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## DELIVERABLE

### D8.2 – Dissemination and Communication Activities-Initial version

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## Executive Summary

In the deliverable at hand, we provide a detailed report on the progress of the Dissemination and Communication Activities of STAR during the period M01-M18.

The major dissemination means, channels and procedures that are used by STAR have been thoroughly defined and described in the dissemination plan (see deliverable D8.1) and include both “conventional” approaches, such as participation in events, publications and creation of printed material, and also web related activities.

In this report, we also present the dissemination material produced by the STAR consortium and also the extensive use of online dissemination is summarized together with analytics, showing the use of both the website and the relevant Social Media channels.

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## Definitions, Acronyms and Abbreviations

Acronym/ Abbreviation	Title
<b>AI</b>	Artificial Intelligence
<b>CPS</b>	Cyber Physical System
<b>DIH</b>	Digital Innovation Hub
<b>DoA</b>	Description of Action
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>H2020</b>	Horizon 2020
<b>IIoT</b>	Industrial Internet of Things
<b>IoT</b>	Internet of Things
<b>KPIs</b>	Key Performance Indicators
<b>RIA</b>	Research and Innovation Action
<b>SDO</b>	Standards Developing Organisation
<b>SMART</b>	Specific-measurable-achievable-realistic-timely & targeted
<b>VDIH</b>	Virtualized Digital Innovation Hub
<b>WP</b>	Work Package

# 1 Introduction

## 1.1 Purpose and Scope

The deliverable at hand has been prepared in the context of Work Package 8 "Dissemination, Exploitation and Standardization" and is in particular associated with Task 8.1 "Dissemination and Communication Activities". Here it shall be stated that WP8 is a horizontal Workpackage within the project work plan and as such is connected to all other activities.

The present deliverable, is the second of three deliverable revisions within T8.1 "Dissemination and Communication Activities", (namely D8.1/D8.2/D8.3) and is closely interrelated and developed in parallel with Task 8.2 "Contributions to Clusters and Associations", Task 8.3 "Pre-normative Research and Standardization Activities", Task 8.4 "Exploitation and Business Planning", Task 8.5 " Business Modelling and Sustainability Planning" and Task 8.6 "Collaboration with other ICT-38-2020 projects".

This document, produced during the second year of the project, provides the report on the progress of the on-going dissemination work. The purpose of this manuscript is to document the STAR dissemination and exploitation activities during the period from M01 (January 1st, 2021) to M18 (June 30th, 2022) and reports specifically on the active tasks undertaken by the partners related to dissemination in the time period under review. The outcomes and impacts, assessment metrics and tools are also presented. A detailed report of each activity is presented within each category.

## 1.2 Document Structure

The Sections of the present deliverable are organised in the following manner.

After the introductory Section 1, Section 2 Provides a report on the dissemination and communication strategy whereas Section 3 Provides a report on the dissemination and communication activities that took place during the first 18 months of the project.

Section 4 presents the checklist of the indicators that are being used to measure success in the dissemination work for the period that is being reported and finally, Section 5 concludes the document by providing a description of the main conclusions that can be drawn with respect to the dissemination work carried out thus far.

## 2 Dissemination and Communication Strategy

Dissemination and Communication in the context of STAR is designed as a forerunner activity to ensure knowledge diffusion and stakeholders' involvement and is regarded as a two-way dynamic and interactive process, which should be continuous and progressive during the project.

To support the fulfilment of its overall vision and ambition of designing **new technologies**, to enable the implementation of standard-based, **secure, safe, reliable** and **trusted human-centric** AI systems in manufacturing environments. STAR has adopted a structured dissemination and communication strategy. The following key pillars, also referred in the D8.1 "Dissemination and Communication Plan", lay on the basis of the project's **dissemination vision**:

- Integrating the project into the global (CPS/Industry4.0 enabled) manufacturing ecosystem,
- Federating communities of Manufacturers, AI innovators and experts' in relevant digital technologies (e.g., AI, Big Data, IIoT, Blockchain),
- Engagement with relevant stakeholders in developing/integrating AI components and solutions,
- Ensuring a close and effective collaboration with AI4EU,
- Engaging key stakeholders in security, safety and ethics,
- Reaching to the future innovators in CPS manufacturing in general and AI solutions for manufacturing,
- Supporting the project's commercialization and market uptake strategy.

### 2.1 Objectives

The main objective of the Dissemination and Communication activities from their design is to articulate the project's key achievements and main messages, with the aim to create a strong awareness of the STAR project at the European level. The activities designed span communication to the public, as well as dissemination to professional, well-defined, targeted stakeholders.

In particular, the STAR communication strategy as presented in D8.1 aims to:

- create a clear internal project, understanding of how the dissemination and communication activities listed in this deliverable can be used **to support overall STAR project objectives**,
- create a strong and recognizable **STAR brand**, identity and key messages to be used on all dissemination material. Based on this, to prepare a professional toolkit consisting of the project's logo, templates for external communication and promotional material,
- identify the **map of stakeholders** potentially interested in the project and its outcomes, engage them in the project's activities and encourage them to regularly interact with STAR,
- ensure that the objectives of the project, the vision, the activities planned as well the

results produced become extensively known in the most effective and clear way to the manufacturing world, AI Innovators and experts in relevant technologies, including scientific communities, clusters, associations and other projects and initiatives,

- mobilize partners in creating an engaged and vibrant community around the project and its market platform,
- empower all partners to use STAR appropriate **dissemination tactics** to easily convey the project purpose, aims and benefits to their own stakeholders and networks,
- set up a robust **communication and dissemination support infrastructure** (i.e. visibility, social media), that will be continuously adapted in accordance with the changing requirements of events, target groups and communication channels,
- recognise the **dissemination opportunities** in the European & international events and conferences,
- plan the production of **articles and other scientific publications** to disseminate the project results within relevant events and in the internationally recognizable scientific journals thus achieving high visibility within the scientific community,
- build **partnerships through intensive networking** with existing related clusters, associations and projects to share resource/data/results and spread good practice through the coordination/clustering activities.

## 2.2 Approach

STAR has adopted a dynamic and flexible approach to be able to adjust the processes in accordance with the results of the feedback received from various information providers (consortium members, stakeholders involved, etc.) and to take into account various opportunities.

The STAR dissemination approach is based both on the consortium vision but also on the individual partners' dissemination competencies. It also ensures that the disseminating information and publications produced both by the project and separately by partners via various activities (web channels, printed material) have been carefully reviewed.

The overall process followed has been to:

- Identify the target audiences.
- Consider the specificities of the target audiences.
- Ensure that the specially calibrated per case message is clearly defined and addresses the needs of each target audience.
- Select/fine-tune the dissemination/communication activities.

During the first phase of the Dissemination activities (**Phase I – Awareness raising**) that covered the first 12 months of the project duration, the project followed a content-related dissemination approach, employing various dissemination channels and material for communicating messages to the identified stakeholder groups. During this phase, the strategy mostly focuses on raising the awareness about the project as well as on engaging the potentially interested stakeholders in the project's activities.

During the second phase (**Phase II – Engagement**) that started at M13, the focus gradually shifts more to further building up and further establishing a reputation. Thus now we follow a more result-oriented approach, with emphasis on the first outcomes. The main outputs to be disseminated consist of the project's results and achievements.

Finally, in the third phase M25-M36 (**Phase III – Encouraging results adoption and leveraging the exploitation of outcomes**) we will focus on implementing actions to encourage STAR results adoption.

## 2.3 Targeted audiences

As already described in Deliverable D8.1 "Dissemination and Communication Plan" the target groups that have been identified as potential stakeholders of STAR can be classified into the following major categories:

- **Core communities / stakeholders in the industrial and business world**
  - CPS/Industry4.0 manufacturers, innovators and developers/integrators of AI components and solutions
  - Manufacturers in relevant digital technologies (e.g., AI, Big Data, IIoT, Blockchain)
  - Future innovators in CPS manufacturing in general and AI solutions for manufacturing (enterprises (including SMEs) that have used the services of the DIHs)
- **Communities of users and experts**
  - Experts' in AI and relevant digital technologies
  - Experts in security, safety and ethics
  - Relevant SDOs, focusing on AI in Manufacturing, security and privacy
  - EU clusters and associations in AI and relevant digital technologies
  - EU and National Manufacturing Initiatives
  - Industry4.0 Initiatives
  - EU Initiatives in AI and digital technologies
  - Training Initiatives in manufacturing
- **Policy makers**
  - EC and other decision/policy makers
  - EU and national policy makers dealing with ethical issues
- **Research & academic community**
- **Relevant research projects and initiatives**
- **General public**

## 2.4 Targeted activities

STAR disseminates its results using a variety of means and activities, intended for transferring the project’s achievements, information and news, but also for engaging the targeted audiences in the project activities. The goal is to maximise the involvement of the identified stakeholders in order to let them closely follow STAR’s developments, provide their feedback and get engaged in the STAR activities.

The dissemination and communication means to be used in the project under each category of activities are as follows:

- **Web-based communication**
  - Project website
  - Market platform
  - Social Media package
  - Blog
  - e-Newsletter
  - e-Publications (third-party portals’ publications)
  - Audio visual and multimedia
- **Events**
  - Participation in events
  - Events organisation
- **Promotional material**
  - Printed dissemination material (brochures, posters)
- **Press-based communication**
  - Press releases
- **Scientific publications**
  - Joint Open Access Book
  - Scientific papers and publications
- **Liaising and Collaborations**
  - Joint dissemination activities with AI4DI
  - Contributions to Clusters and Associations
  - Liaising with relevant standardization groups
  - Collaboration with ICT-38-2020 and other projects in digital manufacturing and AI
  - Other potential collaborations

A matrix of the dissemination mechanisms/activities used in STAR, associated with the respective objectives and targeted groups, is presented in the following table.

*Table 1: Dissemination and communication means associated with the respective objectives and targeted groups*

Dissemination mechanisms/activities	Objective	Targeted stakeholders	Timeline
<b>Web-based communication</b>			
Project website	Information and knowledge diffusion Results presentation	All stakeholders	Constantly
Market platform	One-stop-shop for STAR Ecosystem stakeholders	Targeted stakeholders (incl. core communities / stakeholders in the industrial and business world, communities of users and experts)	Constantly once made available
Social Media package	Awareness creation Knowledge diffusion Results presentation	All stakeholders Specific messages to targeted audiences	Constantly
Blog	Awareness creation Knowledge diffusion Presentation of the topics related to the STAR project's concepts, developments and results in an attractive and easy-to-disseminate way	Mainly, targeted stakeholders	Periodically, following a calendar created
e-Newsletter	Information and knowledge diffusion Results presentation	All stakeholders, especially targeted stakeholders	Periodically based on project developments
e-Publications (third portals' publications)	Awareness creation Knowledge diffusion Results presentation Collaboration	All stakeholders and targeted depending on the targeted/ used portal	As appropriate
Audio visual and multimedia	Awareness creation Information and knowledge diffusion Results presentation	General public All interested stakeholders	As appropriate
<b>Events</b>			
Participation in events (e.g. conferences, workshops)	Awareness creation Engagement of users' groups and experts, as well as wider academic and experts' community Methodology presentation / validation Networking and collaboration with relevant stakeholders and other initiatives and projects	Relevant stakeholders (core communities, research and academic communities, communities of users and experts, policy makers, relevant projects and initiatives)	Continuously, based on the project's developments
Events organisation (e.g. workshops)	Consultation, brainstorming, discussion and validation of STAR results and achievements	Relevant stakeholders	As appropriate

Participation in trade fairs/exhibitions	Awareness creation Engagement of a wider industrial community STAR solution demonstration		Continuously, based on the project's developments (mostly, in the second half of the project)
<b>Promotional material</b>			
Online and printed dissemination material (brochures, posters)	Awareness creation Knowledge diffusion Results presentation	Relevant stakeholders, general public, all interested stakeholders	As appropriate, based on project developments and results
<b>Press-based communication</b>			
Press releases	Awareness creation Media and other relevant "multipliers" engagement	All interested stakeholders	Periodically based on the project developments and results
<b>Scientific publications</b>			
(Joint) Open Access Book(s)	Knowledge diffusion to the relevant community Awareness creation Results presentation	Research and academic community Other relevant stakeholders in the field All interested stakeholders	As appropriate, based on the project developments
Scientific papers and publications	Knowledge diffusion to the relevant scientific community Results presentation	Research and academic community Other research projects/initiatives	As appropriate, based on project phases and results
<b>Liaising and Collaborations</b>			
Joint dissemination activities with AI4DI	To ensure a close and effective collaboration with AI4EU Information and knowledge exchange	Relevant stakeholders (AI4DI community)	As appropriate
Liaising with and contributions to Clusters and Associations	To integrate the project into the global (CPS/Industry4.0 enabled) manufacturing ecosystem To federate communities of Manufacturers, AI innovators and experts' in relevant digital technologies Information and knowledge exchange	Relevant stakeholders (core communities, communities of users and experts)	As appropriate
Liaising with relevant standardization groups	Information and knowledge exchange Presentation of STAR relevant results	Relevant standardization bodies/groups and policy makers	As appropriate

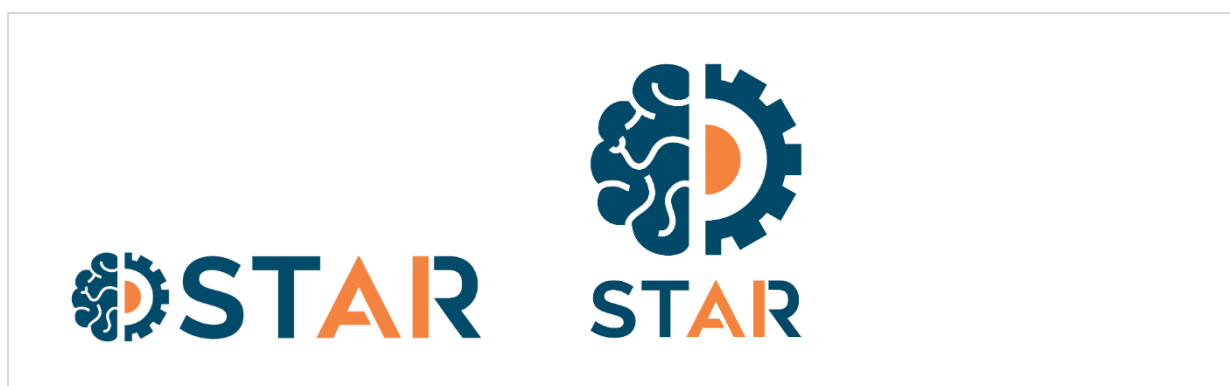
	Aligning the results to the objectives and work of the SDOs	Other relevant stakeholders	
Collaboration with ICT-38-2020 and other projects in digital manufacturing and AI	Information and knowledge exchange Alignment of activities among the relevant projects Collaboration in dissemination activities	EC and other relevant projects and initiatives	Continuously, as appropriate
Other collaborations ( <i>business networks of the manufacturing leaders – AI solutions integrators</i> )	To engage with relevant stakeholders in developing / integrating AI components and solutions To reach to the future innovators in CPS manufacturing in general and AI solutions for manufacturing	Relevant stakeholders (core communities, AI solutions integrators)	As appropriate

## 3 Dissemination and Communication activities

### 3.1 Project identity (visual and branding)

For successful communication, it is important to have a clear project brand identity so as to achieve the highest possible impact on the perception of the target audience. The STAR visual identity has been created since the early stage of the project securing thus a strong and unique brand. The materials produced and adhering to the visual identity are: a leaflet, a PowerPoint template, a press release template, an infographic and an e-newsletter template. Since only recently physical meetings and events started to take place a poster template and a roll-up template will be prepared in the near future.

With respect to the STAR logo, this is characterised by a smart, simple and intuitive design. It provides an easily recognisable project trademark to be used in all dissemination material and activities to contribute to creating awareness and promotion.



*Figure 1: STAR logo in different variations*

### 3.2 Web-based communication - Project website

The STAR project website (<https://star-ai.eu/>) is the main communication tool for the dissemination and communication of information related to the project. The website is the gateway to access available results for people seeking information. The project website is accessible under:

The website incorporates basic project information, main services and activities, use cases, key results, blog, public deliverables, news and event items, and it will also offer added-value services such as publications, presentations, e-newsletter, as well as signpost to related news, events and projects. The website is regularly updated and edited, particularly in terms of structure and the contents including news, publications and downloads, following the project's developments and in order to ease users' navigation.

Furthermore, it is planned that the market platform (Marketplace) will be accessible via the main menu of the STAR website. Currently, a dedicated page providing a brief description of the Marketplace functions as a placeholder.

The graphic design of the website was aligned with the general visual identity of STAR, reflecting also the EC and H2020 branding. It is using the project logo and selected, high resolution images (purchased or received from partners), as well as the specific

requirements from the EC regarding the H2020 projects’ dissemination and publicity (Project Disclaimer at the bottom of the website).

Screenshots from the website homepage and other selected pages are provided in the figures below. Figure 2 presents the carousel linking to the Blog pages of STAR whereas Figure 3 presents the page about the Public Deliverables of the project and Figure 4 presents the EC Banner and the latest Post from Twitter

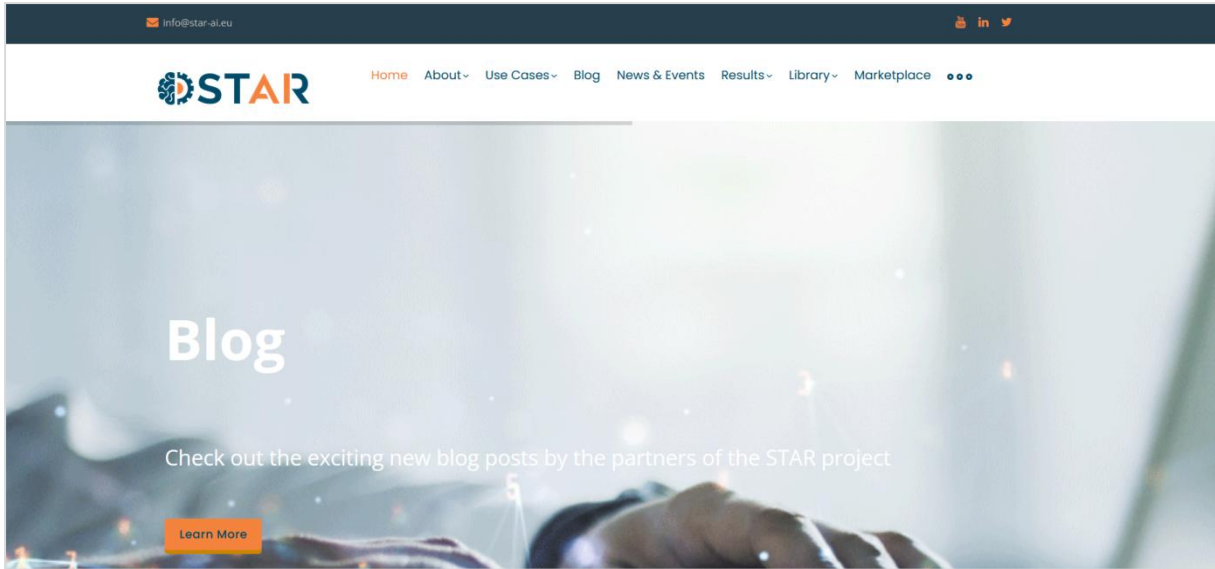


Figure 2: STAR Home page carousel about the Blog posts

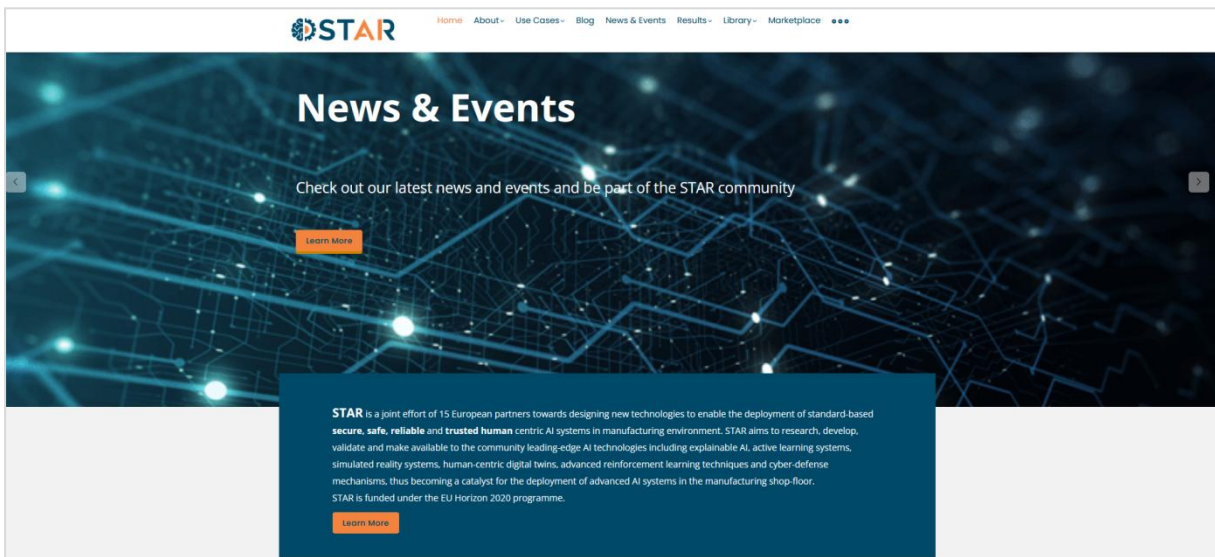
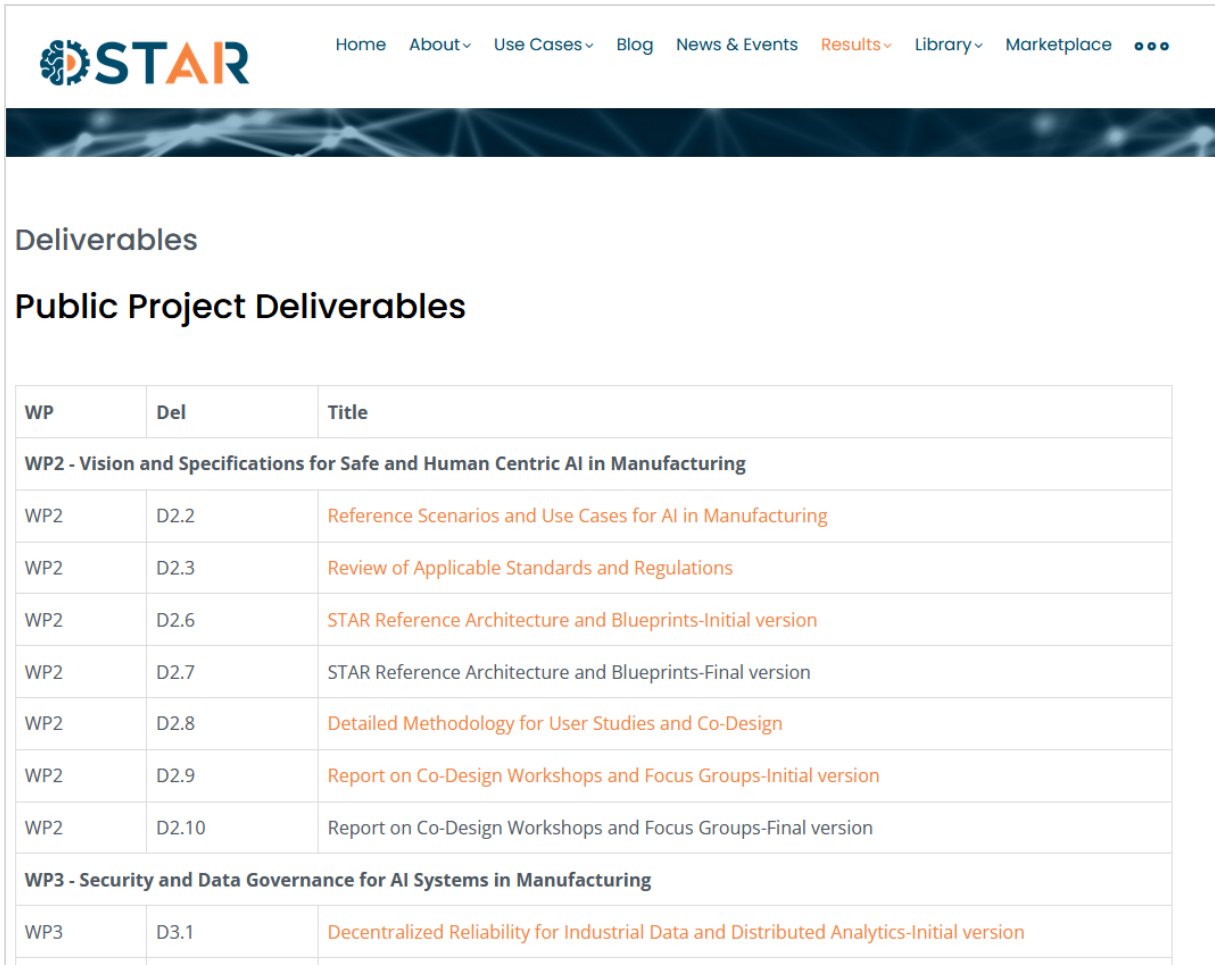
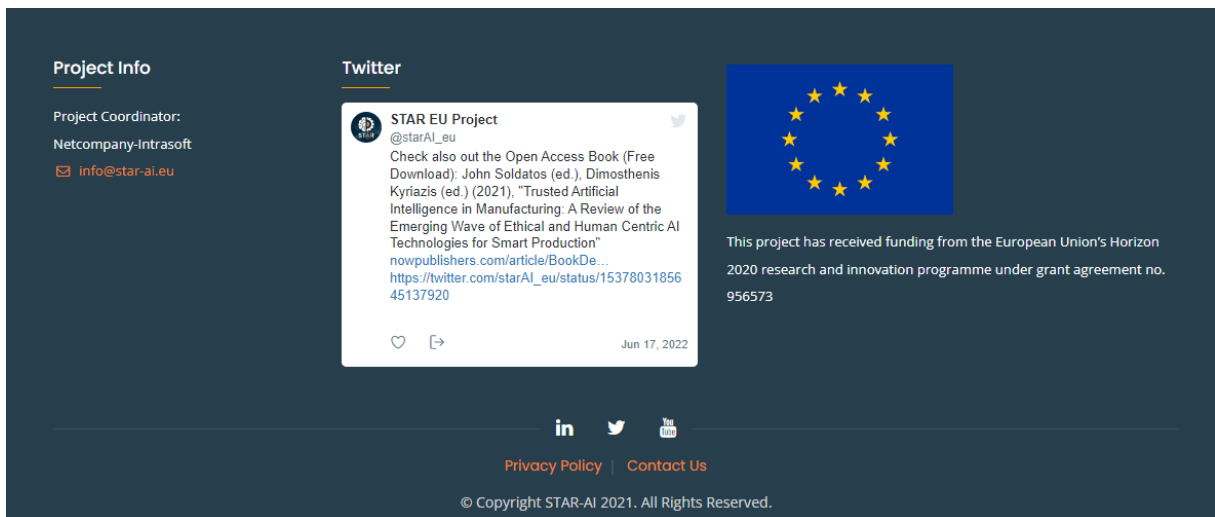


Figure 3: STAR Home page carousel about News and Events



WP	Del	Title
<b>WP2 - Vision and Specifications for Safe and Human Centric AI in Manufacturing</b>		
WP2	D2.2	Reference Scenarios and Use Cases for AI in Manufacturing
WP2	D2.3	Review of Applicable Standards and Regulations
WP2	D2.6	STAR Reference Architecture and Blueprints-Initial version
WP2	D2.7	STAR Reference Architecture and Blueprints-Final version
WP2	D2.8	Detailed Methodology for User Studies and Co-Design
WP2	D2.9	Report on Co-Design Workshops and Focus Groups-Initial version
WP2	D2.10	Report on Co-Design Workshops and Focus Groups-Final version
<b>WP3 - Security and Data Governance for AI Systems in Manufacturing</b>		
WP3	D3.1	Decentralized Reliability for Industrial Data and Distributed Analytics-Initial version

Figure 4: STAR Public Project Deliverables



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**Twitter**

**STAR EU Project**  
@starAI\_eu

Check also out the Open Access Book (Free Download): John Soldatos (ed.), Dimosthenis Kyriazis (ed.) (2021), "Trusted Artificial Intelligence in Manufacturing: A Review of the Emerging Wave of Ethical and Human Centric AI Technologies for Smart Production"  
[nowpublishers.com/article/BookDe...](https://nowpublishers.com/article/BookDe...)  
[https://twitter.com/starAI\\_eu/status/1537803185645137920](https://twitter.com/starAI_eu/status/1537803185645137920)

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Figure 5: EC Banner and latest Post from Twitter

### 3.3 Website analytics

In this section, we present the website analytics since the start of the project.

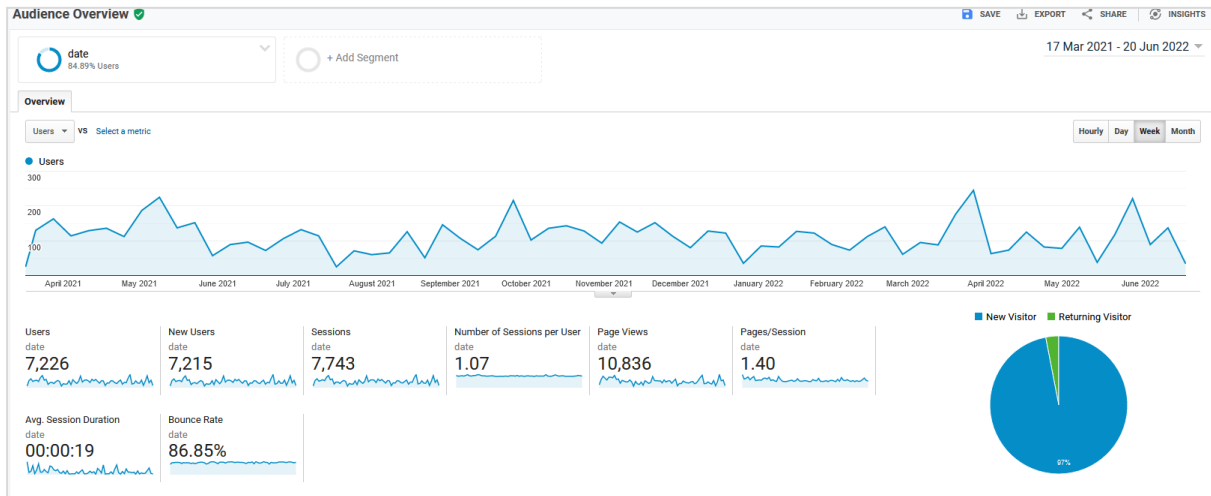


Figure 6: Google Analytics of <https://star-ai.eu/> (3 outliers excluded)

From the figure above taken from the Google Analytics Platform, we can observe the following from M01 up to M18 (stand 20 June 2022)

- Number of unique visitors on the site: **7,215**
- Number of sessions: **7,743**
- Number of page views: **10,836**

As it can be observed, the fluctuations along the period are quite significant. The peaks of users' activity coincide with the publishing of interesting posts.

It is important for the remaining period and as the project starts producing results, to enrich the website with interesting information and push the updates via the project's Social media channels to increase the interest of the public in the project outcomes and the visibility of the website.

Looking at the page sessions we can see that the average time on a page is 47 secs which needs to be improved in the future.

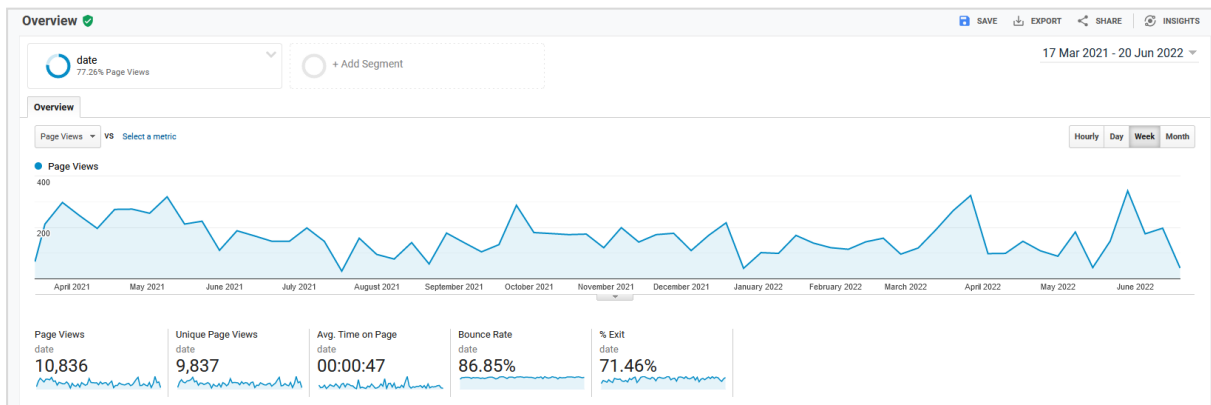


Figure 7: Google Analytics of <https://star-ai.eu/> (3 outliers excluded) - Page Views

Page	Page Views	% Page Views
1. /	3,116	28.76%
2. /partners-0	593	5.47%
3. /blogs-grid	446	4.12%
4. /human-robot-collaboration	390	3.60%
5. /news-events	354	3.27%
6. /vision	308	2.84%
7. /employment-nlp-within-manufacturing	247	2.28%
8. /secure-ai	224	2.07%
9. /marketplace	219	2.02%
10. /safety-ai	194	1.79%

Figure 8: Google Analytics of <https://star-ai.eu/> (3 outliers excluded) - Pages most visited

From the analytics, it springs that the Home page is the most visited one (28,8%), which is logical, since this is the main page of the website with a lot of information about the project and the events the partners participated in. The page with the presentation of the STAR partners is the second most visited one (5,5%), meaning that the users are interested in information about the project team.

In addition, the page presenting the Blogs is also one of the most popular pages (4,1%), as the users are interested to find information about the latest Blogs.

### 3.4 STAR Social Media package

Various social networks are used as marketing tools to promote activities and results of the project on a regular basis. Furthermore, social media are utilised also to encourage a wider discussion on the topics related to STAR work.

STAR has an active presence in popular social media, such as Twitter and LinkedIn. Links to these social media can be found also at the project's website. Whereas Twitter is utilised to present the project's news, key messages and announcements to a wider audience, the content in LinkedIn is more specific and can be shared to a network of professionals in the fields relevant to STAR.

#### 3.4.1 Twitter

([https://twitter.com/starAI\\_eu](https://twitter.com/starAI_eu))

STAR has an active Twitter account (@starAI\_eu) and has chosen the hashtag #star\_AI for its tweets. The Twitter account is used for promoting and disseminating the STAR's developments, news, events, blog posts, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, through targeted following of other relevant users STAR not only gets access to more relevant content and updates, but also acquires more followers.

Main hashtags used area among other: #H2020, #STAR\_AI, #ArtificialIntelligence, #AI, #AISecurity, #Industry40, #ExplainableAI, #SimulatedReality, #DigitalTwins, #HumanRobotCollaboration #Manufacturing. STAR follows the official Twitter account for the Horizon 2020 programme @EU\_H2020 thus becoming a part of the community of H2020 projects on social media.

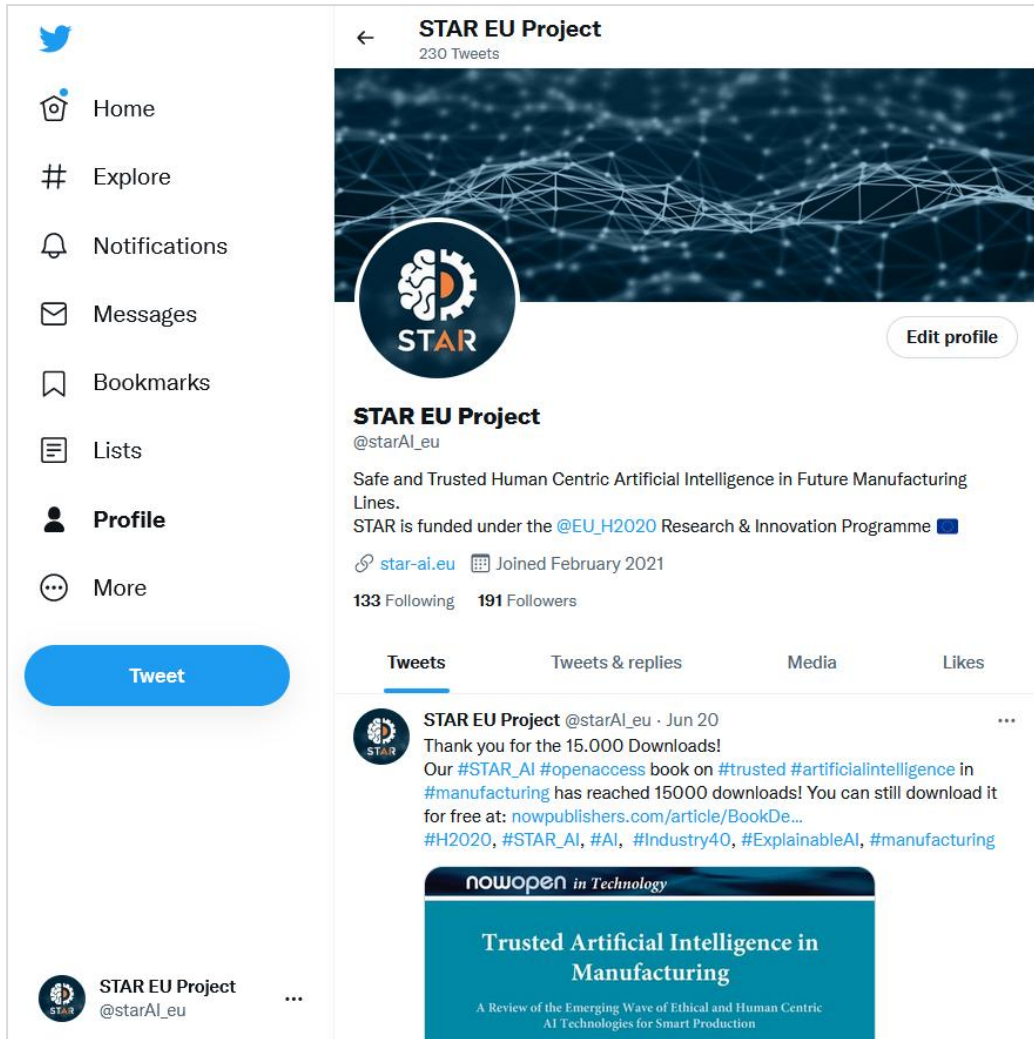


Figure 9: STAR Twitter account (stand 23 June 2022)

In the second year of the project, the number really increased. STAR’s presence in Twitter has a total number of tweets is 230 and has led to 191 followers and 133 followed accounts and 43.1K impressions. Many of the project’s tweets have been re-tweeted and reached by large audiences through the followers of the users that re-tweeted them.

### 3.4.2 LinkedIn

(<https://www.linkedin.com/in/star-ai/>)

LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore a solid presence to amplify the news on the website is necessary. STAR maintains a LinkedIn profile page, making it possible to connect to very relevant professionals and diffuse to them the project’s main news and developments. On the other hand, it gives the possibility to subscribe and post to the major groups relevant to the fields relevant to AI in manufacturing and more general H2020 research groups.

STAR’s presence in LinkedIn has led to 128 connections and 323 followers. The total number of posts is 143 and of profile visits in the last 90 days 51.

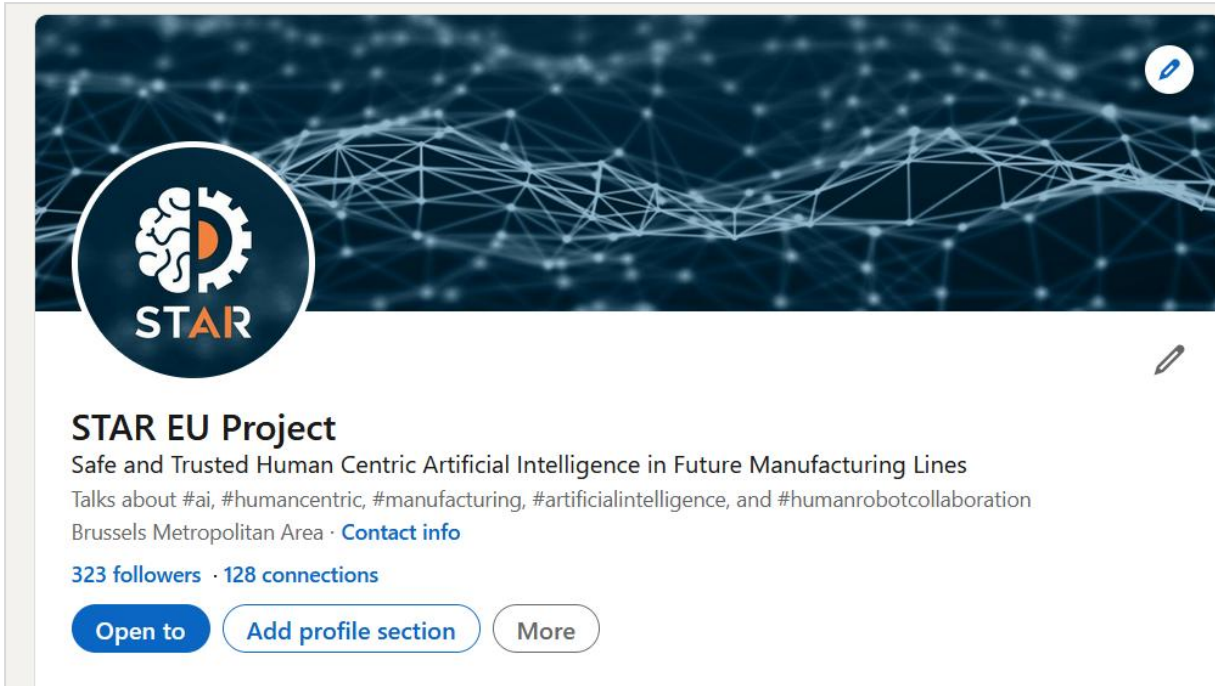


Figure 10: STAR LinkedIn profile page

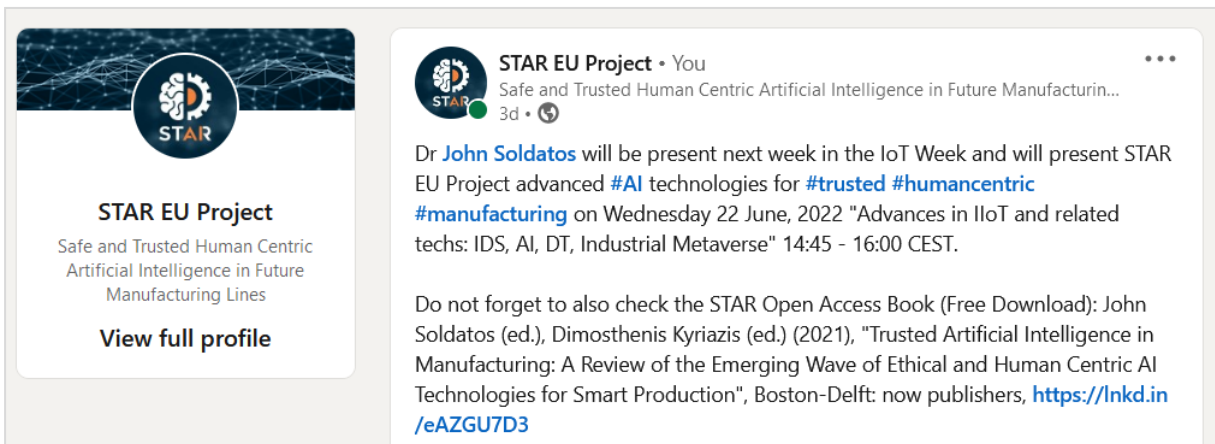


Figure 11: STAR LinkedIn account

Many of the project’s posts have been shared and reached by large audiences through the followers of the users that shared them. Thus, in the last 365 days (23 June 2021 - 23 June 2022) the LinkedIn profile page had 24,273 impressions and 727 engagements.

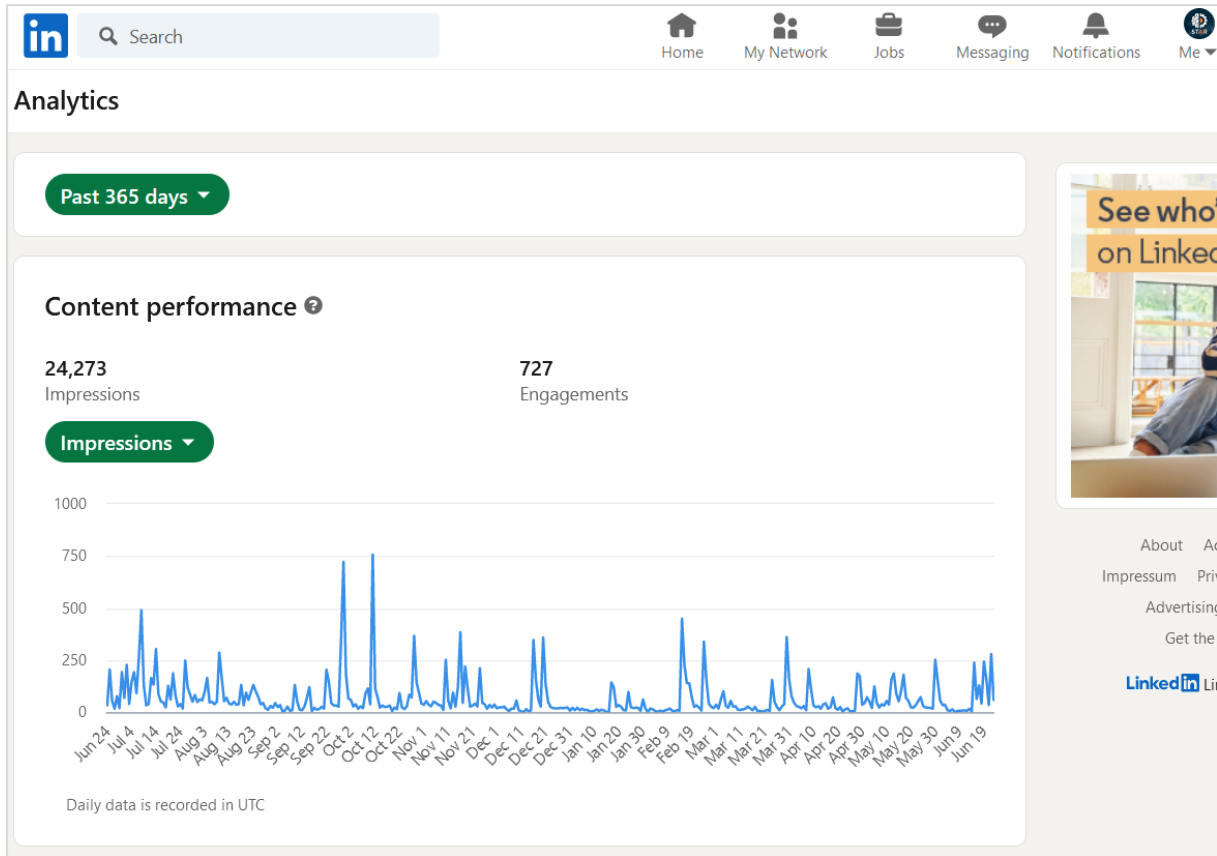


Figure 12: STAR LinkedIn account impression in the last 365 days (23 June 2021 - 23 June 2022)

Here it shall be stated that these numbers are only about the projects profile. Partners and individuals also share posts about STAR on their own networks and thus the numbers are greater e.g. partner Arthurs Legal made a LinkedIn post on a sponsored 'Give Away Action' for the hardcover version of the Book prepared by the STAR project "Trusted Artificial Intelligence in Manufacturing". This post had 47,040 Impressions.

### 3.4.3 YouTube

([https://www.youtube.com/channel/UCdjvLERunC\\_yAI2eNvxXRKA](https://www.youtube.com/channel/UCdjvLERunC_yAI2eNvxXRKA))

The project's channel is used to choose and promote interesting and relevant videos, as well as offering the STAR audio-visual content. Currently in our YouTube channel we link to the Videos from the workshops of the AI-MAN (ICT-38) Projects Cluster. STAR played a key role in organising these workshops. Furthermore in our channel we also link to presentations that were delivered on various events. We will soon populate the channel with further videos from the STAR developments.

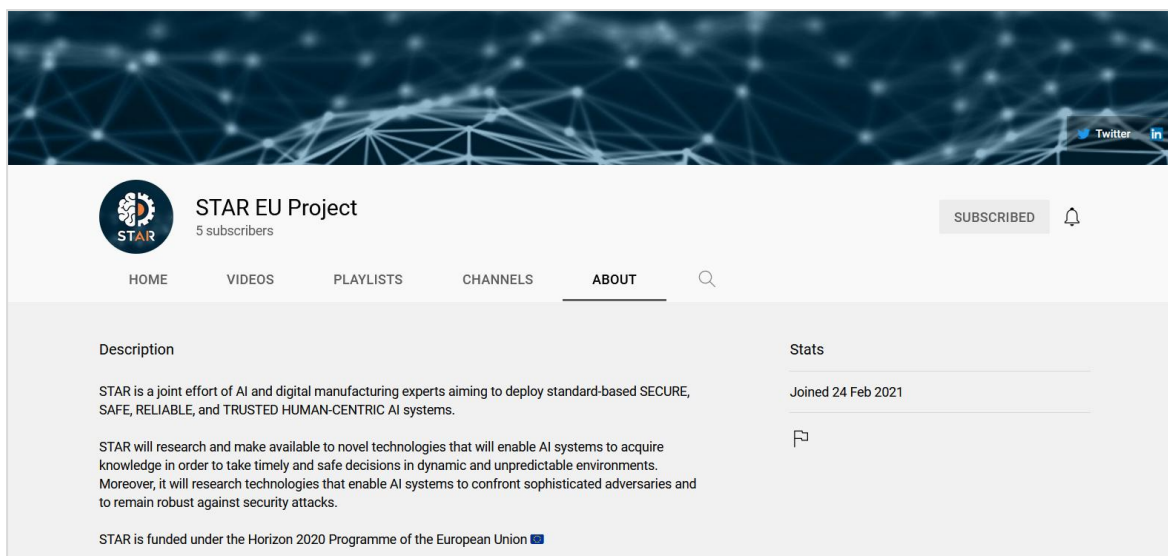


Figure 13: STAR YouTube channel

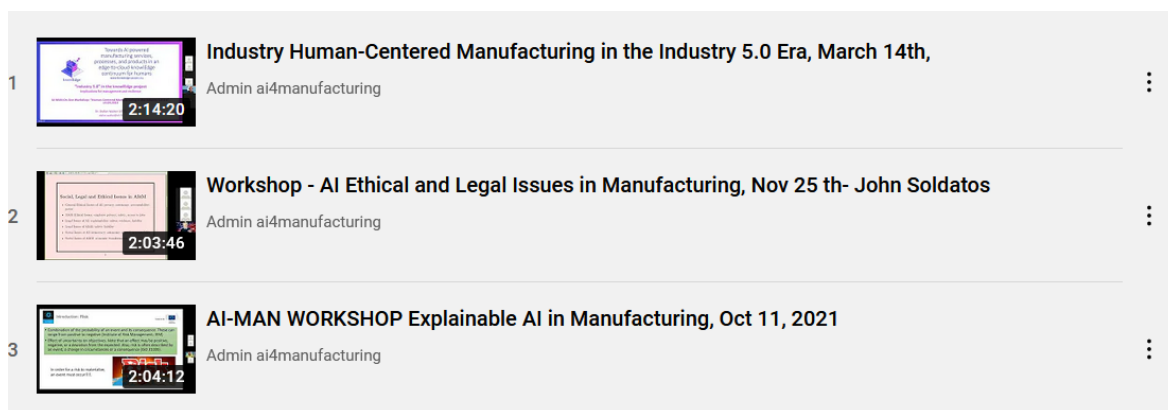


Figure 14: STAR YouTube channel - ICT38 Workshops

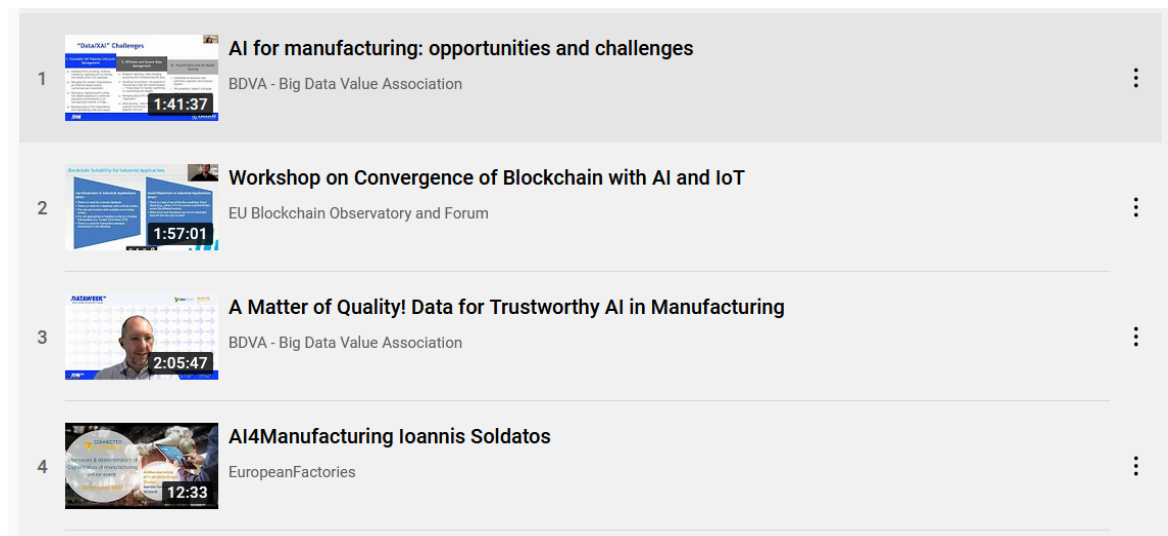


Figure 15: STAR YouTube channel - Presentations in events

### 3.5 STAR Blog

Bloggging and microblogging greatly supplement the offline methods of research dissemination and networking. They are critical online methods for communicating and engaging with a massive global network of stakeholders. In this light, they are incorporated into the communication strategy of STAR since the start. Blog posts featuring various aspects relevant to the project developments in different Work Packages are directed to relevant target AI in manufacturing audiences. Project partners assigned are responsible for producing the content, while INTRA-LU coordinates the activity of the content collection and publishing. To attract readers, each of the blog posts are accompanied with the relevant eye-catching image. Up to now, 30 blog posts have been published online with many more to follow in the next month and as activities progress.

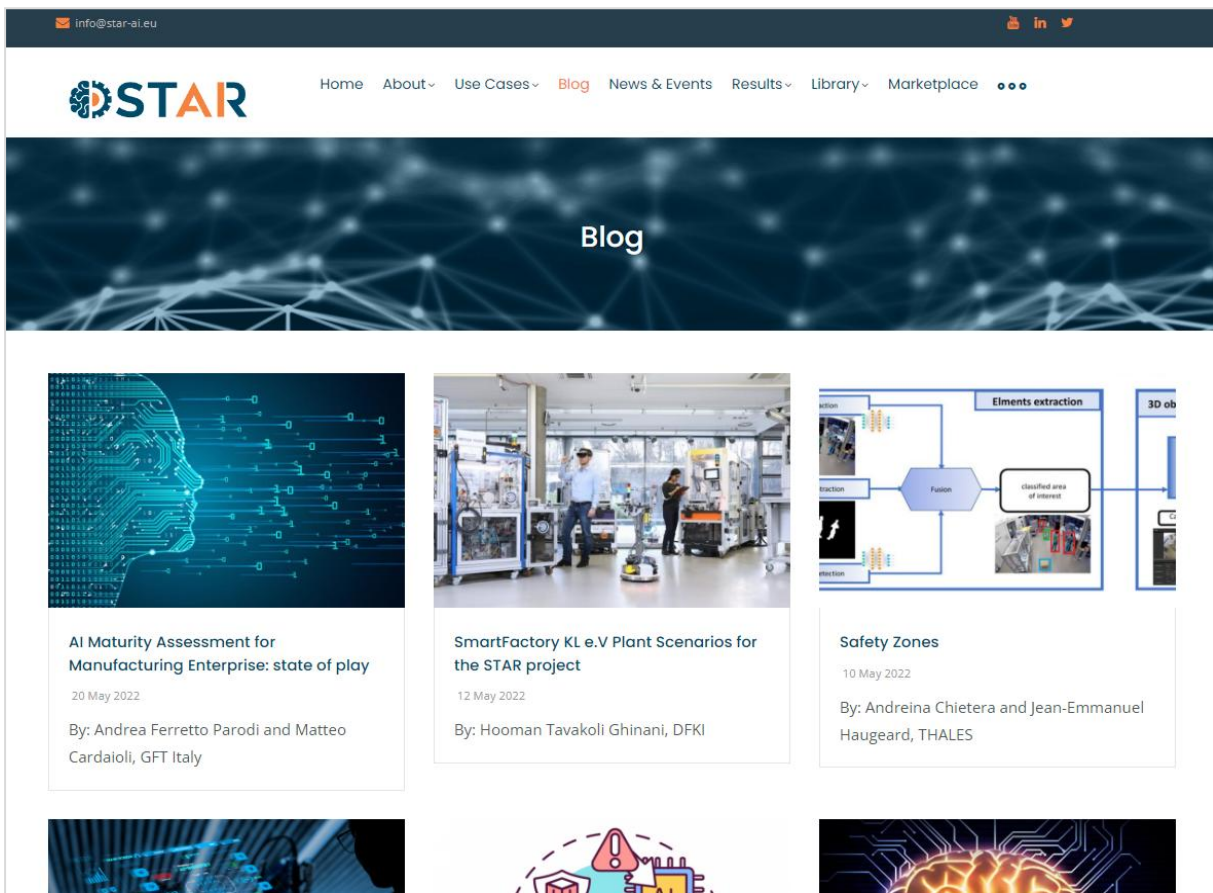


Figure 16: STAR Blog page

### 3.6 e-Newsletter

E-newsletters provide regular updates on what is happening on the project, highlighting its major news and developments. Netcompany-Intrasoft as WP8 leader is responsible for structuring, collecting/writing content, placing into layout and issuing the e-newsletter. The project partners provide information when requested and ensure that the content is accurate.

Six issues of the e-newsletter are online (<https://star-ai.eu/newsletters>) to communicate and update the readers on the project activities. Links to both the project website and the social

media channels are provided (all are clickable leading directly to the requested page) in order to make it easier for the interested reader to look for more information on our website and follow our social media accounts.

### 3.7 Visuals and multimedia

A rich set of multimedia content is envisaged to be produced for presenting the STAR project context and solutions, including infographics, images and video material.

Images and, when possible and relevant, videos will be produced. These can be produced during project events and meetings, as well as during other activities (e.g. pilots deployment activities or co-creation workshops). Images and videos can be used for both internal and external communication materials such as website articles, reports, presentations, etc. All partners can contribute with pictures and have the right to use these images as well.

In order to present complex information in a visual representation that guides the readers, infographics are created when possible. Up to now, STAR has prepared one infographic depicting the project’s context during the first year of the project.



Figure 17: STAR Infographic

### 3.8 Events

In order to communicate and disseminate the aims, developments and the preliminary results of the work, it is important for STAR, as also for all projects, to participate in events.

STAR has participated in a number of events aiming to promote and communicate relevant information that will both increase the project visibility, but will also allow to disseminate the project’s progress and results to a variety of audiences. Furthermore, participation in events is a further opportunity to increase and strengthen networks and exchange ideas and progress with peers and the general public. Thus, STAR during the last 18 months has been involved in a variety of event formats, ranging from conferences to workshops and webinars. The project’s representation in the events has taken place in different ways, including paper or project presentation, as also simple participation for liaising or networking purposes. Due to the pandemic we have only recently started to have again physical events, and therefore, project promotional material such as brochures and a poster or a roll-up will be prepared to be used for dissemination purposes

In order to be able to monitor participation in events, some specific Excel sheets have been created and shared among the partners (using the project’s SharePoint shared space) in order for the project consortium to be able to keep track of the partners’ participation and to report about these activities and their impact.

Date (DD-MM/YYYY)	Event Name	STATUS	WP responsible	Partner responsible	Type	Organised by other EU projects YES/No, if YES which?	Organised in collaboration with other project(s) / Associations / Clusters / Initiatives YES/No, if YES - which?	Name of relevant project(s) / Association(s) / Cluster(s) / Initiative(s)	Place (City, Country)	Website	
18-19/03/2021	BDV PPP Workshop: Data Platforms, Spaces, Standards/Governance and Trustworthiness of Industrial AI (in the context of the BDV PPP Technical Committee (TC #7) / BDV PPP "project meet-up")	Participated	Not related to specific WP	INTRA	Workshop	NO	NO	BDVA	Online	n.a.	Eurc
April, 2021	The Web Conference	Participated	WP8	ISI (co-organiser), Qlector - sponsor	Conference	NO	NO		Online	<a href="https://www.2021.theweboconf.org/">https://www.2021.theweboconf.org/</a>	Inte
29/04/2021	1st Philips Pilot Co-creation Workshop	Organised	WP6	PCL	Workshop	NO	NO	NO	Online		Eurc
25-27/05/2021	Data Week - session on "AI for Manufacturing: Opportunities and Challenges" co-organised	Co-organised	Not related to WP	GFT, INTRA, UPRC	Conference		Yes, ict-38: XOMANAL COALA, Teaming AI	BDVA	Online	<a href="https://www.big-data-value.eu/dw21-agenda/">https://www.big-data-value.eu/dw21-agenda/</a>	Eurc
6-7/06/2021	2nd International Workshop on Deep Learning meets Ontologies and Natural Language Processing (DeepOntoNLP 2021) & 6th International Workshop on Explainable Sentiment Mining and Emotion Detection (X-SENTIMENT 2021) co-located with the 18th Extended Semantic Web Conference 2021	Participated		R2M	Workshop				Hersonissos, Greece, moved Online		
June 6th - 7th, 2021	6th International Workshop on Explainable Sentiment Mining and Emotion Detection (X-SENTIMENT 2021) co-located with with 18th Extended Semantic Web Conference 2021.	Participated	WP4	R2M	Workshop	NO	NO		Hersonissos, Greece, (moved online)	<a href="https://danilo-dessi.github.io/xsentiment/">https://danilo-dessi.github.io/xsentiment/</a>	Inte
7-9/06/2021	INCOM 2021	Participated	Not related to WP	INTRA	Symposium		Other ICT-38 participated in a session on EU project results		Online	<a href="https://incom2021.org/">https://incom2021.org/</a>	Eurc
28-29/06/2021	3rd international workshop on Key Enabling Technologies for Digital Factories (ket4DF) in conjunction with CAISE 2021.	STAR is a supporter	Not related to specific WP	INTRA	Workshop		YES (COALA)		Melbourne, Australia	<a href="https://ites.people.com.au/kes4df2021/home">https://ites.people.com.au/kes4df2021/home</a>	

Figure 18: Events tracker

It is worth mentioning that the consortium plans to concentrate more efforts on the events participation towards the end of the project when considerable results are available to be disseminated in the events. For the same reason, marketing events, such as trade fairs and exhibitions, open days and specialized local events are in the STAR consortium “radar” for the second half of the project.

The dissemination events that the STAR consortium participated in or organised are reported below.

Table 2: List of events STAR participated in

Date	Event name	Type	Location
18-19/03/2021	BDV PPP Workshop: Data Platforms, Spaces, Standards/Governance and Trustworthiness of	Workshop	Online

	Industrial AI (in the context of the BDV PPP Technical Committee (TC #7) / BDV PPP "project meet-up")		
April, 2021	The Web Conference JSI (co-organiser), Qlector (sponsor)	Conference	Online
07/05/2022	ICT-38 Projects Cluster Online workshop	Workshop	Online
25-27/05/2021	Data Week - session on "AI for Manufacturing: Opportunities and Challenges" co-organised by STAR	Conference	Online
06-07/06/2021	2nd International Workshop on Deep Learning meets Ontologies and Natural Language Processing (DeepOntoNLP 2021) & 6th International Workshop on Explainable Sentiment Mining and Emotion Detection (X-SENTIMENT 2021) co-located with the 18th Extended Semantic Web Conference 2021	Workshop	Hersonisos, Greece moved Online
07-09/06/2021	INCOM 2021	Symposium	Online
28-29/06/2021	3rd international workshop on Key Enabling Technologies for Digital Factories (Ket4DF) in conjunction with CAISE 2021 – STAR was a supporter	Workshop	Melbourne, Australia (virtually)
28/06-02/07/2021	ACM WiSec 2021	Workshop	Abu Dhabi (virtually)
05-06/07/2021	Internal Siemens Data Analytics and Artificial Intelligence yearly Conference	Conference	
11-14/07/2021	IEEE FUZZY 2021	Conference	Luxembourg (virtually)
05-09/09/2021	APMS 2021	Special Track in a Conference	Online
07-10/09/2021	IEEE MeditCom 2021	Conference	Athens, Greece
16-18/09/2021	The 14th International Symposium on Intelligent Distributed Computing	Conference	Scilla, Reggio Calabria, Italy
21/09/2021	Blockchain and AI Convergence Panel/Session, Organized by the EU Blockchain Observatory & Forum	Workshop	Slovenia (Hybrid)
28/09 -01/10/2021	Sustainable Places 2021 Co-organised by R2M	Conference	Rome, Italy
04/10/2021	Slovenian KDD Conference	Conference	Ljubljana, Slovenia
11/10/2021	ICT-38 cluster - Explainable Artificial Intelligence In Manufacturing	Workshop	Online

11/11/2021	Participation on the Workshop "AI4Media Workshop on the European AI-on-Demand Platform"	Workshop	Online
14-19/11/2021	CYSARM 2021	Workshop	Online
25/11/2021	ICT-38 cluster - Ethical/Legal Issues Workshop	Workshop	Online
13-16/12/2021	ICMLA - 20th IEEE International Conference on Machine Learning And Application	Conference	Online
15-18/12/2021	IEEE BigData 2021 - IEEE International Conference on Big Data	Conference	Online
18/02/2022	Presentation at the Workshop Use cases and demonstrators of Digitalisation of manufacturing	Workshop	Online
28/02/2022	Presentation of the STAR HDT Core Infrastructure and FaMS to researchers from the University of Pannonia and University of Stuttgart	Internal Event	
14/03/2022	ICT-38 cluster - Human Centred Manufacturing and Human robot collaboration	Workshop	Online
28-29/03/2022	14th IFAC Workshop on Intelligent Manufacturing Systems – IFAC IMS 2022	Workshop	
03/04/2022	Presentation of the STAR HDT Core Infrastructure and FaMS at the KITT4SME General Assembly	Local Event / Interaction with locals	
17/05/2022	Participation and Presentation of STAR in the Workshop "Integration Workshop STAR / ICT-38 and AI4Europe"	Workshop	Online
30/05/2022	Presentation of the STAR blockchain approach to data provenance and traceability. Data Week - session on "Data Provenance and Traceability for Trusted & Reliable AI in Manufacturing"	Conference	Online
13/06/2022	Participation at the European Workshop for AI Pathway organised by Connected Factories	Workshop	Brussels, Belgium
22/06/2022	Presentation at IoT Week 2022 Session Advances in IIoT and related techs: IDS, AI, DT, Industrial Metaverse	Conference Panel	Dublin, Ireland
June, 2022	ESWC	Conference	
29/06/2022	CIRP-CMS 2022	Conference	

There are also plans for the upcoming next months and these include up to now

27-29/07/2022	5th IFAC Workshop on Advanced Maintenance Engineering Services and Technology	Plan to co-organise
September, 2022	Sustainable Places 2022: AI and Ethics Workshop	Plan to co-organise

October, 2022	ISWC Conference	Plan to participate
---------------	-----------------	---------------------

### 3.8.1 Co-creation workshops

A specific point of attention should be provided for the Co-creation workshops. The 1st Phase Co-creation Workshops for the design of human-centric AI for the STAR three Pilots took place during April-July 2021 (PCL Pilot: 29th April 2021, DFKI Pilot: 11th May 2021, IBER-OLEFF Pilot: 05th July 2021).

Within these first phase workshops, the project partners brought in the needed different stakeholder viewpoints for the design perspective of the STAR approach for trusted and human-centric AI. The next phase of workshops, reaching out to wider stakeholders, are planned to be deployed during this year, with an initial one planned in July 2022. In total, the consortium aims to organise in three phases, 9 workshops in the course of the project.

## 3.9 Promotional material

### 3.9.1 Brochure

The first project brochure (online version), aiming to introduce the project and present its scope and objectives, comprises a two-fold sheet. It is available in English, with a clean, modern and attractive design and was produced by the WP8 leader INTRA-LU, with its layout and content agreed upon by all the partners. The STAR leaflet was prepared in July 2021 and is available in the project website.

In the second half of the project, a printed brochure guide will be created, concentrating on the first-year results, as well as a clear vision of the remainder of the project and the lasting impact of STAR beyond its run. It will be distributed for dissemination/communication purposes to target stakeholders during the events, conferences, workshops and other appropriate fora.



Figure 19: STAR leaflet

### 3.10 Press-based communication/dissemination

It is aimed to create a Roll-up and posters, matching the look and feel of the website and the overall project design concept. The roll-up and posters will be prepared in English language to raise the awareness of the stakeholders and a variety of audiences about the project with succinct textual and graphical information. These printed materials will be prepared, so as to be used during conferences, workshops, exhibitions and other relevant events.

### 3.11 Scientific papers and publications

Publications in specialised journals and conferences are a conventional but effective way to disseminate project outcomes and attract the attention of the scientific, business and public stakeholders. Our initial target included at least 20 publications in the Open Access international referred journals and magazines. Up to now, 16 scientific publications have been prepared and one Open access Book has been published. The book includes the Frontmatter and 11 Chapters and has been already downloaded more than 16,070 times (stand 29 June 2022).



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#### Trusted Artificial Intelligence in Manufacturing: A Review of the Emerging Wave of Ethical and Human Centric AI Technologies for Smart Production

**now@open**

Edited by **John Soldatos**, INTRASOFT International | **Dimosthenis Kyriazis**, University of Piraeus

**Publication Date:** 22 Nov 2021

**Suggested Citation:** John Soldatos (ed.), Dimosthenis Kyriazis (ed.) (2021), "Trusted Artificial Intelligence in Manufacturing: A Review of the Emerging Wave of Ethical and Human Centric AI Technologies for Smart Production", Boston-Delft: now publishers, <http://dx.doi.org/10.1561/9781680838770>

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**Description**

This book is co-authored by the STAR consortium members and provides a review of technologies, techniques and systems for trusted, ethical, and secure AI in manufacturing. The different chapters of the book cover systems and technologies for industrial data reliability, responsible and transparent artificial intelligence systems, human centered manufacturing systems such as human-centred digital twins, cyber-defence in AI systems, simulated reality systems, human robot collaboration systems, as well as automated mobile robots for manufacturing environments. A variety of cutting-edge AI technologies are employed by these systems including deep neural networks, reinforcement learning systems, and explainable artificial intelligence systems. Furthermore, relevant standards and applicable regulations are discussed. Beyond reviewing state of the art standards and technologies, the book illustrates how the STAR research goes beyond the state of the art, towards enabling and showcasing human-centred technologies in production lines. Emphasis is put on dynamic human in the loop scenarios, where ethical, transparent, and trusted AI systems co-exist with human workers. The book is made available as an open access publication, which could make it broadly and freely available to the AI and smart manufacturing communities.

**Table of Contents**

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<b>1. Blockchain Based Data Provenance for Trusted Artificial Intelligence</b> John Soldatos   Angela-Maria Despotopoulou   Nikos Kefalakis   Babis Ipekteidis	Pages 1-29	<input type="checkbox"/>

Figure 20: STAR Open Access Book

## Publications

### Open Access Book:

Trusted Artificial Intelligence In Manufacturing: A Review Of The Emerging Wave Of Ethical And Human Centric AI Technologies For Smart Production ([Http://Dx.Doi.Org/10.1561/9781680838770](http://Dx.Doi.Org/10.1561/9781680838770))

### Scientific Papers And Publications

1. Ruben Alonso (R2M), Emanuele Concas (UNICA), Diego Reforgiato Recupero (R2M, UNICA) (2021) An Abstraction Layer Exploiting Voice Assistant Technologies For Effective Human–Robot Interaction On Applied Sciences. Special Issue Belongging To The Section "Robotics And Automation". ([Https://Doi.Org/10.3390/App11199165](https://doi.org/10.3390/App11199165))
2. Afzal-Houshmand Sam, Sajad Homayoun, And Thanassis Giannetsos (2021): A Perfect Match: Deep Learning Towards Enhanced Data Trustworthiness In Crowd–Sensing Systems, IEEE International Mediterranean Conference On Communications And Networking (MeditCom) ([Https://Doi.Org/10.1109/MeditCom49071.2021.9647554](https://doi.org/10.1109/MeditCom49071.2021.9647554))
3. Patrik Zajec, Jože M. Rožanec, Elena Trajkova, Inna Novalija, Klemen Kenda, Blaž Fortuna, Dunja Mladenčić (2021), "Help Me Learn! Architecture And Strategies To Combine Recommendations And Active Learning In Manufacturing", MDPI Information Journal ([Https://Doi.Org/10.3390/Info12110473](https://doi.org/10.3390/Info12110473))
4. Jože M. Rožanec, Blaž Fortuna, Dunja Mladenčić (2022), Knowledge Graph–Based Rich And Confidentiality Preserving Explainable Artificial Intelligence (XAI), Information Fusion, Volume 81, May 2022, Pages 91–102 ([Https://Doi.Org/10.1016/J.Inffus.2021.11.015](https://doi.org/10.1016/J.Inffus.2021.11.015))
5. Jože Rožanec, Elena Trajkova, Klemen Kenda, Blaž Fortuna, Dunja Mladenčić (2021) "Explaining Bad Forecasts In Global Time Series Models", MDPI Special Issue, Appl. Sci. 2021, 11(19), 9243 ([Https://Doi.Org/10.3390/App11199243](https://doi.org/10.3390/App11199243))
6. Jože M. Rožanec, Patrik Zajec, Klemen Kenda, Inna Novalija, Blaž Fortuna, Dunja Mladenčić (2021) "XAI-KG: Knowledge Graph To Support XAI And Decision–Making In Manufacturing" KET4DF – CAISE Conference ([Https://Doi.Org/10.1007/978-3-030-79022-6\\_14](https://doi.org/10.1007/978-3-030-79022-6_14))
7. Jože M. Rožanec (2021), "Explainable Demand Forecasting: A Data Mining Goldmine", WWW Conference ([Https://Doi.Org/10.1145/3442442.3453708](https://doi.org/10.1145/3442442.3453708))
8. Patrik Zajec, Jože M. Rožanec, Inna Novalija, Blaž Fortuna, Dunja Mladenčić, Klemen Kenda (2021), "Towards Active Learning Based Smart Assistant For Manufacturing", APMS 2021 Conference ([Https://Doi.Org/10.1007/978-3-030-85910-7\\_31](https://doi.org/10.1007/978-3-030-85910-7_31))
9. Jože M. Rožanec, Patrik Zajec, Klemen Kenda, Inna Novalija, Blaž Fortuna, Dunja Mladenčić, Entso Veliou, Dimitrios Papamartzivanos, Thanassis Giannetsos, Sofia Anna Menesidou, Rubén Alonso, Nino Cauli, Diego Reforgiato Recupero, Dimosthenis Kyriazis, Georgios Sofianidis, Spyros Theodoropoulos, John Soldatos (2021), "STARdom: An Architecture For Trusted And Secure Human–Centered Manufacturing Systems" APMS 2021 Conference ([Https://Doi.Org/10.1007/978-3-030-85910-7\\_21](https://doi.org/10.1007/978-3-030-85910-7_21))
10. Emmanouilidis, C., Waschull, S., Bokhorst, J.A.C., And Wortmann, J.C. (2021), "Human In The AI Loop In Production Environments", IFIP Advances In Information And Communication Technology, Pp. 331–342 ([Https://Doi.Org/10.1007/978-3-030-85910-7\\_35](https://doi.org/10.1007/978-3-030-85910-7_35))

*Figure 21: STAR Publications*

## 3.12 Press Releases

STAR will produce several press releases, during important moments (milestones and deliverables) of the project. According to our plans, we expect to have at least two Press Releases for the general public in order to raise wider interest in the project, including also non-specialized audiences.

The first Press Release has been delivered on Month 3. It was comprised of the core project description and project key factors and was accompanied by the logo in printable resolution and 1 project image.



Figure 22: First generic STAR Press Release

Press Releases will be circulated by all partners to their business networks and media contacts, through the databases that they maintain, published on the partners' websites and newsletters.

Press Releases are planned to be sent for publication to every possible (local and international) more generic or specialised (depending on the content) information provider (e.g. journalists, magazines, electronic newspapers, newsletters, technical associations, decision makers) that the consortium will identify.

### 3.13 STAR Marketplace

The project's validated solutions at the technological or business level will be made available at the project market platform (marketplace) for wider use and commercial exploitation. The market platform of the project is where the project will interact with other stakeholders of the AI ecosystem. In other words, the Market Platform will be the place where users can consult the information representing the results of the project in one place, enhancing the user experience.

The core of the platform will be a portal containing multimedia information about promoting and demonstrating the project's solutions for secure, safe, trustworthy and ethical AI in manufacturing, including software/middleware solutions, algorithms, legal

recommendations, architectural blueprints and more, along with links to sandboxes and cloud services for demonstrating the operation of the various solutions and services. Moreover, the portal will also provide a standard set of market platform services, including users' registration, products reviews and stakeholders' collaboration functionalities.

The market platform will be accessible via the STAR website main menu during the 2nd year of the project. More information on the STAR Marketplace are provided also under D7.1 "Market Platform and VDIH Services Specification".

### 3.14 Collaboration activities

Collaboration with other EU-funded projects and activities often leads to new insights and exchanges of knowledge in research but also dissemination. Hence, liaising with other projects and initiatives in relevant fields are actively followed and closely monitored with the main purpose of exchanging information, ideas and promoting innovation in the field. A specific deliverable D8.4 "STAR's Contributions to Clusters and Associations-Initial version" will touch on this topic thus the next section will be just an introduction to the Cluster of the ICT-38 projects

#### 3.14.1 AI-MAN (ICT-38) Projects Cluster

The EC deems that state-of-the-art AI technologies need to be integrated with advanced manufacturing technologies and systems in order to exploit their potential in the manufacturing and process industry. AI systems cooperating with humans can improve production planning and execution, and can help to improve the quality of products and processes [1]. To widely deploy these technologies, specific attention has to be given to standardisation, synchronising EU and Member States activities, and to international collaboration [1].

STAR is a member of the AI-MAN (ICT-38) Projects Cluster that were funded under this call. This cluster is comprised of STAR and eight more projects. These are alphabetical:

- [AI-PROFICIENT](#) (Artificial Intelligence for improved PROduction effICIency, quality and maintenance – 957391)
- [ASSISTANT](#) (leArning and robuSt deciSIon SupporT systems for agile mANufacTuring environments – 101000165)
- [COALA](#) (COgnitive Assisted agile manufacturing for a LABOR force supported by trustworthy Artificial Intelligence – 957296)
- [EU-Japan.AI](#) (Advancing Collaboration and Exchange of Knowledge Between the EU and Japan for AI-Driven Innovation in Manufacturing – 957339)
- [knowlEdge](#) (Towards AI powered manufacturing services, processes, and products in an edge-to-cloud-knowlEdge continuum for humans [in-the-loop] – 957331)
- [STAR](#) (Safe and Trusted Human Centric Artificial Intelligence in Future Manufacturing Lines – 956573)
- [MAS4AI](#) (Multi-Agent Systems for Pervasive Artificial Intelligence for assisting Humans in Modular Production Environments – 957204)
- [TEAMING.AI](#) (Human-AI Teaming Platform for Maintaining and Evolving AI Systems in Manufacturing – 957402)

- [XMANAI](#) (Explainable Manufacturing Artificial Intelligence - 957362)

These projects share common research interests and conduct research in similar topics and therefore it has been decided to form a cluster in order to collaborate in research, transfer knowledge and share experiences with each other, while at the same time collaborating jointly, and disseminating and communicating their results.

### 3.14.1.1 Thematic workshops with other ICT-38-2020 projects

In the context of the collaboration with other ICT-38-2020 projects, the organisation of the joint workshops has been planned and is being implemented. These and additional activities are explained in more detail in the Deliverable D8.4 "– STAR's Contributions to Clusters and Associations -Initial version"

The first of a series of ICT-38 Projects Cluster (AI-MAN) collaboration calls and workshops took place on May 07th 2021. This first call was coordinated by the STAR coordination team (INTRA) and was supported by EFFRA and the [ConnectedFactories CSA](#). The projects representatives explored the potential areas of synergies and imminent activities. Planning of a series of virtual thematic workshops, potential for technology and skills transfer, opportunities for joint dissemination (publications, conferences) and communication (communication pipeline, mutual social media promotion) activities as well as synergies and linking with other Groups (e.g., DMP Cluster, AI4EU) to maximize the projects' impact were also discussed. Representatives of EFFRA and AI4EU were also present in this discussion and shared their vision towards the ICT-38 projects' collaboration with these initiatives.

Based on the discussions on the collaboration call, three further workshops were organised together with the AI-MAN (ICT-38) projects' cluster on October 11th, November 25th 2021 and March 14th. The first was a workshop on Explainable Artificial Intelligence in Manufacturing, the second one on Ethical and Legal issues and the third one on Human Centred Manufacturing and Human robot collaboration

### 3.14.1.2 Co-organised sessions

STAR, in cooperation with other ICT-38 projects (namely, COALA, XAMANAI, Teaming AI) co-organised a session on "AI for Manufacturing: Opportunities and Challenges" during the Data Week Conference organised by the BDVA/DAIRO on 25-27/05/2021.

A further workshop was co-organised by STAR and the ICT-38 projects in collaboration with AI4EU/AI4Europe in order to discuss the collaboration activities. This workshop took place online on May 17th 2022.

## 4 Monitoring and evaluation

The communication and dissemination activities planned and implemented by the project are closely monitored and evaluated by the WP8 leader in order to keep track of all relevant ongoing activities. Additional to this deliverable, a further one, the deliverable D8.3 "Dissemination and Communication Activities- Final version" (Month 36) will document all the related conducted activities. At the same time, there are also two further deliverables, D8.4 "STAR's Contributions to Clusters and Associations-Initial version" in Month 18 and D8.5 "STAR's Contributions to Clusters and Associations-Final version" in Month 36, that will report on the project's contributions to clusters and associations.

The evaluation of the Dissemination and Communication strategy concerns both qualitative and quantitative indicators. In D8.1 "Dissemination and Communication Plan" we defined measurable objectives, that we will evaluate and check the degree to which the project has achieved its objectives. Process evaluation will involve examining the progress of the strategy's implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, quantity of material distributed, number of events participated, stakeholders and general public engagement, the development and dissemination of messages and materials, visibility of STAR, media presence and traffic created in social media.

There are various key issues associated with measuring and controlling the Dissemination and Communication strategy and plan. Achievements are often more difficult to measure and compare, and thus need to be carefully quantified and measured according to the specific type of the action involved. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified. Finally, the evaluation needs to be continuous or incremental as much as possible.

In full accordance with the STAR needs, we implement a five-step measurement cycle model, spanning from objective identification to data driven optimisation:

1. Identification of the core objectives (e.g. raise awareness, increase engagement – i.e. acquire more participants to our events).
2. Setting goals for the promotional tactics and concentrating on how to accomplish the objectives (e.g. inform visitors through the content of our website, intensify events promotion, etc.).
3. Identification of the dissemination and communication Key Performance Indicators (KPIs) – the metrics that play a crucial role to the success of the aforementioned utilized tactics and set the expected achievable qualitative and quantitative targets.
4. Measuring the progress and impact of the conducted activities based on these metrics on a regular basis. Such metrics will allow having a constant view of the amount and the effectiveness of the dissemination and communication activities conducted.
5. Optimisation and adjustment of the dissemination and communication strategy towards achieving the expected outcomes and maximising visibility.

The following table presents the major communication and dissemination activities scheduled for the project course (this Plan is updated and adjusted if needed during the course of the project).

*Table 3: Schedule for dissemination and communication activities*

Dissemination mechanisms /activities	Description	Timeline	Status
STAR logo	The STAR logo has been designed and will be used in all documents and publications of the project	M02	Completed
STAR presentation /deliverable templates	Templates to be used for the project deliverables/presentations	M02	Completed
Project website	The online presence of STAR	M03	Completed
Social Media package	Create Social Media accounts for disseminating project news, developments and results	M02	Completed
Blog	Creating STAR blog and blog posts calendar (together with guides/tips for partners) and starting publishing	M03-M36	Created, publishing continuously
e-Newsletter	Diffusing project news, achievements and events, in the form of an e-Newsletter	M05-M36	Ongoing
e-Publications (third portals' publications)	Articles introducing STAR, its achievements and results will be also published on 3rd party portals	M04-M36	Ongoing
Audio visual and multimedia	Create content (infographic, video, images) for awareness creation for presenting STAR context and solutions	M06-M36	Ongoing
Participation in events (e.g. conferences, workshops)	Participation in events (i.e. conferences, workshops, local events) in order to raise awareness about STAR and disseminate the project's concepts and results	M04-M36	Ongoing
Events organisation (e.g. workshops)	Organisation of workshops, trainings, etc.	M04-M36	Ongoing
Participation in trade fairs/exhibitions (depends on the COVID-19 pandemic situation and the respective restrictions)	Participate with informative material, demonstrations, videos, presentations, discussions to ensure outreach to both, the project stakeholders and non-specialised audiences (depending on the event) and ensure direct engagements	Starting from the second half of the project	Planned
Online and printed dissemination material (brochures, posters)	Prepare and upload on the website and, when appropriate, print the material to create awareness of the project	M06-M07, updated content: after M18	Planned for print material
Press releases	Press Releases (general and target audience-oriented) accompanied if needed by the logo in printable resolution and 1-2 characteristic project photos	M04-M36	Ongoing
(Joint) Open Access Book(s)	Project and Joint Book(s) prepared and published in Open Access	M04 – M36	Ongoing
Scientific papers and	A number of publications is expected in	M01– M36	Ongoing

publications	conferences and in journals		
Joint dissemination activities with AI4DI	Ongoing	M04-M36	Ongoing
Liaise with and contributions to Clusters and Associations	Ongoing	M02-M36	Ongoing
Liaise with relevant standardization groups	Relevant standardization groups identified, and activities planned and launched	M03-M36	Ongoing
Collaboration with ICT-38-2020 and other projects in digital manufacturing and AI	Ongoing	M02-M36	Ongoing
Other collaborations ( <i>business networks of the manufacturing leaders – AI solutions integrators</i> )	Liaise with and mobilise the business networks of the partners in the manufacturing sector	Starting mostly after Y1	Planned

### 4.1 Monitoring templates

A special process is applied to effectively monitor and assess the communication and dissemination activities implemented in the project. This is based on a set of KPIs that covers all the aspects of the dissemination and communication. In order to collect and monitor information related to the communication and dissemination activities implemented by the partners, a common online plan and reporting Excel document consisting of seven (7) sheets has been created since the first month of the project and has been made available to all partners:

- Events - List: A sheet collecting the 3rd party events that the partners will participate throughout the project
- Events – Report: A sheet collecting the reports from each event that partners participated
- Scientific publications: This sheet collects the papers submitted by the partners to conferences and scientific journals.
- Media, 3<sup>rd</sup> party websites: This sheet collects the list of the articles or other pieces of information about STAR in the media or other third-party websites/blogs/intranets.
- Partners’ websites: Mentioning the STAR project on partners’ websites
- Liaising activities: This sheet collects the liaising activities of the project and project partners
- Other Dissemination and Communication Activities: This sheet collects information on the complementary individual activities of the partners within the scope and framework of the communication/dissemination plan of the project.

All partners recognise that dissemination and communication activities are an essential and pervasive activity throughout the project’s life and integrate within all its work packages.

Table 4 presents the main Key Performance Indicators (KPIs) defined for each action/means.

Table 4: STAR KPIs to monitor the progress

Measure	Driver	Action	KPI	Target	Current State
<b>DISSEMINATION</b>					
<b>e-Publications (online magazines, blogs, etc.)</b>	Policy making	Online publishing in blogs, online magazines and other third-party means (portals, intranets, etc.)	No of online publications (including re-publishing)	> 15 publications and four blog post per month	>15 publications 3-4 posts per month
	Social Awareness		No of views	> 500 views / publications / year	
<b>Customisable marketing packages (videos, how-to demos, press kit etc.), suitable also for trade fairs</b>	Knowledge diffusion	Production of professional material tailored to specific audiences	No of produced	> 10	3
	Raise awareness		No of distributions	> 50	Next phase
<b>Organization and/or attendance at conferences, workshops and exhibitions</b>	Attract users (supply or demand)	Partners organising and/or attending conferences, workshops, exhibitions, and other events	No of events	10 Conferences 3 exhibitions*	>10
			Reach	100 visitors	>100
			No of speakers	10 speakers	>10 speaking opportunities in various events
<b>Demonstrations and presentations</b>	Attendance, contributions and exchange of ideas with other stakeholders	Organisation of online and on-site presentations and demonstrations	No of demonstrations	6 demonstrations /2 on-site demos*	Too early to report
	Raise awareness		No of presentations	6 presentations	Too early to report

Measure	Driver	Action	KPI	Target	Current State
			No of responders	3 responders	In the next period
<b>Open Access publications</b>	Scientific dissemination	Publication to journals and magazines or/and book/book chapter publication	No of publications	> 20	16 publications and 1 book with 11 chapters
<b>Synergies established at local, national or international level for uptake of the VDIH</b>	Raise awareness Attract users (supply or demand)	Conference Calls Events (any type) for F2F discussions	No of synergies established	6	Too early to report
<b>Synergies at national or international levels for sharing knowledge and standardisation</b>	Strengthen impact via joint efforts	Meeting attendance and common publications	No of projects	> 5	>5
<b>COMMUNICATION</b>					
<b>STAR website and content</b>	Regular information updates	Website maintenance and publishing new content on a regular basis	New content published	YR1: min. 2/month YR2: min: 3/month YR3: min 4/month	>2 /month (news, blogs, deliverables, publications)
			No of unique visitors	3.000	>7000
<b>Social media content - Twitter</b>	Grow community Regular stakeholder	Diffusing project news, keeping up-to-date and retweeting other news	No of posts-re-posts/months	YR1: min 8 YR2: min 24	>8 per month

Measure	Driver	Action	KPI	Target	Current State
	engagement	of interest & monitor outcomes		YR3: min 48	
			No of followers	500	191
<b>Social media content - LinkedIn</b>	Grow community Regular stakeholder engagement gives important insights into interests/concerns	Publish posts, also in relevant groups, make relevant and interesting re-posts, engage with various stakeholders & monitor outcomes	No of posts/month	YR1: min 1 YR2: min 4 YR3: min 8	1-2 per month as STAR, more on individual level
			No of connections	500	128 connections and 323 followers
<b>Stakeholder database</b>	Early identification of prospective marketplace and service stakeholders	Develop a database of contacts for community development and stakeholder engagement	No of profiled and engaged stakeholders	YR1: 1500 YR2: 2500 YR3: 4000	
<b>e-Newsletter</b>	Different stakeholders are properly informed in a timely manner	Produce and circulate project news, achievements and events in the form of an e-newsletter	No of e-newsletter issues	YR1: min 6 YR2: min 8 YR3: min 10	Up to now 6 newsletters
<b>Visibility of STAR in channels used by different stakeholder categories</b>	Ensure back-links/branding recognition to website through synergies and social media; General brand recognition is	Liaise/engage initiatives with journalists /LinkedIn groups;  Do a survey to verify brand recognition	Back-links across major stakeholders	≥ 20	
			Responders identified STAR (from a questionnaire)	≥ 50	In the next period

Measure	Driver	Action	KPI	Target	Current State
	demonstrated				
<b>Press releases targeting major stakeholders on supply/demand sides</b>	Raise interest and recruit demand actors (e.g., developers, end-users of AI) & supply side actors (e.g., AI solution providers)	Produce press releases targeting different media channels and audiences	No of specialized Press Releases after important STAR deliverables or Milestones	YR1: min 2 for IT audiences; YR2: min 1/ stakeholder category; YR3: min 2/major categories	1 press release
<b>Press releases for general public</b>	Raise interest amongst non-specialized audiences	Lightweight blog for non-specialized channels	Press clippings	≥ 2	1 press release
<b>Promotional material, including video content</b>	Specific audiences receive tailored and timely messages	Design and produce focused material (for stakeholders / events)	No of materials produced	YR1: min 3 YR2: min. 6 YR3: min 12	Up to now mainly online events, presentations are available in the YouTube channel
<b>Marketing events, e.g. trade fairs / exhibitions*</b>	Ensure direct engagement with major stakeholders	Host a stand decked with demos, videos, informative material	No of events	YR2: min 1 YR3: min 2	Too early to report
<b>Exhibitions / workshops with free access*</b>	Ensure outreach to non-specialised audiences	Show STAR use cases to visitors in a lively, lightweight environment	No of exhibitions/workshops	≥ 1	In the next period
			No of non-specialised attendees	≥ 50	In the next period

Measure	Driver	Action	KPI	Target	Current State
<b>Online and/or F2F training sessions</b>	Ensure general public is “educated” about the need for advanced research to address their needs	Provide a service for non-IT savvy to show what the new service means for them	No of online sessions	≥ 1	In the next period
			No of attendees	≥ 50	In the next period
<b>F2F interactions with local people*</b>	Ensure engagement with “real people” at the local level	Work with use case partners to co-host an open day, including media presence	No of local events	≥ 1	In the next period
			No of appearance in local media	≥ 3	In the next period
<b>Free trials for general public*</b>	Facilitate and drive uptake through early trial testing	Organise trials after reaching predefined maturity	No of “testers”	≥ 5	In the next period

\* Depends on the COVID-19 pandemic situation and the respective restrictions

## 5 Conclusions

In the deliverable at hand, we provide a detailed report on the progress of the Dissemination and Communication Activities of STAR during the period M01-M18.

The STAR consortium recognises that dissemination, communication and engagement activities are an essential and all-encompassing activity throughout the project's duration. This deliverable presents the dissemination means, channels and procedures that are used by STAR and that have been thoroughly defined and described in the dissemination plan.

In the report we also present the dissemination material produced by the STAR consortium and also the extensive use of online dissemination is summarized together with analytics, showing the use of both the website and the relevant Social Media channels. Moreover, this deliverable entails information about the participation in events (virtual or physical), the (co-)organisation of sessions, workshops and webinars also presents the scientific publications in journals and conferences, and book / book chapters authored by project partners. Activities linked to clusters and associations are described in more detail in the deliverable D8.4 "Contributions to Clusters and Associations-Initial version".

## References

Reference	Name of document
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[REF-05]	STAR LinkedIn Profile <a href="https://www.linkedin.com/in/star-ai">https://www.linkedin.com/in/star-ai</a>
[REF-06]	STAR Twitter account <a href="https://twitter.com/starAI_eu">https://twitter.com/starAI_eu</a>