



D5.1 – Communication & Dissemination Plan

16/05/2025

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D5.1 - Communication and Dissemination Plan

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ABBREVIATIONS & ACRONYMS

AI	Artificial Intelligence
BAU	Business As Usual
COP	Community Of Practice
D	Deliverable
DMP	Data Management Plan
DoA	Description Of Action
DOE	Design Of Experiments
DT	Digital Twin
D&C	Dissemination And Communication
GA	Grant Agreement
HW	Hardware
KER	Key Exploitable Result
KPI	Key Performance Indicator
L	Lead
LCA	Life Cycle Assessment
LCC	Life Cycle Costing
M	Month
ML	Machine Learning
MS	Milestone
O	Objective
OC	Open Call
P	Participant
RP	Reporting Period
SME	Small And Medium Enterprise
SO	Specific Outcome
SW	Software
T	Task
TRL	Technology Readiness Level

UC	Use Case
WP	Work Package
w.r.t	With Respect To

Executive Summary

This deliverable report - D5.1, includes the initial Communication and Dissemination (C&D) Plan foreseen to be implemented during and after the AID4SME project. It covers all the planned aspects regarding communication and dissemination and the associated target groups to be involved. Additionally, the communication measures to be put in place for each of the foreseen activities are also described, including the tools to be used and an indicative place and time to organise them.

1 Introduction

Artificial Intelligence (AI) and data technologies have recently undergone a rise in popularity, which has led them to becoming pivotal factors in worldwide economic growth. Despite their growing importance, the scale of adoption of AI and data-based solutions in Europe is largely inferior than in other countries¹. The lack of integration of such technologies within the development process especially affects small and medium-sized enterprises (SMEs), as they are not adequately supported in the transition towards use of AI and data-reliant technologies.

The ambition of the AID4SME project is to facilitate the development of AI and data solutions for SMEs, to fulfil large-scale resource optimisation and efficiently face the industrial challenges while abiding by the Green Deal objectives. This facilitation is operated by establishing a Community of Practice (COP), providing the SMEs with mentoring and education opportunities, as well as tailored events and a playground repository for solution development. The COP of AID4SME is envisioned to stay in place after the project lifetime. AID4SME aims to select a minimum of 20 SMEs by means of 2 open calls. Selected SMEs will receive Financial Support to Third Parties (FSTP) towards the development of AI and data solutions, while being supported and guided by the COP.

The AID4SME project is committed to contribute to the Green Deal, promoting:

- Environmental sustainability, by ensuring waste reduction in forms of scraps, resources, and unnecessary energy infrastructures replacement.
- Competitiveness, by managing infrastructure more efficiently thanks to implementation of predictive maintenance, hence enhancing the robustness of the European power grid infrastructure.

1.1 Definitions of Communication and Dissemination

In the context of WP5 - Dissemination, Communication, Clustering and Exploitation, T5.2 (Dissemination and communication activities) is specifically devoted to developing and implementing effective communication strategies to reach relevant target groups, while aiming to increase the visibility and create synergies with relevant initiatives.

Before going deeper in detail, it is important to clarify the two concepts of **communication and dissemination**².

“Communication on projects – it is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

The purpose of the communication activities is to make the research activities known to multiple audiences (in a way that they can be understood by non-specialists) and the activities must address the public policy perspective of EU research and innovation funding, by considering aspects such as (i) transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible) or (ii) scientific excellence or (iii) contributing to competitiveness and to solving societal challenges.”

¹ https://web-assets.bcg.com/img-src/Aerospace_and_AI_bringing_together_Montreal_s_distinctive_strengths_tcm9-220809.pdf

² <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

In summary, communication mainly aims to:

- Reach out to society as a whole and in particular to some specific audiences.
- Demonstrate how EU funding contributes to tackling societal challenges.

“Dissemination – *The public disclosure of the results by any appropriate means, including by scientific publications in any medium*”.³

Dissemination is an essential element of all good research practice, preventing results becoming sticky and effectively lost, strengthening and promoting the profile of the project. In summary, dissemination mainly aims to:

- Transfer knowledge and results to the ones that can best make use of it;
- Maximize the impact of research, enabling the value of results to be potentially wider than the original focus.

2 C&D Plan Outline

The communication and dissemination strategy supports AID4SME by promoting the work done during the project through appropriate and useful tools, methods and communication channels ensuring the adoption and exploitation of project results. The purpose of this Communication & Dissemination plan is to list key activities to support and maximise the project impact. This will be done through the selection of appropriate tools, appropriately addressing target groups within regular and specific periods of time.

As evidenced in Section 1.1, communication and dissemination are distinct yet complementary activities. Communication is a strategically planned process that begins at the outset of a project and aims to promote its results to a broad audience, often engaging in two-way exchanges. Its goal is to make research known to the public and highlight its contributions to societal challenges, with an emphasis on EU funding. Dissemination, on the other hand, involves the public disclosure of research results, primarily through scientific publications, ensuring knowledge reaches those who can utilize it. While communication focuses on broad awareness, dissemination is concerned with transferring knowledge to specific users to maximize research impact. Together, they ensure that research reaches both the general public and targeted stakeholders, enhancing its value.

The ambition of the envisioned communication and dissemination plan of AID4SME is to encourage awareness and raise interest around the project: results will be disclosed to the European and global audience, in order to draw the attention of the target audience and attract SMEs to apply to Open Calls (OCs) and mentors to join the COP.

Information to be disclosed will be regulated following an exploitation plan for each solution that has been developed and/or deployed, including the Key Exploitable Results (KER). Aiming to maximise the effectiveness and reproducibility of the research outputs, the principle ‘as open as possible, as closed as necessary’ will be followed. Efficient handling of project achievements will be carried out through a Data Management Plan (DMP), based on FAIR (findable, accessible, interoperable and re-usable) principles. The DMP is detailed in D6.2 and will be subject to review in periodic reports. Personal data regarding participants

³ https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

of human-in-the-loop use cases especially will be treated carefully and used to perform a health and safety analysis of workers.

2.1 Objectives of C&D plan

AID4SME aims to develop a Community of Practice (COP) to support and enable SMEs to develop, deploy, implement and demonstrate a minimum of 20 AI and data solutions at TRL 6-7, hence increasing the adoption of combined AI and data technology. To ensure such objectives are reflected into dissemination measures and framed within a specific timeline, Key Performance Indicators (KPIs) are defined. KPIs are listed in Table 6, in the context of Dissemination activities (Section 4.2).

The project objectives are translated into C&D objectives, for the sake of establishing an effective workplan to spread the results to the target audiences. These are:

- Spread awareness of AID4SME project to the broader public by maximising the dissemination activities.
- Maximise impact by tailoring the message content and language to appeal to relevant target groups.
- Encourage knowledge exchange and synergies by clustering activities, e.g. technological challenges.
- Ensure developed/deployed solutions and project results of AID4SME are extensively exploited.

Dissemination activities will promote the awareness of the Open Calls in the COP network and the F6S network of 4,5 million SMEs.

A crucial step in increasing awareness of the project is developing and implementing communication strategies for identified audiences and target groups from the stakeholder analysis. The primary goal of these communication efforts is to convince stakeholders of the credibility of the AID4SME project as a trusted source of innovation. It is worth remarking that communication and dissemination are horizontal activities, meant to be carried out in parallel and aimed at enhancing the EU AI & Data ecosystem through sharing of results, ensuring application, deployment and upscaling of the solutions, and realizing a COP that will continue after the project lifetime.

2.2 Methodology and Approach

A collaborative approach is promoted within AID4SME consortium members, aimed to design the C&D plan through close and frequent interactions and ensuring the contribution and alignment of all partners. The AID4SME C&D plan revolves around core principles of the project, ensuring a simple and consistent approach in targeting each stakeholder and/or target group. The AID4SME dissemination, communication and exploitation strategy will employ a four-step approach, outlined in Figure 1:



FIGURE 1: AID4SME DISSEMINATION, COMMUNICATION AND EXPLOITATION STRATEGY IN A FOUR-STEP APPROACH

The corresponding key activities and the critical questions associated to their implementation are listed in Table 1, together with the chapters addressing each matter.

ACTIVITY	CRITICAL QUESTIONS	CHAPTER
Targeting	Who is the target audience? What is the key message?	2.3, 2.3.1
Methods	By what means is the target audience reached?	3.4, 3.5, 3.6, 4.2
Content development	What are the most engaging contents for the audience?	3.5, 3.6
Timing	When is the right time to reach the target audience?	5
Evaluation	How effective are the implemented outreach efforts?	6

TABLE 1: KEY ACTIVITIES AND RELATED CRITICAL QUESTIONS

Any type of work carried out during AID4SME, including C&D activities, complies by the EU Gender Equality Strategy 2020-2025 to ensure specific measures are taken to integrate gender perspectives in R&I. Particularly, dissemination of project results will be carried out using gender-impartial and gender-sensitive language (as outlined in T5.2). Multi-gender presence will be strongly supported in organised workshops and events, as well as when generating new jobs stemming from the project. The consortium will proactively guarantee optimal gender balance within the project, by adhering to national and European standards of equal opportunities.

2.3 Target audience

An effective communication and dissemination strategy must consider its target audience since its early defining stages. Audiences are formed by the envisioned target groups, whose needs and level of skills are considered to establish the technical level of the dissemination, as well as stakeholder groups. The target groups are listed in Table 2. Given the variety of the audience, the language and level of detail within the dissemination activities are carefully tailored to the needs and skills of the target groups.

NUMBER	TARGET GROUP
TG1	Broader Industry
TG2	Technology providers and integrators
TG3	End-users
TG4	Students and young researchers
TG5	General public
TG6	Scientific community
TG7	Policy makers

TABLE 2: AID4SME TARGET GROUPS

These target groups will serve as a category basis to organise the stakeholder analysis (in collaboration with T5.4). Additionally, potential synergies will be sought with other EU-funded initiatives and projects.

2.3.1 Key messages

AID4SME will define key messages addressed to relevant target groups, aimed to highlighting the vision and advantages brought forward by the innovations developed within WP3 and WP4. Messages will be outlined in a clear, straightforward form to communicate validated project outcomes both in intermediate and final phases. Depending on the target audience, content and means of communication will differ to optimise outreach and involvement, including networking events, virtual events, print media, interactive events, a roadshow among others.

The C&D plan outlines the language, content and means of communications to maximise outreach to the target audiences.

2.4 C&D procedures

Involvement in any AID4SME activity on behalf of every partner must be internally discussed, reported, reviewed and approved by F6S, as leader of WP5 and manager of C&D activities, and i2m, as leader of C&D activities. To ensure high quality standards of presentations and avoid overlapping and/or disclosure of confidential information, the objects of dissemination and communication will also undergo internal review by F6S and i2m. Both F6S and i2m will then provide their support and approval while monitoring and reporting all the AID4SME dissemination activities.

3 Communication strategy

The communication strategies focus on promoting the project and the expected and actual outcomes to multiple audiences and a wide variety of stakeholders. A list of related aspects and tools is detailed in the following.

3.1 Visual identity

The visual identity for AID4SME was selected by means of a democratic voting process during the project kick-off meeting in Leuven. Three new concept ideas were advanced by F6S, shown in Figure 2 (Concept 1-2-3), besides the one originally included in the project proposal (Concept 4, Figure 2). Concept 1 garnered the majority of the votes, hence it was established as the visual identity for the project.

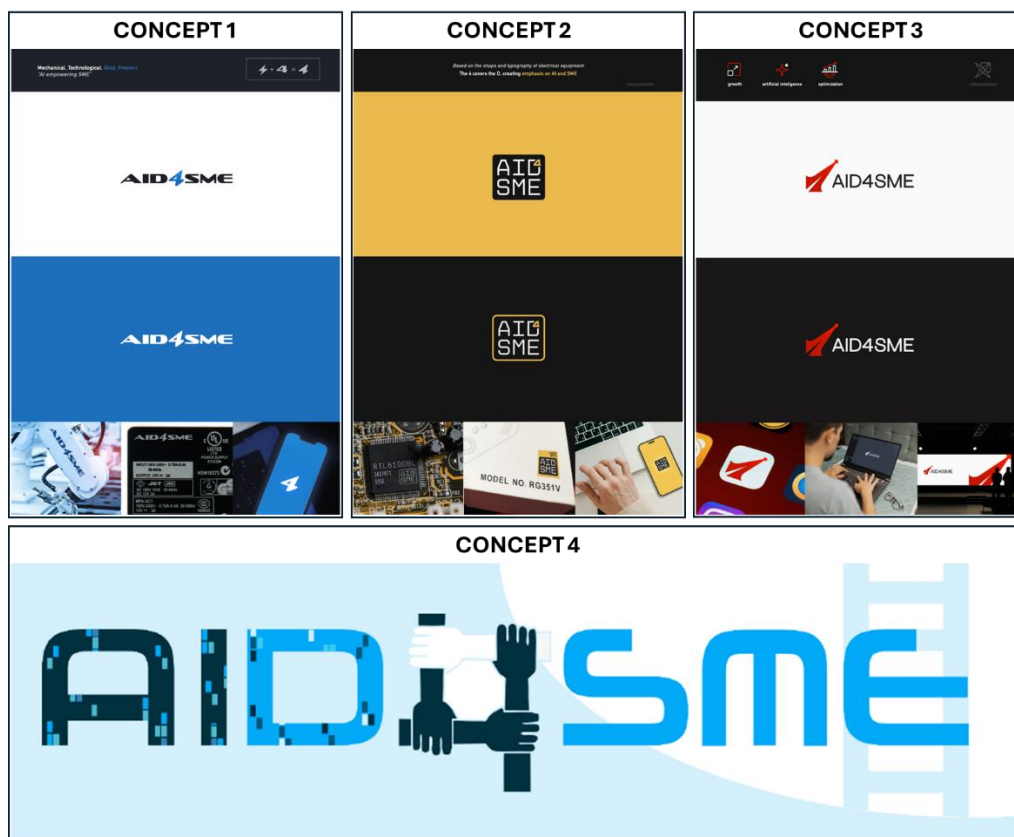


FIGURE 2: AID4SME CONCEPT OPTIONS

3.1.1 Logo

The choice of a visual identity encompassed also the choice of a logo, shown in Figure 3.



FIGURE 3: AID4SME LOGO

3.1.2 Colour palette and typography

The AID4SME colour palette is featured in Figure 4.



FIGURE 4: AID4SME COLOUR PALETTE

For the sake of standardising written records within the project, typography is also designated for all templates. The project name is fully typeset in capital letters under every circumstance. The preferred font for deliverables is Arial Nova, while Aileron and Roboto are used for titles and text for printed and digital visual materials.

3.1.3 EU funding acknowledgement

A disclaimer banner to acknowledge funding from the EU is present in all produced documents and shown in Figure 5, in line with the AID4SME Grant Agreement requirements.

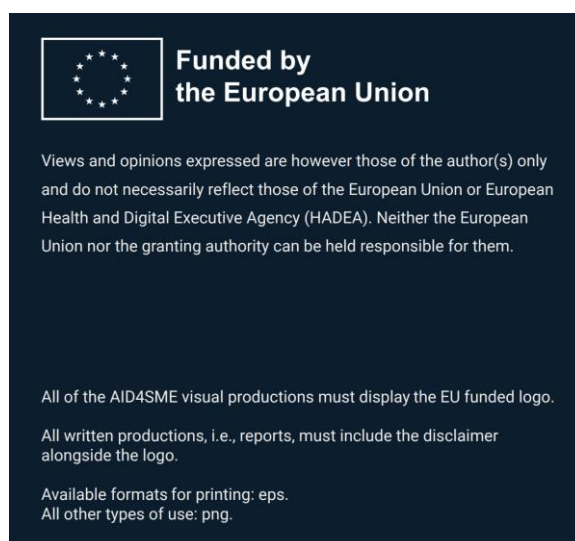


FIGURE 5: EU FUNDING ACKNOWLEDGEMENT BANNER

3.2 Visuals and Graphics

A selection of useful visual assets has been performed, to further improve outreach and impact of communication activities. These include, among others, videos, digital banners, flyers, social media visuals, ppt and word templates, a brand manual and a Zoom background.

3.3 Document templates

Templates for Microsoft PowerPoint (Figure 6), Word (Figure 7) and simple documents (Figure 8) have been created by F6S as WP5 leaders. The first one serves as a template for both internal and external presentations, while the second one is meant as a deliverable template.



FIGURE 6: TITLE SLIDE OF POWERPOINT TEMPLATE



DX.X DELIVERABLE TITLE

02/01/2025

FIGURE 7: FRONT PAGE OF WORD DELIVERABLE TEMPLATE



Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Table

Name	Organization	Attendance
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Name	Organization	Attendance



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FIGURE 8: SIMPLE DOCUMENT TEMPLATE

3.4 Online presence

For an effective communication, establishing an online presence is fundamental. This is established through the creation and maintenance of a project website, whose posts will be echoed by consortium member websites to maximise outreach.

3.4.1 Website

The AID4SME project website is a useful tool to link SMEs and stakeholders to the relevant networks. F6S with the help of i2m set up the website to be an open-access repository where AID4SME gathers and regularly updates its technologies, organises community events, links low-TRL and high-TRL playgrounds and offers education programmes and solutions, enabling further deployment. In accordance with milestone MS1.1 - AID4SME Community of Practice website, the AID4SME website also features a tab dedicated to the COP.

The website has been launched in M4, and is available at the following URL: <https://aid4sme.eu/>

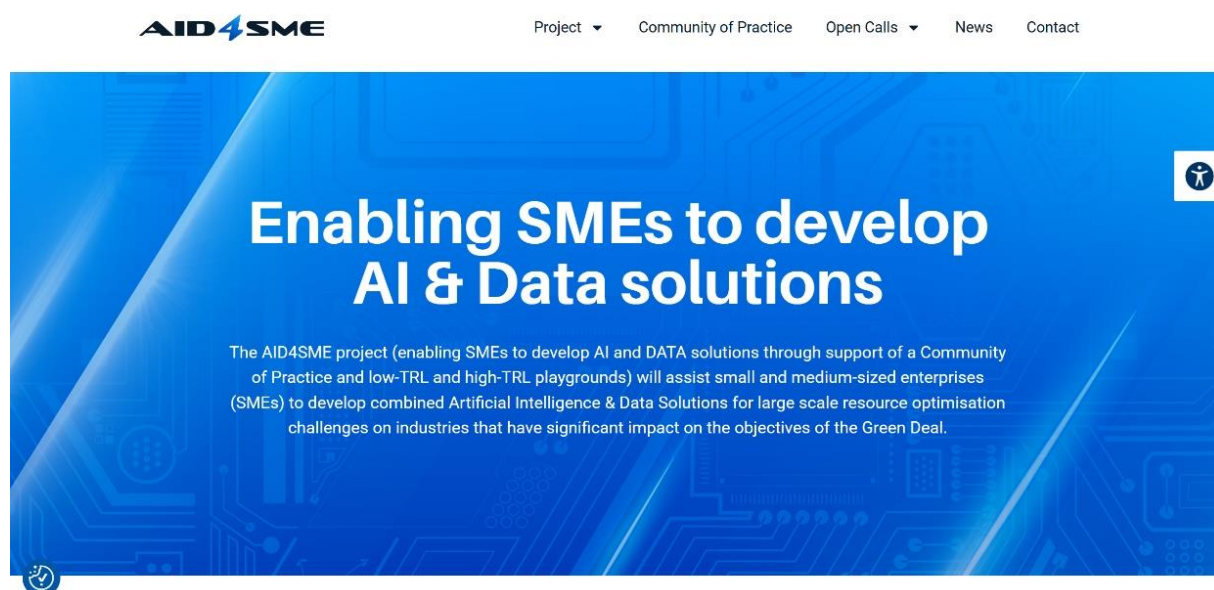


FIGURE 9: AID4SME WEBSITE LANDING PAGE

The website is structured in 5 main tabs: Project, (with subtabs About, Consortium, Resources), Community of Practice, Open Calls (with subtabs Open Call 1 and Open Call 2), News and Contact. The landing page, shown in Figure 9, features a brief overview on the project ambition and the pillars on which it is founded. The website is meant to provide a continuous update of the information on the website with the progress and public results, meetings, events, and useful links.

3.4.2 Consortium members websites

Links for consortium members websites, LinkedIn, X and YouTube are listed in Table 3.

PARTNER	WEBSITE	LINKEDIN	X	YOUTUBE
KUL	mech.kuleuven.be/lmsd	linkedin.com/showcase/lmsd-kuleuven	x.com/lmsd_kuleuven	youtube.com/@lmsd-kuleuven
UGENT	ea18.ugent.be	linkedin.com/company/fm-ugent-isye	x.com/ugent	youtube.com/user/universiteitgent
JSI	ijs.si	linkedin.com/company/jozef-stefan-institute	x.com/jsi_slo	youtube.com/@centerfortechologytransfe166
I2M	i2m.at	linkedin.com/company/i2m-unternehmensentwicklung-gmbh		
LEITAT	leit.at/en	linkedin.com/company/leit.at	x.com/leit.at	youtube.com/@leit.attechnologicalcenter
F6S	innovation.f6s.com	linkedin.com/showcase/f6s-innovation/	x.com/f6s_gov	

LOGI	logiicdev.com	linkedin.com/company/logiicdev-gmbh	x.com/logiicdev	
ARC	arcelikglobal.com	linkedin.com/company/arceliktrkiye	x.com/arcelik_tr	youtube.com/@arcelik
ELES	eles.si/en	linkedin.com/company/eles-d-o-o-operator-kombiniranega-prenosnegain-distribucijskega-elektroenergetskega-omrezja		youtube.com/@elesd.o.o.3495
LTH	lthcastings.com	linkedin.com/company/lth-castings		youtube.com/@lthcastings
VKR	verkor.com	linkedin.com/company/verkor	x.com/verkorsas	youtube.com/@verkorsas
TC	techconcepts.eu	linkedin.com/company/techconcepts-b-v		youtube.com/@techconceptsbv
ISQ	isq.pt	linkedin.com/company/isq		youtube.com/@isqportosalvo
EWf	ewf.be	linkedin.com/company/ewf-european-federation-for-welding-joining-and-cutting		youtube.com/@federationewfwelding
GREENEDIH	dih.green	linkedin.com/company/greenedih	x.com/ugent	youtube.com/@greenedih
LTC	techcenter.lv	linkedin.com/company/techcenter-lv	x.com/jsi_slo	youtube.com/@ltc-techcenter

TABLE 3: CONSORTIUM MEMBERS WEBSITES AND SOCIAL MEDIA CHANNELS

3.5 Social media channels

The partner's social media accounts will constitute additional social engagement tools to communicate the project progress, achievement of milestones, important events and individual work within the project. Other than those, dedicated social media channels have been created for AID4SME. Posts published thus far include the following hashtags: [#HaDEA](#) [#AI](#) [#DataSolutions](#) [#CommunityofPractice](#) [#GreenDeal](#).

A more detailed description of the used social media platforms is provided in the following subsections.

3.5.1 LinkedIn

A LinkedIn account was created for the project: <https://www.linkedin.com/company/aid4sme/>, currently counting 112 followers. Social media posts published on LinkedIn thus far are listed in Table 5.

3.5.2 X

An X account was created for the project: <https://x.com/AID4SME>. Social media posts published on X thus far are listed in Table 5.

3.6 Newsletters and press releases

To keep the stakeholders informed of the progress of the project, relevant and interesting news will be communicated to all subscribers through a circulating newsletter. The timing of the publication will be decided based on relevant results of the project (half-yearly). The newsletter will be prepared by i2m with the inputs received from the partners and distributed via LinkedIn. Each newsletter should be designed to engage the audience and provide valuable insights into the project's progress, achievements, and contributions that have significant impact on the objectives of the Green Deal. It is essential to keep the newsletters informative, visually appealing, and easy to understand for a diverse readership, including industry professionals, researchers, policymakers, and the general public. In addition, newsletters, press releases and other communication activities that are also relevant to other EU-funded opportunities, including sister projects of AID4SME, should feature merged content of all projects for whom it is relevant, and thus be prepared for joint publication.

Following these indications, the first newsletter (~M7) will present, among others, the results from the first work packages, the meetings and events organised by the consortium. A foreseen timeline of newsletters, along with their potential content, is presented in Table 4.

NEWSLETTER NUMBER	DATE	POTENTIAL CONTENT
1	~M7	<ul style="list-style-type: none"> • 2nd General Assembly • Open Call 1 • Overview of high-level/low-level playgrounds
2	~M12	<ul style="list-style-type: none"> • Selected SMEs from OC1 • Further discussions on high-level/low-level playgrounds
3	~M19	<ul style="list-style-type: none"> • Outcomes of periodic report • Open Call 2
4	~M24	<ul style="list-style-type: none"> • Selected SMEs for OC2 • TBD
5	~M30	<ul style="list-style-type: none"> • Interim results (e.g. solutions developed in OC1) • TBD
6	~M36	<ul style="list-style-type: none"> • Project summary • Outlook on future developments

TABLE 4: FORESEEN TIMELINE AND CONTENT OF NEWSLETTERS

Press releases will also be launched when considered relevant for the public. The first press release was already created, featuring the kick-off of AID4SME, and introductory information on the project goals. While a print screen of its content is available in Figure 10, it can be found in full on the AID4SME website, under Project – Resources – Media Kit – Kick off press release.



Press release – kick-off

AID4SME Kick-off meeting: boosting competitiveness and green transition in Europe

A fresh new project is being launched to enhance **Artificial Intelligence (AI) & Data Solutions adoption** in Europe. The AID4SME project (enabling SMEs to develop AI and DATA solutions through support of a Community of Practice and low-TRL and high-TRL playgrounds) will assist small and medium-sized enterprises (SMEs) to develop combined AI & Data Solutions for large scale resource optimisation challenges on industries that have significant impact on the objectives of the Green Deal.

Combined AI & data technologies are a synergistic duo and key drivers of future economic development. However, they have been facing low adoption in Europe and most likely running behind other parts of the world.

Funded by the [European Health and Digital Executive Agency \(HaDEA\)](#), the AID4SME project will be active until November 2027, and aims to resolve this current scenario and expand the AI and data solutions great potential for the European economy and societal benefits by approaching three pillars:

1. **SMEs**, who will receive our long-term business development support to overcome growth challenges and the valley of death;
2. **AID4SME Community of Practice (CoP)**: with an active stakeholder engagement, the CoP network will generate scientific, industry and knowledge support for SMEs tackling AI & data tech solutions; and
3. **Low-TRL and High TRL playgrounds**, for the development of different technologies.

The AID4SME team had an amazing time together in Leuven, Belgium, on 5 and 6 December 2024 in the occasion of the project kick-off meeting. The event physically joined representatives from all partners organisations, allowing us to create strong bonds, implement deep conversations and discuss the best strategy for our upcoming collaborative work, highlighting the next steps and priorities.

During this meeting, all partners were able to present their organisations core business and discuss their assigned role into the project. The group of activities to be performed on AID4SME are composed by:

- Set-up of a Community of Practice
- Financial Support for Third Parties (FSTP) with two open calls for SMEs
- Solution development and deployment action plan for each SME solution



- Performance and impact assessment of the SME solutions towards the Green Deal objectives and the occupational safety of operators for AI and Data
- Maximise the dissemination of AID4SME results, ensuring exploitation of the developed and deployed solutions
- Provide a holistic Intellectual Property guidance and management.

The HaDEA Project Officer Elena Angiolini was able to attend the first day of the meeting and shed light to HaDEA's role in supporting EU-funded R&I, rules and procedures in Horizon Europe, creating a positive environment of collaboration with the team.

Coordinated by KU Leuven, AID4SME counts with 16 partners: Universiteit Gent, Institut Jozef Stefan, I2M, Leitai, F6S, Logiicdev, Arcelik, ELES, LTH Castings, Verkor, TechConcepts, ISQ, EWF, Green eDIH and LTC.



Stay tuned for more information on the activities offered for SMEs! Follow us on [LinkedIn](#) and subscribe to our [Newsletter](#).

FIGURE 10: PRINT SCREEN OF FIRST PRESS RELEASE

3.7 Content calendar

DATE	MEDIA CHANNEL	TITLE	SHORT DESCRIPTION
27/01/2025	X	Welcome to the AID4SME project!	Project targets and overview
16/01/2025	LINKEDIN	Welcome to the AID4SME project!	Project targets and overview
20/02/2025	LINKEDIN	AID4SME is excited to announce its collaboration with the AI Sessions!	Collaboration announcement
27/02/2025	LINKEDIN	Check out the "Winter School on Battery Manufacturing Industry	VERKOR Winter School
10/03/2025	X	Check out the "Winter School on Battery Manufacturing Industry	VERKOR Winter School

TABLE 5: LIST OF COMMUNICATION ACTIVITIES

An overview of the communication activities conducted so far is presented in Table 5. I2M will keep track of all the dissemination and communication activities, update the C&D plan periodically as input to each General Assembly meeting, and deliver the final overview of activities in the C&D overview report (D5.2 in

M36). I2M has created a tracker excel file, stored in the shared repository, to register all dissemination and communication activities. I2M will send e-mails every two months reminding partners to update such files with the activities they conduct.

4 Dissemination strategy

The purpose of dissemination is to transfer knowledge and results, hence expanding the research impact to a wider focus than the original one. Dissemination enforces good research practice, by safeguarding results and ensuring their long-lasting impact through promoting the project. To support these efforts, the consortium will encourage partners to actively engage in dissemination activities. In addition to planned events, a variety of online tools and channels will be leveraged to further extend the AID4SME outreach. The Dissemination and Exploitation Booster⁴ is envisioned to be used, ensuring that all project results are communicated effectively to a wide audience. This approach will involve tailoring key messages to relevant target groups, emphasizing the project's innovations and outcomes.

The consortium establishes a comprehensive communication, dissemination, and exploitation timeline, aligning expected results with specific dates throughout the project. Each partner is responsible for the timely dissemination of results as per the defined schedule. Dissemination tools such as newsletters, press releases, and online platforms will be carefully selected based on the target audience, enabling them to reach stakeholders and foster the replication of project results.

4.1 Dissemination rules

The dissemination of results adheres to the clause 8 of the Consortium Agreement (CA). Accordingly, prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. More details are provided in Section 8.4 of the CA.

4.2 Dissemination activities

To reach long term impact, partners network and positioning will be leveraged for dissemination activities. A tailored plan will be made for attendance to conferences and events. Moreover, a systematic communication & dissemination tracking process has been developed and implemented accordingly by I2M. The AID4SME consortium will link with AI on demand as well as other clusters, aiming to maximise activities impact. To maximise the academic projects dissemination, AID4SME partners will contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions. A quantification of the AID4SME dissemination activities is provided in Table 6, setting a base list for ease of checking that the project dissemination objectives have been met.

⁴ <https://www.horizonresultsbooster.eu/>

DISSEMINATION MEASURE	PURPOSE	KPI
Updates on AID4SME website	General information	≥ 8 updates & ≥500 views/year
Organisation of workshops	Knowledge exchange	≥ 2 workshops/year
Participation in conferences	Knowledge exchange	> 20 conferences
Open access publications	Research	> 5-10 publications
Online magazines, newspapers	General information	≥ 6 newsletters
Clustering activities / Networking with DIH and EU initiatives	Knowledge exchange	≥ 2 activities/year
Social media followers	Engagement	> 500 followers

TABLE 6: QUANTIFICATION OF GENERAL AID4SME DISSEMINATION ACTIVITIES

4.2.1 Workshops and Webinars

Local actions are essential to create green jobs and support the development of green skills (OECD, 2023), therefore AID4SME will act locally, by means of workshops delivery, at SME level to implement the re-skilling and up-skilling programmes to be developed in the project. The up-skilling programmes will focus on In-depth education of the SMEs and the broader AI & Data ecosystem specialists, while the re-skilling programme will focus on transversal educational materials, targeting a wider public and raising awareness.

4.2.1.1 Planned Topics Covered in Training Programs and Workshops

The training programs and workshops under Task 1.2 will encompass a diverse range of topics to support SMEs in AI-driven digital transformation and green skills development. Key topics include:

- Artificial Intelligence (AI) & Data Technologies: Fundamentals of AI, data analytics, decision support, automation, and data-driven insights.
- Green Skills: Sustainable digital transformation, energy-efficient AI applications, circular economy considerations in manufacturing.
- Modular Education Framework: Adaptable training modules designed for different levels of expertise (aligned with the European Qualifications Framework - EQF).
- Sector-Specific Applications: Practical implementations of AI & Data technologies tailored for SMEs in various industries.
- Regulatory and Ethical Considerations: Understanding the ethical and legal frameworks surrounding AI deployment in SMEs.

4.2.1.2 Initial Action Plan for Training Development

- Identify SME Training Needs:
 - Conduct a survey and interviews with SMEs to assess their current skill levels and training gaps.
 - Engage industry stakeholders and SME mentors to validate skill gaps and tailor training programs accordingly.

- Categorize SMEs based on digital maturity and specific training needs.
- Identify Partner's Training Options:
 - Map existing training programs offered by project partners.
 - Assess alignment of partner training content with SME needs and identify any gaps.
 - Develop a structured repository of partner-led training options for seamless integration into the SME training programs.
- Identify Other Relevant Trainings:
 - Research and compile additional training materials from external sources such as OECD, European Commission, and industry bodies.
 - Explore open-access courses, certifications, and e-learning resources to complement SME training needs.
 - Establish partnerships with training providers to broaden the scope and accessibility of the programs.

Based on the developed re-/up-skilling programmes, the training and education needs of the SMEs will be assessed by means of a mentor (T1.3). An educational path will be planned accordingly by means of training workshops, organised for the SME. The envisioned number of workshops is at least two per year. The content and target audience of workshops will be defined depending on the needs of the SMEs. The programmes will be disseminated via the website and other existing social media platforms, as well as through events.

4.2.2 Peer-reviewed scientific publications in journals

Innovative research results will be disseminated through peer-reviewed scientific journals, conference papers and presentations, following a Gold and Green Open Access Strategy for peer-reviewed publications. Partners will opt for Gold OA (publication in an OA journal) or Green OA (publication both in a journal and in an OA repository), according to the Project Data Management Plan (DMP) procedures. Partners will deposit their published version or the final peer-reviewed manuscript as soon as possible and at the latest on publication in a trusted repository under the latest available version of the Creative Commons Attribution International Public Licence or equivalent. Different aspects of open science practices within the consortium will include early and open sharing of (interim) research results.

4.2.3 Clustering activities / networking

Dissemination activities include clustering with other projects (e.g. funded under the same topic), organising synergies in exploitation and dissemination activities, knowledge exchange and sharing best practices. F6S will lead T5.3 and identify national and international projects (i.e. in HE and H2020) related to AI and data technologies (including AI4Europe, DeployAI, AI4Media and relevant sister projects funded under the same call topic as AID4SME) and will coordinate clustering with those projects together with the AID4SME partners. The clustering will focus on creating synergies in exploitation, dissemination and communication activities, exchange of knowledge, and overcoming common challenges, and will be reported as part of D5.2. A list of sister projects falling under the same topic as AID4SME is provided in Table 7.

ID	ACRONYM	TITLE
101189665	ROB4GREEN	Robotics and AI as Enablers for Greener Dismantling, Remanufacturing and Recycling
101189783	iBot4CRMs	AI-powered self-learning robots for high-performance waste valorization and critical raw materials recovery
101189676	COSMIC	Combined AI and Data Solutions for Large Scale Resource Optimization with Green Deal Impact
101189723	AEROSUB	Automated Inspection Robots for Surface, Aerial and Underwater Substructures
101189678	AMALTEA	Advancing Green Deal Principles in sMart FacAde TechnoLogies for the construcTion sEctor based on AI, Data & Robotics

TABLE 7: LIST OF SISTER PROJECTS FUNDED UNDER THE SAME CALL TOPIC AS AID4SME

4.2.4 Project shared repository

To facilitate communication and file sharing among project partners, AID4SME has created a Microsoft Teams workspace owned by KU Leuven. The Teams space can be exclusively accessed by project partners, and is used to access and store documents relevant to the project.

4.2.5 Open call strategy

The open calls dissemination will be conducted by I2M through an effective recruitment campaign, targeting the right SMEs and Start-ups and managing the selection process of the applicants. Open Calls promotion and dissemination activities are further elaborated in T2.3: these will be targeting SMEs aiming to understand the potential benefit of embracing the project through the support made available via the Open Calls. Besides dissemination through various social network channels, partners networks (including the networks of GreeneDIH, LTC, EWF and ISQ, and including AI4Europe and DeployAI through F6S, who is a partner in these projects) and events, across Europe scouting activities through web search and participation in different countries, thematic and SMEs events, meetups, research conferences, etc.

4.2.6 Videos

To facilitate knowledge exchange, F6S will produce a project animation or video for each AI & Data technology umbrella in AID4SME. Moreover, one video per open call is foreseen to be produced, aiming to attract SMEs and start-ups to participate.

5 Timeline of C&D activities

The C&D activities are planned to follow the project progress, and their foreseen schedule will be updated accordingly. Based on the foreseen dates of results publication and open calls, adjustments to the C&D plan will be made. An initial outline of the expected frequency of C&D activities is presented in Figure 11.

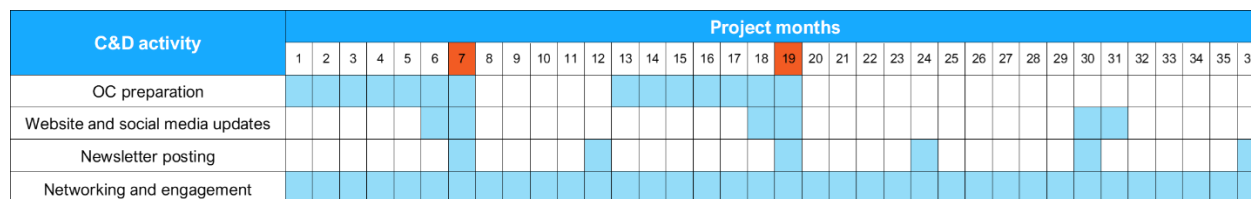


FIGURE 11: GANTT CHART OF FORESEEN TIMELINE FOR C&D ACTIVITIES

6 Monitoring and reporting

Dissemination activities have been carried out starting on M1 of the project. Website statistics, social media metrics, newsletter tracking, events statistics, will be subject to a monthly evaluation of success: this ensures that the measures reach their aim and are executed in time. This is monitored as part of the two-monthly WP leader meetings. Moreover, partners involved in WP5 meet bi-weekly to discuss updates. In summary, the AID4SME project commits to:

- Update the present plans for dissemination and communication, exploitation and IPR to reflect the EC guide for Communicating EU Research and Innovation DG for Research and Innovation 2012;
- Create and maintain a public website portal providing a press package containing downloadable project sheet press releases, AID4SME project videos, e-newsletters;
- Leverage connections to the Digital Innovation Hub networks, ADRA, EISMEA (SME support and innovation ecosystem) and other public resources/platforms, to promote use of Artificial Intelligence Technologies and Data Intelligence, such as DIH4INDUSTRY - the ecosystem of DIHs in the digital transformation of European Manufacturing industry – and more specifically, Digital Factory Alliance, I4MS/MIDIH (manufacturing industry digital innovation hubs).

KPI numbers are monitored every 6 months within internal interim reports and will be presented to the PO during the pre-review meeting in M10 as well as within the periodic report of M18. Monitoring activities also include:

- Widening the AID4SME reach. GreeneDIH, ISQ and LTC will lead the interaction with SMEs in the Eastern, Southern and Baltic regions of the EU respectively and assist with gathering of requirements / needs of SMEs from these regions to be taken into consideration in the COP.
- Networking and stakeholder engagement. Specific targets are listed as follows:
 - KUL: EFFRA, EUCAR, EGVA, EARPA (<https://www.earpa.eu/projects/aid4sme/>), LMSD website (<https://www.mech.kuleuven.be/en/mod/Projects>), CCAM, CLEPA, Flanders Make, FAIR, CORDIS (<https://cordis.europa.eu/project/id/101189562>);
 - UGent: EFFRA, FAIR (Flemish AI Research initiative), FlandersMake;
 - JSI: SRIPTOP, EFFRA, ADRA (AI, Data and Robotics Association);
 - I2M: ACR (Austrian Cooperative Research), Austrian SME association;
 - ARC: Digital Europe, Applia (Home Appliance Europe), EIRMA
 - F6S will lead the collaboration with AI-on-Demand Platform, leveraging their role in AI4Europe project.
- Publish results. A (non-exhaustive) list of journals of interest: Mechanical Systems and Signal Processing (MSSP); IEEE Transactions on Industrial Informatics; Computers in Industry, Robotics and Computer-Integrated Manufacturing; Integrated Computer-Aided Engineering; Journal of

Manufacturing Systems; Computers and Industrial Engineering; CIRP Annals; Sensors; International Journal of Advanced Manufacturing Technology; International Journal of Production research, Mechanical Systems and Signal Processing (MSSP).

- Present results. A (non-exhaustive) list of scientific conferences of interest: IEEE International Conference on Robotics and Automation (ICRA); IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS); PROCEDIA CIRP; International Conference on Production Research Manufacturing Innovation; Cyber Physical Manufacturing; IFAC International Federation of Automatic control; Data Analytics; International Conference on Advances in Production Management Systems; ECCOMAS conferences; and ASME.

7 Conclusions

This report includes the initial plan for Communication and Dissemination activities. It is important to highlight that, as the project evolves this plan will be again updated accordingly with the latest outcomes and intentions regarding exploitation and dissemination.

REFERENCES

OECD. (2023). *Job Creation and Local Economic Development - Bridging the Great Green Divide (Report)*. Retrieved from <https://doi.org/10.1787/21db61c1-en>