D8.3

Report on communication and dissemination activities - 1st version

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Authors	Linda Henriksson (CARR)		
Co-authors	Gillian Arigho (CARR) Stephen Walker (CARR) Rory McGlynn (CARR)		
Reviewers	Corinna Pannofino (TRI) Sergio Martín (TVES)		

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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**
	TRILATERAL RESEARCH LIMITED	Ireland	**TRI**
	KLEEMANN HELLAS –INDUSTRIAL COMMERCIAL SOCIETE ANONYME FOR MECHANICAL CONSTRUCTION SA	GREECE	**KLEE**
	TELEVES SA	Spain	**TVES**
	MICROCHIP TECHNOLOGY CALDICOT LIMITED	United Kingdom	**MTCL**

LIST OF ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key performance indicator
R&I	Research & Innovation
TBC	To be confirmed
WP	Work Package
ZDM	Zero-defect manufacturing

Executive Summary

This deliverable reports on the OPTIMAI communication and dissemination activities carried out in the first half of the project (M1-M18). The report also outlines activities planned for the second half of the project. It describes the implementation of OPTIMAI's communication and dissemination strategy and serves as a tracker and handbook for ensuring maximum impact in the context of communication and dissemination.

OPTIMAI has developed impactful dissemination material, targeted relevant audiences, actively managed a range of online channels, started publishing results and represented the project at numerous events, both virtual and in-person conferences and workshops.

Project partners have actively contributed to the dissemination efforts by sharing updates on the progress and the results that are being generated. Partners have also been actively involved in the communications activities by raising awareness about the project, promoting it and engaging targeted audiences through selected channels using tailored key messages.

OPTIMAI has been working closely with the sister projects in the zero-defect manufacturing cluster, and networking with key stakeholders has been continuous from the start of the project.

OPTIMAI has been represented at 27 events up to M18. Three peer-reviewed OPTIMAI publications have been published, and further publications are pending. The project has been visibly featured in the media across Europe as 19 articles have been published. Three newsletter issues and 9 videos have been produced. The project website, Twitter and LinkedIn have served as platforms for impactful awareness raising and stakeholder engagement.

The communication and dissemination performance has been measured and analysed, and the project is on track to reach its ambitious measurable targets.

Our open access approach ensures that the results of our research contribute invaluable knowledge into the marketplace of smart manufacturing operations.

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1 Introduction

This report builds on D8.2 Communication and dissemination strategy (M6) which was created for OPTIMAI based on the initial plans described in the OPTIMAI Grant Agreement (GA). These plans were aligned with the requirements laid out in the Horizon 2020 work programme. The strategy has evolved since and the partners update their plans as the project solutions take shape. A strategy for communication and dissemination is inherently dynamic, meaning that it evolves and can be reshaped to align with potential changes in priorities. Expanding on D8.2, this report provides an update on the communication and dissemination landscape surrounding the project.

The Covid-19 pandemic has put its stamp on the project's communication and dissemination work, which has manifested itself in interesting ways. As the activities have had to adapt to the changing circumstances from Day 1 and most events were held online in the first year of the project, the power of effective virtual relationships and work practices has been proven. The OPTIMAI partners have managed to cooperate closely and deliver impressive communication and dissemination results despite the lack of in-person meetings. The project has prioritised producing high-quality digital content and thus limited the amount of print material to minimise the environmental footprint.

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 tracker and handbook for ensuring maximum impact in the context of communication and dissemination. The implementation of the communication and dissemination strategy (D8.2) is monitored throughout the lifetime of the project. The purpose of this report is to provide a detailed picture of the status at M18. Furthermore, this report outlines the next steps to ensure that the project is given maximum visibility and that relevant target audiences keep being informed about the project and especially about its results.

As all project partners are involved in the communication and dissemination efforts, this report provides details on the efforts made by all partners.

This deliverable demonstrates that OPTIMAI fulfils the requirements set out in the GA 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].

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 the Deliverables section of the project website.

This deliverable will be of particular interest to the project partners, as it serves as an instrument helping partners to keep track of all communication and dissemination activities. It helps partners see where they stand and how they can contribute to 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 D8.3 and other OPTIMAI deliverables

Deliverable	Name of deliverable	Link to D8.3
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 and brand to external entities and the website forms a central hub for dissemination.
D8.2	Communication and dissemination strategy	D8.3 monitors the execution of OPTIMAI's communication and dissemination strategy (D8.2)
D8.4	Report on communication and dissemination activities - 2nd version	D8.3 feeds into D8.4, which provides and update on the monitoring of the execution of OPTIMAI's dissemination strategy (D8.2)
D8.5	Forum and information pack for key stakeholders	D8.5 provides a communication and dissemination pack and reports on communication and dissemination activities with relevant stakeholders.

2 Dissemination achievements

This section describes how the dissemination strategy has been implemented between M1 and M18 and presents the main dissemination achievements to date. Section 4, Next steps, then outlines the plans for M19-36.

2.1 Overview of activities M1-M18

Dissemination activities have been carried out actively in the first half of the project. The core activities include attendance and presentations at events, publications, media relations and dissemination through clustering and stakeholder engagement. Results presented in public deliverables are shared in the Downloads section of the project website. Results generated through the pilots are disseminated through the Pilots section. Project partners have been actively involved in sharing updates on the progress and the results that are being generated.

A dissemination tracker is used to keep an up-to-date record of all past and future OPTIMAI dissemination activities. The tracker is an interactive file that all partners can update in the shared workspace Nextcloud. The tracker gathers details on events attended, future events, published publications, publications of interest, media coverage, media/articles generated by partners, key stakeholders and theses. An example view of the dissemination tracker is presented in Figure 1.

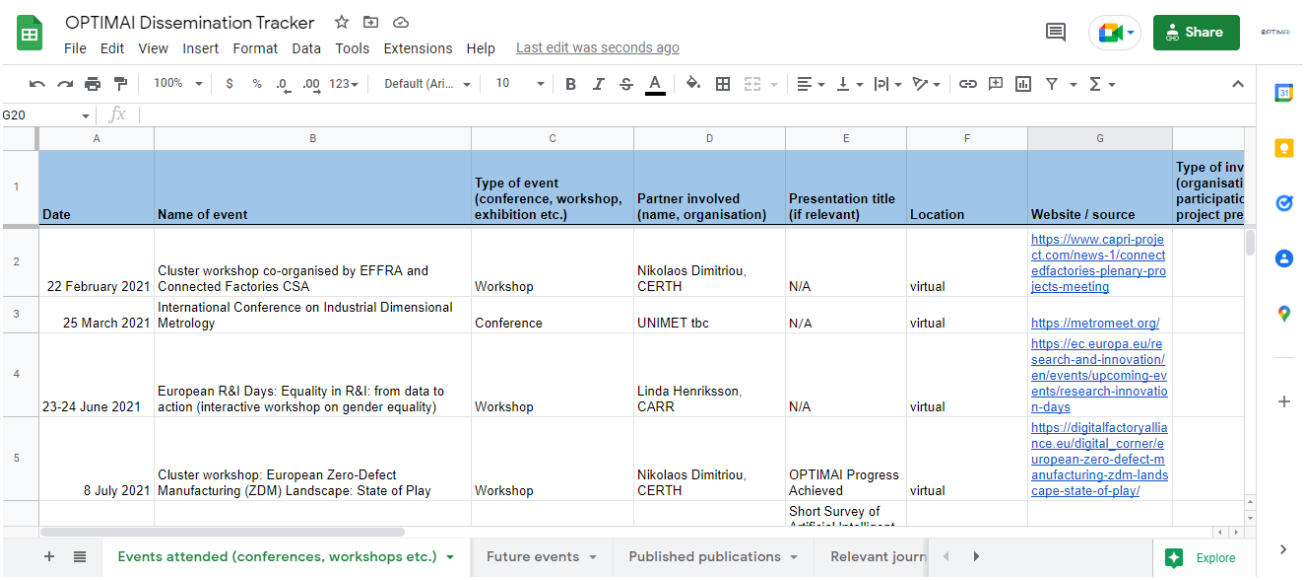

Figure 1: Snapshot of dissemination tracker

The figures reported in this deliverable were gathered at the end of May 2022 and therefore reflect the status at M17 and estimates for M18. The following subsections will provide details on the specific achievements under each type of dissemination activity.

2.2 Performance measurement and analysis

When it comes to dissemination, measuring and monitoring performance and success can be challenging. Not all success factors are tangible. Not all elements leading to impactful dissemination can be quantified. While keeping this challenge in mind, the performance is regularly measured against the agreed key performance indicators (KPIs). The numerical targets listed in Table 2 facilitate the measuring of how well the project achieves its dissemination goals.

Table 2: Dissemination KPIs

Category	Activity - indicator	Target Y1 (M12)	Target Y2 (M24)	Target Y3 (M36)	Status M18
Scientific excellence of project research	Number of invited speeches / keynotes	3	5	10	On track: 5
	Number of scientific papers published by project partners	At least 4 scientific papers	12	25	In progress: 3 (+1 accepted)
	Number of presentations at conferences / fairs	4	20	30	Exceeded: 22
Level of integration among partners	Number of joint publications	3	7	15	On track: 3 (+1 accepted)
	Number of visits to other partners for carrying out joint work	3	6	10	In progress: 3
Community engagement	Networking events and workshops	Attend and/or host up to 3 relevant networking events or workshops	Attend and/or host up to 5 relevant networking events or workshops	Attend and/or host up to 5 relevant networking events or workshops	Exceeded: 22 (incl. all events allowing for networking)
	Number of attendees at the project workshops	30/50	50/100	80/120	On track: >100

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 publication more than 50 blog entries	On track: 3 newsletters, 6 project publications and presentations combined, 42 blog entries
		1 press release (translated & localised in each partner country)	2 press releases	3 press releases	On track: 2
	Number of newsletter subscriptions and newsletter readers online (combined)	50	100	150	On track: 93
Clustering	Cluster with Relevant projects and initiatives	Cluster with relevant projects	Cluster with 2 relevant projects or global initiatives	Cluster with 5 relevant projects or global initiatives	Exceeded: active ongoing clustering with 4ZDM cluster, 4 sister projects + 2
	Nr of partnerships with institutions or EU projects working on similar themes	3	5	7-10	On track: 4 + 2 + additional ones on an ad hoc basis
Progress on pilot sites	Number of users actively participating in the OPTIMAI activities	50	300	600	On track: 300
	Nr. of institutions providing expression of interest to adopt the OPTIMAI approach	3	15	30	TBC

2.3 Publications

The conference and journal publications that have been published by M18 are presented in Table 3. Further submissions to publications are pending. Efforts to publish results in scientific journals will intensify in the second half of the project as tangible results are generated. Publications have a dedicated section on the project website here. A selection of relevant journals to target is presented in D8.2.

Table 3: Published and accepted publications

Title of publication or conference + details	Title of paper / article / presentation	Author(s)	Partner org(s)	Publisher	Date of publication	DOI or link
IEEE Access, vol. 9, 2021, pp. 75336-75348	An Autonomous Illumination System for Vehicle Documentation Based on Deep Reinforcement Learning	L. Leontaris, N. Dimitriou, D. Ioannidis, K. Votis, D. Tzovaras and E. Papageorgiou	CERTH, UTH	IEEE	19 May 2021	DOI: 10.1109/ACCESS.2021.3081736
12th International Conference on Information, Intelligence, Systems & Applications (IISA), 2021, pp. 1-7	Short Survey of Artificial Intelligent Technologies for Defect Detection in Manufacturing	Elpiniki I. Papageorgiou; Theodosis Theodosiou; George Margetis; Nikolaos Dimitriou; Paschalis Charalampous; Dimitrios Tzovaras; Ioannis Samakovlis	UTH, CERTH, FORTH	IEEE	Date of Conference: 12-14 July 2021, Date Added to IEEE Xplore: 08 October 2021	DOI: 10.1109/IISA52424.2021.9555499
IEEE Transactions on Industrial Informatics, 2022	A Deep Regression Framework Towards Laboratory Accuracy in the Shop	A. Evangelidis, N. Dimitriou (https://orcid.org/0000-0002-6650-7758), L. Leontaris (https://orcid.org	CERTH, MTCL	IEEE	13th June 2022	DOI: 10.1109/TII.2022.3182343

	Floor of Microelectronics	/0000-0003-4950-398X), D. Ioannidis (https://orcid.org/0000-0002-5747-2186), G. Tinker and D. Tzovaras				
IEEE International Conference on Emerging Technologies and Factory Automation (ETFA 2022)	"Aligning Emerging Technologies onto I4.0 principles: Towards a Novel Architecture for Zero-defect Manufacturing"	N/A	FORTH and CERTH	IEEE	Pending. Paper accepted in June 2022, final manuscript submission July 2022	N/A

2.4 Events

The 27 events where OPTIMAI has been (re)presented by M18 are listed inTable 4. The events include both virtual and in-person conferences, workshops, webinars and trade fairs. Audiences that have been reached through the events include industry representatives, academia, policy makers, technology providers, standardisation bodies, engineers' associations, regulators as well as media.

Table 4: Events attended

No	Date	Name of event	Type of event	Partner org(s) involved	Presentation title if any	Location	Website / source
1	22 February 2021	Cluster workshop co-organised by EFFRA and Connected Factories CSA	Workshop	CERTH	OPTIMAI	Virtual	https://www.capri-project.com/news-1/connectedfactories-plenary-projects-meeting
2	25 March 2021	International Conference on Industrial Dimensional Metrology	Conference	UNIMET	OPTIMAI	Virtual	https://metromeet.org/
3	23-24 June 2021	European R&I Days: Equality in R&I: from data to action (interactive workshop on gender equality)	Workshop	CARR	N/A	Virtual	https://ec.europa.eu/research-and-innovation/en/events/upcoming-events/research-innovation-days
4	8 July 2021	Cluster workshop: European Zero-Defect Manufacturing (ZDM) Landscape: State of Play	Workshop	CERTH	OPTIMAI Progress Achieved	Virtual	https://digitalfactoryalliance.eu/digital_corner/european-zero-defect-manufacturing-zdm-landscape-state-of-play/
5	12-14 July 2021	12th International Conference on Information, Intelligence, Systems and Applications (IISA)	Conference	UTH	Short Survey of Artificial Intelligent Technologies for Defect Detection in Manufacturing	Virtual	https://easyconferences.eu/iisa2021/

6	5-7 October 2021	VISION 2021	Exhibition	EVT	(OPTIMAI presented at expo)	Stuttgart, Germany	https://www.messe-stuttgart.de/vision/en/
7	11 October 2021	AI-MAN Cluster workshop on explainable AI in manufacturing	Workshop	CERTH	N/A	Virtual	https://ai4manufacturing.com/explainable-artificial-intelligence-in-manufacturing/
8	14-16 October 2021	Beyond 4.0 exhibition	Exhibition	CERTH	(OPTIMAI booth)	Thessaloniki	https://www.be4ond-expo.gr/
9	16 November 2021	OPC Day Finland 2021	Conference	VIS	From Simulation to the Digital Twin Powered by OPC UA	Virtual Event, Helsinki, Finland	https://www.automaatioseura.fi/sas/jaostot/opc/tapahtumat/opc-day-finland-2021/?
10	25 Nov ember2021	AI-MAN Workshop on Ethical and Legal Issues of Artificial Intelligence In Manufacturing	Workshop	TRI, UAB	N/A	Virtual	https://ai4manufacturing.com/explainable-artificial-intelligence-in-manufacturing/
11	18 January 2022	i4Q Webinar on vibrations in manufacturing	Webinar	CERTH	N/A	Virtual	https://www.i4q-project.eu/post/i4q-solutions-webinar-vibrations-in-manufacturing
12	23-25 March 2022	R-22 - Largest Nordic robotics, automation & drone fair	Trade fair and conference	VIS	N/A	Odense, Denmark	https://www.odenserobotics.dk/events/r-22-largest-nordic-robotics-automation-drone-fair/
13	20 April 2022	4ZDM Cluster webinar: Digital Technologies for Zero-Defect Manufacturing	Webinar	CERTH, ENG	Soft sensing & AI	Virtual	https://optimai.eu/2022/03/31/4zdm-webinar-on-20th-april-2022-digital-technologies-for-zero-defect-manufacturing/ https://zdmanufuture.org/showcase-7-projects-zero-defect-manufacturing/
14	3 May 2022	TEKNOLOGIA 22 - Suomen Automaatioseura	Trade fair and conference	VIS	Digital transformation and the	Helsinki, Finland	https://www.automaatioseura.fi/tapahtumat/teknologia-22/

		Teknologia 22 - Tech Corner			relevance of the Digital Twin		
15	3-6 May 2022	Control international trade fair	Trade fair	EVT	OPTIMAI	Stuttgart, Germany	https://www.control-messe.de/en/
16	4-5 May 2022	Virtual VC Partners days	Webinar	VIS	Research and development projects under European Cooperation	Virtual Event, Helsinki, Finland	N/A
17	10-13 May 2022	Elmia Automation	Trade Fair	VIS	N/A	Jönköping, Sweden	https://www.elmia.se/en/automation/
18	11 May 2022	Industry 4.0 - Digital Transformation in Industry	Conference	UTH	OPTIMAI	Larissa, Greece	https://optimai.eu/2022/05/18/uth-hosts-workshop-in-greece-industry-4-0-digital-transformation-in-industry/
19	17-20 May 2022	Global Industrie Paris	Trade Fair	VIS	N/A	Paris, France	https://global-industrie.com/en
20	24 May 2022	Business and legal aspects of digital platforms in manufacturing	Online workshop	UAB and TRI	N/A	Online	https://www.effra.eu/events/business-and-legal-aspects-digital-platforms-manufacturing-online-workshop
21	30 May – 2 June	Hannover Messe	Trade Fair	VIS	N/A	Hannover, Germany	https://www.hannovermesse.de/en
22	31 May – 3 June 2022	ITM Industry Europe 2022	Trade Fair	VIS	N/A	Poznan, Poland	https://www.itm-europe.com/en
23	6-9 June 2022	Automate	Show / conference / exhibition	EVT	OPTIMAI	Detroit, Michigan, USA	https://www.automateshow.com/
24	9-11 June 2022	MECSPE The international reference fair for the manufacturing industry	Fair	YBQ	OPTIMAI	Bologna, Italy	https://www.mecspe.com/en/
25	21-24 June	Automatica	Trade Fair	VIS	N/A	Munich, Germany	https://automatica-munich.com/en/

26	27-29 June 2022	IndTech 2022 (Conference on Industrial Technologies)	Conference	CERTH	OPTIMAI	Grenoble, France	https://indtech2022.eu/
27	28-30 June 2022	European Robotics Forum	Exhibition and conference	VIS	N/A	Rotterdam, Netherlands	https://erf2022.eu/

2.5 Media and multipliers

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

In Y1, a media contacts database was created by CARR. The database lists EU level, international and a selection of Ireland + UK based media outlets and media contacts' names and email addresses. As this database contains personal data, it is not shared publicly but is stored in the collaborative workspace Nextcloud. CARR also made partners aware of the possibility to avail of media training where needed.

As OPTIMAI entered Y2, a press release was issued by CARR to mark the project's status and significance. The press release "EU project makes headway in zero-defect manufacturing" can be found in Appendix 2. The press release was shared with all partners and sent to media in January 2022. Partners translated and localised the press release and sent it out to local, regional and national media in their respective countries.

In M16, another press release was drafted by CARR, this time for the 4ZDM cluster ahead of its webinar Digital Technologies for Zero-Defect Manufacturing on Wednesday 20th April 2022. The title of the press release was "Key zero-defect manufacturing (ZDM) projects host open webinar" and it was shared with key stakeholders and media by the participating projects (Appendix 3).

The OPTIMAI Media centre is live in the Downloads section of the project website. The page contains details about press coverage featuring OPTIMAI and is illustrated in Figure 2.

Figure 2: Media centre

A total of 19 media articles on OPTIMAI have been generated by M18. These are presented in Figure 3 (see also the Media centre link above).

Number	Date	Media outlet	Title of piece	Link
1	2 February 2022	Código Cero	Televés traballa nun proxecto europeo para liberar á industria dos defectos na fabricación	https://codigocero.com/Televes-traballa-nun-proxecto-europeo-para-liberar-a-industria-dos-defectos-na
2	19 February 2022	STARTUPPER	Project OPTIMAI: Εισάγει τις τεχνολογίες αιχμής στην ελληνική βιομηχανία	https://startupper.gr/news/84050/project-optimai-eisagei-tis-technologies-aichmis-stin-elliniki-viomichania/
3	20 February 2022	KA Business	OPTIMAI: Ξεκινά η εφαρμογή των τεχνολογιών αιχμής στις γραμμές παραγωγής	https://ka-business.gr/nea-epikairotita/optimai-xekina-i-efarmogi-ton-technologion-aichmis-stis-grammes-paragogis/
4	21 February 2022	4Green	OPTIMAI, εφαρμογή των τεχνολογιών αιχμής στις γραμμές παραγωγής!	https://www.4green.gr/news/data/ellhnika-nea/OPTIMAI,-efarmogh-twn-texnologiwn-aixmhs-stis-grammes-paragwghs_137356.asp
5	21 February 2022	EMEA Startups	Project OPTIMAI: Introduces state-of-the-art technologies to the Greek industry	https://emeastartups.com/project-optimai-introduces-state-of-the-art-technologies-to-the-greek-industry/9250
6	22 February 2022	Industry News	OPTIMAI: Ξεκινά η εφαρμογή τεχνολογιών Industry 4.0 στις γραμμές παραγωγής	https://industry-news.gr/optimai-xekina-i-efarmogi-technologion-industry-4-0-stis-grammes-paragogis/
7	25 February 2022	Agencia EFE	La Inteligencia Artificial también servirá para fabricar con "cero defectos"	https://www.efe.com/efe/comunitat-valenciana/economia/la-inteligencia-artificial-tambien-servira-para-fabricar-con-cero-defectos/50000682-4748819
8	26 February 2022	Valencia Plaza	Optimai, o cómo usar la inteligencia artificial para fabricar "con cero defectos"	https://valenciaplaza.com/optimai-o-como-usar-la-inteligencia-artificial-para-fabricar-con-cero-defectos
9	26 February 2022	Castellón Plaza	Optimai, o cómo usar la inteligencia artificial para fabricar "con cero defectos"	https://castellonplaza.com/optimaiocomousarlainteligenciaartificialparafabricarconcerodefectos
10	26 February 2022	COPE	La Inteligencia Artificial también servirá para fabricar con "cero defectos"	https://www.cope.es/actualidad/tecnologia/noticias/inteligencia-artificial-tambien-servira-para-fabricar-con-cero-defectos-20220226_1914688
11	26 February 2022	Cadena SER	Investigadores valencianos desarrollan unos sensores de inteligencia artificial que permiten fabricar con "cero defectos"	https://cadenaser.com/2022/02/26/investigadores-valencianos-desarrollan-unos-sensores-de-inteligencia-artificial-que-permiten-fabricar-con-cero-defectos/
12	27 February 2022	Alicante Plaza	Optimai o cómo usar la inteligencia artificial para fabricar con "cero defectos" y reducir los residuos	https://alicanteplaza.es/optimai-o-como-usar-la-inteligencia-artificial-para-fabricar-con-cero-defectos-y-reducir-los-residuos
13	27 February 2022	Diari més digital (Catalan)	La Intel·ligència Artificial també servirà per a fabricar amb «zero defectes»	https://www.diarimes.com/noticies/actualitat/2022/02/27/la_intel_ligencia_artificial_tambe_servira_per_fabricar_amb_zero_defectes_118565_1095.html
14	27 February 2022	Diari més digital (Spanish)	La Inteligencia Artificial también servirá para fabricar con «cero defectos»	https://www.diarimes.com/es/noticias/actualidad/2022/02/27/la_intel_ligencia_artificial_tambe_servira_per_fabricar_amb_zero_defectes_118565_1095.html
15	1 March 2022	COITCV	Optimai, o cómo usar la inteligencia artificial para fabricar «con cero defectos»	https://coitcv.org/2022/03/01/optimai-o-como-usar-la-inteligencia-artificial-para-fabricar-con-cero-defectos/?reload=153233
16	9 March 2022	CASADOMO	La UPV participa en el proyecto Optimai que mejorará los procesos de producción de las fábricas	https://www.casadomo.com/2022/03/09/la-upv-participa-en-el-proyecto-optimai-que-mejorara-los-procesos-de-produccion-de-las-fabricas
17	9 May 2022	Divulga (English)	EU project makes headway in zero-defect manufacturing	https://www.uab.cat/web/news-detail/eu-project-makes-headway-in-zero-defect-manufacturing-1345680342044.html?noticiaid=1345856145530
18	9 May 2022	Divulga (Catalan)	Projecte europeu capdavanter en "zero-defect manufacturing"	https://www.uab.cat/web/detall-de-noticia/projecte-europeu-capdavanter-en-zero-defect-manufacturing-1345469002000.html?noticiaid=1345856145530
19	9 May 2022	Divulga (Spanish)	Proyecto europeo líder en "zero-defect manufacturing"	https://www.uab.cat/web/detalle-noticia/proyecto-europeo-lider-en-zero-defect-manufacturing-1345680342040.html?noticiaid=1345856145530

Figure 3: Media coverage

Partners have actively raised awareness of OPTIMAI through their websites. Links to articles/pages on partner websites are presented in Table 5.

Table 5: Partner-generated pieces

Partner	Title of piece	Link
UTH	Press release - OPTIMAI	https://www.energy.uth.gr/index.php/en/news/101-press-release-optimai.html
YBQ	OPTIMAI, the H2020 zero defect challenge kicks-off	https://www.youbiquo.eu/optimai-the-h2020-zero-defect-challenge-kicks-off/
ENG	OPTIMAI: when Artificial Intelligence improves production	https://www.eng.it/en/case-studies/optimai-quando-artificial-intelligence-migliora-la-produzione
TRI	OPTIMAI Optimising Manufacturing Processes using Artificial Intelligence	https://www.trilateralresearch.com/work/optimai/
FORTH	Optimizing Manufacturing Processes through Artificial Intelligence and Virtualization	https://www.ics.forth.gr/hci/project/14959?lang=el
TVES	El proyecto OPTIMAI de la Unión Europea avanza hacia la fabricación sin defectos	https://www.televes.com/es/prensa/el-proyecto-optimai-de-la-union-europea-avanza-hacia-la-fabricacion-sin-defectos
CERTH	OPTIMAI	https://www.iti.gr/iti/projects/OPTIMAI.html

EVT	OPTIMAI	https://www.evt-web.com/en/optimai/
UAB	Optimizing Manufacturing Processes through Artificial Intelligence and Virtualization	https://portalrecerca.uab.cat/en/projects/optimizing-manufacturing-processes-through-artificial-intelligenc
PeneloPe (sister project)	EU project makes headway in zero-defect manufacturing	https://penelope-project.eu/eu-project-makes-headway-in-zero-defect-manufacturing/

2.6 Newsletters

The OPTIMAI newsletter provides regular updates on progress and results, past and upcoming events and collaboration with related projects.

Three OPTIMAI newsletters have been produced by M18. They were issued through the newsletter management service Mailchimp to subscribers in October 2021 (M11), February 2022 (M14) and June 2022 (M18).

The newsletters have subsequently also been uploaded to the OPTIMAI website where they can be accessed under Newsletters. An image of the newsletter #3 intro is presented in Figure 4.

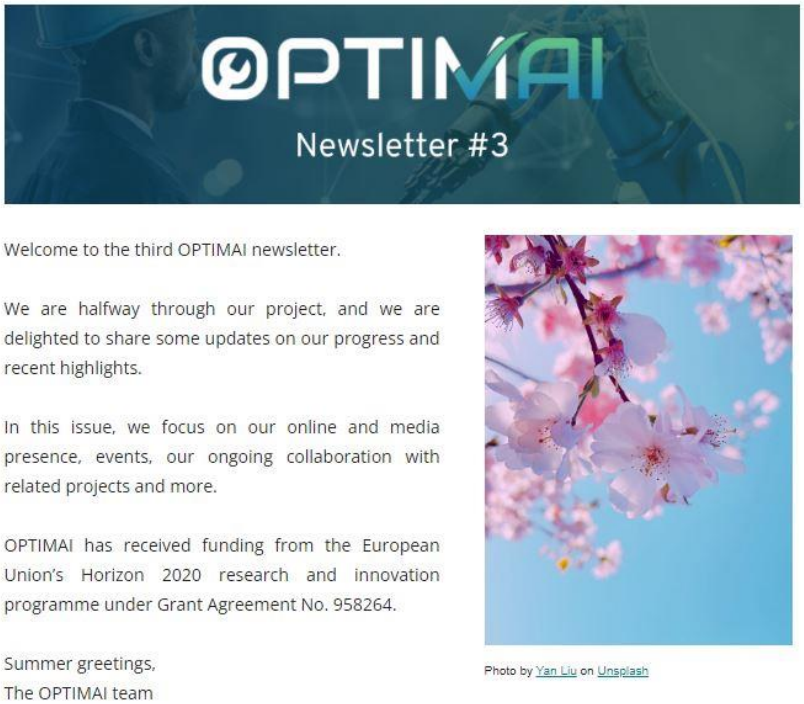

Figure 4: Newsletter #3 Intro

2.7 Dissemination through 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 and beyond.

The task has been very active throughout the first half of the project, and the close collaboration with the 4ZDM cluster is set to continue throughout the second half of the project.

Nikos Dimitriou (CERTH) has given presentations at three virtual cluster workshops: in February 2021, July 2021 and April 2022. For details, see Table 4: Events attended.

In autumn 2021, CARR set up a mailing list for the communication, dissemination and exploitation experts of the 4ZDM cluster projects OPTIMAI, DAT4.ZERO, I4Q, InterQ, PeneloPe and ZDMP.

CARR has been chairing bimonthly 4ZDM cluster meetings since November 2021. In addition, CARR has represented OPTIMAI when meeting core members of the cluster at ad hoc meetings to discuss specific topics. The calendar of meetings M11-M18 is as follows:

- 10 November 2021: Core group sync
- 2 December 2021: Cluster coordination meeting
- 20 January 2022: Cluster website development call
- 14 February 2022: Cluster coordination meeting
- 11 April 2022: Cluster coordination meeting
- 6 May 2022: Cluster website sync call
- 13 June 2022: Cluster coordination meeting

A joint 4ZDM cluster website was launched in February 2022. The website is hosted by SINTEF (DAT4.ZERO and InterQ) and administered and updated by CARR (OPTIMAI) and SINTEF. The landing page of the joint website is presented in Figure 5.

Figure 5: Landing page of 4ZDM cluster website

All upcoming joint events are promoted in the Events section of the joint website. The layout of the events page is presented in Figure 6.

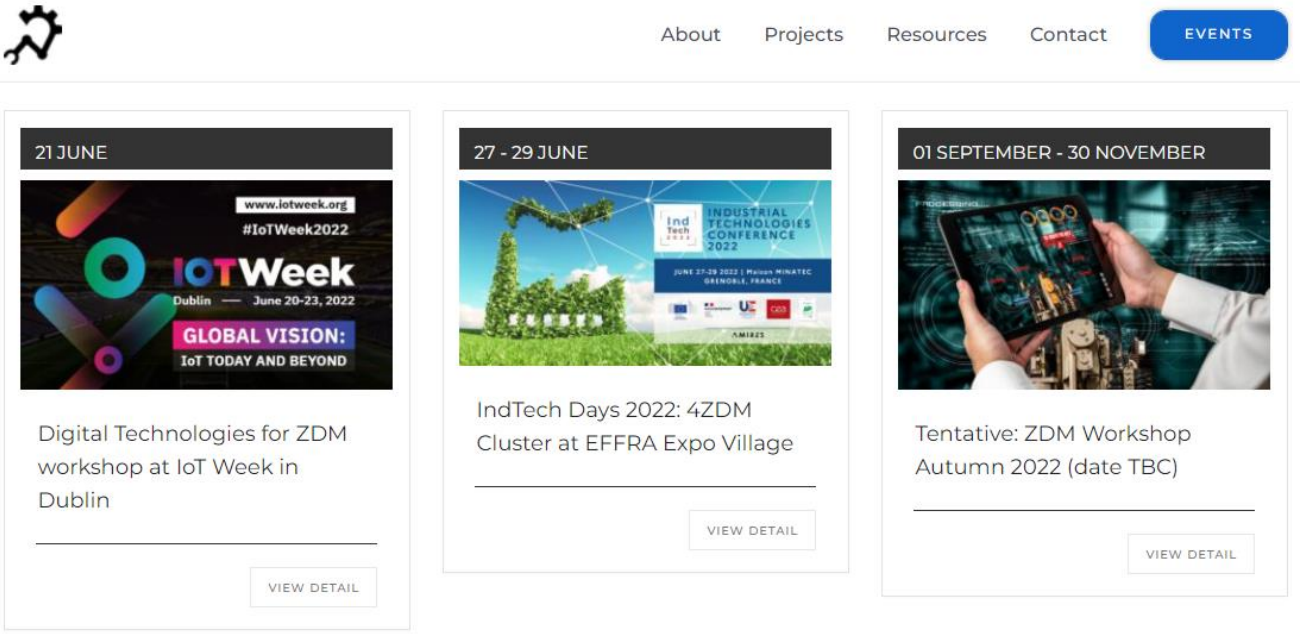

Figure 6: Events page of 4ZDM cluster website

The OPTIMAI website has a dedicated Related projects section introducing the 4ZDM cluster and linking to the sister project websites. A screenshot of the Related projects page is presented in Figure 7.

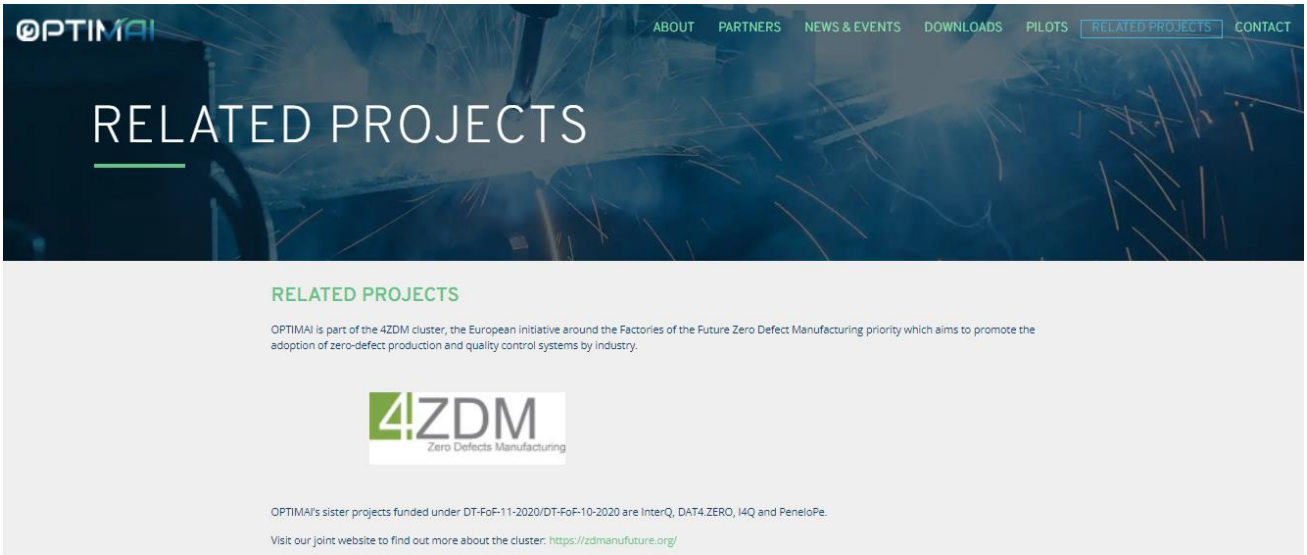

Figure 7: Related projects website section

In M17, CARR produced a 4ZDM intro video that serves as a powerful promotional resource. The video can be found on the OPTIMAI YouTube channel. An image of the start card of the video is presented in Figure 8.

Figure 8: 4ZDM cluster intro video

Other related projects that are relevant in terms of knowledge transfer are discussed in D2.3 State of the art survey.

An internal networking workshop was organised in June 2022. The purpose of the workshop was to involve all partners in the expansion, maintenance and strengthening of key communications partnerships. Partners were invited to add individuals and organisations from their own networks to the OPTIMAI stakeholder map in the shared workspace.

The OPTIMAI knowledge transfer activities are also closely linked with T7.1 Training. The training material and training activities produced under WP7 (D7.1 and D7.2) are key resources ensuring that necessary knowledge is transferred to relevant stakeholders. The training introduces relevant end-users and operators to the OPTIMAI concept and guides them in the use of the OPTIMAI tools.

2.8 Management and administration of dissemination activities

The WP8 leader and Dissemination Manager CARR is responsible for the planning, creation and development of the communication and dissemination strategy and activities. All partners are responsible for contributing to the communication and dissemination efforts. All partners are informed about the management and administration of the dissemination activities through the monthly WP8 calls and emails. Relevant files are saved in a dedicated WP8 folder on Nextcloud where all partners can view and download them. The coordinator and specific partners are consulted on specific issues when necessary.

Details on the rules around dissemination procedures and dissemination reporting are available in D8.2.

3 Communication achievements

This section describes how the communication strategy has been implemented between M1 and M18 and presents the main communication achievements to date. Section 4 Next steps then outlines the plans for M19-36.

3.1 Overview of activities M1-M18

Communications activities have been continuous across all OPTIMAI platforms since the start of the project. The core activities include website updates, Twitter and LinkedIn posts, YouTube videos, newsletters, promotional material, branding, communications through events and stakeholder engagement. Project partners have been actively involved in raising awareness about the project, promoting it and engaging targeted audiences through selected channels using tailored key messages.

The figures reported in this deliverable were gathered at the end of May 2022 and therefore reflect the status at M17.

3.2 Performance measurement and analysis

The communications performance of the project is measured and analysed on a regular basis. Communications activities, measurable targets and the current status are listed in Table 6. As the figures demonstrate, the project is on track to reach the ambitious targets, and in several areas the targets have been exceeded.

For details on the dissemination KPIs and the status, see Table 2.

Table 6: Communications KPIs

Category	Activity	Target Y1 (M12)	Target Y2 (M24)	Target Y3 (M36)	Status M17
Visibility of the initiative at European and global level	Create project website	Launch website	Update the website with portal information and open data repository	Update open data repository and add access to the OPTIMAI platform	Completed
	Average monthly visits of the project website	300	750	1500	On track: 536 views / month

	Total number of documents downloaded from the project website	150	600	1500	In progress: 117
	Number of articles in blogs / magazines / news	3	5	8	Exceeded Blog/news pieces: 42 Media articles: 19
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	Completed
	Design dissemination materials	Promotional materials: leaflet/ brochure, poster and pull-up	Update materials according to progress	Update materials according to project progress	Completed
Presence on social media	Implement effective social media strategy	YouTube – Video live w. 1000 views Twitter – 360 tweets, 150 followers	YouTube – 3 Videos live w. 2000 views Twitter – 700 tweets, 400 followers	YouTube – 30 Videos live w. 3000 views Twitter – 1200 tweets, 1500 followers	YouTube: 9 videos, 254 views Twitter: 298 tweets, 738 followers

OPTIMAI's communication performance is measured and analysed both quantitatively and qualitatively.

The quantitative data acquired through analytics tools provides insights into the number and frequency of the activities carried out. The data includes metrics on website traffic, engagement and demographics. For the social channels, analytics data is gathered on the number of followers, page views and visitors, post engagements, impressions and shares.

The analytics tools used are Google Analytics (OPTIMAI website) and Hootsuite (OPTIMAI Twitter and LinkedIn). Website and social media metrics are presented separately for each platform in section 3.3 Digital communication channels.

All followers on OPTIMAI Twitter and LinkedIn and all newsletter subscribers have been acquired organically and not through any sponsorship.

Qualitative performance measurement and analysis takes the form of observation and social listening, feedback, surveys and internal focus groups. A social media survey and focus group is scheduled for the end of Y2. The collection of qualitative data is ongoing and the insights will be discussed in D8.4.

3.3 Digital communication channels

3.3.1 Website

The OPTIMAI website serves as the nucleus of online dissemination for the project, while the other digital channels amplify the key messages from the project website. The landing page is presented in Figure 9.

Figure 9: Website landing page

The website has grown significantly since it was launched in M3. New static sections have been added and the dynamic news section keeps growing as new posts are published on a regular basis. Examples of impactful content created for the website include the OPTIMAI Behind the Scenes series featuring the people behind the project (Figure 10), the Downloads section and the explanatory infographic displayed on the landing page. An updated website privacy policy can be accessed here and in A1: Updated website privacy policy. A research data privacy statement can be found here.

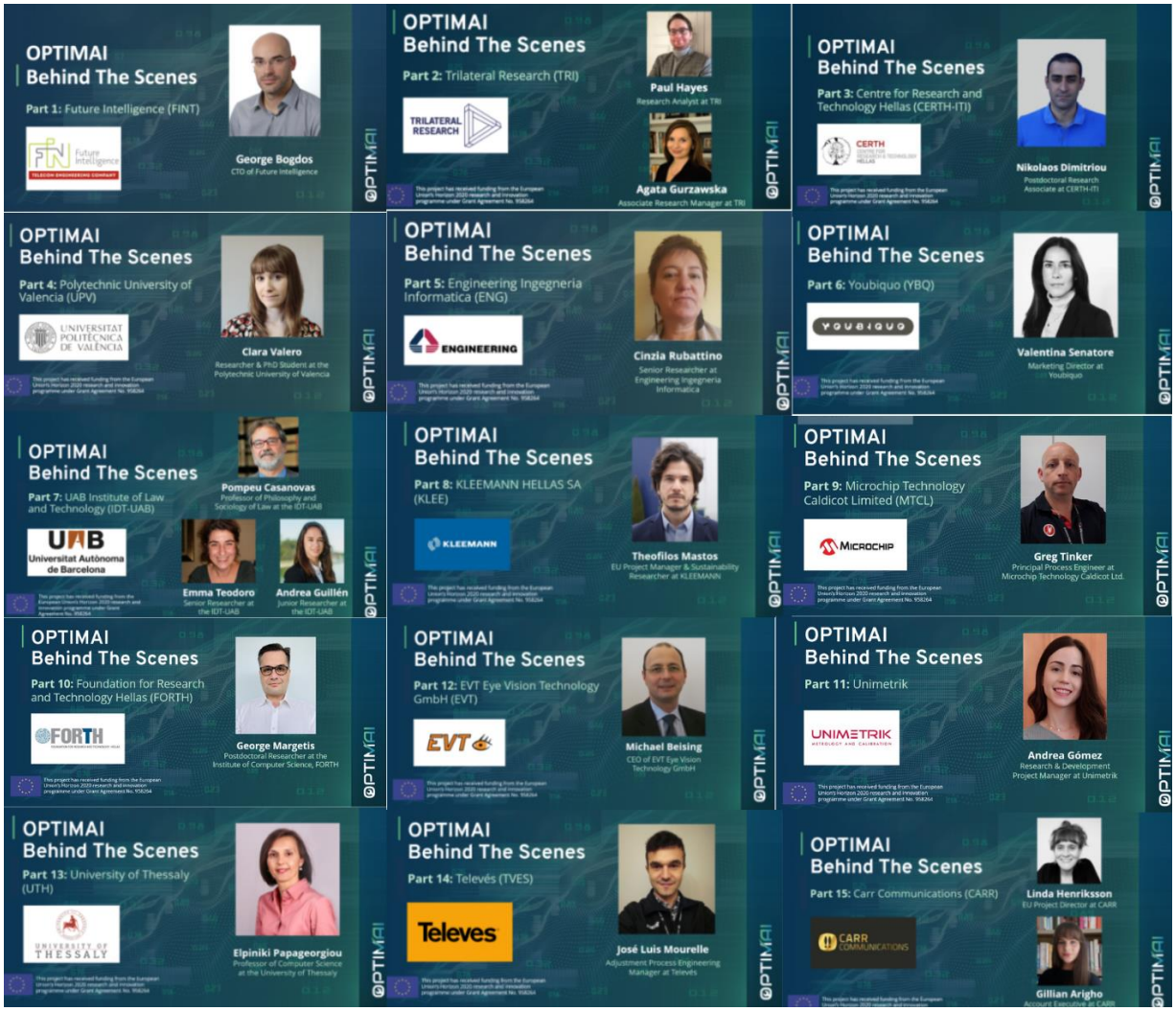

Figure 10: Behind the Scenes series

Google Analytics were activated on 27 June 2021, which is why the website performance measurement started on that date.

Website analytics 27 June 2021 - 31 May 2022 (M6-M17):

- Total Individual Users: 1,533
  - From Organic Web Search: 593
  - From Organic Social Media: 267
- Total Page Views: 5,900
- Top 6 Pages by Views:
  - #1: Home
  - #2: News & Events
  - #3: 4ZDM Webinar - Agenda & Registration Post
  - #4: Deliverables
  - #5: Related Projects
  - #6: Partners
- Top Visitors by Country:
  - Greece
  - USA

- Spain

The OPTIMAI web pages have been viewed 5.9K times in total, averaging at an impressive 536 page views per month. The traffic to the website is set to increase further in the second half of the project as results are generated. Pages that have consistently been popular include the news section, and the readers also show a great deal of interest in the deliverables and related projects sections. A specific post attracting visitors was the 4ZDM webinar registration post in April 2022. The analytics data is examined in detail at the end of each year during CARR's annual website review.

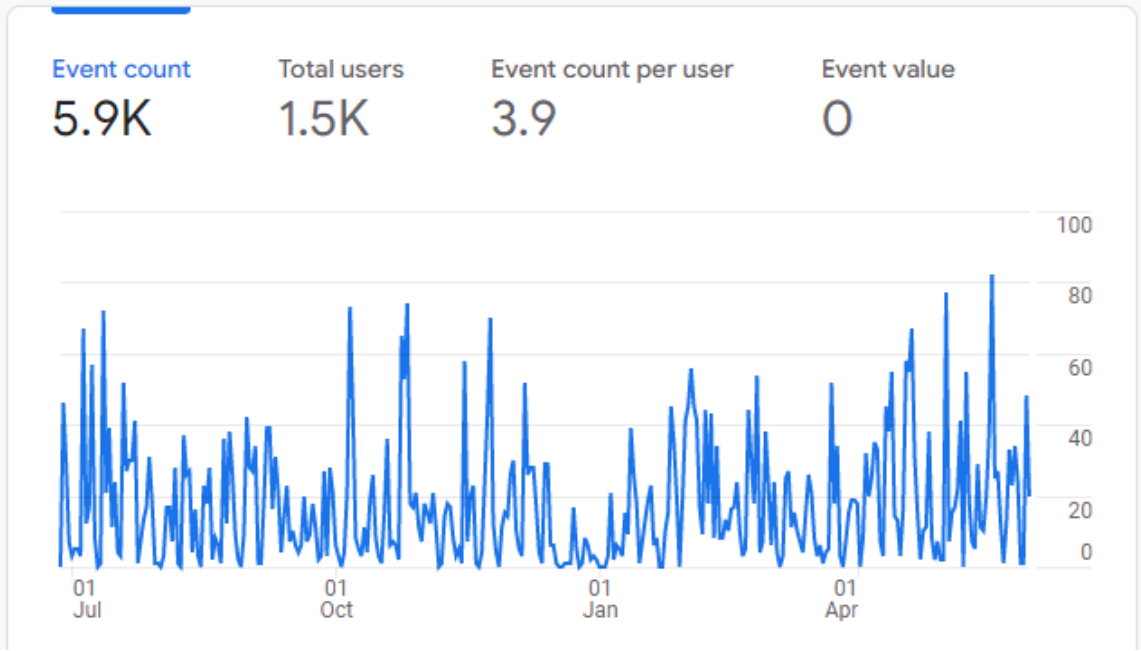

Figure 11: Overview of website traffic

3.3.2 Twitter

The OPTIMAI Twitter account has experienced a steady growth since it was created in M2. Twitter primarily serves 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.

Figure 12: Twitter banner

Twitter analytics 1 February 2021 - 31 May 2022 (M2-M17):

- Number of Twitter followers: 738 (M18)
- Number of tweets: 298 (M18)
- Post Impressions: 23,889
- Post Retweets: 119
- Post Likes: 633
- Post Engagement Rate: 4.67%
- Profile Mentions: 49
- Top 3 Posts by Engagement Rate:
  - #1: 4ZDM Event Alert
  - #2: International Day of Women & Girls in Science
  - #3: The New 4ZDM Website Launch

The KPI of 400 Twitter followers at the end of Y2 has been significantly exceeded, as the number of followers at M18 is 738. OPTIMAI's Twitter post engagement is remarkably high at 4.67%. An engagement rate of more than 1% is considered high [2]. Twitter's engagement rate is calculated as the total number of engagements a Tweet receives divided by the total number of impressions on that Tweet. 4ZDM-related posts have achieved high levels of engagement, as have social media campaigns including the International Day of Women and Girls in Science campaign that CARR ran in February 2022. The learnings of social media stakeholder engagement will be applied in the planning of Twitter content in the future.

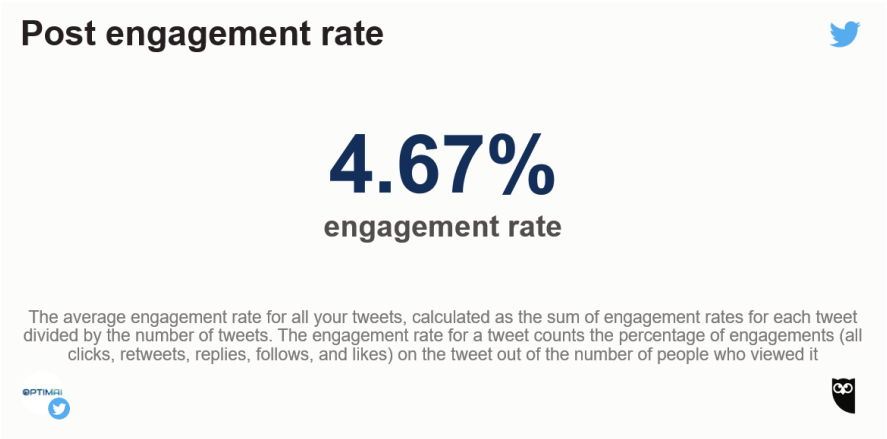

Figure 13: Twitter engagement rate

3.3.3 LinkedIn

The OPTIMAI LinkedIn page has increased its following steadily since it was created in M1. The OPTIMAI LinkedIn page is primarily used to raise awareness about the project and its results and to engage relevant stakeholders.

In addition, an OPTIMAI Forum has been created on LinkedIn to foster networking with key stakeholders. The Forum also facilitates effective knowledge transfer for policy, industrial, research and societal use. For more information on the OPTIMAI Forum, see D8.5 Forum and Information Pack for Key Stakeholders.

Figure 14: LinkedIn banner

LinkedIn analytics 1 June 2021 - 31 May 2022 (M6-M17):

- Followers: 128 (M18)
- Page Views: 1,003
- Page Visitors: 419
- Page Followers and Visitors are in the industries of Research, PR & Communications, Information Technology & Services, Engineering, Operations, and more – audiences of high relevance

- Post Engagements (Reactions, Clicks & Shares): 1,476
- Post Impressions: 22,003
- Post Shares: 64
- Post Engagement Rate: 6.89%
- Top 3 Posts by Engagements:
    - #1: International Women's Day
    - #2: Second Plenary Meeting
    - #3: International Day of Women & Girls in Science

OPTIMAI has successfully reached a number of its key stakeholder groups through LinkedIn. The LinkedIn visitor demographics demonstrate that the page attracts interest among the research community, the IT sector, within PR and communications, higher education and among technology focused stakeholder groups. The engagement rate is high at 6.89% and the page is actively visited. Once the OPTIMAI LinkedIn Forum has been formally launched at the end of M18, stakeholders will be encouraged to join the group and to participate in and initiate discussion on smart manufacturing operations, zero-defect manufacturing and all things Industry 4.0.

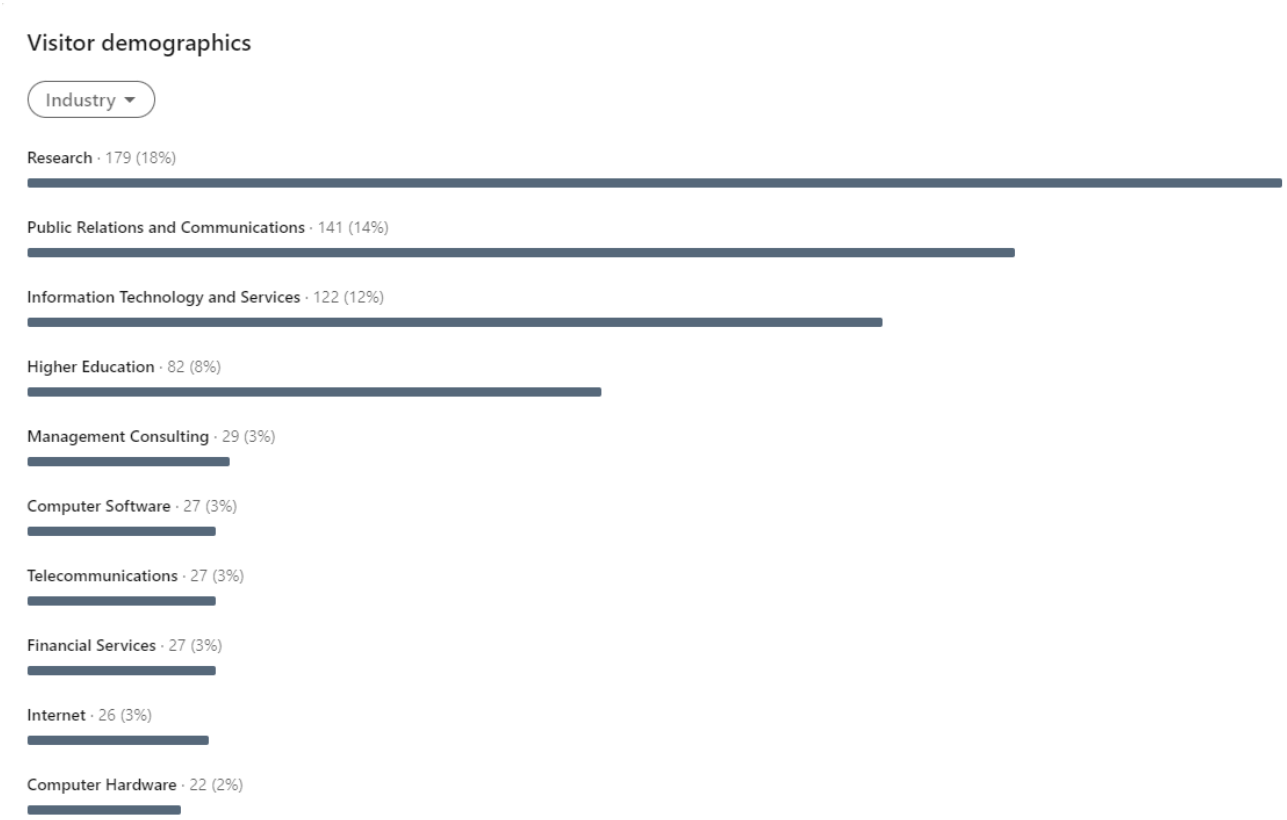

Figure 15: LinkedIn visitor demographics

3.3.4 YouTube

The OPTIMAI YouTube channel was created in M6. It serves as an easily accessible platform for the project's audio-visual highlights. The OPTIMAI videos can be embedded in social media posts and newsletters for increased visibility. A branded OPTIMAI start and end card was designed early on to be used across all videos for visual consistency. A total of nine videos have been

created by M18. Covid-19 permitting, the production of video content will intensify in the second half of the project when recordings can be made at physical events.

Number of videos at M18: **9**
Number of video views in total at M18: **254**

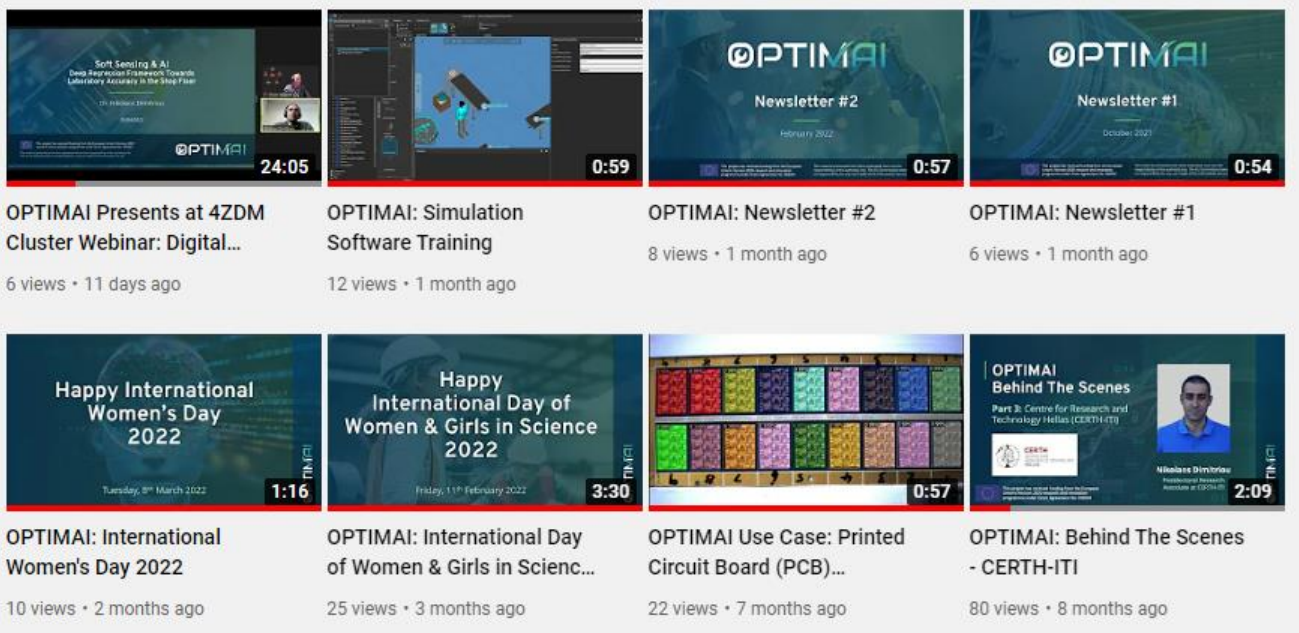

Figure 16: YouTube videos

3.4 Promotional material

A broad range of promotional material is available on the project website here. This includes the project poster, leaflet, banner, infographic and fact sheet. The first version of the OPTIMAI poster, leaflet and banner were created in autumn 2021. These were updated in spring 2022 to include a QR code (banner) and the OPTIMAI infographic (poster and leaflet). The infographic is presented in Figure 17. More details on the promotional material are available in D8.5 Forum and information pack for key stakeholders. OPTIMAI encourages the use of predominantly digital material to minimise the environmental footprint.

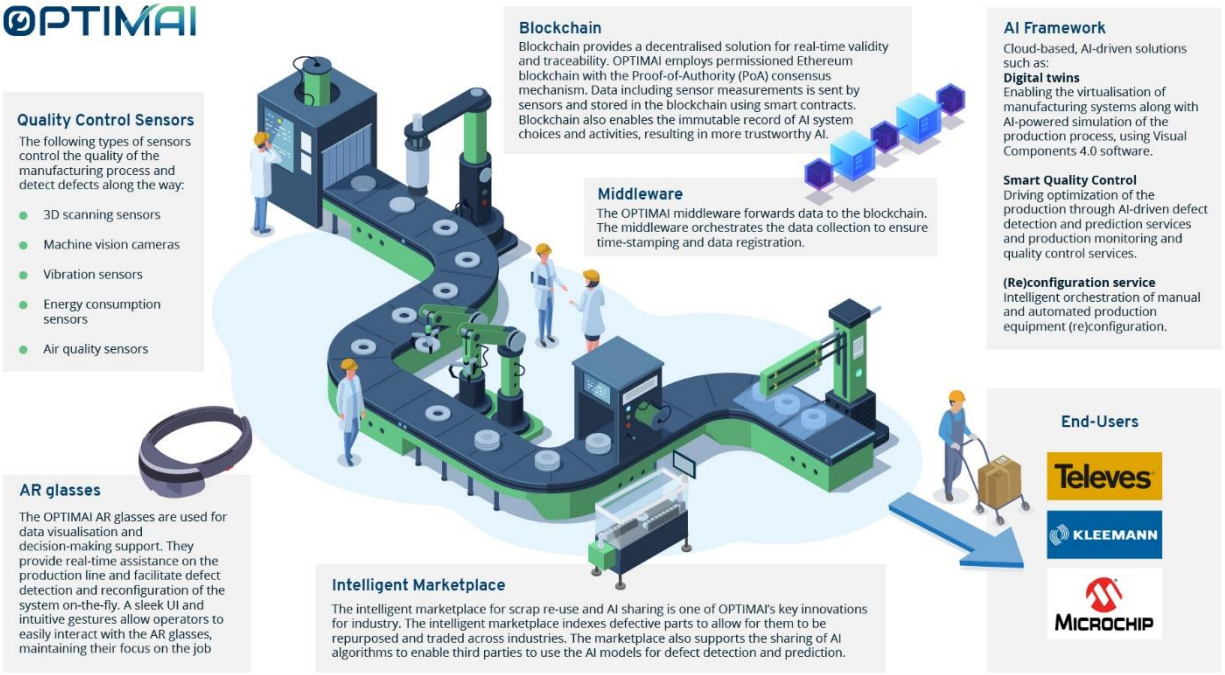

Figure 17: Infographic

4 Next steps

As the project enters its second half, it moves into a new, more results-focused phase of dissemination and communication. As the OPTIMAI solutions take shape and the pilots kick off, the project is presented with new and exciting dissemination opportunities. All partners will keep contributing to the core objective of ensuring 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.

4.1 Timeline of activities M19-M36

The continuous activities described in the previous sections will continue to be carried out in M19-M36. The availability of results will go hand in hand with intensified results-focused dissemination efforts involving all partners. The impact will be maximised through a broad range of activities including increased media outreach and stakeholder engagement fostering uptake of the results.

Looking ahead at the final year of the project, preparations are already underway for an OPTIMAI showcase event at SMART2023, the 10th ECCOMAS Thematic Conference on Smart Structures and Materials. The event will be hosted in Patras, Greece 3-6 July 2023 and UTH is part of the Local Organizing Committee. They are preparing a special session / mini-symposium for OPTIMAI which will allow the project to attract significantly more attention than the submission of individual papers would. The timing of the conference is very good, as it will take place at the beginning of the last semester of OPTIMAI. Project results will have reached a considerable level of maturity. Live demos can be organized and partners can present their work individually and as part of the merged unified framework.

An indicative timeline of activities M19-M36 is presented in Table 7. D8.4 (M36) will describe the post-project plans.

Table 7: Timeline of activities M19-M36

Activity	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30	M 31	M 32	M 33	M 34	M 35	M 36
Task 8.1: High impact dissemination & communication activities																		
Monthly WP8 calls																		
Website updates																		
Twitter updates																		
LinkedIn updates																		
YouTube updates																		
Newsletters																		
Update to promotional material																		
Event attendance/hosting incl. planning – see calendar of events																		
Submissions to publications incl. drafting																		
Annual review of website																		
Social media survey and focus group																		
Media contacts database update																		
Media training upon request																		
Press release issued to media, media outreach																		
D8.4 Report on communication and dissemination activities – 2nd version																		
Task 8.2: Clustering, networking & knowledge transfer activities																		
Build, maintain and strengthen contacts database																		
Establish and maintain links with related projects																		
Knowledge transfer through publications and events																		
4ZDM cluster workshop (date TBC)																		
Knowledge transfer activities through OPTIMAI Training (T7.1)																		
4ZDM cluster white paper																		

A selection of events planned for M19-M36 is listed in Table 8.

Table 8: Future events

No	Date	Name of event	Type of event	Partner org(s) involved	Presentation title if any	Location	Website / source
1	30 August - 2 September 2022	Technishow	Trade Fair	VIS	N/A	Utrecht, Netherlands	https://www.technishow.nl/
2	2-6 September 2022	IFA, Internationale Funkausstellung Berlin	Trade show	YBQ	N/A	Berlin, Germany	https://b2b.ifa-berlin.com/en/
3	6-9 September 2022	IEEE International Conference on Emerging Technologies and Factory Automation (ETFA 2022)	Conference	FORTH and CERTH	Aligning Emerging Technologies onto I4.0 principles: Towards a Novel Architecture for Zero-defect Manufacturing	Stuttgart, Germany	https://2022.ieee-etfa.org/
4	27-29 September 2022	PPMA	Trade Fair	VIS	N/A	Birmingham, United Kingdom	https://www.ppmashow.co.uk/
5	4-7 October 2022	Motek	Trade Fair	VIS	N/A	Stuttgart, Germany	https://www.motek-messe.de/en/
6	19-20 October 2022	Metal Madrid	Trade Fair	VIS	N/A	Madrid, Spain	https://www.advancedmanufacturingmadrid.com/en/

7	October 2022 TBC	Industry 5.0 workshop	Workshop	CERTH, CARR	N/A	Virtual	N/A
8	1-2 November 2022	Robotics & Automation	Trade fair and conference	VIS	N/A	Coventry, United Kingdom	https://www.roboticsandautomation.co.uk/
9	14-18 November 2022	Digital Manufacturing week	Trade fair and conference	VIS	N/A	Liverpool, United Kingdom	https://www.digital-manufacturing-week.com/
10	3-6 July 2023	SMART2023 / 10th ECCOMAS Thematic Conference on Smart Structures and Materials	Conference	UTH, others	UTH organising special OPTIMAI session / symposium	Patras, Greece	https://www.smart2023.eu/

5 Conclusions

This deliverable has provided a detailed picture of the current communication and dissemination landscape surrounding OPTIMAI. This report builds on D8.2 Communication and dissemination strategy (M6), and it will feed into D8.4 Report on communication and dissemination activities - 2nd version (M36).

This report has presented the dissemination and communication achievements up to M18. It has listed impactful activities that have been carried out, including events, publications, clustering activities, media outreach and digital communications. The performance to date has been measured and analysed against the agreed KPIs.

The next steps have been outlined and an indicative timeline has been presented for activities M19-M36.

This report demonstrates that the project is well on track to meet or exceed its communication and dissemination objectives. The project results that are generated are being effectively and systematically disseminated, which facilitates exploitation and take-up of the results by end-users.

6 References

[1] 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.

[2] Adobe. (2022). Your guide to social media engagement rates. Learn target engagement rates for Facebook, LinkedIn, Instagram, and Twitter. Retrieved 1 June 2022 from: https://www.adobe.com/express/learn/blog/what-is-a-good-social-media-engagement-rate

7 Appendices

A1: Updated website privacy policy

Privacy Policy for the OPTIMAI website

UPDATE 25th January 2022: *This privacy policy was amended to reflect changes in the ownership of the Mailchimp service and its privacy policy as well as other minor amendments.*

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

- 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 assessments where necessary (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, or analytics services such as 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 Intuit Mailchimp Service

The OPTIMAI consortium utilises Mailchimp (a service of Intuit Inc.) as an email management service 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 Intuit Mailchimp service on the OPTIMAI website's homepage. Users of our website are asked to study Intuit's privacy statement (this link directs to a third-party website—Intuit.com) and Intuit Mailchimp's Privacy FAQs (this link directs to a third-party website—Mailchimp.com) before signing-up to our newsletter.

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

Other information that may be collected by Intuit via Mailchimp, as quoted from its privacy statement, includes but is not limited to:

- **Online behavioral data.** We may automatically collect certain information about your use and interactions with our websites, customers' websites or e-commerce stores, Platform, social media websites, and marketing campaigns that we or our customers organize, including device information (such as your IP address and unique device IDs), page view information and search results, links and if you are a customer contact, whether or not a campaign presented or sent to you using our offerings has been viewed, delivered, opened, clicked on, whether it has bounced or was treated as spam.
- **Device information.** We may collect information about your device such as Internet Protocol ("IP") addresses, log information, error messages, device type, and unique device identifiers. For example, we may collect IP addresses from you as part of our sign in and security features.

- **Usage information.** We may collect information about your usage of the Platform, such as the pages you viewed, the services and features you used or interacted with, your browser type and details about any links or communications with which you interacted.

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

Intuit 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 Intuit Mailchimp service is bound by Standard Contractual Clauses (this link directs to a third-party website—Intuit Mailchimp).

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 via use of email and cloud storage based services, notably Microsoft and Google, who may be located outside of the EU. Our use of Intuit 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 29th 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.

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.

A2: Press release January 2022

Press release

EU project makes headway in zero-defect manufacturing

- EU funded project introduces new Artificial Intelligence (AI) methods for improved quality in manufacturing
- The OPTIMAI project presents intelligent approach to zero-defect manufacturing through its breakthrough AI powered toolkit
- 16 partner organisations from 8 countries across Europe join forces to optimise production processes through a mix of AI, augmented reality, virtualisation and smart sensors

[INSERT DATE]

Manufacturing industries are constantly looking for new ways to improve quality control for both manufactured products and manufacturing processes. The OPTIMAI project is spearheading innovation in this area. Introducing new technologies designed to reduce scrap, eliminate defects, maximise productivity and improve quality of shop floor processes, the project is set to make a tangible impact on European industry and environmental sustainability.

> *"We are effectively looking to create a new industry ecosystem. We are optimising production processes through a unique mix of Smart Instrumentation, Metrology, Artificial Intelligence, Virtualisation and Augmented Reality*", says OPTIMAI Project Coordinator, Dr. Nikolaos Dimitriou from the Centre for Research and Technology Hellas (CERTH-ITI).

The three-year project, funded by the European Commission's Horizon 2020 research and innovation programme, is shaping the factories of the future thanks to its unique set of smart technology designed for the manufacturing arena. OPTIMAI was launched in January 2021 and has just entered its second year.

The manufacturing industry has spent the last few decades in a continuous state of technological revolution with the progressive introduction of ICT, robotics, and automation technologies and most recently the introduction of digitalisation technologies on the shop floor. OPTIMAI is now revolutionising current industry practices further by bringing together and advancing several enabling technologies that strengthen the collaboration between humans and machines.

Dr. Dimitriou and his team have designed the OPTIMAI toolkit, which will initially be tested and validated in factories focusing on the manufacturing of lifts and antennas and on the assembly of microelectronics in Greece, Spain and the UK respectively. The highly adaptable solutions will then be applied in a wide range of industrial settings and brought to market across Europe.

> *"We aim to strike an optimal balance between fast, cheap and reliable production choices that have a significant impact on industrial competitiveness."*, Dr. Dimitriou explains.

Core parts of the toolkit developed by contributing organisations (including **[ENTER PARTNER ORG. HERE]** from **[CITY]**, **[COUNTRY]**) include a decision support system that detects and issues early notifications of defects, a continuous production, monitoring and quality inspection system powered by smart sensors, an intelligent marketplace for recycling of scrap, digital twins for simulation and forecasting of industrial processes, and, of course, a comprehensive ethics and regulatory framework surrounding the technologies.

Feeding into the current transformative phase in the Industrial Revolution known as Industry 4.0., the project's innovations go beyond the state of the art and pave the way for a smarter, digitalised European manufacturing domain.

Ends

For further information or to arrange an interview with an OPTIMAI representative please contact:

[INSERT YOUR OWN CONTACT DETAILS WHEN SENDING OUT TO LOCAL MEDIA]

EU Project Director Linda Henriksson, Carr Communications: linda@carrcommunications.ie, (+353) 89 466 9902.

Technical enquiries: Project Coordinator Dr. Nikolaos Dimitriou, Centre for Research and Technology Hellas (CERTH-ITI): nikdim@iti.gr

For more information, please visit the OPTIMAI website https://optimai.eu/ and for regular updates follow OPTIMAI on Twitter @OPTIMAI_Project and LinkedIn OPTIMAI Project.

A3: Press release April 2022

Press release

Key zero-defect manufacturing (ZDM) projects host open webinar

- The 4ZDM cluster of EU-funded zero-defect manufacturing projects and the European Factories of the Future Research Association (EFFRA) co-organize the webinar Digital Technologies for Zero-Defect Manufacturing on Wednesday 20th April, 09:00am-12.45pm CEST
- The event is free of charge and open for registrations at https://tuni.zoom.us/webinar/register/WN_bq4qc0jKR02iUqlsKmdymw

19th April 2022: The key EU projects behind the 4ZDM initiative have joined forces to present the latest developments in zero-defect manufacturing and quality control in smart manufacturing. The open webinar on Digital Technologies for Zero-Defect Manufacturing on 20 April 2022 will offer insights into digital manufacturing platforms for connected smart factories, digital solutions for data quality and large-part high precision manufacturing.

Manufacturing industries are constantly looking for new ways to improve quality control for both manufactured products and manufacturing processes. The ongoing digital transformation and the fourth industrial revolution, termed Industry 4.0, have put a spotlight on the zero-defect concept. The projects within the 4ZDM initiative are working to create a new ecosystem of Industry 4.0 solutions to transform European industry by reducing production costs, production time, errors and scrap.

At the heart of the zero-defects infrastructure is a set of digital solutions and approaches that provide the ability to connect different parts of the manufacturing life cycle through digital data supporting the use of information for intelligent automation and smarter, more efficient decisions.

The projects coordinating this event have received EU funding of more than €80 million in total to achieve global industrial leadership, to improve the quality of manufacturing operations and shape the factories of the future. This event will provide the opportunity to learn from projects at different stages of maturity about ZDM architecture, AI-driven sensors, digital twins, and other new methods and instruments for process control.

Join the webinar to find out more. The full agenda including the list of speakers is available here.

Ends

More information about the projects in the cluster:

ZDMP aims to combine state-of-the-art zero-defect technological approaches based on commercial-grade or open-source software, with built-in software for any gaps, and with an open development approach and app store. It will allow end users to connect their system to benefit from the features of the platform, including product and production quality assurance. ZDMP can also simplify processes by connecting existing (and new) devices and sensors, while enabling connections to related information systems and operational assets. Recently finished.

Recently finished QU4LITY aimed to provide the market with a new possibility in the form of an SME friendly, highly standardised, dependable, open and transformative shared data-driven zero-defect manufacturing product/service model. The project also introduced and demonstrated this product and showed how the European industry can develop novel strategies and methods that use zero-defect manufacturing technologies.

OPTIMAI aims to create a new European industry ecosystem focused on innovative solutions to optimise production, reduce defects and improve quality to safeguard European industry for generations to come. The project strives to strike an optimal balance between fast, cheap and reliable production choices that have a significant impact on the competitiveness of industries. OPTIMAI is developing smart instrumentation of production with AI-enabled sensors for quality inspection and monitoring.

DAT4.ZERO aims to develop a digitally-enhanced quality management (DQM) system to prevent faults. With the use of

smart, dynamic feedback and feed-forward mechanisms, the project will contribute towards zero-defect manufacturing in smart factories. The DQM system combines smart sensors and actuators with existing large data sets to monitor process parameters such as temperature and vibration during machining operations to ensure correct quality outputs. Innovative technologies will gather and analyse data from manufacturing processes and give businesses greater control of what happens during production.

InterQ aims to measure, predict, control and manage the quality of the manufactured products, manufacturing processes and gathered data to assure Zero-Defect-Manufacturing through all the value chain. It proposes a new generation of digital solutions based on intelligent systems, hybrid digital twins and AI-driven optimization tools, powered with meaningful and reliable data, to assure the quality in smart factories in a holistic manner.

I4Q (Industrial Data Services for Quality Control in Smart Manufacturing) aims to assist manufacturing enterprises (small, medium, or micro) with moving towards Industry 4.0 while overcoming the hurdles preventing them to do so. i4Q will develop a Reliable Industrial Data Services (RIDS) solution based on the Internet of things (IoT). This solution will include simulation and optimisation tools for manufacturing line-continuous process qualification, quality diagnosis, reconfiguration and certification for ensuring high manufacturing efficiency, leading to an integrated approach to zero-defect manufacturing.

PeneloPe aims to implement Pilot lines for large-part high-precision manufacturing, involving a consortium of 31 Partners from 10 EU countries. The project is developing a novel methodology linking product-centric data management and production planning and scheduling in a closed-loop digital pipeline by ensuring an accurate and precise manufacturability from the initial product design.

The projects participating in the 4ZDM Cluster have received funding from Horizon 2020, the European Union's Programme for Research and Innovation.