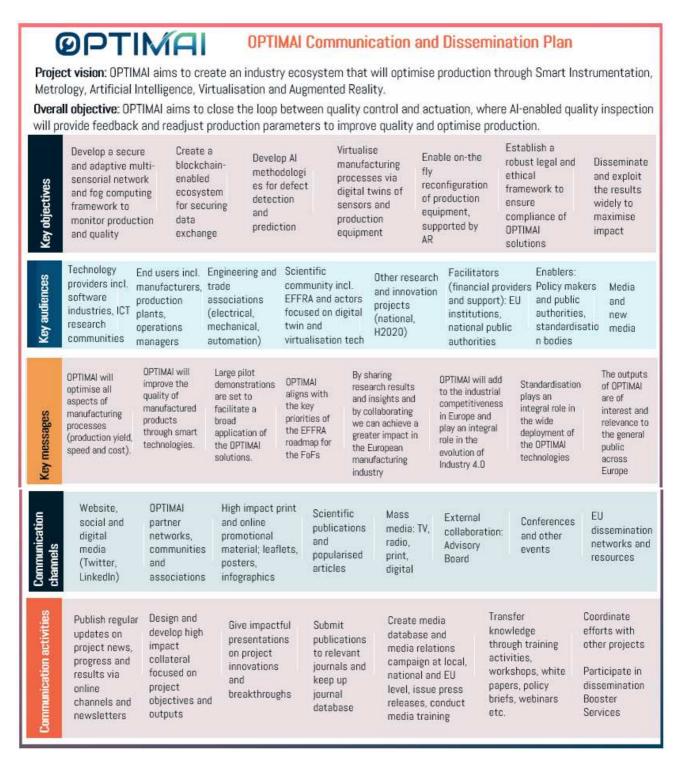
**OPTIMAI Communication and Dissemination Plan**

**Project vision:** OPTIMAI aims to create an industry ecosystem that will optimise production through Smart Instrumentation, Metrology, Artificial Intelligence, Virtualisation and Augmented Reality.

**Overall objective:** OPTIMAI aims to close the loop between quality control and actuation, where AI-enabled quality inspection will provide feedback and readjust production parameters to improve quality and optimise production.

| Key objectives | Develop a secure and adaptive multi-sensorial network and fog computing framework to monitor production and quality | Create a blockchain-enabled ecosystem for securing data exchange | Develop AI methodologies for defect detection and prediction | Virtualise manufacturing processes via digital twins of sensors and production equipment | Enable on-the fly reconfiguration of production equipment, supported by AR | Establish a robust legal and ethical framework to ensure compliance of OPTIMAI solutions | Disseminate and exploit the results widely to maximise impact |
|---|---|---|---|---|---|---|---|
| **Key audiences** | Technology providers incl. software industries, ICT research communities | End users incl. manufacturers, production plants, operations managers | Engineering and trade associations (electrical, mechanical, automation) | Scientific community incl. EFFRA and actors focused on digital twin and virtualisation tech | Other research and innovation projects (national, H2020) | Facilitators (financial providers and support): EU institutions, national public authorities | Enablers: Policy makers and public authorities, standardisation bodies / Media and new media |
| **Key messages** | OPTIMAI will optimise all aspects of manufacturing processes (production yield, speed and cost). | OPTIMAI will improve the quality of manufactured products through smart technologies. | Large pilot demonstrations are set to facilitate a broad application of the OPTIMAI solutions. | OPTIMAI aligns with the key priorities of the EFFRA roadmap for the FoFs | By sharing research results and insights and by collaborating we can achieve a greater impact in the European manufacturing industry | OPTIMAI will add to the industrial competitiveness in Europe and play an integral role in the evolution of Industry 4.0 / Standardisation plays an integral role in the wide deployment of the OPTIMAI technologies | The outputs of OPTIMAI are of interest and relevance to the general public across Europe |
| **Communication channels** | Website, social and digital media (Twitter, LinkedIn) | OPTIMAI partner networks, communities and associations | High impact print and online promotional material; leaflets, posters, infographics | Scientific publications and popularised articles | Mass media: TV, radio, print, digital | External collaboration: Advisory Board | Conferences and other events / EU dissemination networks and resources |
| **Communication activities** | Publish regular updates on project news, progress and results via online channels and newsletters | Design and develop high impact collateral focused on project objectives and outputs | Give impactful presentations on project innovations and breakthroughs | Submit publications to relevant journals and keep up journal database | Create media database and media relations campaign at local, national and EU level, issue press releases, conduct media training | Transfer knowledge through training activities, workshops, white papers, policy briefs, webinars etc. | Coordinate efforts with other projects / Participate in dissemination Booster Services |

*Figure 2: Outline of OPTIMAI Communication and Dissemination Strategy*

## 2.3 Target audiences

The main target audiences for OPTIMAI were established at the proposal stage, which facilitated a strategic approach to targeted dissemination efforts from the beginning. The mapping of target audiences is a continuous exercise, and the list of target audiences evolves and grows more detailed as partners identify new individuals and entities of interest through their work.

Target audiences are identified based on the fact that they:

- have an interest in the project research and in learning about the outcomes;
- can contribute to the project achieving its objectives or have an influence elsewhere;
- may be directly or indirectly affected by the research (European Commission 2014).

Audiences are considered at all levels ranging from local to regional, national and European. Most audiences are direct target groups, but intermediaries that serve more as the means to the targets than as actual targets *per se* are included as well.

For the sake of terminological clarity, audiences are the receivers of messages whose interest we seek to engage. Stakeholders, on the other hand, are groups or individuals who are directly impacted by the project or have a vested interest in it. The idea is that once the target audiences start to get engaged, they become stakeholders. In this deliverable, the two terms are, however, used interchangeably.

The main target audiences for OPTIMAI have been broken down into five groups and are presented in Figure 3.
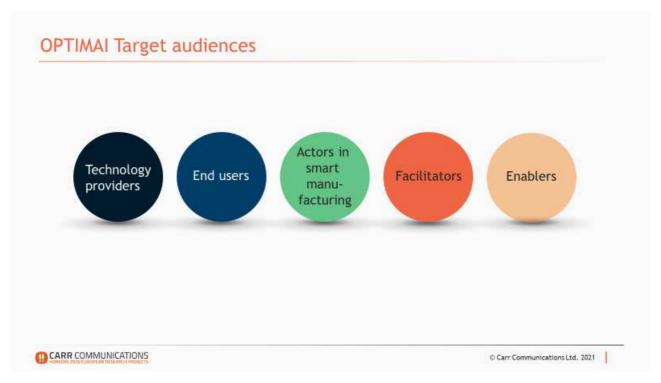


*Figure 3: OPTIMAI Target audiences*

The identified target audiences include, among others, the following types of individuals and entities:

**Technology Providers:** Leading software industries specialising in manufacturing intelligence, Information and Communications Technology (ICT) research communities, Internet of Things (IoT) hardware vendors, engineers, Original Equipment Manufacturer (OEMs), embedded software and systems providers, scientific community (focused mainly on machine learning, big data analysis, digital twin technology, virtualization technologies, middleware design, etc.),

**End Users:** Industrial manufacturers, production plants, operation managers, manufacturing companies, system integrators, automotive industry including direct suppliers, metrology, metal and mechatronics industries, existing network of the consortium.

**Smart Manufacturing:** Leading industries, decision makers, scientific community (such as EFFRA), marketing and product development practitioners.

**Facilitators (financial providers and support):** EU institutions (European Commission, Members of the European Parliament (MEPs)), European Science Foundation, national public authorities (industrial committees, ministries and regional councils), standardisation bodies (*e.g.* European Committee for Standardization (CEN), Deutsches Institut für Normung e.V., the German national organisation for standardisation (DIN)), European manufacturers/engineers associations and organisations (*e.g.* European Diagnostics Manufacturers Association (EDMA), Association of Electrical and Mechanical Trades (AEMT), European Committee of Manufacturers of Electrical Machines and Power Electronics (CEMEP), Trade Association for Instrumentation, Control, Automation and Laboratory Technology in the UK (GAMBICA), Electrical Apparatus Service Association (EASA), European Engineering Industries Association (EUnited), European Factories of the Future Research Association (EFFRA), Big Data Value Association (BDVA), Related EU-funded projects, Environmental associations and companies, Circular Economy ontologies (*e.g.* European Circular Economy Stakeholder Platform).

**Enablers:** National and international policy makers and public authorities, regulators, standardisation bodies.

## 2.4 Key messages

Key messages need to be tailored to each target audience, and they sometimes vary based on the context in which they are used. Messages are therefore not always static, but changing with time and circumstances. There is no one-fits-all solution to defining appropriate messages, and messages are therefore crafted separately for individual dissemination activities where relevant. Particular messages are suitable in a number of circumstances and can be adapted where relevant. Collective brainstorming will take place to establish additional key messages to be used in stakeholder engagement activities.

The initial tagline, which also serves as a key message, is "*Optimising manufacturing processes through artificial intelligence and virtualisation*". It crystallises the essence of OPTIMAI in eight words.

A set of preliminary key messages is presented in Figure 4.

*Figure 4: Preliminary key messages*

## 2.5 Digital communication and dissemination channels

To ensure far-reaching impact through our dissemination activities, we use a mix of both traditional and digital channels and balance the effective aspects of both. High impact materials in line with project branding are used across all channels. See D8.1 and the Brand guidelines for details on branding.

Social media provide extensive opportunities for OPTIMAI to inform target audiences and promote take-up of the OPTIMAI results, all the while building and strengthening relationships with the target audiences. Social media allow individuals and entities to share insights, opinions and experiences. It facilitates the creation of communities of people and businesses with common interests.

A social media grid will be drawn up that will plot the most appropriate social media channels for reaching specific groups among the selected target audiences. A content maintenance plan will be put in place for managing the streaming of information across these channels to secure and maintain followers. Social and digital media will be particularly powerful in helping to create 'communities of support' for the project. The project will create interest on social media and digital platforms by using visual media, videos, icons and info-graphic imagery, and importantly, mobile enabled content and richer content experiences for users of any of the OPTIMAI digital platforms.

At M6, OPTIMAI has a strong online identity thanks to its website and its active presence on Twitter and LinkedIn. An OPTIMAI YouTube channel has been created as well. The relevance of Facebook as a platform for reaching target audiences of OPTIMAI will be evaluated in the coming months.

### 2.5.1 Website

The OPTIMAI website (https://optimai.eu/) serves as the nucleus of online dissemination for the project, while the other digital channels amplify the key messages from the project website. The site serves as a powerful dissemination tool and a key element of engagement with the target audiences for the project. The site presents the project brand and provides well-presented non-confidential project information.

As mentioned in D8.1 Project website and branding, the OPTIMAI website will evolve and mature throughout the lifetime of the project, and the process of updating the site is continuous. News and updates will be shared as they become available. Input will also be sought from partners in providing up to date news on their progress in various WPs.

New website sections to be added include Deliverables, Related projects and Downloads (where resources such as the Brand guidelines will be available). Details about the different components of the OPTIMAI toolkit will be added as results are generated.

The website will also serve as a central virtual hub for all post-project activities as it will stay live for 5 years after the end of the project.

A website privacy policy outlines how the website collects and uses personal data (See Appendix 1).

A screenshot of the OPTIMAI landing page is presented in Figure 5.



*Figure 5: OPTIMAI landing page*

### 2.5.2 LinkedIn

A LinkedIn 'company' page was created at the outset of the project: https://www.linkedin.com/company/optimai-project/

OPTIMAI LinkedIn is mainly used to raise awareness about the project and to engage relevant stakeholders. Interested individuals and organisations are encouraged to follow OPTIMAI on LinkedIn to stay up to date on the latest developments. Project news and related news articles will be cross posted on all OPTIMAI platforms. Partners are encouraged to share posts and to

suggest and create content on particular topics within their area of expertise to attract relevant academic, policy and industry stakeholders.

The LinkedIn icon is displayed at the bottom of the project website. The LinkedIn page is therefore easily found by anyone interested in the project and its outputs, and the threshold to follow the page and like and share posts is low.
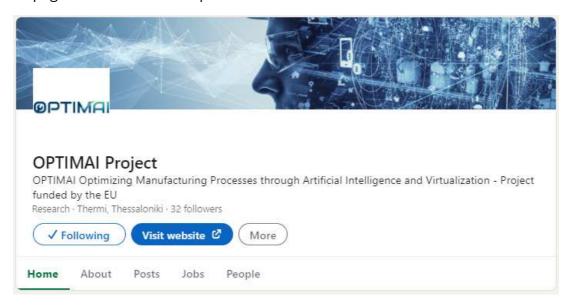


*Figure 6: OPTIMAI LinkedIn page*

### 2.5.3 Twitter

The OPTIMAI Twitter account (https://twitter.com/OPTIMAI_Project) was created in M2. It primarily functions as a platform for raising awareness about the project and its progress among key stakeholders, interact and build relationships with them, disseminate project news and results as well as interesting news in relevant fields. The intention is also that it will play the role of a real-time conversation hub, and it is envisioned that it will gain a lot of attraction among key stakeholders, particularly once results start emerging.

*Figure 7: OPTIMAI Twitter profile*

### 2.5.4 YouTube

An OPTIMAI YouTube channel was created in M6:
https://www.youtube.com/channel/UCgn6kut1if7_mAsDbSR0xMw

Project videos will be uploaded as they become available. Planned video content include an infographic explainer video and spotlight interviews with project partners.

All OPTIMAI videos will be uploaded to and stored on the YouTube channel. YouTube video content is used across the digital channels, embedded into tweets and LinkedIn posts.



*Figure 8: OPTIMAI YouTube channel*

### 2.5.5 Newsletters

The OPTIMAI newsletter provides regular updates on progress and results, past and upcoming events and collaboration with related projects. The newsletter is produced using the newsletter management service Mailchimp, and it is sent to its subscribers by email.

To ensure compliance with the General Data Protection Regulation (GDPR), we have a two-step verification process in place. This means that people who choose to subscribe to the newsletter need to confirm their identity by clicking on a link sent to their email when they sign up. Anyone who wishes to unsubscribe can do so at any time. Email addresses are not be used for any other purpose than for newsletter distribution, nor are they stored on the OPTIMAI project's web server.

The first OPTIMAI newsletter issue will be published in Autumn 2021. At least two issues of the newsletter will be distributed each year.



*Figure 9: OPTIMAI newsletter subscription page*

## 2.6 Promotional material

A range of printed and electronic resources will be developed as promotional material. All dissemination material is produced in line with the OPTIMAI Brand guidelines (annexed to D8.1).

Both the printed and the electronic dissemination materials can be made available in editable form to the project team for the purpose of localisation for each pilot area. Partners are thus able to edit text fields and translate the text into their own languages where relevant.

Promotional material to be designed in Y1 includes a project leaflet, poster, pull-up stand and an explanatory infographic. A template for an academic poster to be used at conferences will be designed as well.

A PowerPoint template to be used in both internal and external presentations has already been created.

Additional resources will be developed as required.

A QR (quick response) code will be used in selected material.

## 2.7 Publications

The project covers a wide spectrum of disciplines. As a result, we expect scientific outcomes in a range of scientific fields including multi-disciplinary and interdisciplinary areas. The OPTIMAI consortium is committed to publishing the findings in leading international journals as well as in conference publications.

As mentioned in D1.1, a publications register will be maintained as a "living" document in the Nextcloud collaboration space. The register will be incorporated into the master dissemination tracker of the project, and it will keep a record of the following information for each publication:

- Title of the publication
- Author(s), partner organisation(s)
- Links to relevant task(s) where relevant
- Date, venue where relevant
- Open access arrangement

A selection of publications to be targeted is presented in Table 3:

*Table 3: Selection of targeted journals*

| Journal title | Publisher | Homepage |
|---|---|---|
| AI & Ethics | Springer | https://www.springer.com/journal/43681 |
| AI & Society | Springer | https://www.springer.com/journal/146 |
| Business & Society | SAGE | https://journals.sagepub.com/home/bas |
| Ethics and Information Technology | Springer | https://www.springer.com/journal/10676 |
| Etikk i praksis | NTNU | https://www.ntnu.no/ojs/index.php/etikk_i_praksis/index |
| Human Rights Practice | Oxford | https://academic.oup.com/jhrp |
| Human Rights Quarterly | Johns Hopkins | https://www.press.jhu.edu/journals/human-rights-quarterly |
| Human Rights Review | Springer | https://www.springer.com/journal/12142 |
| IEEE Transactions on Industrial Electronics | IEEE | https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=41 |
| IEEE Transactions on Industrial Informatics | IEEE | https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9424 |

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| | | |
|---|---|---|
| IEEE/ACM Transactions on Networking | IEEE/ACM | https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=90 |
| International Journal of Advanced Manufacturing Systems | Serials Publications | https://serialsjournals.com/index.php?route=product/product&product_id=305 |
| International Human Rights Law | Brill | https://brill.com/view/journals/hrlr/hrlr-overview.xml |
| International Journal of Industrial Ergonomics | Elsevier | https://www.journals.elsevier.com/international-journal-of-industrial-ergonomics |
| International Journal of Law and Information Technology | Oxford | https://academic.oup.com/ijlit |
| International Journal of Operations & Production Management | Emerald Insight | https://www.emerald.com/insight/publication/issn/0144-3577 |
| International Journal of Remanufacturing | Inderscience | https://www.inderscience.com/jhome.php?jcode=ijrem |
| International Journal of Technoethics | IGI | https://www.igi-global.com/journal/international-journal-technoethics/1156 |
| Journal of Cleaner Production | Elsevier | https://www.journals.elsevier.com/journal-of-cleaner-production |
| Journal of Information, Communication, and Ethics in Society | Emerald Insight | https://www.emerald.com/insight/publication/issn/1477-996X |
| Journal of Quality in Maintenance Engineering | Emerald Insight | https://www.emeraldgrouppublishing.com/journal/jqme |
| Journal of Responsible Innovation | Taylor and Francis | https://www.tandfonline.com/toc/tjri20/current |
| Law, Innovation, and Technology | Taylor & Francis | https://www.tandfonline.com/toc/rlit20/current |

| | | |
|---|---|---|
| Philosophy & Technology | Springer | https://www.springer.com/journal/13347 |
| Science & Engineering Ethics | Springer | https://www.springer.com/journal/11948 |
| Sustainability | MDPI | https://www.mdpi.com/journal/sustainability |
| Technology in Society | Elsevier | https://www.journals.elsevier.com/technology-in-society |
| The International Journal of Advanced Manufacturing Technology | Springer | https://www.springer.com/journal/170 |
| The International Journal of Human Rights | Taylor & Francis | https://www.tandfonline.com/toc/fjhr20/current |
| Universal Access in the Information Society | Springer | https://www.springer.com/journal/10209 |

## 2.8 Events

OPTIMAI will be represented and promoted at a wide range of events throughout the lifetime of the project. These events include virtual and physical, scientific and industry conferences, workshops, trade shows, seminars/webinars relevant either to the areas of expertise of the partners or to the project as a whole. All partner organisations will play a key role in presenting the project and its progress and results at events. Details about event participation will be shared on the project website and in newsletters, and reported to the EC in periodic progress reports.

Innovative ways, including video and digital media, will be used to communicate highlights and results of the project at these events.

*Table 4: Relevant events*

| Start Date | End Date | Event Name | Event Type | Location | Website |
|---|---|---|---|---|---|
| 5/22/2021 | 5/24/2021 | International Conference on Mechanical, Electric and Industrial Engineering (MEIE) | Conference | Kumming, China | http://www.icmeie.com/ |
| 6/6/2021 | 6/11/2021 | IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP) | Conference | Toronto, Ontario, Canada | https://2021.ieeeicassp.org/ |
| 6/28/2021 | 7/1/2021 | Mobile World Congress in Barcelona | Trade show | Barcelona, Spain | https://www.mwcbarcelona.com/ |
| 7/7/2021 | 7/8/2021 | AWE Europe (Augmented World Expo) | Conference and expo | Barcelona, Spain | https://www.ntradeshows.com/awe-europe/ |
| 7/24/2021 | 7/29/2021 | International Conference on Human-Computer Interaction (HCII) | Conference | Washington, D.C., USA (virtual event) | http://2021.hci.international/ |
| 8/23/2021 | 8/27/2021 | European Signal Processing Conference (EUSIPCO 2021) | Conference | Dublin, Ireland (virtual event) | https://eusipco2021.org/ |
| 8/31/2021 | 9/2/2021 | IoT Week | Conference | Dublin, Ireland | https://iotweek.org/ |
| 9/7/2021 | 9/9/2021 | Measurement World & CIM International Metrology Congress | Congress | Lyon, France | https://www.cim2021.com/home.html |
| 9/13/2021 | 9/16/2021 | FabTech | Trade show | Chicago, Illinois, USA | https://www.fabtechexpo.com/ |
| 9/19/2021 | 9/22/2021 | IEEE International Conference on Image Processing (ICIP) | Conference | Anchorage, Alaska, USA | https://2021.ieeeicip.org/ |

| | | | | | |
|---|---|---|---|---|---|
| 10/5/2021 | 10/8/2021 | International trade fair for automation in production and assembly (Motek) | Trade fair | Stuttgart, Germany | https://www.motek-messe.de/en/ |
| 10/19/2021 | 10/22/2021 | Interlift Commercial Expo | Expo | Augsburg, DE | https://www.interlift.de |
| 11/9/2021 | 11/11/2021 | Manufacturing and Technology Industry Week event, conference and expo | Conference | Huntington Convention Center, Cleveland, OH, USA | https://www.industryweek.com/manufacturing-technology-an-industryweek-event |
| 11/19/2021 | 11/21/2021 | International Conference on Advanced Manufacturing and Materials (ICAMM) | Conference | Macau, China | http://www.icamm.org/ |
| 1/5/2022 | 1/8/2022 | Consumer Technology Association trade show | Trade show | Las Vegas, USA | https://www.ces.tech/ |
| 4/7/2022 | 4/8/2022 | METROMEET | Conference | Bilbao, Spain, hybrid event (also virtual) | https://metromeet.org/ |
| 4/25/2022 | 4/29/2021 | Hannover Messe | Conference and expo | Hannover, Germany | https://www.hannovermesse.de/en/ |
| 4/30/2022 | 5/6/2022 | CHI Computer Human Interaction International Conference series | Conference | New Orleans, USA | https://sigchi.org/conferences/upcoming-conferences/ |
| 5/3/2022 | 5/6/2022 | EXPOMAQ | Trade show | Leon, Mexico | https://expomaq.org.mx/ |
| 6/21/2022 | 6/24/2022 | Automatica | Conference | Munich, Germany | https://messe-muenchen.de/en/technical/events/automatica-2022.php |
| 7/18/2022 | 7/23/2022 | World Congress on Computational Intelligence | Congress | Padua, Italy | http://www.wikicfp.com/cfp/servlet/event.showcfp?eventid=124047&copyownerid=13149 |

| | | | | | |
|---|---|---|---|---|---|
| 9/2/2022 | 9/6/2022 | IFA in Berlin | Trade show | Berlin, Germany | https://b2b.ifa-berlin.com/en/ |
| 9/12/2022 | 9/17/2022 | International Manufacturing Technology Show (IMTS) | Trade show | Chicago, Illinois, USA | https://www.imts.com/index-2022.html |

Table 4 lists events that are of relevance to OPTIMAI through the work of one or more partner organisations. Many of the events listed are annual or biennial. If this year's event turns out to be too soon for OPTIMAI, the event in question can be targeted next year instead. The list is updated regularly as part of the OPTIMAI dissemination tracker.

## 2.9 Clustering, networking and knowledge transfer activities

Clustering, networking and knowledge transfer activities fall under Task 8.2 (M4-M36). The task involves building networks, creating links with relevant stakeholders, projects and initiatives as well as engaging in knowledge transfer activities throughout the lifetime of the project. Pre-existing communication pathways will be utilised to achieve the impact needed to ensure the wide adoption of the project's state-of-the-art outputs.

### 2.9.1 Clustering with related projects

The creation of synergies with related projects is ensured through the clustering activities in T8.2. Clustering with relevant projects has several advantages. Cluster projects can actively promote each other, and they can share knowledge and results and align certain dissemination activities. OPTIMAI will explore the possibilities for both technical and dissemination clustering.

Technical clustering allows for cross-fertilisation of ideas and concepts and sharing of insights and best practices while avoiding duplication of efforts. Dissemination clustering facilitates the amplifying of the projects' stories and messages by one another and leads to increased visibility through collaboration (joint newsletters, joint press releases, cross promotion on social media etc.).

Collaboration opportunities with other DT-FOF-11-2020 projects and other H2020 projects will be sought to facilitate effective communication and ensure far-reaching impact. Joint information and dissemination activities will be undertaken to increase synergies between, and the visibility of EU research and innovation actions.

Common Dissemination Booster (CDB) services promoted by the EC will also be considered.

A draft list of related projects is presented in Appendix 2.

### 2.9.2 Building networks

OPTIMAI will network with pre-existing communities and associations to ensure mass engagement with the project through the establishment of communications partnerships with those organisations. The OPTIMAI partners also have pre-existing networks of contacts, clients, business partners etc. These communication pathways will be used to reach and engage a multitude of stakeholders instead of building networks from scratch. Communications partnerships will also be established with industrial and academic experts and representatives in the manufacturing domain to boost innovation within quality control and zero defects in manufacturing in Europe.

An internal networking workshop will be organised to carve out a plan for the establishing, maintenance and strengthening of key communications partnerships.

Partners are committed to networking through a variety of activities including attending events, issuing newsletters and organising seminars and workshops.

Another important category is the members of the OPTIMAI Ethical Advisory Board (EAB). Each of the partners has access to large professional networks and communications platforms in their

areas of expertise, and access to key target audiences for the project. The Ethical Advisory Board (EAB) will be coordinated under WP9.

### 2.9.3 Knowledge transfer activities

Knowledge transfer activities to be explored with project partners include joint papers, workshops, webinars, training sessions, face-to-face meetings and a white paper.

The OPTIMAI Forum will facilitate effective knowledge transfer for policy, industrial, research and societal use by allowing professionals in the same industry or with similar interests to make contacts, share content, keep informed and join discussions on relevant topics.

OPTIMAI partners engage in knowledge transfer through their work organising OPTIMAI tutorials, technical seminars and workshops showcasing the results to specialised audiences.

## 2.10 Media and multipliers

Media is an important audience in their own right, as well as being a multiplier channel to reach other priority audience groups.

As for media relations, the focus in Y1 will be on growing the media contact database (including media outlets at local, national and EU level), issuing a press release and gaining media coverage as soon as preliminary results that can be shared with the public are generated. Other activities include 1-1 media briefings with key journalists, pitching potential interview opportunities with project partners, drafting articles for pitching to industry publications, and providing media training to project spokespeople. Local media will be targeted especially in the pilot areas in Greece, Spain and in the UK, as a joint effort between CARR and the pilot partners. News/press releases will be translated into local languages where relevant.

These efforts will continue into Y2. As the OPTIMAI toolkit starts taking shape, the media activities become increasingly results focused.

The OPTIMAI story and results will also be presented to EU-level media outlets with a view to get coverage in *e.g.* the Euronews Futuris series (https://www.euronews.com/next/next-series/futuris).

In addition, there is a wealth of valuable EC resources that can serve as amplifiers and multipliers of the OPTIMAI messages. The EC offers to support the dissemination efforts of projects it funds, and OPTIMAI highly will be grateful for any visibility given to the project through EC (media) outlets, such as:

- Horizon Magazine: https://horizon-magazine.eu/
- Project stories: https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/
- research*eu results magazine ('Project of the Month' feature or other): https://cordis.europa.eu/research-eu
- Research*eu focus: https://op.europa.eu/en/home
- European Research Executive Agency networks: https://twitter.com/REA_research

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## 2.11 Forum and information pack

The OPTIMAI Forum will be established halfway through the project (M18). It will be described in detail in D8.5 Forum and information pack for key stakeholders.

The Forum will be created to support networking during and beyond the project and to ensure that OPTIMAI results extend beyond the life of the project. The platform to be selected for the Forum will give members access to relevant information and provide them with an opportunity to make business contacts, ask questions, and establish themselves as industry experts. The Forum is therefore a key platform for the OPTIMAI dissemination and exploitation activities.

It will allow professionals in the same industry or with similar interests to share content, keep informed and join discussions on relevant topics.

Members to be invited include researchers, industry representatives and other experts in a broad range of different fields. Members will also include project partners, Ethical Advisory Board members, Cluster partners and other relevant stakeholders.

Interested parties are encouraged to join the Forum, and invites are shared on Twitter and the project website as well as through word of mouth, via existing networks. Project news and results are cross posted from the website to the Forum.

The Forum will be accessible from the OPTIMAI website and can therefore easily be found by anyone interested in the project and its outputs, and the threshold to join the group is low.

The Forum is expected to stay alive beyond the lifetime of the project as a joint effort; the inclusive nature of the platform lets any member start conversations, share relevant news and create synergies. The project website that will link to the Forum will stay alive for 5 years after the end of the project, until December 2028.

The information packs will be published in tandem with the submission of D8.5 Forum and information pack for key stakeholders in M18. The packs will include relevant communications resources for key stakeholders to use across their own dissemination activities and channels. The elements included in the pack will form a cohesive entity of resources developed to help partners and other stakeholders raise awareness about and interest in the project. They will facilitate systematic and effective on-brand communication by partners and relevant communities, networks and associations. The information packs will be publicly available as downloadable resources on the OPTIMAI website. The selection of resources will be flexible and can be modified and expanded as additional resources become relevant over time.

## 2.12 Timeline of activities

An indicative timeline of activities M7-M18 is presented in Table 5.

*Table 5: Indicative timeline of activities*

| Activity | M7 | M8 | M9 | M10 | M11 | M12 | M13 | M14 | M15 | M16 | M17 | M18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Task 8.1: High impact dissemination & communication activities | | | | | | | | | | | | |
| WP8 calls | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Website updates | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Twitter updates | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| LinkedIn updates | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| YouTube updates | | | | | ■ | | | | | | | ■ |
| Newsletters | | | | ■ | | | | ■ | | | | ■ |
| Promotional material (leaflet, poster, pull-up design) | | | ■ | | | | | | | | | |
| Event attendance/hosting | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Annual review of website | | | | | | ■ | | | | | | |
| Media contacts database created | | | | | | ■ | | | | | | |
| Media briefings, media training | | | | | | ■ | | | | | | |
| Press release issued to media | | | | | | ■ | | | | | | |
| D8.3 Report on communication and dissemination activities - 1st version | | | | | | | | | | | | ■ |
| Task 8.2: Clustering, networking & knowledge transfer activities | | | | | | | | | | | | |
| WP8 networking workshop | | | | | | | ■ | | | | | |
| Build and maintain contacts database | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Establish links with related projects | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| D8.5: Forum and information pack for key stakeholders | | | | | | | | | | | | ■ |

## 2.13 Performance measurement and analysis

When it comes to dissemination, measuring and monitoring success can be difficult. Not all success factors are tangible. Not all elements leading to impactful dissemination can be quantified. While keeping this challenge in mind, it is possible to have certain numerical targets that facilitate the measuring of how well the project achieves its dissemination goals. These are included in the key performance indicators (KPIs) carved out in the DoA, and CARR will be monitoring progress against these regularly.

### 2.13.1 Key Performance Indicators

The metrics presented in Table 6 represent the quantifiable targets against key communications and dissemination activities for the duration of the project.

These are OPTIMAI key performance indicators as per section 2.2.2 in the DoA. Figures are cumulative. The KPIs reflect the outlook at the start of the project. The numeric values will be reviewed as the project progresses, and D8.3 will provide an update on the status and potential readjustments (up or down) at M18.

*Table 6: OPTIMAI KPIs*

| Category | Activity | Target Y1 (M12) | Target Y2 (M24) | Target Y3 (M36) |
|---|---|---|---|---|
| **Scientific excellence of project research** | Number of invited speeches/keynotes | 3 | 5 | 10 |
| | Number of scientific papers published by project partners | At least 4 scientific papers, including one on the project core, 1 about business models, 1 about key aspects of the technologies after the requirements analysis and 1 about standardization needs | 12 | 25 |
| | Number of presentations at conferences/fairs | 4 | 20 | 30 |
| **Level of integration** | Number of joint publications | 3 | 7 | 15 |

| among partners | Number of visits to other partners for carrying out joint work | 3 | 6 | 10 |
|---|---|---|---|---|
| **Visibility of the initiative at European and global level** | Create project website | Launch website (project overview, communication platform) | Update the website with portal information and open data repository | Update open data repository and add access to the OPTIMAI platform |
| | Average monthly visits of the project website | 300 | 750 | 1500 |
| | Total number of documents downloaded from the project website | 150 | 600 | 1500 |
| | Number of articles in blogs/magazines/news | 3 | 5 | 8 |

| **Promotion of the project identity** | Create project identity and branding | Create project branding and identity. Final logo and colour scheme | Revise branding and identity as required by project partners | Revise branding and Identity as required by project partners |
|---|---|---|---|---|
| | Design dissemination materials | Promotional materials: leaflet/ brochure, poster and pull-up | Update materials according to progress | Update materials according to project progress |
| **Presence on social media** | Implement effective social media strategy | YouTube – Video live w. 1000 views Facebook** – 400 followers Twitter – 360 tweets, 150 followers | YouTube – 3 Videos live w. 2000 views Facebook** – 800 followers Twitter – 700 tweets, 400 followers | YouTube – 30* Videos live w. 3000 views Facebook** – 2500 followers Twitter – 1200 tweets, 1500 followers |
| **Community engagement** | Networking events and workshops | Attend and/or host up to 3 relevant networking events or workshops addressing the target communities, stakeholders and end-users | Attend and/or host up to 5 relevant networking events or workshops addressing the target communities, stakeholders and users | Attend and/or host up to 5 relevant networking events or workshops addressing the target communities, stakeholders and users |

|  | Number of attendees at the project workshops | 30/50 | 50/100 | 80/120 |
|---|---|---|---|---|
| **News, Media relations** | Media coverage and publications | 1 newsletter; 2-4 project publications (articles, papers presentation); At least 9 blog entries | 2-3 newsletters 4-6 project publications At least 20 blog entries | 3-4 newsletters 5-10 project publications more than 50 blog entries |
|  | Number of newsletter subscriptions and newsletter readers online (combined) | 50 | 100 | 150 |
| **Clustering** | Cluster with Relevant projects and initiatives | Cluster with relevant projects, such as RECLAIM, iProduce, etc. | Cluster with 2 relevant projects or global initiatives | Cluster with 5 relevant projects or global initiatives |
|  | Nr of partnerships with institutions or EU projects working on similar themes | 3 | 5 | 7-10 |

| Progress on pilot sites | Number of users actively participating in the OPTIMAI activities | 50 | 300 | 600 |
| --- | --- | --- | --- | --- |
| | Nr. of institutions providing expression of interest to adopt the OPTIMAI approach | 3 | 15 | 30 |

\* Typo in DoA (~~300~~)

\*\* The relevance of Facebook as an OPTIMAI dissemination channel will be assessed in Y1

### 2.13.2 Online analytics

Google Analytics is a free web analytics tool that helps us analyse our website traffic. It is used to measure website traffic patterns; the number and duration of visits, the number of page views, downloads, the geographical location of the visitors etc. This information is used to optimise the structure, the content and the design of the website to match the preferences of its visitors. The website is reviewed annually. If a particular section proves to be frequently visited, we can make it more prominent on the site to make the navigation journey easier for the visitor.

Similarly, we use Twitter Analytics to regularly measure the activity on Twitter in terms of the number of tweets, profile visits, new followers and tweet impressions. Twitter impressions are a metric that indicates how many times a tweet has shown up in someone's timeline. Not all tweets are read of course, but the number of impressions gives us an overall idea of how many people receive and potentially see the messages we post on Twitter.

YouTube Analytics will allow us to monitor the performance of the OPTIMAI YouTube channel in terms of video watch time, number of views, demographics, devices used for watching and more.

Mailchimp Reports provides us with the number of newsletter subscribers, click rates, top links clicked and top locations by opens.

## 2.14 Management and administration of dissemination activities

CARR is the WP8 Leader and the Communications and Dissemination Manager. This means CARR is in charge of planning, creating and developing the communication and dissemination strategy and activities. This takes place in close cooperation with the other partners.

As the OPTIMAI large scale pilot demonstrations will take place in Greece, Spain and the UK, the OPTIMAI partners based in the pilot areas will play a key role in the dissemination activities in the run-up to and during the pilot campaigns.

All partners are informed about the management of the dissemination activities through the monthly WP8 calls and emails. The coordinator and specific partners are consulted on relevant issues when necessary.

### 2.14.1 Dissemination reporting, compliance and obligation to disseminate results

CARR maintains a record of all dissemination activities carried out throughout the lifetime of the project. All partners will report any dissemination actions to CARR, either orally during the monthly WP8 calls or by email. Reported dissemination details feed into dissemination activities across our platforms.

Informed consent is always obtained from individuals taking part in dissemination activities, such as interviews, photos and videos, and copyright and GDPR compliance is ensured. For details on consent forms and data management, see D1.2 Data Management Plan - 1st version.

As laid down in article 29 of the GA, each beneficiary must, unless it goes against their legitimate interests, as soon as possible disseminate its results by disclosing them to the public by

appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

Dissemination has been guided by section 8.4 of the Consortium agreement. The main principle is that prior notice of any planned publication shall be given to the other parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. Publication procedures are also covered in D1.1.

## 2.14.2 Open access to scientific publications and research data

Our open access approach ensures that the results of our research contribute invaluable knowledge into the marketplace of manufacturing operations. Our ability to reconcile an open access approach for data and results generated with the business interests of the participating industry has the potential to offer a successful case study in terms of knowledge management for future projects developing technologies for Factories of the Future.

As stated in the EC Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020 (European Commission 2017), open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean: 1. peer-reviewed scientific research articles (published in scholarly journals) or 2. research data (data underlying publications, curated data and/or raw data).

'Access' refers not only to basic elements such as the right to read, download and print, but also the right to copy, distribute, search, link, crawl and mine.

The EU wants to improve access to scientific information and to boost the benefits of public investment in research funded under Horizon 2020. Granting access to scientific publications and data helps to:
- build on previous research results (improved quality of results)
- encourage collaboration and avoid duplication of effort (greater efficiency)
- speed up innovation (faster progress to market means faster growth)
- involve citizens and society (improved transparency of the scientific process).

OPTIMAI publications are made available through the OPTIMAI website, and one of the following two practices of open access is followed (evaluated on a case by case basis):

1. Self-archiving / 'green' open access – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Open Research Europe and/or OpenAIRE will be utilised.

2. Open access publishing / 'gold' open access – an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers. The most common business model is based on one-off payments by authors/partners.

The legal basis for open access is laid down in the rules for participation in H2020 (Regulation 1290/2013/EU).

### 2.14.3 Acknowledgment of EU funding

OPTIMAI uses the European emblem (flag) in all communication and dissemination materials to acknowledge the support received under the H2020 programme.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana. The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background. The font size used should be proportionate to the size of the emblem. More details on the rules are available in the Operational guidelines for recipients of EU funding: The use of the EU emblem in the context of EU programmes 2021-2027 (European Commission 2021).

The emblem is associated with the following sentence: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958264." (GA Article 38). Where relevant, the following sentence is added: "The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use that may be made of the information contained herein."

### 2.14.4 Risk management

Measures for risk mitigation are in place (see D1.1). A few related to dissemination are worth mentioning. A risk identified as relevant to the communication and dissemination strategy is described as follows: "Limited acceptance by the end-users and relevant stakeholders" (risk 16). The risk-mitigation measures involve ensuring awareness raising and engagement through a broad palette of dissemination activities tailored to key stakeholder groups.

Queries from the stakeholders will be responded to without delay. CARR will be in charge of filtering out irrelevant and inappropriate content and comments posted on any of OPTIMAI's social media accounts. If negative feedback is received on the project's social channels, it will be acknowledged, taken offline, resolved and finally addressed online. If the nature of the feedback is abusive, blocking and reporting the user in question will be considered. As the project's resources are limited, however, there is a heavy reliance on all partners and networks, who are expected to flag any content they spot that needs to be attended to. This includes cases where the partners' local languages are in question.

There is also a need to be prepared for the unexpected. A sudden, unexpected event related to the project's team or a publication in a high-ranking journal may call for an instant reaction from the OPTIMAI consortium. Here, again, all partners need to keep up-to-date, follow turns of event and notify the relevant members of the consortium.

As stated in the GA (Art. 38), before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the EC. Such communication activity could be *e.g.* major media coverage (online or printed press, broadcast media, social media, etc.) that will go beyond having a local impact and which could have the potential for national and international outreach. The OPTIMAI partners are fully aware of and compliant with this requirement.

# 3 Conclusions

This deliverable has provided a detailed picture of the communication and dissemination landscape in OPTIMAI.

It has presented the communication and dissemination strategy of the project including clearly defined objectives. It has identified key target audiences, messages and channels. It has listed promotional material to be used in dissemination activities. It has selected relevant scientific and industry publications as well as conferences and other events to target over the coming years. It has outlined the ambitious plans for clustering, networking and knowledge transfer activities. It has covered the role of media and introduced the concept of the OPTIMAI Forum to be established in Y2. It has presented an indicative timeline of the described dissemination activities. It has explained how performance is measured and analysed, and finally provided an overview of the management aspects.

This report marks the first full draft of the OPTIMAI communication strategy, and its contents will feed into D8.3 and D8.4 Report on communication and dissemination activities (1st and 2nd version) at M18 and M36 respectively.

The strategy serves as a solid base for ensuring that the project results that are generated are disseminated effectively and systematically.

# References

[1] European Commission (2014). Communicating EU Research and Innovation – a guide for project participants. Version 1.0, 25 September 2014. Retrieved on 14 June 2021 from: http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

[2] European Commission (2017). EC Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020. Retrieved on 14 June 2021 from: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

[3] European Commission (2021). Directorate-General for Research and Innovation. Horizon Europe. Retrieved on 15 June 2021 from: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/other/events/20210421/dissemination-exploitation_en.pptx

[4] European Commission (2021). Use of the EU emblem in the context of EU programmes 2021-2027. Operational guidelines for recipients of EU funding. Retrieved on 14 June 2021 from: https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

[5] Grant Agreement number: 958264 — OPTIMAI — H2020-NMBP-TR-IND-2018-2020 / H2020-NMBP-TR-IND- 2020-singlestage.

[6] Regulation (EU) No 1290/2013 of the European Parliament and of the Council of 11 December 2013 laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006.

[7] RTD.J5 – European Commission. Directorate-General for Research and Innovation (2016). Dissemination and Exploitation of Horizon 2020 research results. Retrieved on 14 June 2021: https://ec.europa.eu/info/sites/info/files/rtd_j5_llorinczi_dissemination_and_exploitation_under_h2020.pdf

# Appendices

## A1: Website privacy policy

Data Privacy Policy for the OPTIMAI website

**Introduction**

Thank you for visiting the OPTIMAI website.

This privacy policy is part of the OPTIMAI website and solely concerns processing of personal data with the OPTIMAI project due to the operation of the website. This covers personal data that you provide us with through the website, and the personal data that you see on our website.

We are committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the General Data Protection Regulation (GDPR) 2016/679.

**Who we are**

The OPTIMAI project is a Horizon 2020 funded Research and Innovation Action.

The OPTIMAI project aims to support industrial manufacturing by developing a set of technologies that will improve the efficiency and quality of production, using Sensors, Smart Instrumentation, Metrology, Artificial Intelligence, Virtualisation and Augmented Reality, supported by Blockchain smart contract technology for secure data exchange. These technologies will be integrated in a Decision Support Framework to ensure:

- zero-defect manufacturing, using intelligent monitoring and control of production

- smart, secure and traceable data collection based on a distributed ledger

- advanced interaction mechanisms for rapid and efficient reconfiguration of equipment

- optimal production planning via virtualisation and AI

The OPTIMAI project is comprised of 16 organisations from academic, scientific, and business communities from 8 countries. The 3-year project began on January 4th, 2021.

For the purposes of this website, the data controller is Carr Communications, registered in Dublin, Ireland, under registered number 42175, with a registered office at 24 Fitzwilliam Place, Dublin 2, D02 T296. You can contact the data controller by e-mailing info@carrcommunications.ie.

**Personal data processed through the website**

Should you contact us through the website, we are going to collect your contact details and the message you provided us with. We are not going to collect metadata that you did not expressly provide us with.

The content we upload or otherwise make available through the website might contain personal data, such as the names of our researchers and their work.

**Legal bases of processing**

For the personal data received through the contact form, we hold the following lawful bases for processing personal data:

- *Consent* (Art.6.1.a of the GDPR) – When you consent directly to the processing of your personal data, for example, when you subscribe to our newsletter. If you provide us with sensitive personal data, falling within Art. 9 of the GDPR (such as dietary requirements for an event), we will process it under Art. 9.2.a of the GDPR.

- *Legitimate interests* (Art.6.1.f) – We process personal data when it is necessary for us to achieve the following legitimate interests:
  - Enhancing our research delivery, by providing information about OPTIMAI to the individuals we deem as likely to be interested in our project. This may include:
    - Sending invitations and providing access to guests attending our events and webinars
    - Monitoring the activity on this project website.
  - Should the recipient of the information communicate to us that they are not interested in further communications from us, we will cease processing their personal data.

For the personal data we communicate through the website, the following lawful bases of our processing are held:

- *Consent* (Art.6.1.a of the GDPR) – When we have received consent to publish personal data – e.g., a blog post from one of our researchers.

- *Legal obligations* (Art.6.1.c of the GDPR) – We may process personal data in order to meet a legal obligation, e.g., promoting project results to multiple audiences, including the media and the public.

- *Legitimate interests* (Art.6.1.f) – We process personal data when it is necessary for us to achieve the following legitimate interests (as long as they are not overridden by the data subject's interests):
  - Enhancing our research delivery, by providing information about OPTIMAI's activities on the website

o   Undertaking dissemination activities.

**How we secure your personal data when we process it**

We have put technical and organisational security policies and procedures in place to protect personal data (including sensitive personal data) from loss, misuse, alteration or destruction. Wherever possible, we ensure that access to your personal data is password-protected. We encrypt EU-classified data and such data are restricted only to a limited number of individuals who need to access it. Those individuals who have access to the data are required to maintain the confidentiality of such information. We install and regularly update all security and anti-virus software in use on all of our systems. Nevertheless, the security of data transmitted over the Internet cannot be completely guaranteed. In addition, the consortium will be conducting a data protection impact assessment (in line with Art. 35 of the GDPR) over the duration of the project, wherein the consortium will identify and assess any ethical or data protection risks and find solutions to overcome any such risks.

Please be aware that transmissions over the Internet are never completely private or secure.

**How long do we retain personal data?**

We retain personal data only as long as it is necessary for the purposes described above. Please note that we have an obligation to retain data concerning European Union H2020 research projects for up to five years after the EC's last payment to the consortium (unless further retention is requested by the EU auditors).

As the records and documentation containing personal data have been collected within the delivery of an EC project, we expect that the Commission will process it in compliance with Regulation No 2018/1725 on the protection of natural persons with regard to the processing of personal data by Union institutions, bodies, offices and agencies. After the expiry of the retention period, and unless further legitimate grounds for retention arise, we will dispose of personal data in a secure manner.

**Do we share personal data with third parties?**

The OPTIMAI consortium will generally not share personal information with anyone except the European Commission, if it so requests, except where it is shared with trusted third parties for the delivery of efficient and quality services (see below). All partners will treat information received from other partners as confidential and will not disclose it to third parties, unless it is obvious that the information is already publicly available or there is a legal obligation to do so. The partners will impose the same obligations on their employees and suppliers.

We may occasionally share personal data with trusted third parties, such as those listed below, to help us deliver efficient and quality services. When we do so, we will ensure that recipients are contractually bound to safeguard the data we entrust to them before we actually share the data. We may engage with several or all of the following categories of recipients:

- Parties that support us as we provide our services (e.g., cloud-based software services such as Dropbox, NextCloud, Microsoft SharePoint, Google Analytics)

- Our professional advisers, including lawyers, auditors and insurers

- Payment service providers

- Law enforcement or other government and regulatory agencies (e.g., tax authorities) or other third parties as required by, and in accordance with, applicable law or regulation

- The European Commission when we are required to do so in relation to our work on EC H2020 projects.

**OPTIMAI Newsletter and the Mailchimp Platform**

The OPTIMAI consortium utilises Mailchimp as an email management platform to facilitate distribution of the OPTIMAI newsletter and other relevant communications. Parties interested in receiving regular communications can manually and voluntarily sign-up to our newsletter using the Mailchimp service on the OPTIMAI website's homepage. Users of our website are asked to study Mailchimp's privacy policy (this link directs to a third-party website--Mailchimp--see in particular Section 3 Privacy for Contacts) before signing-up to our newsletter.

Personal data processed by Mailchimp stemming from sign-up include your name and email address. After sign-up, when you interact with an OPTIMAI email campaign, Mailchimp may collect information about your device and interaction with an email. Mailchimp uses cookies and other technologies to collect some of this information. Mailchimp outlines its use of cookies here (this link directs to a third-party website—Mailchimp).

Other information that may be collected by Mailchimp, as stated in its privacy policy, includes:

- **Device information:** We collect information about the device and applications you use to access emails sent through our Service, such as your IP address, your operating system, your browser ID, and other information about your system and connection.

- **Usage data:** It is important for us to ensure the security and reliability of the Service we provide. Therefore, we also collect usage data about your interactions with campaigns (and/or emails) sent through the Service, which may include dates and times you access campaigns (and/or emails) and your browsing activities (such as what pages are viewed and which emails are opened). This information also allows us to ensure compliance with our Standard Terms of Use and Acceptable Use Policy, to monitor and prevent service abuse, and to ensure we attain certain usage standards and metrics in relation to our Service. We also collect information regarding the performance of the Service, including metrics related to the deliverability of emails and other electronic communications that our Members send through the Service. This information allows us to improve the content and operation of the Service and facilitate research and perform analysis into the use and performance of the Service.

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Additionally, Mailchimp may collect information about you from third party sources including social media.

Only personal data available to the OPTIMAI consortium in relation to newsletter subscription and engagement are the details you provide yourself at sign-up.

Mailchimp is based in the United States of America, therefore your personal data will be transferred outside of the European Union where it may be subject to queries and requests from US legal authorities and security agencies.

Utilisation of the Mailchimp platform is bound by Standard Contractual Clauses.

You are free to unsubscribe from the OPTIMAI newsletter at any time.

**Do we transfer your personal data outside the EU?**

By default, we store personal data on servers located in the EU. However, we may also transfer personal data to reputable third-party service providers, notably SharePoint and Google, who may be located outside of the EU. Our use of Mailchimp is outlined above.

Wherever such personal data transfers are based on Standard Contractual Clauses within the meaning of Commission Decision 2010/87, we are keeping track of their validity, especially in the light of any national Data Protection Authority decisions on the matter and in line with the European Court of Justice (CJEU) decision in Case C-311/18 *DPC v Facebook Ireland and Maximilian Schrems.*


**Your rights under data protection legislation**

As a data subject, you can exercise the rights outlined in this section of the privacy policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information or to exercise any of your other rights. This helps us to ensure that personal data is not disclosed to any person who has no right to receive it. No fee is required to make an initial request unless your request is clearly unfounded or excessive. Depending on the circumstances, we may be unable to comply with your request based on other lawful grounds.

*Right to access (GDPR Art. 15)*

The data subject has the right to obtain confirmation as to whether processing of personal data concerning him or her takes place in the OPTIMAI project. If this is the case, the data subject can request access to his/her data. Granting the right to access only occurs where the identification of the data subject is possible.


*Right to rectification (Art. 16)*

The data subject has the right to obtain the rectification of inaccurate personal data concerning him or her. The exercise of this right is only possible where the data subject can be identified and the inaccuracy of data is verified.

*Restriction of processing (Art. 18)*

The data subject has the right to obtain the restriction of processing, where

- the accuracy of the personal data is contested;

- the processing is unlawful, the data subject opposes the erasure of personal data and requests the restriction of processing instead;

- the controller no longer needs the personal data, but they are required by the data subject for the establishment, exercise or defence of legal claims;

- the data subject has objected to processing pursuant to GDPR Art. 21.1 pending the verification of whether the legitimate grounds of the controller override those of the data subject.

The exertion of this right may require provision of further information to allow identification of the data subject as described in section 4.

*Right to object (Art. 21)*

A legal basis for the processing of personal data in the OPTIMAI project is Art. 6.1.f of the GDPR. The data subject has the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her unless the OPTIMAI consortium demonstrates compelling legitimate grounds for the processing that override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

The exertion of this right may require provision of further information to allow identification of the data subject.

*Right to erasure ('Right to be forgotten') (Art. 17)*

The data subject has the right to obtain erasure of personal data concerning him or her, if

- the data subject objects to the processing pursuant to Art. 21.1 and there are no overriding legitimate grounds;

- the personal data have been unlawfully processed;

- the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.

*Right to data portability (Art. 20)*

In some circumstances, where you have provided personal data to us, you can ask us to transmit that personal data (in a structured, commonly used and machine-readable format) directly to another company.

*Right to lodge a complaint with a supervisory authority (Art. 77)*

The data subject has the right to lodge a complaint with a data protection supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement if the data subject considers that the processing of personal data relating to him or her infringes the GDPR.

 A list of national supervisory authorities can be found here (this links to a third-party website).

## Disclaimer and limitations of liability

We aim to keep the information that appears on the OPTIMAI website as complete and up to date as possible. If errors are brought to our attention, we will take all reasonable steps to make any necessary corrections within a reasonable time. Please be aware that the information published on our website is for informational purposes only. None of the information contained on the website constitutes legal or professional advice, nor can we accept responsibility for how it might be used, and we are not responsible or liable for any errors or omissions in any of the information provided on the website. We cannot be held liable for any direct or indirect damage that may result from use of this site. Links to other websites are provided in good faith and for information only. A link to another website does not mean that we endorse or accept any responsibility for the content or use of such website.

While we take all possible steps to minimise disruption caused by technical errors, we cannot guarantee that our website will not be interrupted or otherwise affected by such problems. Please note that access may be suspended temporarily and without notice in the case of system failure, website maintenance or repair or for reasons beyond our control.

The use of our website is governed by the law of the Republic of Ireland. Any dispute arising from or related to the use of this website shall be subject to the non-exclusive jurisdiction of the Irish courts.

## Do we link to other websites?

Our websites may contain links to other sites, including the sites of the consortium partners, which are not governed by this privacy policy. Please review the destination websites' privacy policies before submitting personal data on those sites. Whilst we try to link only to sites that

share our standards and respect for privacy, we are not responsible for the content, security or privacy practices employed by other sites.

**Do we change this privacy policy?**

We regularly review this privacy policy and will post any updates to it on this webpage. This privacy policy was last updated on 29<sup>th</sup> June 2021.

**Contact us**

If you have any concerns as to how your data is processed, you can contact us by e-mail at info@carrcommunications.ie or by post: 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

We will respond to your queries within 30 days from when we receive them.

## A2: Cookie policy

**Core policy**

A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g., a computer or smartphone) when you access a website. It allows the website to recognise that user's device and store some information about the user's preferences or past actions. Most browsers support Cookies, but you can set your preferences to decline them and delete them whenever you like. Cookies allow our site to remember your preferences and play an important role in making the site work better for you. To some extent, cookies can be seen as providing a "memory" for the website, enabling it to recognise a user and respond appropriately.

We use Cookies to manage functionality on our website and to provide usage insights to help us improve our service for our users. Our site uses session cookies that are stored temporarily on a user's computer and are not retained when the user ends the session and persistent cookies that are stored on a user's computer until they expire or until the user deletes the cookie. Persistent cookies collect identifying information about the user, such as internet surfing behaviour or user preferences for our site. Users are prompted that continued use of our site acknowledges that cookies will be used.

We do not use cookies to track your behaviour once you have left our website, and the data from cookies will not be passed on to or used by any commercial enterprise that are not operating under our instruction and only process data as laid out in this policy.

**How do we use cookies?**

A visit to our website may generate "first-party" cookies and "third-party" cookies. In continuing to use our site, the user agrees to the use of both "first-party" and "Third-party" cookies. We use third-party cookies to provide enhanced site functionality such as embedded video content.

We use the following cookies and similar technologies:

*Essential Cookies*

These cookies enable core functionality such as security, verification of identity and network management. These cookies can't be disabled.

*Marketing Cookies*

These cookies are normally used to track advertising effectiveness to provide a more relevant service and deliver better ads to suit your interests. However, OPTIMAI is a research project, and we do not use marketing cookies.

*Functional Cookies*

These cookies collect data to remember choices users make to improve and give a more personalised experience. This enables us to personalise our content for you and remember your preferences, for example your username, language or text size. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

*Analytics Cookies*

These cookies help us to understand how visitors interact with our website or to discover errors.

This website uses **Google Analytics**, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses cookies (text files placed on your computer) to help the website operators analyse how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above (update on possibility to refuse Google Analytics cookies pending).

Google's privacy policy can be found here (external website).

Google provides an opt-out browser add-on that prevents your data from being used by Google Analytics. This add-on can be downloaded here (external website).

**How do I change my cookie settings?**

Our cookie management tool will allow you to specify your preferences for those cookies that are placed for by this website which are not strictly necessary for its delivery.

## A3: Related projects

| Funding source/topic | Project | Website | Full name/Description | CORDIS link |
|---|---|---|---|---|
| FoF-11-2020 Quality control in smart manufacturing (IA) | i4Q | https://www.i4q-project.eu/ | Industrial Data Services for Quality Control in Smart Manufacturing | https://cordis.europa.eu/project/id/958205 |
| | DAT4.ZERO | https://dat4zero.eu/ | Data Reliability and Digitally-enhanced Quality Management for Zero Defect Manufacturing in Smart Factories and Ecosystems, Call: DT-FOF-11-2020 | https://cordis.europa.eu/project/id/958363 |
| | InterQ | https://interq-project.eu/ | Interlinked Process, Product and Data Quality framework for Zero-Defects Manufacturing | https://cordis.europa.eu/project/id/958357 |
| FoF-11-2016 - Digital automation | AUTOWARE | http://www.autoware-eu.org/ | Wireless Autonomous, Reliable and Resilient ProductIon Operation | https://cordis.europa.eu/project/id/723909 |

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| | | | ARchitecture for Cognitive Manufacturing | |
|---|---|---|---|---|
| | COMPOSITION | http://www.composition-project.eu/ | Ecosystem for Collaborative Manufacturing Processes _ Intra- and Interfactory Integration and Automation | https://cordis.europa.eu/project/id/723145 |
| | ConnectedFactories | https://www.connectedfactories.eu/ | Industrial scenarios for connected factories | https://cordis.europa.eu/project/id/723777 |
| | Daedalus | http://daedalus.iec61499.eu | Distributed control and simulAtion platform to support an Ecosystem of DigitAL aUtomation developerS | https://cordis.europa.eu/project/id/723248 |
| | DIGICOR | http://www.digicor-project.eu | Decentralised Agile Coordination Across Supply Chains | https://cordis.europa.eu/project/id/723336 |
| | DISRUPT | http://www.disrupt-project.eu | Decentralised architectures for optimised operations via | https://cordis.europa.eu/project/id/723541 |

| | | | virtualised processes and manufacturing ecosystem collaboration | |
|---|---|---|---|---|
| | FAR-EDGE | http://www.faredge.eu | Factory Automation Edge Computing Operating System Reference Implementation | https://cordis.europa.eu/project/id/723094 |
| | NIMBLE | https://www.nimble-project.org/ | Collaboration Network for Industry, Manufacturing, Business and Logistics in Europe | https://cordis.europa.eu/project/id/723810 |
| | SAFIRE | http://www.safire-factories.org | Cloud-based Situational Analysis for Factories providing Real-time Reconfiguration Services | https://cordis.europa.eu/project/id/723634 |
| | vf-OS | http://vf-os.eu | Virtual Factory Open Operating System | https://cordis.europa.eu/project/id/723710 |

| | SCALABLE4.0 | http://www.scalable40.eu | Scalable automation for flexible production systems, Duration: 2017-2020 | https://cordis.europa.eu/project/id/723658 |
|---|---|---|---|---|
| EFFRA – Zero-defect manufacturing Projects, DT-ICT-07-2018-2019 - Digital Manufacturing Platforms for Connected Smart Factories | QU4LITY | https://qu4lity-project.eu/ | Autonomous Quality Platform for Cognitive Zero-defect Manufacturing 4.0 Processes through Digital Continuity in the Connected Factory of the Future | https://cordis.europa.eu/project/id/825030 |
| FOF-03-2016 - Zero-defect strategies at system level for multi-stage manufacturing in production lines | ForZDM | https://www.forzdmproject.eu/ | Integrated Zero-Defect Manufacturing Solution for High Value Adding Multi-Stage Manufacturing systems | https://cordis.europa.eu/project/id/723698 |
| | STREAM-0D | https://www.stream-0d.com/ | Simulation in Real Time for Manufacturing with Zero Defects | https://cordis.europa.eu/project/id/723082 |

| | Z-Fact0r | https://www.z-fact0r.eu/ | Zero-defect manufacturing strategies towards on-line production management for European factories | https://cordis.europa.eu/project/id/723906 |
|---|---|---|---|---|
| | GO0DMAN | http://go0dman-project.eu/ | Agent Oriented Zero Defect Multi-Stage Manufacturing | https://cordis.europa.eu/project/id/723764 |
| FoF.NMP.2011-5 - Towards zero-defect manufacturing | IFaCOM | http://www.ifacom.org | Intelligent Fault Correction and self-Optimizing Manufacturing systems | https://cordis.europa.eu/project/id/285489 |
| DT-ICT-07-2018-2019 - Digital Manufacturing Platforms for Connected Smart Factories | ZDMP | https://www.zdmp.eu/ | ZDMP: Zero Defect Manufacturing Platform | https://cordis.europa.eu/project/id/825631 |
| | KYKLOS 4.0 | https://kyklos40project.eu/ | An Advanced Circular and Agile Manufacturing Ecosystem based on rapid reconfigurable manufacturing process and individualized consumer preferences | https://cordis.europa.eu/project/id/872570 |

| EFFRA – Artificial intelligence enhanced digital twins' projects FOF-09-2017 - Novel design and predictive maintenance technologies for increased operating life of production systems | PreCoM | https://www.precom-project.eu/ | Predictive Cognitive Maintenance Decision Support System | https://cordis.europa.eu/project/id/768575 |
|---|---|---|---|---|
| FoF-09-2015 - ICT Innovation for Manufacturing SMEs (I4MS) | FORTISSIMO2 | https://www.fortissimo-project.eu/about/fortissimo-2 | Factories of the Future Resources, Technology, Infrastructure and Services for Simulation and Modelling | https://cordis.europa.eu/project/id/680481 |
| ICT-13-2018-2019 - Supporting the emergence of data markets and the data economy | DATAPORTS | https://dataports-project.eu/ | Data Platform for the Connection of Cognitive Ports | https://cordis.europa.eu/project/id/871493 |

| EFFRA – Computer vision and augmented reality projects FOF-09-2017 - Novel design and predictive maintenance technologies for increased operating life of production systems | SERENA | https://serena-project.eu/ | Versatile plug-and-play platform enabling remote predictive maintenance | https://cordis.europa.eu/project/id/767561 |
|---|---|---|---|---|
| FOF-04-2016 - Continuous adaptation of work environments with changing levels of automation in evolving production systems | Factory2Fit | https://factory2fit.eu/ | Empowering and Participatory Adaptation of Factory Automation to Fit for Workers | https://cordis.europa.eu/project/id/723277 |
| DT-FOF-06-2019 - Refurbishment and re-manufacturing of large | RECLAIM | https://www.reclaim-project.eu/ | Remanufacturing and Refurbishment Large Industrial Equipment | https://cordis.europa.eu/project/id/869884 |

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|---|---|---|---|---|
| industrial equipment (IA) | | | | |
| ICT-04-2018 - Photonics based manufacturing, access to photonics, datacom photonics and connected lighting | MASSTART | https://masstart.eu/ | MASS manufacturing of TrAnsceiveRs for Terabit/s era | https://cordis.europa.eu/project/id/825109 |
| ICT-26-2018-2020 - Artificial Intelligence | AI4EU | https://www.ai4eu.eu/ | A European AI On Demand Platform and Ecosystem | https://cordis.europa.eu/project/id/825619 |
| FETFLAG-03-2018 - FET Flagship on Quantum Technologies | MACQSIMAL | https://www.macqsimal.eu/ | Miniature Atomic vapor-Cells Quantum devices for SensIng and Metrology AppLications | https://cordis.europa.eu/project/id/820393 |
| LC-SC3-RES-28-2018-2019-2020 - Market Uptake support | RE4Industry | https://re4industry.eu/ | 100% Renewable Energies for Energy Intensive Industries | https://cordis.europa.eu/project/id/952936 |
| SwafS-06-2017 - Engaging | LIV.IN | https://www.living-innovation.net/ | LIVING INNOVATION - Implementing RRI | https://cordis.europa.eu/project/id/787991 |

| industry – Champions for RRI in Industrial Sectors | | | through co-creation of smart futures with industry and citizens | |
|---|---|---|---|---|
| DT-FOF-12-2019 - Handling systems for flexible materials (RIA) | REMODEL | https://remodel-project.eu/ | Robotic tEchnologies for the Manipulation of cOmplex DeformablE Linear objects | https://cordis.europa.eu/project/id/870133 |
| | SOFTMANBOT | https://softmanbot.eu/ | Advanced RoBOTic Technology for Handling SOFT Materials in MANufacturing Sectors | https://cordis.europa.eu/project/id/869855 |
| | APRIL | http://aprilproject.eu/ | multipurpose robotics for mAniPulation of defoRmable materIaLs in manufacturing processes | https://cordis.europa.eu/project/id/870142 |
| INNOSUP-03-2018 - Blockchain and distributed ledger | BlockStart | https://www.blockstart.eu/ | Helping SMEs take the first steps into the Blockchain | https://cordis.europa.eu/project/id/828853 |

| | | | | |
|---|---|---|---|---|
| technologies for SMEs | | | | |
| FOF-06-2017 - New product functionalities through advanced surface manufacturing processes for mass production | ESSIAL | https://www.essial.eu/en/home | Electrical Steel Structuring, Insulating and Assembling by means of the Laser technologies | https://cordis.europa.eu/project/id/766437 |
| ICT-38-2020 - Artificial intelligence for manufacturing | STAR | https://star-ai.eu/ | Safe and Trusted Human Centric Artificial Intelligence in Future Manufacturing Lines | https://cordis.europa.eu/project/id/956573 |
| LC-EEB-08-2020 - Digital Building Twins (RIA) | Ashvin | http://www.ashvin.eu | Assistants for Healthy, Safe, and Productive Virtual Construction Design, Operation & Maintenance using a Digital Twin | https://cordis.europa.eu/project/id/958161 |