

D8.4

Report on communication and dissemination activities – 2nd version

30 June 2024

OPTIMAI



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 FINT Future Intelligence TELECOM ENGINEERING COMPANY	FINT FUTURE INTELLIGENCE LIMITED	Cyprus	FINT
 FORTH ΕΡΕΥΝΑ ΤΕΧΝΟΛΟΓΙΑΣ ΚΑΙ ΕΡΕΥΝΑΣ	IDRYMA TECHNOLOGIAS KAI EREYNAS	Greece	FORTH
 EVT	EVT EYE VISION TECHNOLOGY GMBH	Germany	EVT
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 YUBIQUO	YUBIQUO SRL	Italy	YBQ
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 innovalia METROLOGY INNOVATION AND ACCURACY	UNIMETRIK SA	Spain	UNIMET
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 CARR COMMUNICATIONS	Carr Communications Limited	Ireland	CARR
 UAB Universitat Autònoma de Barcelona	UNIVERSIDAD AUTONOMA DE BARCELONA	Spain	UAB
 TRILATERAL RESEARCH	TRILATERAL RESEARCH LIMITED	Ireland	TRI
 KLEEMANN	KLEEMANN HELLAS –INDUSTRIAL COMMERCIAL SOCIETE ANONYME FOR MECHANICAL CONSTRUCTION SA	GREECE	KLEE
 Televes	TELEVES SA	Spain	TVES
 MICROCHIP	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
WP	Work Package
ZDM	Zero-defect manufacturing

Executive Summary

This deliverable reports on the OPTIMAI communication and dissemination activities carried out in the second reporting period (M19-M42) and presents the cumulative achievements leading up to June 2024. It describes how OPTIMAI's communication and dissemination strategy has been implemented and serves as a tracker and handbook for ensuring maximum impact in the context of communication and dissemination.

OPTIMAI has published results widely and represented the project at a diverse range of events, both virtual and in-person conferences, trade fairs and workshops. The project has developed impactful dissemination material, targeted and engaged relevant audiences and steadily managed a range of online channels.

Project partners have actively contributed to the dissemination efforts by sharing updates on the progress and the results that have been 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 66 events during the lifetime of the project. A total of 25 peer-reviewed scientific open access OPTIMAI publications have been published, and further publications are pending. The project has been visibly featured in media outlets across Europe as 20 articles have been published. 9 newsletter issues and 47 videos have been produced. The project website, X (formerly 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 has met its ambitious measurable targets.

The engagement of key stakeholders through the outreach activities has been essential in terms of creating opportunities to foster uptake of the project results.

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

Table of Contents

Executive Summary.....	6
Table of Contents	7
1 Introduction.....	9
1.1 Purpose of the document.....	9
1.2 Intended readership.....	10
1.3 Relationship with other OPTIMAI deliverables.....	10
2 Dissemination achievements	12
2.1 Overview of activities M19-M42	12
2.2 Performance measurement and analysis	12
2.3 Publications.....	15
2.4 Events	22
2.5 Media and multipliers	31
2.6 Newsletters	33
2.7 Dissemination through clustering, networking and knowledge transfer activities	34
2.7.1 The 4ZDM cluster.....	34
2.7.2 Knowledge transfer through training	36
2.8 Management and administration of dissemination activities	36
3 Communication achievements	37
3.1 Overview of activities M19-M42	37
3.2 Performance measurement and analysis	37
3.3 Digital communication channels.....	39
3.3.1 Website.....	39
3.3.2 Twitter.....	42
3.3.3 LinkedIn.....	43
3.3.4 YouTube	44
3.4 Promotional material	45
4 Post-project sustainability	46
5 Conclusions.....	47
References.....	48

LIST OF FIGURES

Figure 1: Imagery from selected events	31
Figure 2: Media centre	31
Figure 3: Joint resources produced through the Horizon Results Booster	36
Figure 4: Website pages	39
Figure 5: Website landing page	40
Figure 6: OPTIMAI Google Analytics - users over time	41
Figure 7: OPTIMAI Google Analytics - most viewed pages and top events	41
Figure 8: OPTIMAI website users by country.....	42
Figure 9: Twitter profile image	43
Figure 10: LinkedIn profile image.....	44
Figure 11: Selection of OPTIMAI YouTube videos	44
Figure 12: Selected promotional materials	45

LIST OF TABLES

Table 1: Relationship between D8.3 and other OPTIMAI deliverables.....	10
Table 2: Dissemination KPIs.....	12
Table 3: Open-access scientific publications	15
Table 4: Non-open access scientific publications	21
Table 5: Events attended.....	22
Table 6: Media coverage	32
Table 7: 4ZDM cluster events	35
Table 8: Communications KPIs	37

1 Introduction

This report builds on D8.3 Report on communication and dissemination activities – 1st version (M18). Sharing information about the project and its findings lies at the core of the dissemination and communication activities of OPTIMAI. These efforts in turn facilitate the uptake of the innovative results that have been generated.

Overall, the objectives of the communication activities include raising awareness of the project itself and its achievements among stakeholders in the digital manufacturing domain, from end users and industry actors more broadly to relevant policy makers and research communities.

Communication and dissemination are activities go hand in hand, and for the purposes of this deliverable, certain communications aspects are covered under dissemination; this means that we cover activities that involve not only project results but also the diffusion of project information in general, especially linked to diverse developments and highlights.

The communication and dissemination activities have been coordinated by CARR and carried out as a shared effort by all project partners.

It is acknowledged that for the project to achieve its objectives, it needs to have built and maintained key audiences and to be visible to stakeholders that will ultimately be in a position to make use of the project outputs. To this end, the project team has steadily engaged in outreach activities with diverse actors involved in the green, digital and human-centric manufacturing processes.

OPTIMAI has resulted in a toolkit of smart technologies designed to optimise production processes in industry. The emerging tools and services form the basis for the communication and dissemination activities aiming to deliver long term value beyond the lifetime of the project.

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) was monitored throughout the lifetime of the project. The purpose of this report is to provide a detailed picture of the communication and dissemination activities carried out up to M42 as well as of the impact they have generated. Furthermore, this report outlines the planned post-project sustainability actions to ensure that the project is given maximum visibility even after the end of the funding period, and that relevant target audiences keep being informed about the 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 will be 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 the communication and dissemination activities that have been carried out. It helps partners see where they stand and how they have contributed 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 – 1 st version	The training material is linked to knowledge transfer
D7.2	Training Material – 2 nd version	The training material is linked to knowledge transfer
D8.1	Project website and branding	As D8.1 establishes 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)

D8.3	Report on communication and dissemination activities – 1 st 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 M19 and M42 and presents the main dissemination achievements during the entire lifetime of the project. Section Post-project sustainability then outlines the plans for the future.

2.1 Overview of activities M19-M42

Dissemination activities have been carried out actively and continuously in the second 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. Project partners have been actively involved in sharing updates on the progress and the results that have been generated.

A dissemination tracker has been used to keep an up-to-date record of all OPTIMAI dissemination activities. The tracker is an interactive file that all partners have been able to update in the shared workspace Nextcloud. The tracker gathers details on events attended, published publications, publications of interest, media coverage, media/articles generated by partners, key stakeholders and theses.

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 has been measured regularly against the agreed key performance indicators (KPIs). The numerical targets listed in Table 2 facilitate the measuring of how well the project has achieved its dissemination goals.

Table 2: Dissemination KPIs

Category	Activity - indicator	Target Y1 (M12)	Target Y2 (M24)	Target Y3 (M36)	Status M42
Scientific excellence of project research	Number of invited speeches / keynotes	3	5	10	Achieved: >10

	Number of scientific papers published by project partners	At least 4 scientific papers	12	25	Achieved: 25 open access, 1 pending, 4 non-open-access
	Number of presentations at conferences / fairs	4	20	30	Exceeded: 40
Level of integration among partners	Number of joint publications	3	7	15	Achieved: 14 (+1 pending)
	Number of visits to other partners for carrying out joint work	3	6	10	Achieved: >10
Community engagement	Networking events and workshops	Up to 3 relevant networking events / workshops	Up to 5 relevant networking events / workshops	Up to 5 relevant networking events / workshops	Exceeded: 45 (incl. all events allowing for networking)
	Number of attendees at the project workshops	30/50	50/100	80/120	Achieved: >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	Achieved: 9 newsletters, 24 project publications and presentations combined, 93 news entries
		1 press release (translated & localised in each partner country)	2 press releases	3 press releases	Achieved: 3 press releases
	Number of newsletter subscriptions and newsletter readers online (combined)	50	100	150	Achieved: 171 subscribers

Clustering	Cluster with Relevant projects and initiatives	Cluster with relevant projects	Cluster with 2 relevant projects or initiatives	Cluster with 5 relevant projects or initiatives	Exceeded: active clustering with 4ZDM cluster, 10 projects
	Nr of partnerships with institutions or EU projects working on similar themes	3	5	7-10	Achieved: 10 projects
Progress on pilot sites	Number of users actively participating in the OPTIMAL activities	50	300 ¹	600 ²	Active participation of key individuals at the pilot sites: TVES: 20 MTCL: 34 KLEE: 37
	Nr. of institutions providing expression of interest to adopt the OPTIMAL approach	3	15	30	On track, discussions ongoing

¹ Overestimation in the Grant Agreement

² Overestimation in the Grant Agreement

2.3 Publications

The open-access Master's thesis, conferences and journal publications that have been published (25) by M42 are presented in Table 3. The table also lists forthcoming publications (not yet published). Efforts to publish results in scientific journals intensified significantly in the second half of the project as results were generated. Publications have a dedicated section on the project website [here](#), and they can also be accessed via the [Zenodo](#) repository.

Table 3: Open-access scientific publications

No	Title of publication or conference + details	Title of paper / article / presentation	Author(s)	Partner org(s)	Pub-lisher	Date of publication	DOI or link
1st reporting period (January 2021 to June 2022)							
1	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
2	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, Added to IEEE Xplore: 08 Oct 2021	DOI: 10.1109/IISA52424.2021.9555499
3	IEEE Transactions on Industrial Informatics, 2022	A Deep Regression Framework Towards Laboratory Accuracy in the Shop Floor of Microelectronics	A. Evangelidis, N. Dimitriou (https://orcid.org/0000-0002-6650-7758), L. Leontaris	CERTH, MTCL	IEEE	13 June 2022	DOI: 10.1109/TII.2022.3182343

			(https://orcid.org/0000-0003-4950-398X), D. Ioannidis (https://orcid.org/0000-0002-5747-2186), G. Tinker and D. Tzovaras				
4	Engineering Proceedings	Autoencoders for Anomaly Detection in an Industrial Multivariate Time Series Dataset	Tziolas T, Papageorgiou K, Theodosiou T, Papageorgiou E, Mastos T, Papadopoulos A.	UTH and KLEE	MDPI	22 June 2022	https://doi.org/10.3390/engproc2022018023
2nd reporting period (July 2022 to June 2024)							
5	JOAL	Dilemmas in Legal Governance	Casanovas, P. and Noriega, P.	UAB	JOAL	3 October 2022	https://doi.org/10.5281/zenodo.8208162
6	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	G. Margetis, K. C. Apostolakis, N. Dimitriou, D. Tzovaras and C. Stephanidis	FORTH and CERTH	IEEE	25 October 2022	https://doi.org/10.1109/ETFA52439.2022.9921492
7	Frontiers in Manufacturing Technology	A systematic review on machine learning methods for root cause analysis towards zero-defect manufacturing	Papageorgiou K, Theodosiou T, Rapti A, Papageorgiou EI, Dimitriou N, Tzovaras D and Margetis G.	UTH, CERTH, FORTH	Frontiers	28 Oct 2022	https://doi.org/10.3389/fmtec.2022.972712
8	2022 IEEE International Conference on Metrology for	An easy Hand Gesture Recognition System for XR-	N. Capece, G. Manfredi, V. Macellaro and P. Carratù.	YBQ	IEEE	5 Dec 2022	https://doi.org/10.5281/zenodo.8208271

	Extended Reality, Artificial Intelligence and Neural Engineering (MetroXRINE)	based collaborative purposes					
9	SMART 2023 10th ECCOMAS Thematic Conference on Smart Structures and Materials	Hand Gesture Recognition Using Recurrent Neural Networks and Synthetic Data Generation	F. Sabbarese, L. Magliulo, P. Carratu, M. Romano.	YBQ	Eccomas Proceedia	2023	DOI: 10.7712/150123.9875.445104
10	SMART 2023	Efficientdet Application for Detection of Incorrect Assemblies in the Antenna Manufacturing Process	Anna Feleki, Konstantinos Papageorgiou, Theodoros Tziolas, Aikaterini Rapti, Theodosios Theodosiou, Sebastian Pantoja, Paschalis Charalampous, Nikolaos Dimitriou, Dimitrios Tzovaras, A. Cuiñas, J. Mourelle, Elpiniki Papageorgiou, Andreas Böttinger, George Margetis	UTH, TVES, CERTH, EVT, FORTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9874.444639
11	SMART 2023	AI for Detecting Variations in the OEE Data Reception Rate in the	Clara I. Valero, Fernando Boronat, Manuel Esteve, Carlos E. Palau	UPV	Eccomas Proceedia	2023	DOI: 10.7712/150123.9867.444277

		Manufacturing Industry					
12	SMART 2023	Automated Defect Detection in Battery Line Assembly via Deep Learning Analysis	Anastasios Tzelepakis, Lampros Leontaris, Nikolaos Dimitriou, Evangelia Koukidou, Dimitrios Bollas, Aristoklis Karamanidis, Dimitrios Tzovaras	CERTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9868.444540
13	SMART 2023	Centernet-based Models for the Detection of Defects in an Industrial Antenna Assembly Process	Theodosios Theodosiou, Theodoros Tziolas, Konstantinos Papageorgiou, Aikaterini Rapti, Elpiniki Papageorgiou, Sebastian Pantoja, Paschalis Charalampous, Nikolaos Dimitriou, Dimitrios Tzovaras, A. Cuiñas, J. Mourelle, Andreas Böttinger, George Margetis	UTH, TVES, CERTH, EVT, FORTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9869.444634
14	SMART 2023	Inspection of Surface Defects in Metal Processing Industry Using UNet-Based Architectures	Lampros Leontaris, Nikolaos Dimitriou, Apostolos Nikolousis, Dimitrios Tzovaras, Elpiniki Papageorgiou	CERTH, UTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9870.444670
15	SMART 2023	An Elevator Calibration Recommender	George Margetis, Nikolaos Dimitriou, Elpiniki	FORTH, UTH, CERTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9871.446205

		System for Effective Defect Detection and Prevention	Papageorgiou, Theodosios Theodosiou, Konstantinos C. Apostolakis, Stavroula Ntoa, Despoina Gavgiotaki, Dimitrios Tzouvaras, Constantine Stephanidis				
16	SMART 2023	Enhancing Defect Traceability and Data Integrity in Industry 4.0 Using Blockchain Technology	Andreana Mitsiaki, Nikolaos Dimitriou, George Margetis, Konstantinos Votis, Dimitrios Tzouvaras	CERTH, FORTH	Eccomas Proceedia	2023	DOI: 10.7712/150123.9866.443273
17	SMART 2023	Ethical Compliance of AI Tools in Industrial Manufacturing	Andrea Guillén, Christopher Fischer, Emma Teodoro, Agata Gurzawska	UAB, TRI	Eccomas Proceedia	2023	DOI: 10.7712/150123.9877.450825
18	Master's Thesis	Development of Manufacturing Simulation Software for Production Managers	Saksi, M.	VIS	Aalto University	13 Oct 2023	https://aaltodoc.aalto.fi/items/b572e560-6529-4c84-945c-34e244d1cd95
19	Proceedings of Artificial Intelligence Governance Ethics and Law (AIGEL)	Generative AI and the Rule of Law	Pompeu Casanovas, Mustafa Hashmi, Marta Poblet	UAB	CEUR Workshop Proceedings	30 Oct 2023	https://ceur-ws.org/Vol-3531/LPaper_03.pdf
20	Proceedings of Artificial Intelligence Governance	Ethical and Legal aspects of Human-Centricity in Manufacturing	Guillén, A and Teodoro, E,	UAB	CEUR Workshop Proceedings	30 Oct 2023	https://ceur-ws.org/Vol-3531/SPaper_15.pdf

	Ethics and Law (AIGEL)						
21	4th International Conference on Industry 4.0 and Smart Manufacturing	A Review Study on ML-based Methods for Defect-Pattern Recognition in Wafer Maps	T. Theodosiou, A. Rapti, K. Papageorgiou, T. Tziolas, E. Papageorgiou, N. Dimitriou, G. Margetis, D. Tzovaras	UTH, CERTH, FORTH	Elsevier	2023	https://doi.org/10.1016/j.procs.2022.12.253
22	Doctoral thesis	Arquitectura de IoT para la implementación de servicios cognitivos	Valero, Clara	UPV	RiuNet / UPV	12 Feb 2024	https://doi.org/10.4995/Thesis/10251/202613
23	Future Generation Computer System	A Blockchain-based Digital Twin for IoT deployments in logistics and transportation	Salvador Cuñat Negueroles, Raúl Reinosá Simón, Matilde Julián, Andreu Belsa, Ignacio Lacalle, Raúl S-Julián, Carlos E. Palau	UPV	Elsevier	17 April 2024	https://doi.org/10.1016/j.future.2024.04.011
24	5th International Conference on Industry 4.0 and Smart Manufacturing	Deep Fuzzy Cognitive Maps for Defect Inspection in Antenna Assembly	T. Tziolas, K. Papageorgiou, A. Feleki, T. Theodosiou, K. Rapti, E. Papageorgiou, S. Pantoja, A. Cuinas	UTH, TVES	Elsevier	2024	https://doi.org/10.1016/j.procs.2024.01.010
25	31st Congress of General Linguistics of the University of Barcelona	On Ambiguity and the Expressive Function of Law: The Role of Pragmatics in Smart Legal Ecosystems	Casanovas, P.	UAB	Edicions de la Universitat de Barcelona	Preprint submitted on 7 June 2024; to be published in 2025	https://doi.org/10.48550/arXiv.2406.05084 https://arxiv.org/abs/2406.05084
Forthcoming scientific publications – publication pending							

26	ICCVPR conference in Rome	Employing Deep Learning for Defect Detection in Antenna Assembly	Theodoros Tziolas, Konstantinos Papageorgiou, Theodosios Theodosiou, Sebastian Pantoja, Nikolaos Dimitriou, Dimosthenis Ioannidis, Dimitrios Tzovaras, Elpiniki Papageorgiou	UTH, CERTH, TVES	N/A	2024	Forthcoming Publication accepted; presented on 26 June 2024
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In addition to the open-access scientific publications listed above, the following scientific publications that are not currently available in open access mode are listed in Table 4: Non-open access scientific publications.

Table 4: Non-open access scientific publications

No	Title of publication or conference + details	Title of paper / article / presentation	Author(s)	Partner org(s)	Publisher	Date of publication	DOI or link
1	International Conference on Information, Intelligence, Systems and Applications (IISA)	Wafer Map Defect Pattern Recognition using Imbalanced Datasets	Tziolas, T., Theodosiou, T., Papageorgiou, K., Rapti, A., Dimitriou, N., Tzovaras, D., Papageorgiou, E.	UTH and CERTH	IEEE	30 September 2022	DOI: 10.1109/IISA56318.2022.9904402
2	Mirando hacia el futuro. Cambios sociohistóricos vinculados a la virtualización. [Looking to the Future. Socio-historical changes link to virtualisation].	Inteligencia Artificial y Derecho: La doble implosión de las profesiones y servicios jurídicos en la era digital" [Artificial Intelligence and Law: The Double Implosion of Legal	Casanovas, P.	UAB	Uni Rioja	2022	https://dialnet.unirioja.es/servlet/libro?codigo=878216

		Professions and Services in the Digital Age]					
3	Mirando hacia el futuro. Cambios sociohistóricos vinculados a la virtualización. [Looking to the Future. Socio-historical changes link to virtualisation].	La gobernanza de los sistemas artificiales inteligentes [The Governance of Intelligent Artificial Systems]	Casanovas, P, Noriega, P.	UAB	Uni Rioja	2022	https://dialnet.unirioja.es/servlet/libro?codigo=878216
4	EUSFLAT AGOP 2023	Root Cause Analysis with Fuzzy Cognitive Maps and Correlation Coefficient	Tziolas, T. et al.	UTH	Springer	2023	https://doi.org/10.1007/978-3-031-39965-7_15

2.4 Events

OPTIMAI was (re)presented at 66 events in total by M42. Of these 66 events, 27 took place in the 1st reporting period, and 39 in the 2nd reporting period, and all are listed in Table 5. 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 5: Events attended

No	Date	Name of event	Type of event	Partner org(s) involved	Presentation title if any	Location (virtual / in-person)	Website / source
1st Reporting Period (January 2021 to June 2022)							
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	Conference	UNIMET	OPTIMAI	Virtual	https://metromeet.org/

		Industrial Dimensional Metrology					
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/taapahtumat/opc-day-finland-2021/?
10	25 November 2021	AI-MAN Workshop on Ethical and Legal	Workshop	TRI, UAB	N/A	Virtual	https://ai4manufacturing.com/explainable-artificial-intelligence-in-manufacturing/

		Issues of 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/
	7 April 2022	METROMEET International Conference on Industrial Dimensional Metrology	Conference	UNIMET	Organisation of the event and participation with project presentation	Hybrid: Bilbao + remote	https://metromeet.org/
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 Teknologia 22 - Tech Corner	Trade fair and conference	VIS	Digital transformation and the relevance of the Digital Twin	Helsinki, Finland	https://www.automaatioseura.fi/tapahtumat/teknologia-22/
15	3-6 May 2022	Control international trade fair	Trade fair	EVT, UNIMET	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/
	13-17 June 2022	Bienal de Máquina Herramienta	Fair	UNIMET	N/A	Bilbao, Spain	https://www.afm.es/es/eventos/feria-biemh-2022
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/
2nd Reporting Period (July 2022 to June 2024)							

28	30 August – 2 September 2022	Technishow	Fair	VIS	N/A	Utrecht, Netherlands	https://www.technishow.nl/ https://www.visualcomponents.com/resources/events/meet-us-at-technishow/
29	2-6 September 2022	IFA, Internationale Funkausstellung Berlin	Trade show	YBQ		Berlin	https://b2b.ifa-berlin.com/en/
30	6-9 September 2022	IEEE International Conference on Emerging Technologies and Factory Automation (ETFA 2022)	Conference	CERTH and FORTH	Aligning Emerging Technologies onto I4.0 principles: Towards a Novel Architecture for Zero-defect Manufacturing	Stuttgart, Germany	https://2022.ieee-etfa.org/
31	27-29 September 2022	PPMA	Trade fair	VIS	Booth, info point	Birmingham, UK	https://www.ppmashow.co.uk/ https://www.visualcomponents.com/resources/events/meet-us-at-ppma/
32	4-7 October 2022	MOTEK	Trade fair	VIS	Booth, info point	Stuttgart, Germany	https://www.motek-messe.de/en/ https://www.visualcomponents.com/resources/events/meet-us-at-motek/
33	4-7 October 2022	Vision 2022	Trade fair	EVT		Stuttgart, Germany	https://vision-fair.de
34	4-7 October 2022	MSV Brno	Trade fair	VIS	Booth, info point	Brno, Czech Republic	https://www.bvv.cz/msv/
35	11-13 October 2022	Boston Vision Show 2022	Trade fair	EVT		Boston, USA	https://www.visionshow.org/
36	19 October 2022	Sharework Final Conference: UNLOCKING INDUSTRIAL HUMAN-ROBOT COLLABORATION	Conference	UAB		Barcelona, Spain	https://sharework-project.eu/events/sharework-final-conference-unlocking-industrial-human-robot-collaboration/

37	19-20 October 2022	Metal Madrid	Trade fair	VIS		Madrid, Spain	https://www.advancedmanufacturingmadrid.com/en/
38	21 October 2022	3rd Joint ERCIM – JST Workshop	Workshop	UAB	on the ethical and legal aspects of human-centricity in smart factories.	Paris, France	https://www.ercim.eu/events/3rd-joint-ercim-jst-workshop
39	26-28 October 2022	IEEE MetroXRaine 2022 IEEE INTERNATIONAL CONFERENCE ON METROLOGY FOR EXTENDED REALITY, ARTIFICIAL INTELLIGENCE AND NEURAL ENGINEERING	Conference	YBQ	An Easy Hand Gesture Recognition System for XR-Based Collaborative Purposes	Rome, Italy	https://metroxraine.org/files/MetroXRaine2022_CfP_v5.pdf https://edas.info/web/2022ieeemetroxraine/program.html
40	1-2 November 2022	Robotics & Automation	Trade fair and conference	VIS	Booth, info point	Coventry, UK	https://www.roboticsandautomation.co.uk/
41	2-3 November 2022	Advanced Engineering	Trade fair	VIS	Booth, info point	Birmingham, UK	https://www.advancedengineeringuk.com/
42	2-4 November 2022	The 4th International Conference on Industry 4.0 and Smart Manufacturing (ISM2022)	Conference	UTH		Linz, Austria	https://www.msc-les.org/ism2022/
43	8-13 November 2022	JIMTOF2022	Conf	UNIMET		Japan	https://www.jimtof.org/2022/en/
44	16-17 November 2022	Digital Manufacturing week	Trade fair and conference	VIS	Booth, info point	Liverpool, UK	https://www.digital-manufacturing-week.com/

45	23 November 2022	4ZDM cluster workshop	Workshop	CERTH, CARR	Moderating panel (CARR)	Brussels, Belgium	https://zdmanufuture.org/zero-defect-manufacturing-zdm-workshop-in-brussels/
46	23-24 November 2022	ConnectedFactories & EFPF final event	Networking event	CERTH			https://www.connectedfactories.eu/events/connectedfactories-final-event-presentations-and-recordings-available
47	7 December 2022	SCI:COM 2022	Networking event	CARR		Dublin, Ireland	
48	7-8 March 2023	All About Automation	Fair	EVT	Visiting, diss. material, OPTIMAI mentioned	Friedrichshafen, Germany	https://www.allaboutautomation.de/en/
49	8-10 March 2023	Korea Vision Show	Fair	EVT	Visiting, diss. material, OPTIMAI mentioned	Korea	https://www.evt-web.com/korea-vision-show/
50	21-22 March 2023	AI UK of the Alan Turing Institute	Exhibition / conference	TRI	Visiting, diss. material	London, UK	https://ai-uk.turing.ac.uk/
51	25-27 April 2023	Digital Manufacturing Industrial Summit	Conference	CARR, CERTH, EVT, UPV, UAB, TRI, ENG	Presentations, panel discussions, session moderation, dissemination materials	Valencia, Spain	https://dmis.zdmp.grisenergia.pt/
52	9-12 May 2023	Control Messe	Fair	EVT	Michael Beising gave keynote mentioning OPTIMAI	Stuttgart, Germany	https://www.control-messe.de/en/
53	22-25 May 2023	Automate Show Detroit	Fair	EVT	Visiting, diss. material, OPTIMAI mentioned	Detroit, USA	https://www.automateshow.com/
54	27-30 June 2023	Automatica	Fair	EVT		Munich, Germany	https://automatica-munich.com/en/trade-fair/

55	3-5 July 2023	SMART2023	Conference	UTH, CERTH, FORTH, YBQ, CARR, UPV		Patras, Greece	https://smart2023.sciencesconf.org/
56	4-8 September 2023	EUSFLAT 2023	Conference	UTH, KLEE	Root Cause Analysis with Fuzzy Cognitive Maps and Correlation Coefficient	Palma, Spain	https://www.eusflat2023.eu/88603/detail/eusflat-13th-conference-of-the-european-society-for-fuzzy-logic-and-technology-jointly-with-the-ago.html
57	26 September 2023	EFFRA Manufacturing Partnership Day 2023	Conference, exhibition	CERTH, FINT		Brussels, Belgium	https://www.effra.eu/news/manufacturing-partnership-day-presentations-available/
58	22-24 November 2023	5th International Conference on Industry 4.0 and Smart Manufacturing	Conference	UTH, TVES	Deep Fuzzy Cognitive Maps for Defect Inspection in Antenna Assembly	Lisbon, Portugal	https://www.msc-les.org/ism2023/
59	5 December 2023	4ZDM webinar - Transforming Manufacturing Together	Webinar	CERTH, FORTH, CARR	OPTIMAI by CERTH	Virtual	https://optimai.eu/2023/11/21/4zdm-webinar-transforming-manufacturing-together/
60	5-6 February 2024	AR/VR coalition event	Workshop	TRI	Attendance	Brussels, Belgium	https://digital-strategy.ec.europa.eu/en/policies/virtual-and-augmented-reality-coalition
61	1 March 2024	DAT4.ZERO and OPTIMAI Standardisation workshop	Workshop	EVT, CARR	Standardization activities in OPTIMAI	Virtual	https://optimai.eu/2024/03/27/dat4-zero-and-optimai-standardisation-workshop-2/
62	13-15 March 2024	European Robotics Forum (ERF)	Exhibition	VIS	Booth with OPTIMAI presented	Rimini, Italy	https://erf2024.eu/

63	10-12 April 2024	Metromeet	Conference	UNIMET	N/A	Bilbao, Spain	https://metromeet.org/
64	7-8 May 2024	EFFRA Manufacturing Partnership Days 2024	Conference and exhibition	CERTH, FORTH, CARR	Nikolaos Dimitriou: Transitioning from ZDM to Industry 5.0: An applied approach, OPTIMAL booth	Brussels, Belgium	https://effra.glueup.com/event/the-manufacturing-partnership-days-105625/home.html
65	3-7 June 2024	BIEMH	Fair	UNIMET	N/A	Bilbao, Spain	https://biemh.bilbaoexhibitioncentre.com/
66	10 June 2024	ISPIM Conference – Local Innovation Systems for Global Impact	Conference	TRI	Agata Gurzawska - presentation	Tallinn, Estonia	https://www.ispim-innovation-conference.com/
Future events							
67	24-25 September 2024	EFFRA European Manufacturing Conference	Conference	CARR	Virtual exhibition featuring OPTIMAL	Brussels, Belgium	https://www.effra.eu/events/european-manufacturing-conference-24-25-september-2024/



Figure 1: Imagery from selected events

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.

Over the course of the project, three press releases were issued (M13, M16 and M42), shared with relevant media outlets and published in the news section of the OPTIMAI website.

Partners translated and localised the press releases and sent them out to local, regional and national media in their respective countries.

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.

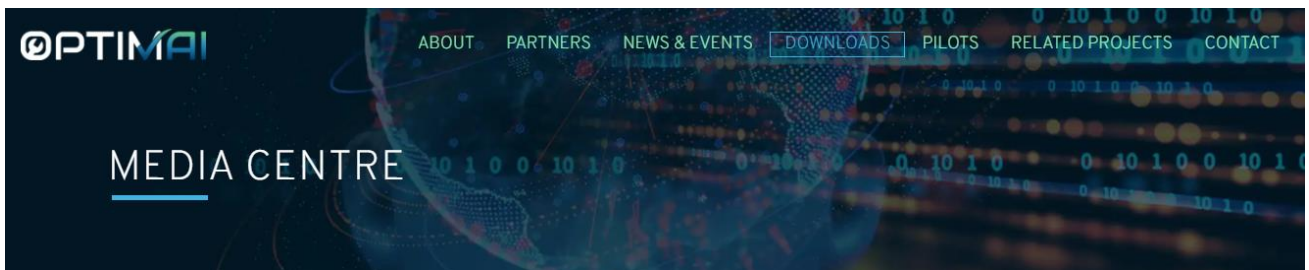


Figure 2: Media centre

A total of 20 media articles on OPTIMAI have been generated by M42 (19 in the 1st reporting period; 1 in the 2nd reporting period). These are presented in Table 6: Media coverage (see also the Media centre link above).

In May 2024, OPTIMAI was prominently featured in a [Projects Magazine](#) article 'Boosting human performance in industry' highlighting the project goals, achievements and future pathways.

Table 6: Media coverage

No	Date	Media outlet	Title of piece	Link
1	2 February 2022	Código Cero	Televés treballa nun proxecto europeo para liberar á industria dos defectos na fabricación	https://codigocero.com/Televés-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-texnologiw-n-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/50000882-4748819
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-1345680342044.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-1345680342044.html?noticiaid=1345856145530
20	7 July 2023	Larissa Net	Συμμετοχή του Τμήματος Συστημάτων Ενέργειας στο Συνέδριο SMART2023	https://www.larissanet.gr/2023/07/07/symmetochi-tou-tmimatos-systimaton-energeias-sto-synedrio-smart2023/

2.6 Newsletters

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



NEWSLETTER

OPTIMAI Newsletter

Hello and welcome to our OPTIMAI newsletter. We will provide you an overview of the latest project developments.

By OPTIMAI Project
346 followers

Published monthly
171 subscribers

... Nine (9) OPTIMAI newsletters were produced by M42. Six (6) of them were produced in the period M19-M42.

In the first reporting period, the newsletters were issued through the newsletter management service Mailchimp to subscribers in October

2021 (M11), February 2022 (M14) and June 2022 (M18).

Given the challenges involved in attracting people to subscribe to email newsletters and the need for explicit opt-ins since the introduction of the General Data Protection Regulation (GDPR), we decided to migrate from the Mailchimp email newsletter platform to [LinkedIn newsletters](#) in the second reporting period.

In the second reporting period, newsletters have been issued as follows:

- Issue 4: November 2022 (M23)
- Issue 5: March 2023 (M27)
- Issue 6: September 2023 (M33)
- Issue 7: December 2023 (M36)
- Issue 8: March 2024 (M39)
- Issue 9: June 2024 (M42)

The newsletters have subsequently also been uploaded to the OPTIMAI website where they can be accessed under [Newsletters](#).

2.7 Dissemination through clustering, networking and knowledge transfer activities

Clustering, networking and knowledge transfer activities have been continuous throughout the lifetime of the project. Such activities have involved building networks, creating links with relevant stakeholders, projects and initiatives as well as organising joint events and dissemination and policy materials.

2.7.1 The 4ZDM cluster

The close collaboration between OPTIMAI and the other projects forming part of the zero-defect manufacturing (4ZDM) cluster has been particularly noteworthy.

CARR has been chairing bimonthly 4ZDM cluster meetings continuously throughout the project from November 2021 onwards. The 4ZDM cluster projects attending these meetings include DAT4.ZERO, InterQ, ZDMP, i4Q, Penelope, ZDZW, TURBO, FLASH-COMP, OpenZDM, ENGINE and Platform Zero. The schedule of meetings held between M19-M42 is the following:

- 19 September 2022: Cluster sync meeting
- 21 November 2022: Cluster sync meeting
- 16 January 2023: Cluster sync meeting
- 20 March 2023: Cluster sync meeting
- 15 May 2023: Cluster sync meeting
- (SUMMER BREAK)
- 18 September 2023: Cluster sync meeting
- 20 November 2023: Cluster sync meeting
- 15 January 2024: Cluster sync meeting
- 19 March 2024: Cluster sync meeting
- 15 May 2024: Cluster sync meeting

CARR has also maintained a mailing list for the communication, dissemination and exploitation experts of the 4ZDM cluster projects. Together with SINTEF (DAT4.ZERO), CARR has been the administrator of the joint website <https://zdmanufuture.org/> since it was launched in February 2022.

In the second reporting period, OPTIMAI played a key role in organising multiple 4ZDM cluster events. Significant events are described in Table 7: 4ZDM cluster events below.

Table 7: 4ZDM cluster events

Event	
	<p>23 November 2022</p> <p>The 4ZDM Cluster Workshop co-organised by IDEKO, SINTEF, Politecnico di Milano and Carr Communications in Brussels, Belgium. CARR moderated the panel discussion during the event. CERTH attended and participated in an interview.</p>
	<p>25-27 April 2023</p> <p>The Digital Manufacturing Industrial Summit organised by UPV, Uninova and ICE Information Catalyst, strongly supported by OPTIMAI and other Horizon projects in the digital manufacturing domain. OPTIMAI partners gave 8 presentations and moderated one session.</p>
	<p>5 December 2023</p> <p>4ZDM Webinar: Transforming Manufacturing Together - Worker-Centric I4.0 Solutions co-organised by OPTIMAI, i4Q and Penelope. CERTH gave a presentation.</p>
	<p>1 March 2024</p> <p>Standardisation workshop by DAT4.ZERO and OPTIMAI. EVT gave a presentation on the standardisation activities in OPTIMAI.</p>

The OPTIMAI website has a dedicated [Related projects](#) section introducing the 4ZDM cluster and linking to the sister project websites.

In 2023, OPTIMAI participated in the Horizon Results Booster together with i4Q and Penelope. We selected SERVICE 1 “Portfolio Dissemination and Exploitation Strategy (PDES)” MODULE B: Portfolio Dissemination Plan (design and execution). The outputs of the service were:

- A joint [4ZDM explainer video](#)
- A joint [Policy Brief](#)
- A joint [Factsheet](#)

These resources are available in the [Related projects](#) section of the OPTIMAI website.

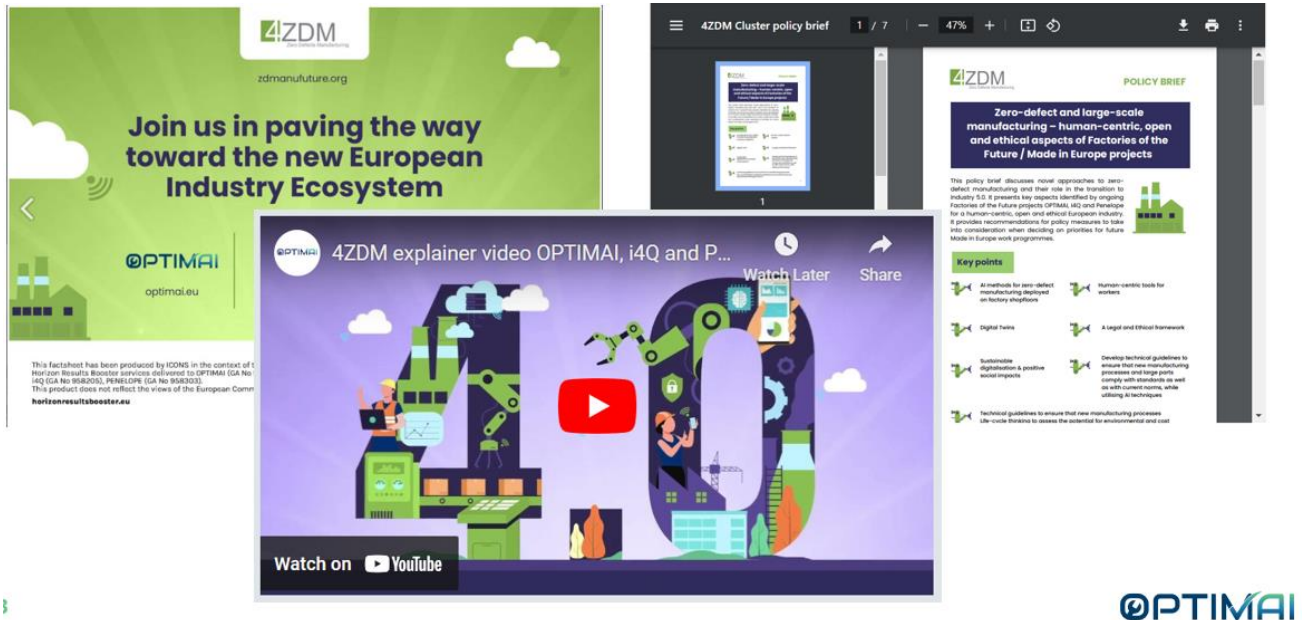


Figure 3: Joint resources produced through the Horizon Results Booster

2.7.2 Knowledge transfer through training

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. The OPTIMAI Training Catalogue is publicly available at: <https://optimai.eu/optimai-training-catalogue/>.

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 email updates coordinated by CARR. Relevant files are saved in a dedicated WP8 folder on Nextcloud where all partners can view and download them.

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 M19 and M42 and presents the main communication achievements over the course of the entire project.

3.1 Overview of activities M19-M42

Communications activities have been continuous across all OPTIMAI platforms throughout the project. The core activities include website updates, X (formerly 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.

3.2 Performance measurement and analysis

The communications performance of the project has been measured and analysed on a regular basis. Communications activities, measurable targets and the status at M42 are listed in Table 8. 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 8: Communications KPIs

Category	Activity	Target Y1 (M12)	Target Y2 (M24)	Target Y3 (M36)	Status M42
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	Achieved: 1,647 visitor 'events' (incl. views) / month

	Total number of documents downloaded from the project website	150	600	1500	In progress: 922 (+ downloads from Zenodo)
	Number of articles in blogs / magazines / news	3	5	8	Exceeded Blog/news pieces: 42 by M18; 99 by M42 Media articles: 20
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	Achieved
	Design dissemination materials	Promotional materials: leaflet/ brochure, poster and pull-up	Update materials according to progress	Update materials according to project progress	Achieved
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	Achieved: YouTube: 47 videos, 2090 views X: 653 tweets, 1250 followers LinkedIn: 346 followers X and LI in total: 1596 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's X 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, internal discussions, and comparisons with channels of other similar projects. The qualitative insights have helped us shape the content produced in the second reporting period to reflect followers' interests and preferences.

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. Selected webpages are visualised in Figure 4: Website pages.

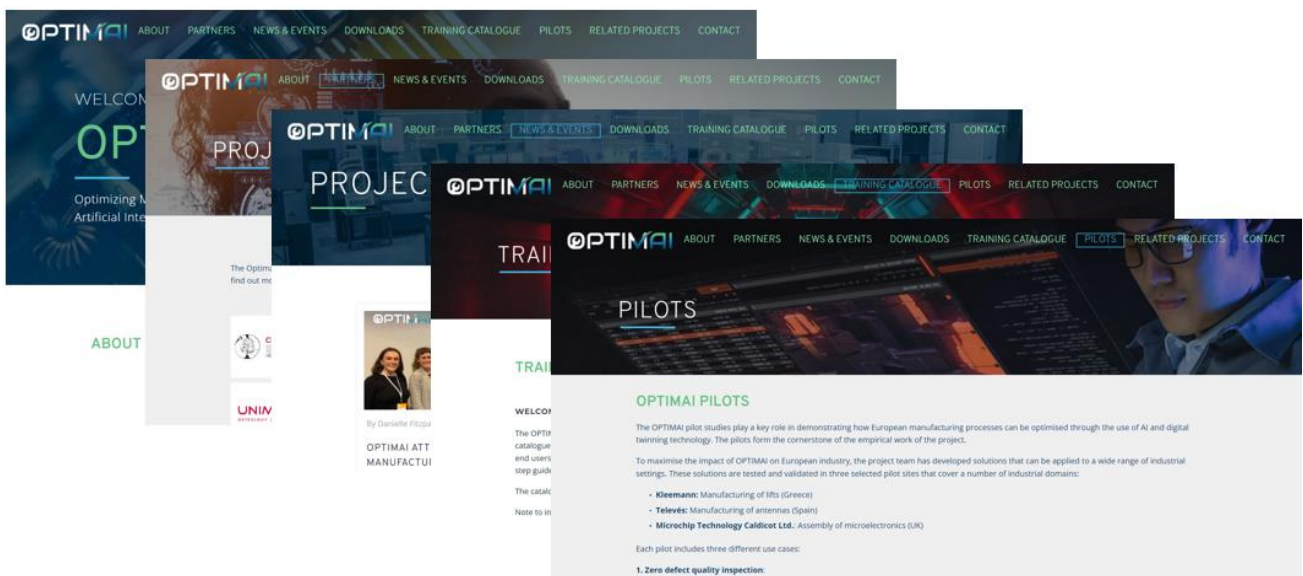


Figure 4: Website pages

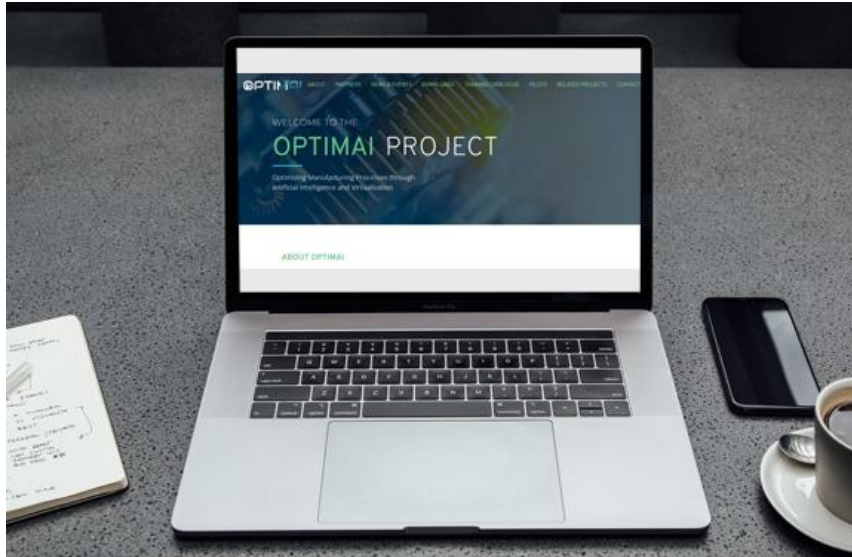


Figure 5: Website landing page

The website has grown significantly in the second reporting period. The dynamic news section has been updated continuously as new posts have been published on a regular basis. The downloads section has seen a significant growth as publications, deliverables and other valuable resources have been added as they have been approved / become available. The Training Catalogue has been published and the Related projects section has been enriched with cluster materials.

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

Selected highlights:

- At M18, the total number of page views was 5,900. By M42, this number has increased to 19,000.
- At M18, the total number of Individual Users was 1,533. By M42, this number has increased to 5,500.
- Pages that have consistently been popular include the news section, and the readers also show a great deal of interest in the Training Catalogue, the deliverables, related projects and publications sections.

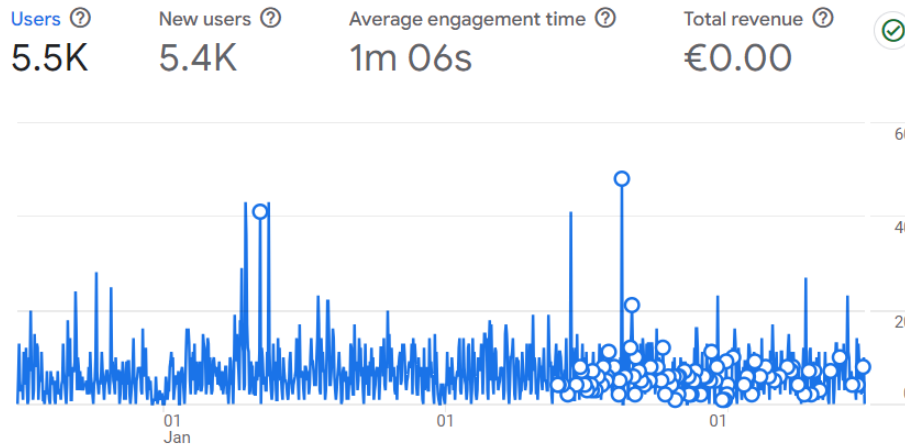


Figure 6: OPTIMAI Google Analytics - users over time

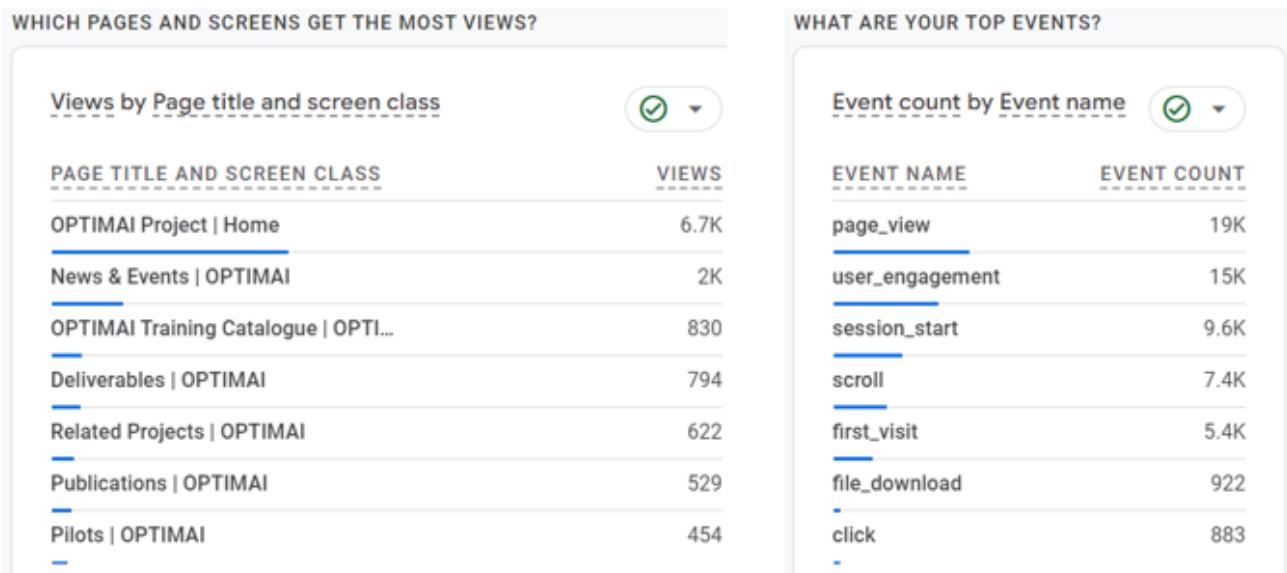
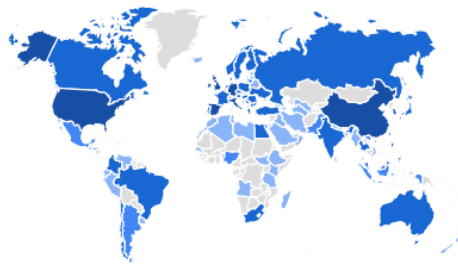


Figure 7: OPTIMAI Google Analytics - most viewed pages and top events

Users by Country



COUNTRY	USERS
Greece	960
United States	772
Spain	615
Germany	365
United Kingdom	358
Italy	355
China	216

Figure 8: OPTIMAI website users by country

3.3.2 Twitter

The [OPTIMAI X \(formerly Twitter\)](#) account has been active between M2 and M42. It 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.

Selected highlights:

- At M18, the number of X followers was 738.
At M42, the number of X followers is 1,250, meaning that 512 new followers have been obtained in the second reporting period.
- At M18, the number of published tweets was 298.
At M42, the number of published tweets is 653, meaning that 355 tweets have been published in the second reporting period.



Figure 9: Twitter profile image

3.3.3 LinkedIn

The [OPTIMAI LinkedIn](#) page has increased its following and engagement with key stakeholders steadily throughout the lifetime of the project. The LinkedIn page is primarily used to raise awareness about the project and its results and to engage relevant target audiences. 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 – audiences of high relevance.

Selected highlights:

- At M18, the number of LinkedIn followers was 128.
At M42, the number of LinkedIn followers is 346, meaning that the follower base has increased by 218 people in the second reporting period.

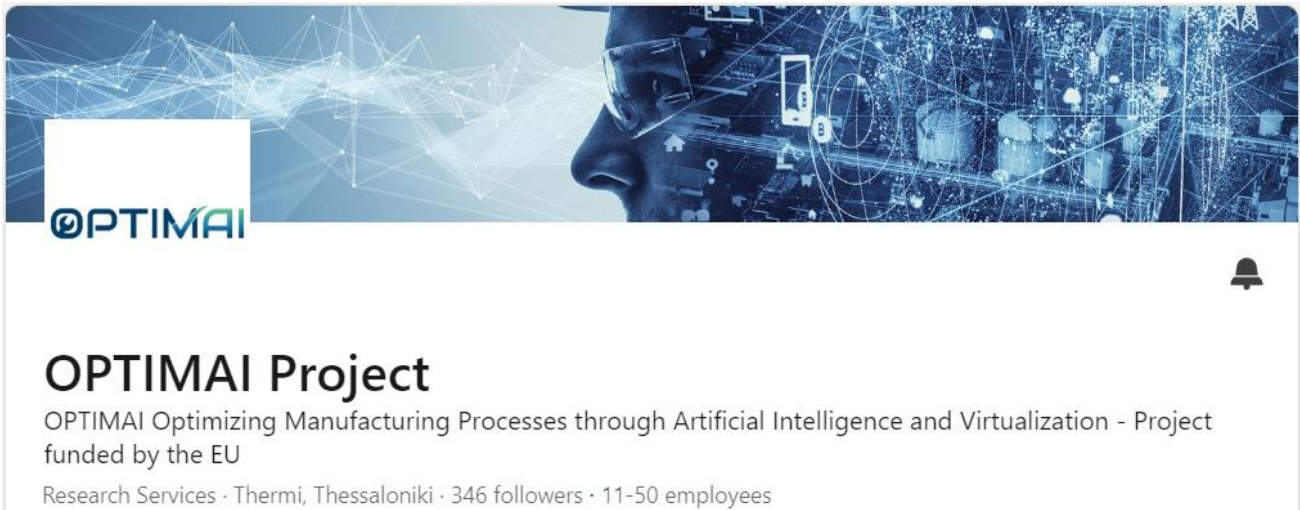


Figure 10: LinkedIn profile image

3.3.4 YouTube

The [OPTIMAI YouTube](#) channel serves as an easily accessible platform for the project's audio-visual highlights. The OPTIMAI videos have frequently been embedded in social media posts and newsletters for increased visibility.

Selected highlights:

- At M18, the number of YouTube videos produced was 9.
At M42, the number of YouTube videos produced is 47, meaning that 38 videos were produced in the second reporting period.
- At M18, the total number of video views was 254.
At M42, the total number of video views is 2,090, meaning that the videos on the YouTube channel have been viewed 1,836 times in the second reporting period.

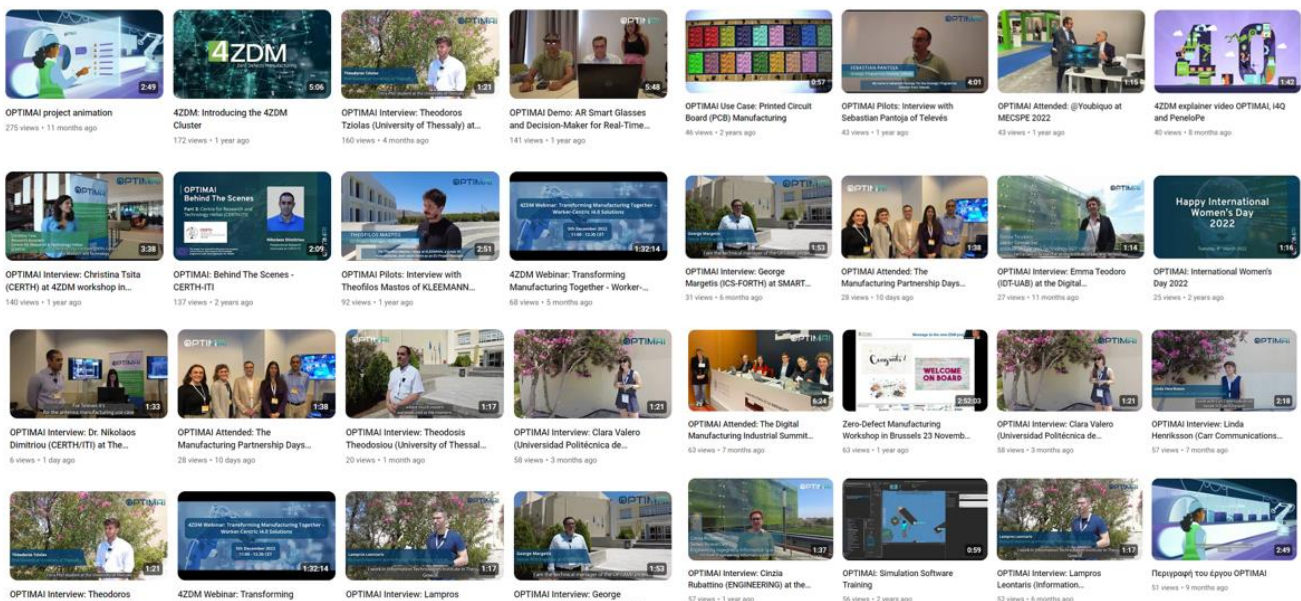


Figure 11: Selection of OPTIMAI YouTube videos

3.4 Promotional material

A broad range of promotional material has been used to draw attention to the project and distribute it to interested parties at in-person events attended. The material includes the project poster, leaflet, banner, branded pens, tote bags, key chains, glass bottles and notebooks.

More details on the promotional material are available in D8.5 (Forum and information pack for key stakeholders). OPTIMAI encourages the use of sustainable products along with digital material equipped with QR codes to minimise the environmental footprint.



Figure 12: Selected promotional materials

4 Post-project sustainability

As the project reaches the end of its funding period, it maintains solid communication and dissemination foundations, which will allow interested stakeholders to stay informed about the results in the post-project phase. Partners will keep sharing information about the innovations and the application areas of the diverse outputs. Further publications are planned, and OPTIMAI will be referenced in future activities through the existing partner networks. 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.

The project website will stay live for 5 years after the funding period, providing sustained access to publications, deliverables and other key information relating to the project. Scientific publications can also be accessed through the Zenodo open-access repository in the future.

As for future events, OPTIMAI plans to participate in EFFRA's [European Manufacturing Conference](#) 24-25 September 2024 through a virtual exhibition. Additional future events will be explored.

The 4ZDM cluster plans to co-author a white paper on the insights gained, best practices and lessons learned from the participating projects on Industry 4.0 and Industry 5.0 topics. OPTIMAI is keen to join this collaborative effort in the second half of 2024.

The end-user partners have expressed interest in continuing to use the OPTIMAI tools, and related communication efforts will be maintained with interested parties.

Further details on post-project sustainability can be found in D8.8 OPTIMAI commercialization and exploitation strategy – 3rd version.

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 D8.3 (Report on communication and dissemination activities – 1st version (M18)).

This report has presented the main dissemination and communication achievements up to M42. It has listed impactful activities that have been carried out, including events, publications, clustering activities, media outreach and digital communications. The performance has been measured and analysed against the agreed KPIs. The engagement of key stakeholders through the outreach activities has been essential in terms of creating opportunities to foster the uptake of the project results.

Non-exhaustive future steps have been outlined briefly to ensure post-project sustainability.

This report demonstrates that the project has met and partially exceeded its communication and dissemination objectives. The project results that have been generated continue to be effectively and systematically disseminated, which facilitates exploitation and take-up of the results by potential end-users.

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.