

AI-PROFICIENT

**Artificial intelligence
for improved production efficiency,
quality and maintenance**

Deliverable D7.6

D7.6: Project identity, web presence and communication material (final version)

WP 7: Dissemination, exploitation, and standardization

T7.2: Project identity, web presence and communication material

Version: 1.1.

Dissemination Level: PU



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Disclaimer

This document contains a description of the AI-PROFICIENT project work and findings.

The authors of this document have taken any available measure in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any responsibility for actions that might occur as a result of using its content.

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Executive Summary

The Deliverable D7.6 is a public document of the AI-PROFICIENT project delivered in the context of WP7, Task T7.2: Project identity, web presence and communication material, with regard to the project Identity and its presence throughout various digital channels, are seen as key enablers in maximizing the project impact as they allow better exploitation and dissemination of the project results.

This document D7.6, is a final version of D7.2 which was published during the M6 of the project.

What has not changed from D7.2:

- The essential elements of the AI-PROFICIENT identity. It explains how to use identity and serves as a source of inspiration for you to continue building a strong brand people love to be a part of. D7.6, with D7.1, describes the project's approach to designing the related visual identity. We have defined the visual identity of the project by a collection of design elements, including the project logo, the color scheme in project communications. It is important you adhere to the content and guides in this document when creating a document for AI-PROFICIENT. These include.
 - BTS process
 - Trademarks
 - Typography
 - Color and color palette
 - Template

What's updated:

- The Website structure has been updated as new pages have been added.
- Social media sites (Twitter and LinkedIn) – Updated with the latest information.
- Publicity materials (promotional video, info-pack, project brochure);

What is newly added:

- The various deliverables that are part of WP7 have been included as topics with a brief description and links to the website.
 - Publications
 - Factsheets – Version 2 and 3
 - News, Events
 - Interactive quiz
 - Youtube – Social Media site

It should be noted that a “Project identity kit” including these and all other visual elements of the project is made available to all the consortium members. The visual identity package aims to guarantee graphic coherence throughout the project's documents (in digital and physical formats). This report is closely related to other deliverables, including “D7.1 Roadmap for dissemination and communication first release”, “D7.3 AI-PROFICIENT clustering and networking,” and “D7.4 Roadmap towards exploitation of project results and Preliminary business models for exploitable project results”.

1 Introduction

The manufacturing and process industry can benefit from artificial intelligence (AI) technologies. By combining human knowledge with AI capabilities, the EU-funded AIPROFICIENT project will develop proactive control strategies to improve manufacturing processes in terms of production efficiency, quality and maintenance. The overall goal is to increase the positive impact of AI technology on the manufacturing process, while keeping the human in a central position, assuming supervisory (human-on-the-loop) and executive (human-in-command) roles. By identifying the effective means for human-machine interaction, the project will assist Europe's manufacturing and process industry to improve production planning and execution.

This document is presenting the second version of the deliverable about the project's identity. Considering the diverse and ethically conscious nature of the project, it has been important for us to form a mutual understanding of different AI application models, define our stance, and establish good practices of appropriate uses of related terminology. In the first version document, D7.2, we introduced the concept of identity and presented the project's adherence to the AI practical and ethical models aiming to establish the starting point from which the project's visual identity was constructed.

Task 7.2 started with the commence of the project. Since the M2 of the project start, we have continued our work with the internalization of those views by all members of the consortium through the means of internal discussions at different meetings, in contact, and discussions with our industrial partners and ethics responsible. We see such efforts as important in forming our own view of the AI-PROFICIENT identity before we then communicate this identity in different forms with others. Based on that background, this document presents the updates in various visual design elements of the project. D7.6 is a living document that has been edited and updated during the project period and delivered in month M36. The documents will be maintained and edited for at least 2 years after the project completion.

1.1 Deliverable Purpose

This document will help you (as reader) understand the essential elements of the AI-PROFICIENT identity. It explains how to use identity and serves as a source of inspiration for you to continue building a strong brand people love to be a part of. It is important you adhere to the content and guides in this document. D7.6, with D7.1, describes the project's approach to designing the related visual identity.

1.2 Intended Readership

Since this document provides the latest information on the project results or provides website links to finding that information, it is intended to be helpful for all the stakeholders of the AI-PROFICIENT. This report is closely related to other deliverables, including "D7.1 Roadmap for dissemination and communication first release", "D7.3 AI-PROFICIENT clustering and networking," and "D7.4 Roadmap towards exploitation of project results and Preliminary business models for exploitable project results". Hence, the relevant consortium members would find this document useful in referring to the identity elements, project branding, poster, templates for internal and external materials and guidelines for partners. It is also helpful in reviewing the project events, news and results during or after the project.

2 Visual Identity

The visual identity consists of BTS/Process, trademark, Typography, color and color palette. This helps in creating uniformity in all the project deliverables, posts and website. This helps in setting the brand for AI-PROFICIENT. We mention that the Visual Identity has not changed since the first version, D7.2.

2.1 BTS / Process

From the very start, we aimed to create human-machine collaboration on developing the project identity. While keeping supervisory and executive roles, we introduce AI into the design process.

First, we set recurrent neural networks to generate two groups of the AI PROFICIENT project title visualizations (Figure 1): different types of machine-readable optical labels and realistic hand-written text.



Figure 1: AI PROFICIENT visualizations with different types of optical labels and RNN-generated hand-written AI PROFICIENT visualizations

Next, we intersected machine- and human-readable groups of visualization and sculpted the submark of the project (Figure 2).

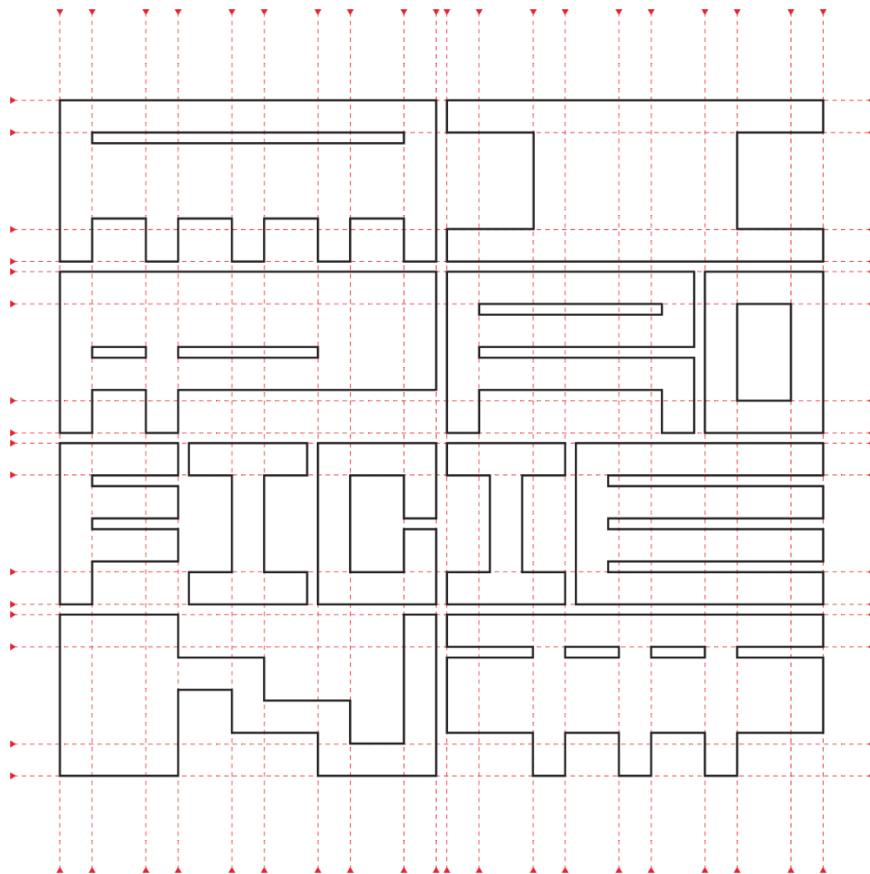


Figure 2: Groups of visualization and sculpted the submark.

2.2 Trademarks

AI-PROFICIENT project trademarks are some of the most critical parts of the identity. They carry brand colors as well as typography, creating coherence and brand recognition across a lot of different touchpoints.

2.2.1 Primary Logo

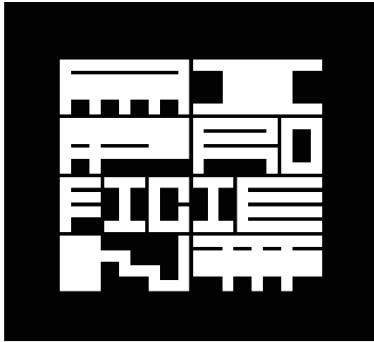
The primary trademark is a major representation of the AI-PROFICIENT project. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms. The primary trademark depicted in Figure 3 consists of submark, wordmark, and tagline and is a major representation of the AI-PROFICIENT project.

Figure 3 shows the two alternative color variations of the primary logo of AI-PROFICIENT. The left-hand side of Figure 4 presented a monochrome, and on the right-hand side, alternative color variations of the primary project logo.

IMPORTANT: To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in a font, or alter, recolour or distort it in any way.



Figure 3: AI-PROFICIENT primary logo with its main components



AI-PROFICIENT

**Artificial intelligence
for improved *production efficiency*,
quality and maintenance**



AI-PROFICIENT

**Artificial intelligence
for improved *production efficiency*,
quality and maintenance**

Figure 4: Color variations of the primary logo: monochrome and alternative

2.2.2 Submark Logo

Under certain circumstances, it is preferable to simply use the submark on its own instead of the full primary version. In general, these are communications where the AI-PROFICIENT project brand has already been established, either through the use of the full version trademark, in copy, or by voiceover.

Alternatively, there will be situations in which the AI-PROFICIENT project brand appears more recessive. If a profile image for an official account is needed, please use the tag, not the primary version. For decoration purposes, exclusion zone rules and cropping can be disregarded.

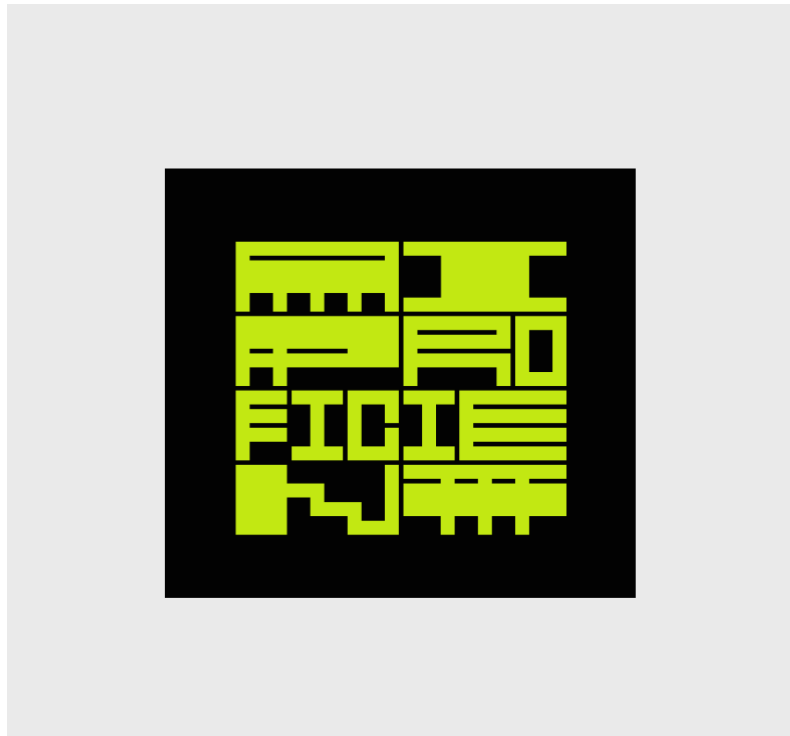


Figure 5: Submark in full color



Figure 6: Submark color variations: alternative (left) and monochrome (right)

2.2.3 Icon

The icon can be used as a branding element where the logo feels too repetitive, such as in footers or in newsletters. Since the symbol doesn't consist of the wordmark, it should not be used as the only sending trademark in external communication.

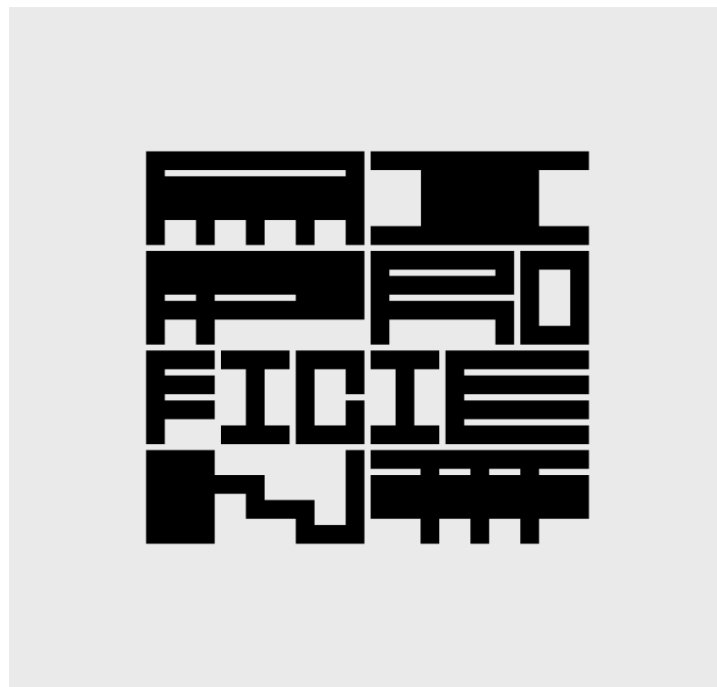


Figure 7: Icon

The project icon is presented in Figure 7. It is essential to use the icon, not the submark when used as a profile image in an official account such as LinkedIn or Twitter.

2.2.4 Color variations

A variety of color options have been provided for different applications.

1. **Full color** - Use the full-color versions whenever possible;
2. **Alternative** - Alternative is only to be used when there is a conflict using the full-color variations or inverted version needed;
3. **Monochrome** - Monochrome is only to be used when where using color is not possible.

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in a font, or alter, recolor, or distort it in any way.

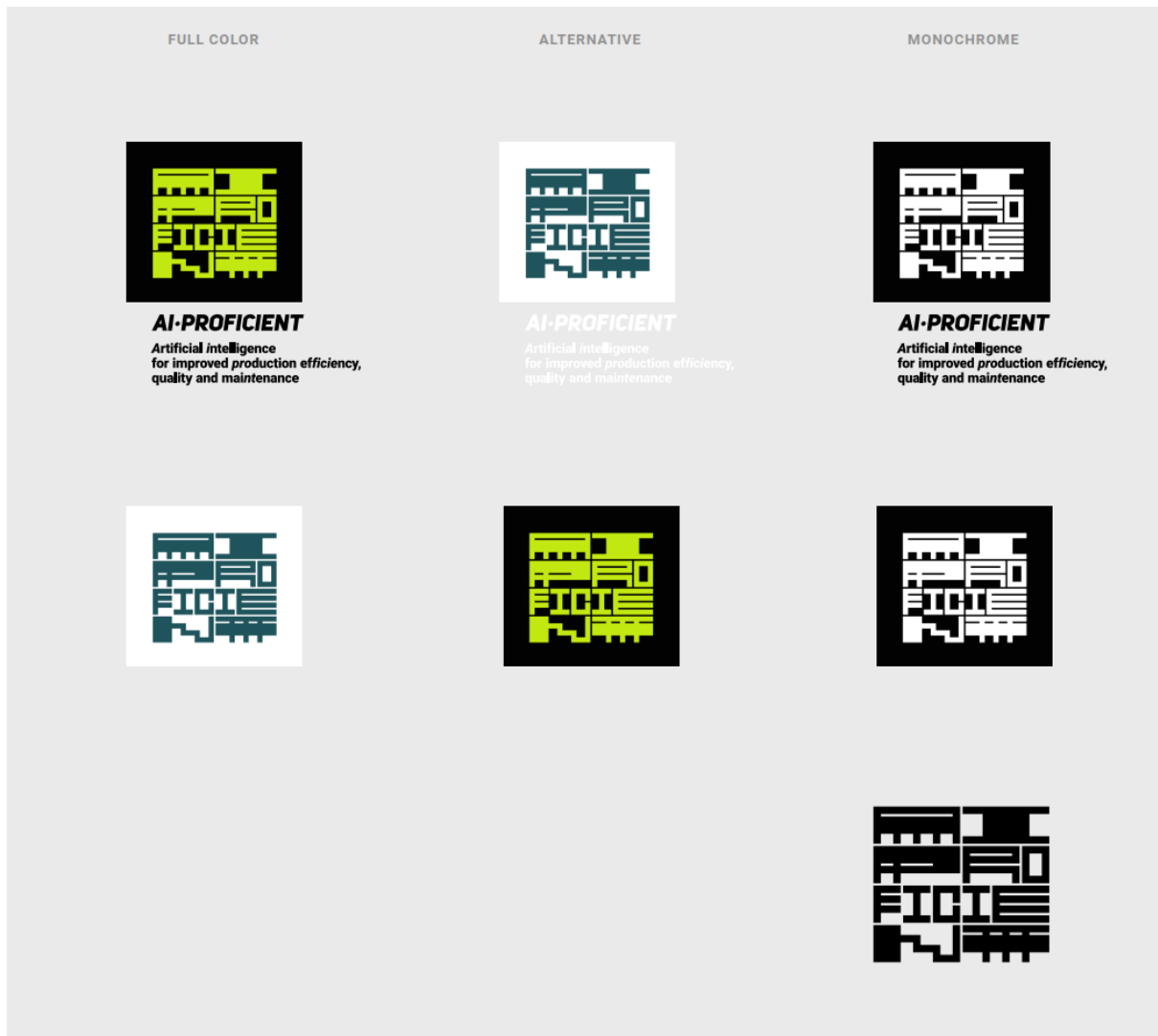


Figure 8: Color variations for logo and icon

2.2.5 Exclusion zone

The exclusion zone ensures the legibility and impact of the trademarks by isolating them from competing for visual elements such as text and supporting graphics. This zone should be considered the absolute minimum safe distance; in most cases, the trademarks should be given even more room to breathe.

The exclusion zone is equal to the width of the letter A in the submark.

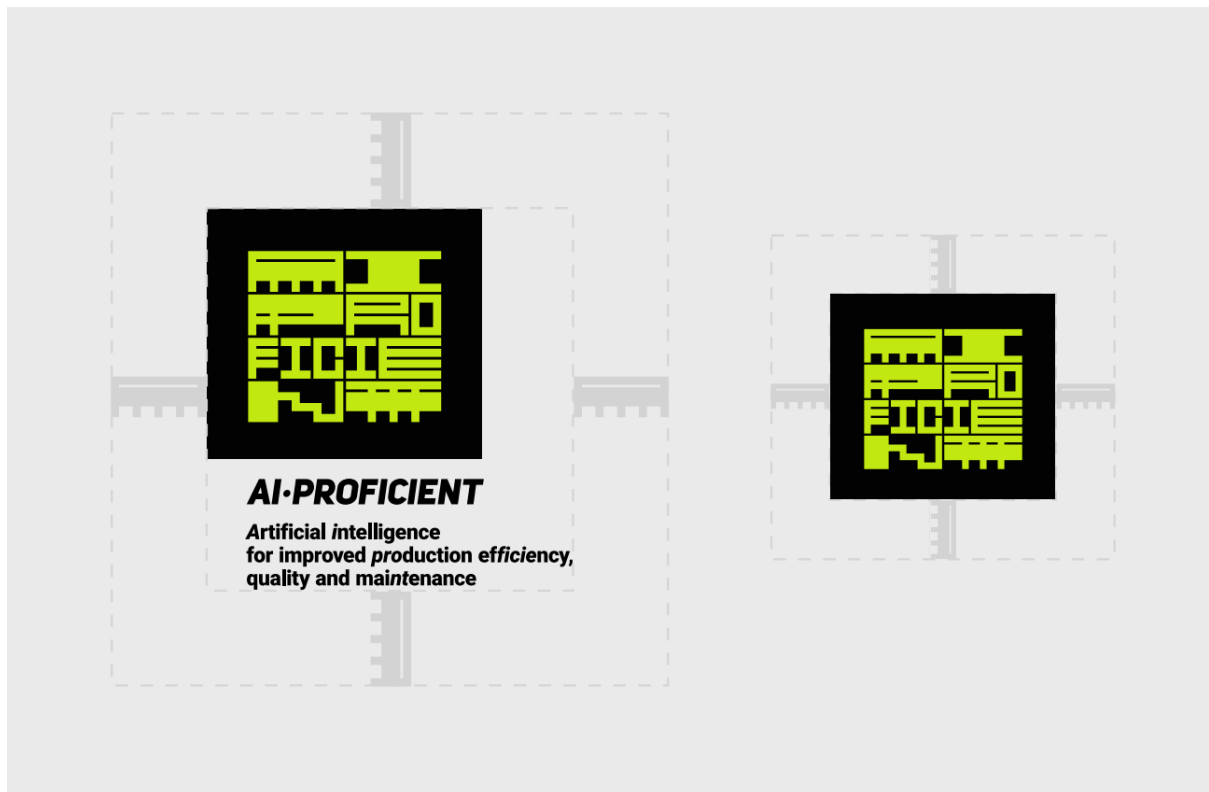


Figure 9: Exclusion zone for submarks

2.2.6 Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the trademarks are not compromised in the application. Due to the higher resolution available in print versus screen-based media (300dpi vs. 72dpi, respectively), it is possible to reproduce the trademarks at a fractionally smaller size in print without any graphic deterioration. Figure 10 details the definition of the minimum sizes used.

2.2.7 Digital

The primary trademark should never be reproduced smaller than 120px and submark smaller than 80px in any digital communication to ensure legibility and impact.

2.2.8 Print

The primary trademark should never be reproduced smaller than 60 mm and submark smaller than 40 mm in any print communication to ensure legibility and impact.

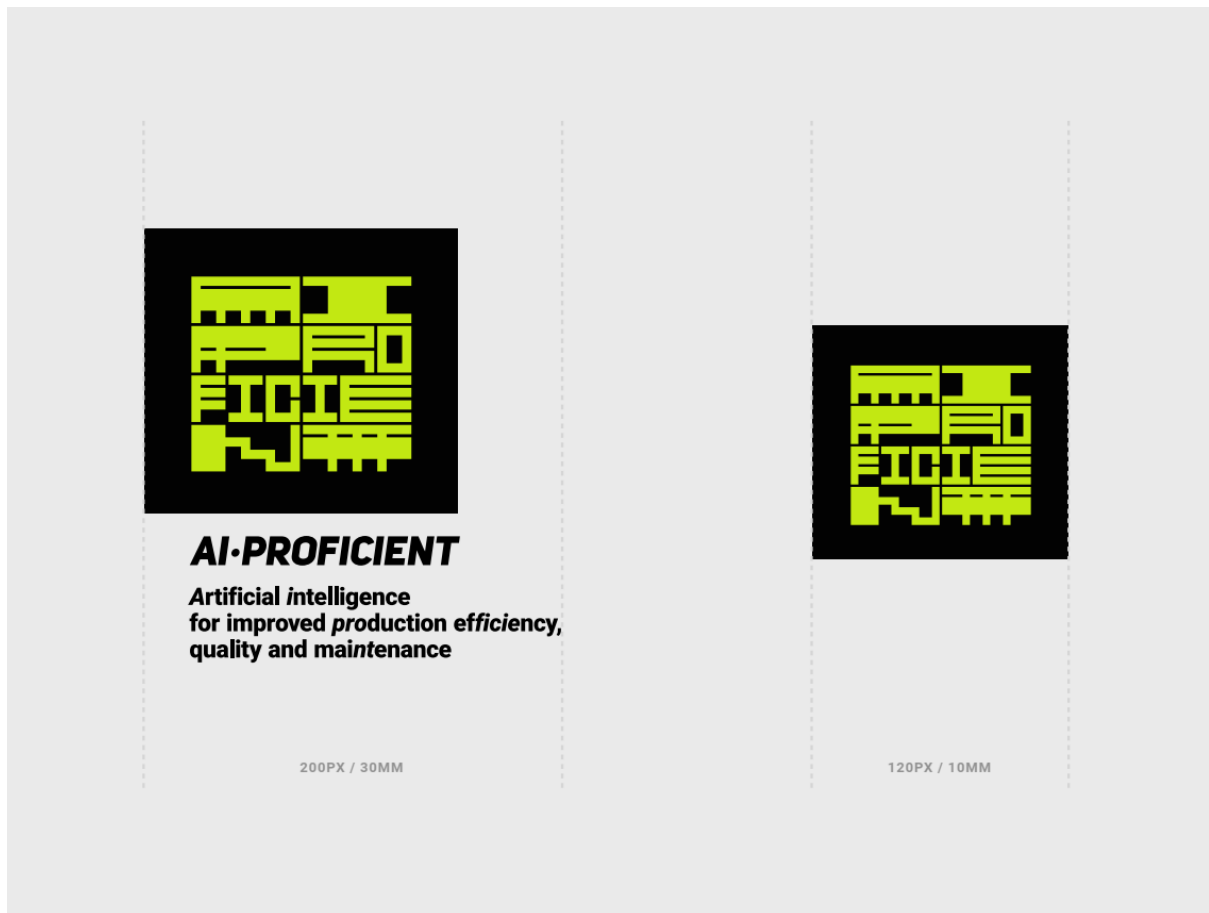


Figure 10: Minimum sizes schematic recommendation

2.2.9 Placement

Regardless of communication size or dimension, the trademarks can only ever be placed in 3 locations. This keeps trademark placement simple and consistent while allowing enough flexibility to accommodate a dynamic graphic system. The placement options are:

1. top left corner,
 2. centered,
 3. bottom right corner.
- Placement 1
 - primary
 - submark
 - Placement 2
 - submark
 - Placement 3
 - submark

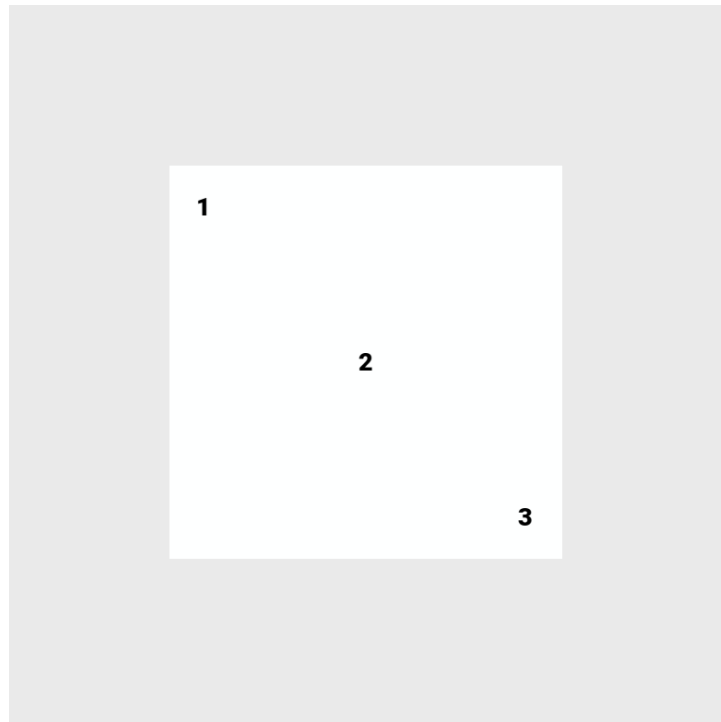


Figure 11: Placement recommendations

Figure 11 shows the placement recommendation of the project logos in documents. The main trademark should only be used once per composition.

2.3 Typography

Typography is a foundational pillar and can convey as much emotion and strength as an image while reinforcing and supporting the brand identity.

2.3.1 Font family

Main Roboto font has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesques distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. In case of the Roboto font family is not available, only the Arial family should be used instead. Figure 12 gives a visual example of the recommended fonts.

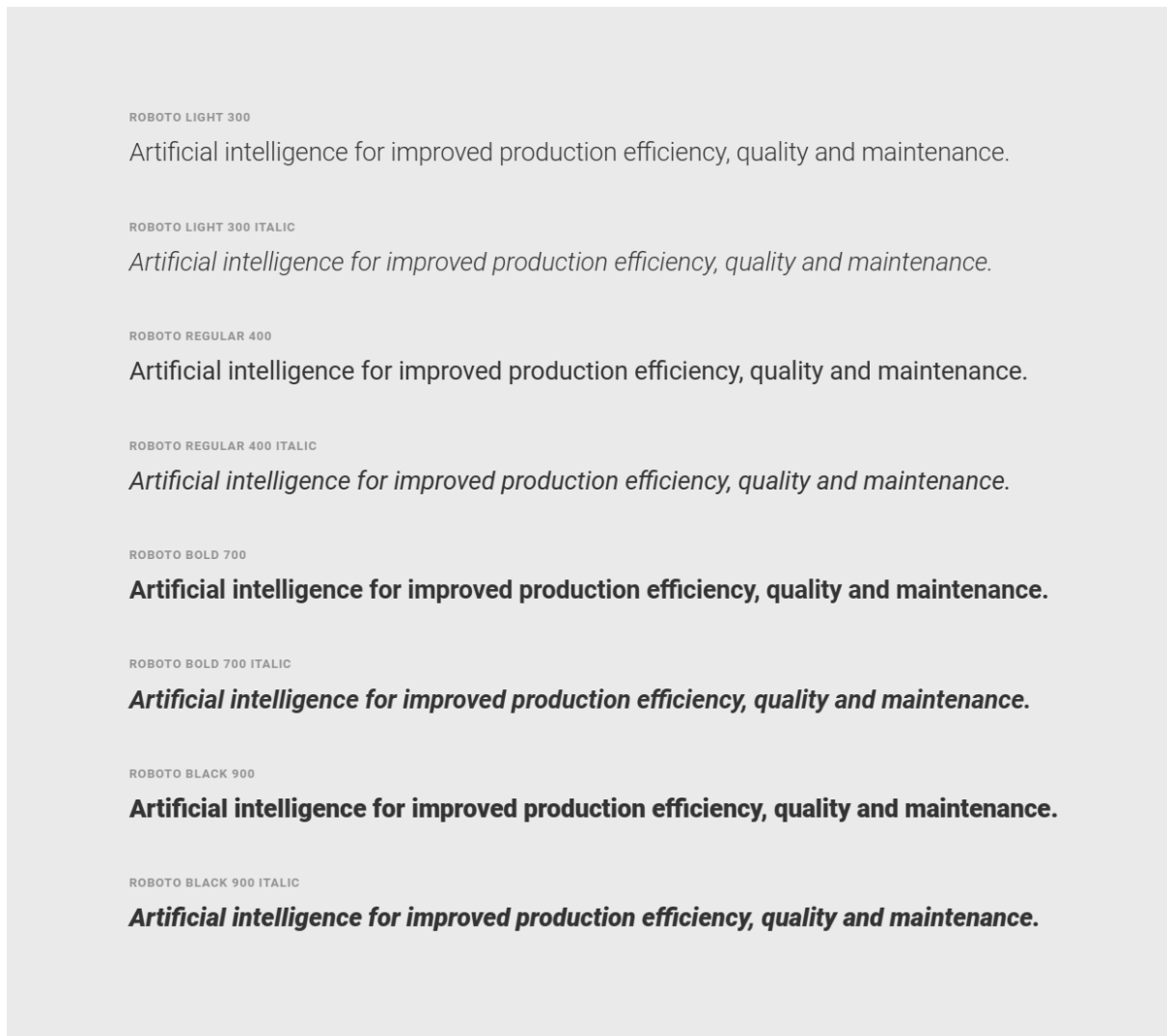


Figure 12: Font family examples

2.3.2 Formula

Keep at least a 2-point difference between leading and font size. In copy, capitalize only the first word in a sentence. Ensure legibility when type is set against a colored background. Never use all caps inside paragraphs. Only use them in titles and captions if needed.

Negative space is vital to convey a sense of simplicity and ease. All copies must be at least two (2) cap-height units away from all borders and 1.5 cap-height units away from all other foreground objects. Always proofread to ensure no spelling, punctuation, or grammar mistakes are present. Also, be mindful when formatting type to avoid awkward line breaks, rags, orphans, and line lengths that are too long.

Artificial intelligence for improved production efficiency, quality and maintenance

Using AI technology to improve manufacturing

PROJECT DESCRIPTION

The manufacturing and process industry can benefit from artificial intelligence (AI) technologies. By combining human knowledge with AI capabilities, the EU-funded AI-PROFICIENT project will develop proactive control strategies to improve manufacturing processes in terms of production efficiency, quality and maintenance. The overall goal is to increase the positive impact of AI technology on the manufacturing process as a whole, while keeping the human in a central position, assuming supervisory (human-on-the-loop) and executive (human-in-command) roles. By identifying the effective means for human-machine interaction, the project will assist Europe's manufacturing and process industry to improve production planning and execution.

Figure 13: Formula example for font use

2.4 Color and color palette

The project's bright, flexible palette uses vibrant saturation that proves appealing to the target audience. It is one of the primary ways to signal about the AI-PROFICIENT project at every customer touchpoint.

The project's color system is anchored by Bitter Lemon, a powerful hue with a strong visual impact. Combining Dark Slate Gray and Black Coffee colors helps create project recognition and visual interest across our communications.

Our use of color must be consistent across all applications. The accompanying chart lists the values that should always be used when rendering our principal color palette. Never use tints or gradients of any color in principle or supporting palette.

Our supporting colors have been selected with the same precision as our principal colors (Figure 14). The palette of accent and neutral colors has been chosen to work in support of primary colors. All colors have been selected to work well in combination with each other and to enable a full range of visually engaging communications.

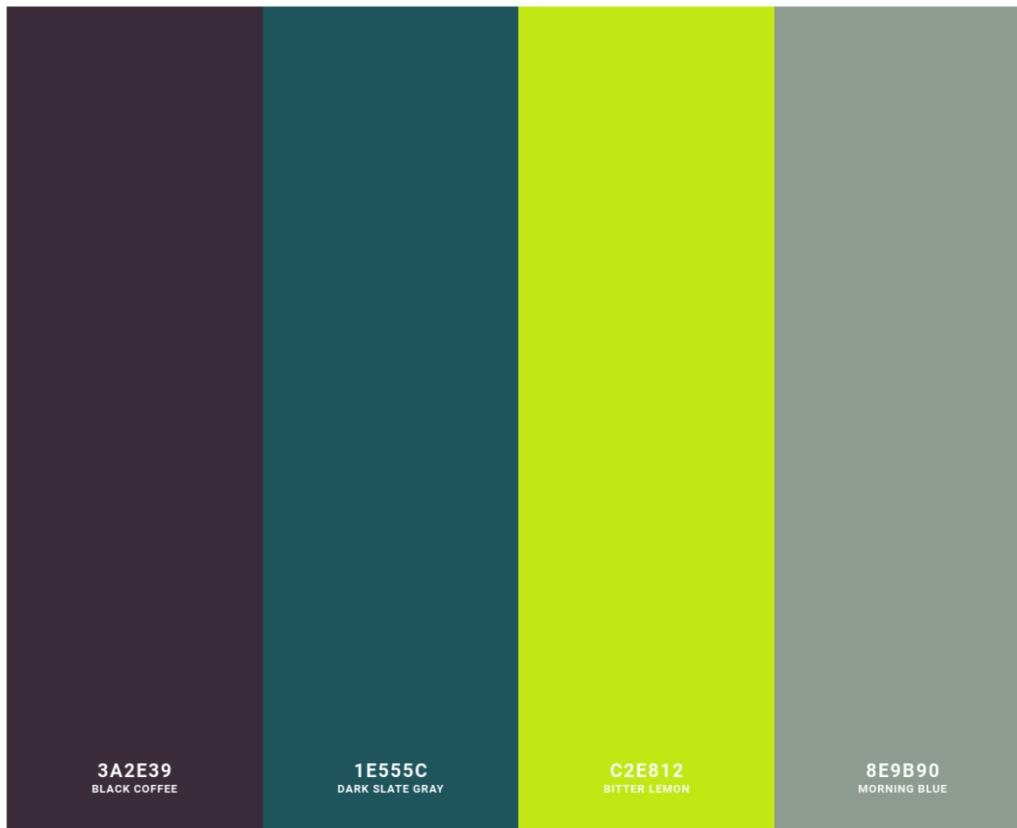


Figure 14: Color set

3 Templates

Leave the section Template but simplify by just referring to the deliverable D7.2.

Figure 15: Design of the AI-PROFICIENT presentation slides” (MS PowerPoint) and Figure 16 (MS Word) present various templates that will be used for the project’s internal and external communications, communications with the EC, and delivery of project outcomes. Templates that correspond to the key types of documents that are foreseen to be circulated in the AI-PROFICIENT project are made freely available to all consortium members in a dedicated collaboration platform.

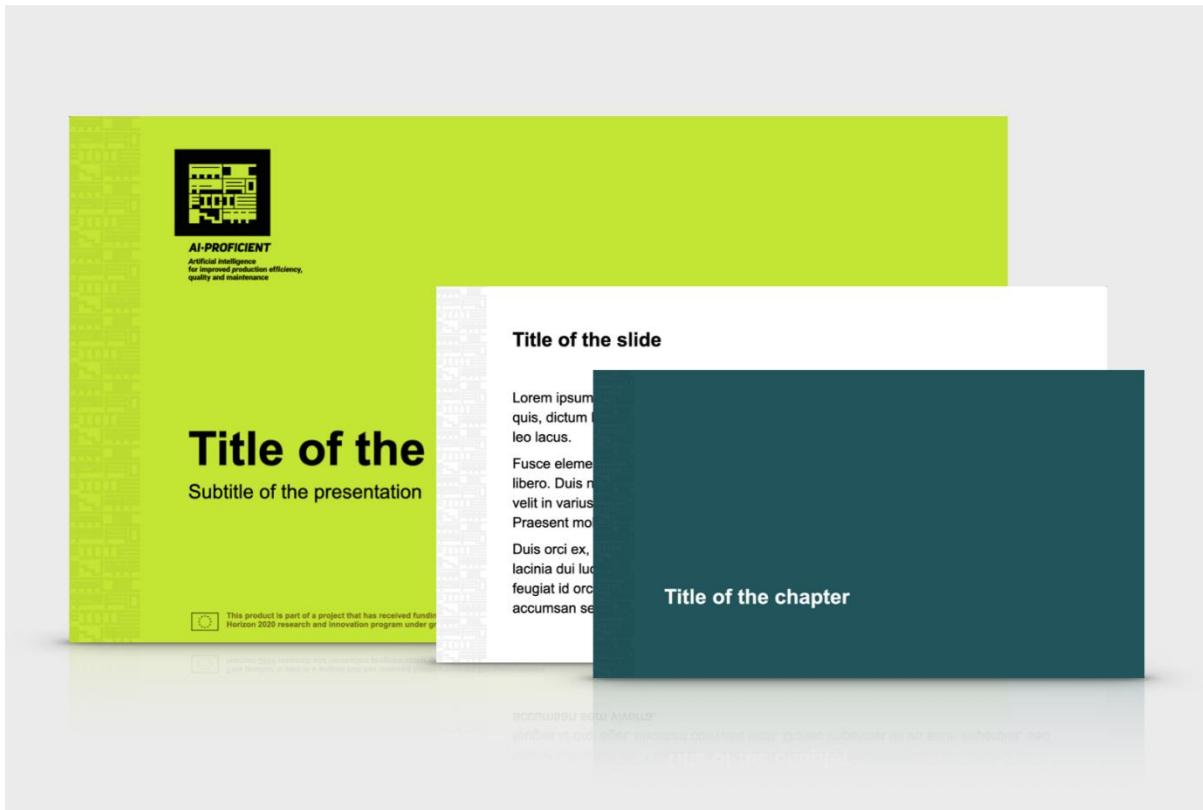


Figure 15: Design of the AI-PROFICIENT presentation slides

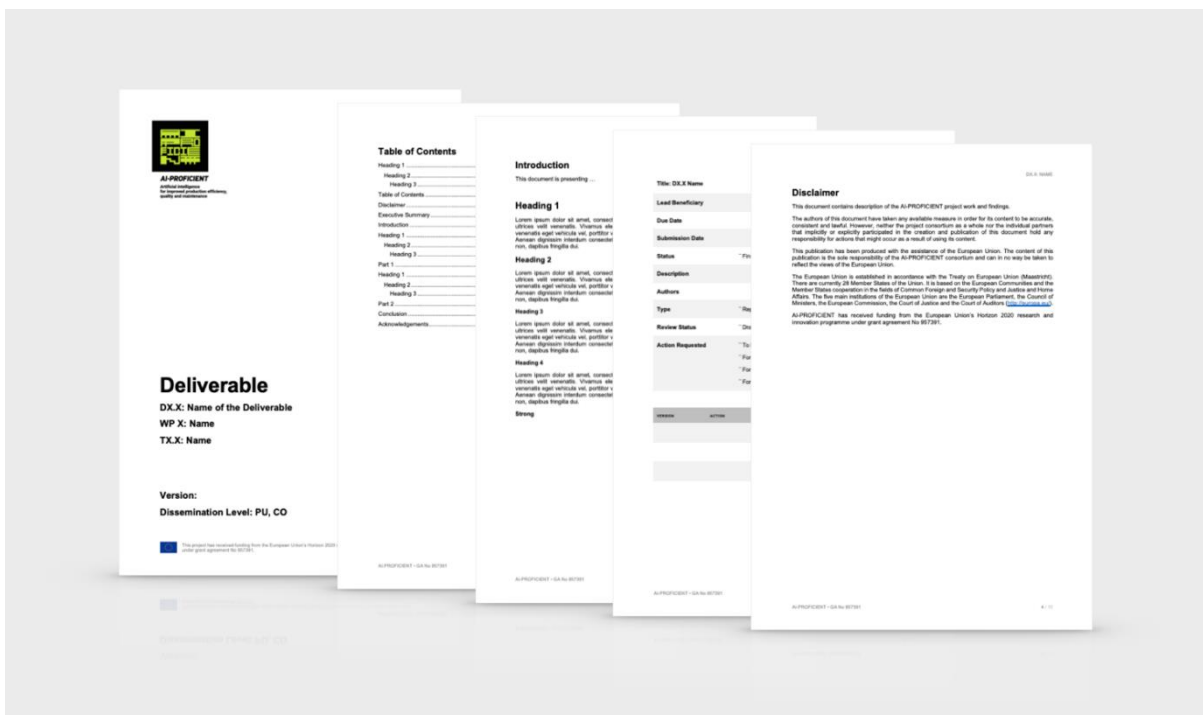


Figure 16: Design of the project's deliverable document

4 Examples

Figure 17 introduces an example business card design. Figure 18 and Figure 19 demonstrate examples of the project delivery document and the project brochure, respectively.



Figure 17: Example of business cards

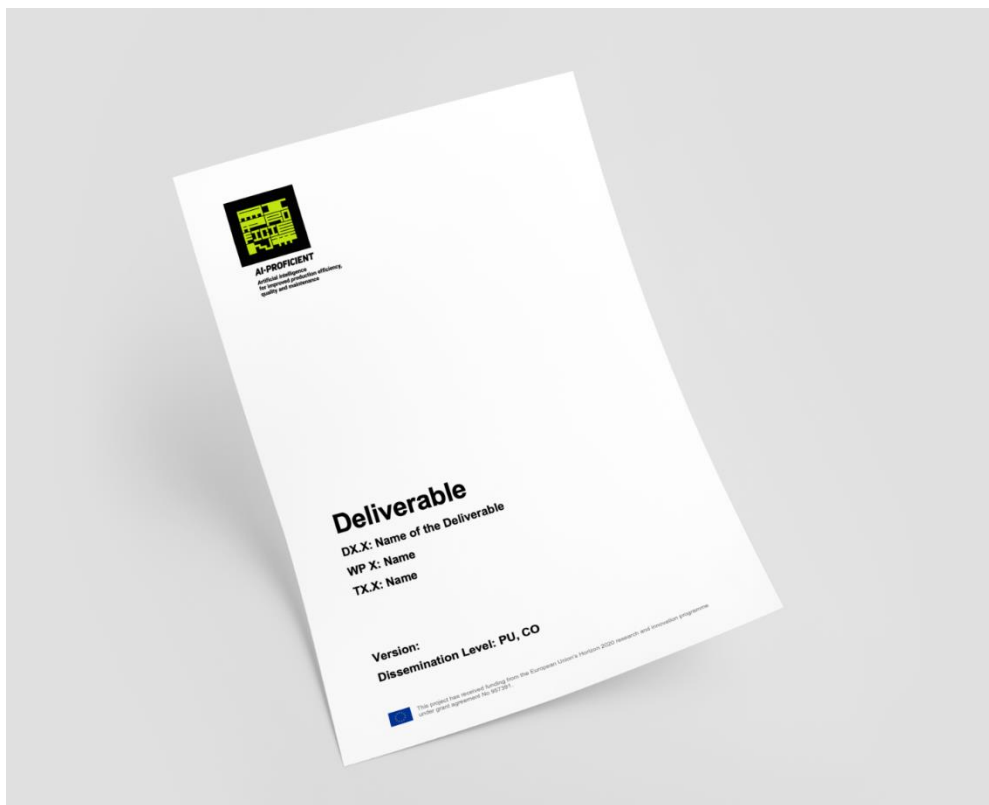


Figure 18: Example of a deliverable document



Figure 19: Example of AI-PROFICIENT brochure



Figure 20: Example of AI-PROFICIENT application icon

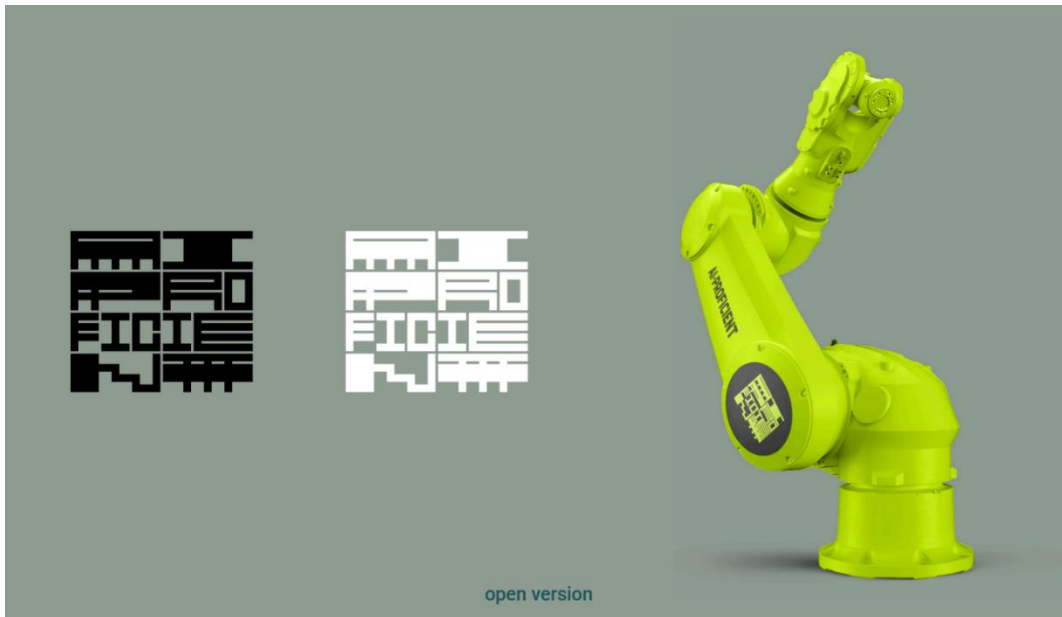


Figure 21: Example of AI-PROFICIENT branding applied in an industrial setting.

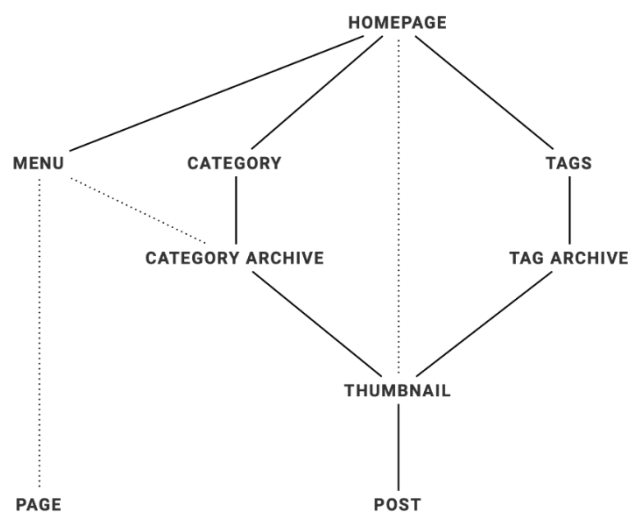
5 WEB presence

A dedicated website for the AI-PROFICIENT project has been created as one of the main tools for dissemination of the project activities, and it has been established at the following address:

<https://ai-proficient.eu/>

The AI-PROFICIENT website contains public domain information such as a description of the project in the home page (Figure 22), project members, and various resources on the Consortium collaborations, demonstrations, and publication. Furthermore, there are sections for public deliverables and publications that added during the project. Lastly, in the news and events sections, information about the involvement of AI-PROFICIENT in different events is displayed, along with relevant news related to the project evolution, results and impact. All these elements can be accessed via the website top menu, which can be seen in Figure 22. With this approach, the AI-PROFICIENT website has stayed as the main source of obtaining updated information about the project.

5.1 Website structure



Page

Page is a structurally isolated hierarchical element, which is not tied to the blog's reverse chronological order of content.

Post

Post is a time-oriented object whose primary role is to deliver any project update (news, event, new collaboration, announcement, etc.).

Category

Each post, by default, falls into the 'News' category but can be filed under another or several categories. Thoughtful categorization allows posts to be grouped with others of similar content and becomes a true cornerstone of the website structure and navigation.

Tag

Tag is a keyword that describes all or part of a Post. A Post may have several tags, many of which relate to it only peripherally.

Thumbnail

A short snippet of a Page/Post content

5.1.1 Homepage

The homepage includes Home page content, aggregates all categories, and previews two latest posts from each category.

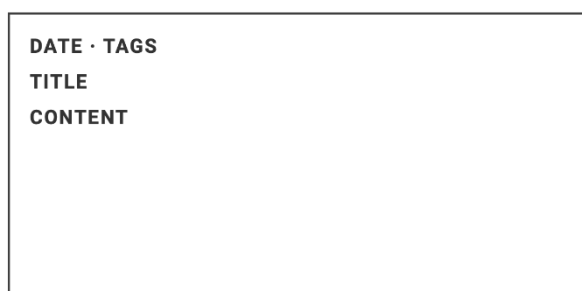
5.1.2 Page structure

TITLE



5.1.3 Post structure

CATEGORY · NEW POSTS INDICATOR



5.1.4 Thumbnail structure

DATE · TAGS TITLE

5.1.5 Category/tag archive structure

CATEGORY · NEW POST INDICATOR
DATE · TAGS TITLE
DATE · TAGS TITLE
DATE · TAGS TITLE

5.2 Technical Details

Wordpress is used for the web content management of AI-PROFICIENT website. Version 6.1.3 is used during the project implementation.

Below are several plugins used for the website:

Akismet Anti-Spam: Spam Protection	For protecting the blog from spam
Classic Editor	Enables word press classic editor and the edit-post screen
Contact Form 7	For contact form on the website
Contact Form 7 Captcha	For adding NoCAPTCHA and reCAPTCHA to the contact form 7
Contact Form 7 Extension For Mailchimp	For adding form submission to predetermined lists in mailchimp using its latest API
CookieYes GDPR Cookie Consent	For showing the website complies with EU cookie law/GDPR
Email Log	Logs Email sent through wordpress

Limit Login Attempts Reloaded	Protects site from cyber-attacks by blocking excessive login attempts
Simply Quiz	For Enabling the gamification in AI-PROFICIENT website
Wordfence Security	Anti-virus, Firewall and malware scan

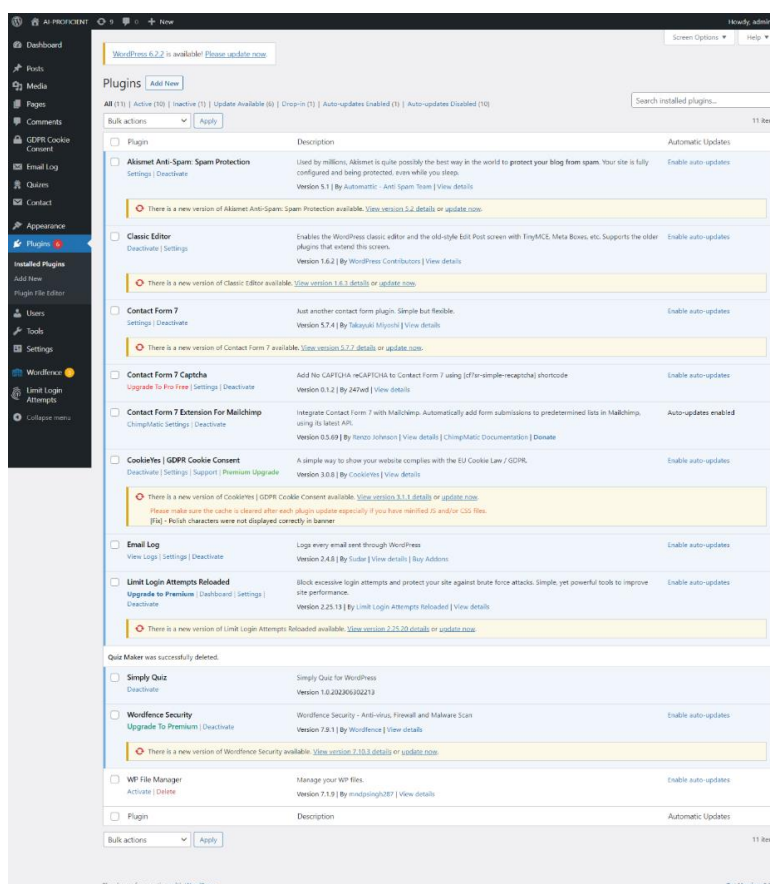


Figure 22: Plug-ins used in AI-PROFICIENT website.

5.3 Open Email access

A general project mailbox has been activated during the first year of the project. Interested parties wishing to communicate with the project can choose to send an email by exploiting the “mailto” function embedded in AI-PROFICIENT Website. Clicking on the corresponding button generates an e-mail to info@ai-proficient.eu. This mailbox is also connected with the “Contact Us” form available on AI-PROFICIENT Website so interested parties can exploit this feature as well for communicating with the project. The project’s mailbox was periodically checked within the project duration and valuable communication exchange took place with parties interested in clustering and standardization activities.

The interested parties who wish to communicate can start with the "contact us" available on the side menu in our home page.([AI-PROFICIENT](#))

1. Fill in your name, email ID and your message.
2. Read and accept the terms and conditions.
3. Check the CAPTCHA box.

4. And click send button.

The message will be replied to as quickly as possible through email.

5.4 Newsletters

The AI-PROFICIENT team has exploited the Mailchimp marketing platform for creating and sending newsletters. AI-PROFICIENT created and released four electronic Newsletters until August 2023 (M34).

- [Issue 1](#) in May 2022, which was promoted through the website and distributed to a contact list of 32 people;
- [Issue 2](#) in October 2022, which was promoted through the website and distributed to a contact list of 45 people;
- [Issue 3](#) in March 2023, which was promoted through the website and distributed to a contact list of 50 people.
- [Issue 4](#) in August 2023, which was promoted through the website and distributed to a contact list of 50 people.

The key message of these newsletters was to highlight the project's news, meetings, events and achievements and dissemination activities (public deliverables, publications) and next steps. The scope was to keep AI-PROFICIENT stakeholders and audiences informed about the project's status.

A 5th Issue is anticipated to be released early in November 2023.



Figure 23: AI-PROFICIENT Newsletter Issue 1 – Screenshot

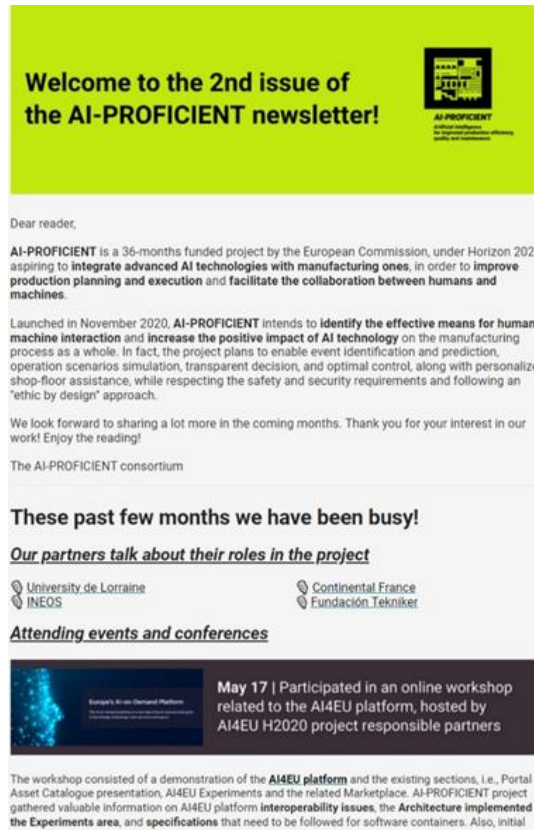


Figure 24: AI-PROFICIENT Newsletter Issue 2 – Screenshot

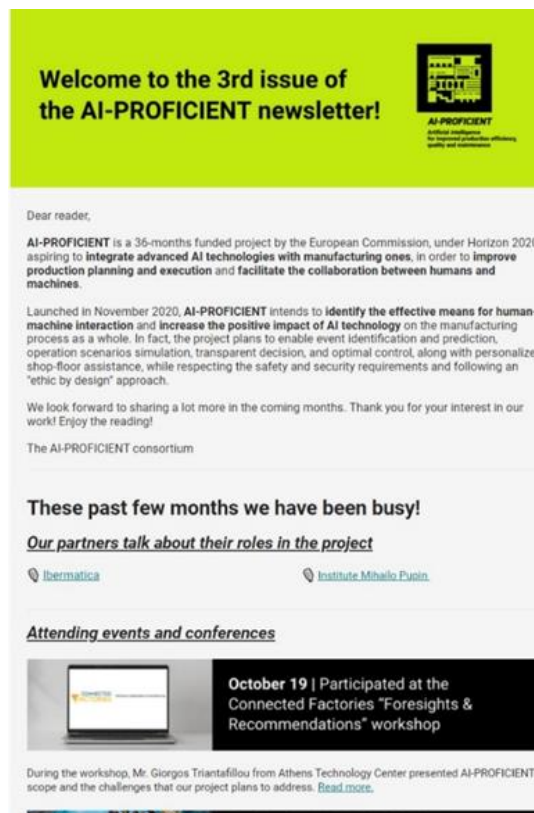


Figure 25: AI-PROFICIENT Newsletter Issue 3 – Screenshot

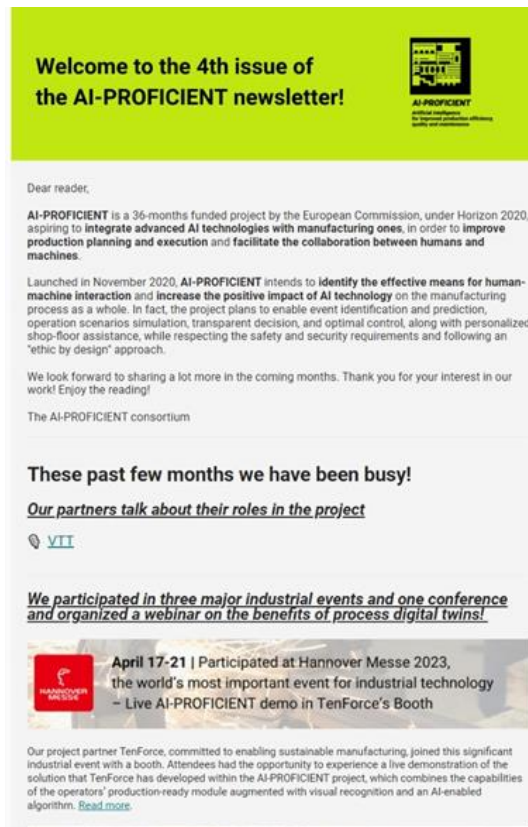


Figure 26: AI-PROFICIENT Newsletter Issue 4 – Screenshot

5.5 News

The news section of the AI-PROFICIENT website helps us in obtaining the latest updates of the project. It contains information about the events attended or organized, publications or deliverables, other activities and results.

Some examples of what has been included recently are given below. For more such news articles, please visit the webpage - [News : AI-PROFICIENT](#)

- Dated 19/09/2023: [AI-PROFICIENT Partners Interviews: TenForce](#)
- Dated 14/09/2023: [AI-PROFICIENT's Journey Towards Lifelong Self-Learning in AI](#)
- Dated 07/09/2023: [Revolutionizing Manufacturing with Edge AI: Insights from AI-PROFICIENT WP2](#)
- Dated 31/08/2023: [Shaping Industry 4.0: Pioneering Local AI for Enhanced Proactive Maintenance : AI-PROFICIENT](#)

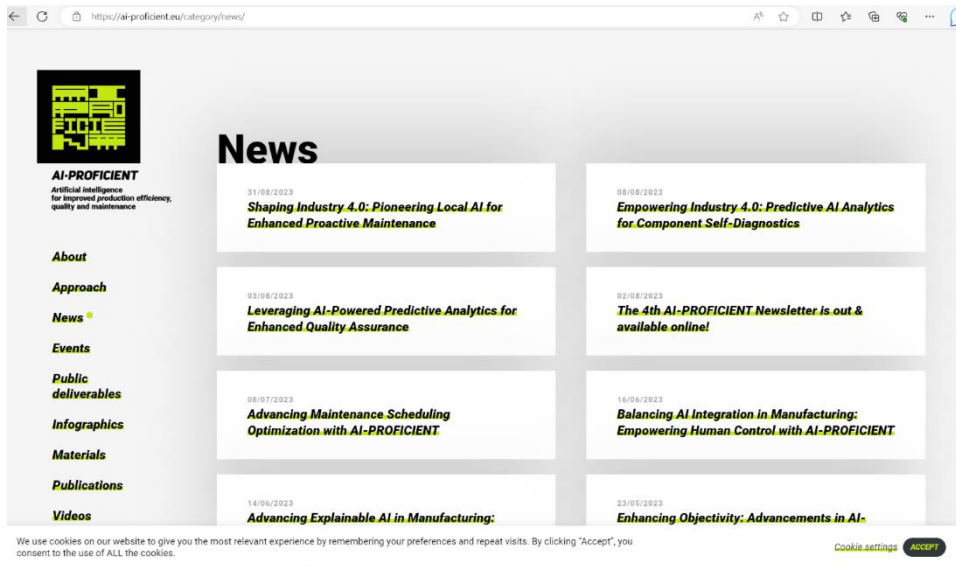


Figure 27: News page of the AI- PROFICIENT website

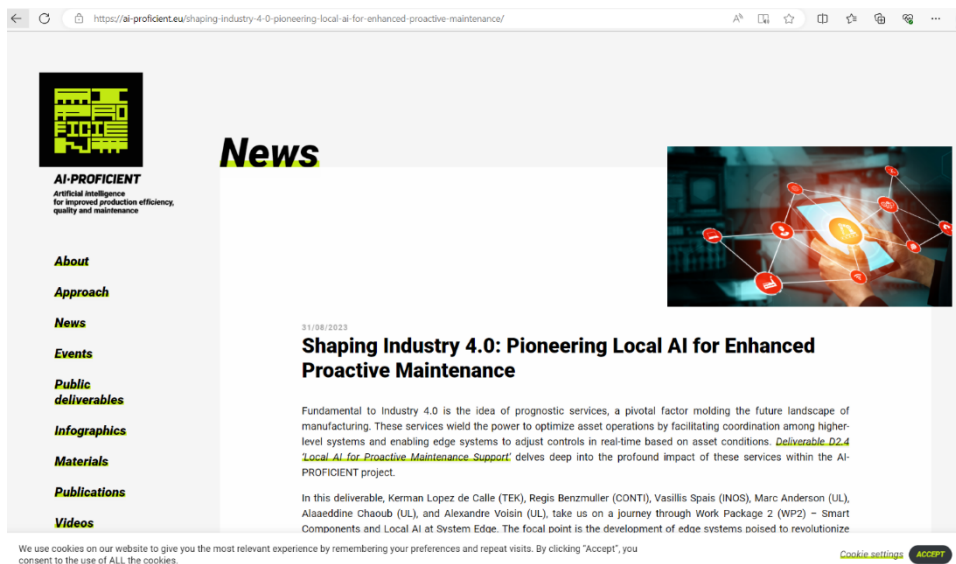


Figure 28: A news post on the AI-PROFICIENT website

5.6 Events

This section contains posts related to all the events organized and participated in by the AI-PROFICIENT team are included here. A summary on the event with the information on what information was presented by who and how it helped in the dissemination of achievements is described here.

Some of the recent event posts are listed below. For more information, visit the official webpage - [Events : AI-PROFICIENT](#)

- Brussels – 26/09/2023: [AI-PROFICIENT at The Manufacturing Partnership Day : AI-PROFICIENT](#)
- Belgrade, Serbia - 16/05/2023 to 19/05/2023: [AI-PROFICIENT and IMP at the 65th International Technical Fair : AI-PROFICIENT](#) -
- Barcelona - 30/05/2023 to 02/06/2023: [AI-PROFICIENT & VTT @ Expoquimia 2023 : AI-PROFICIENT](#)

- Mechelen, Belgium - 08/06/2023: [TenForce event 'The Future Is WOW: AI-PROFICIENT, bringing AI Technology to the production line' was a success! : AI-PROFICIENT](#)

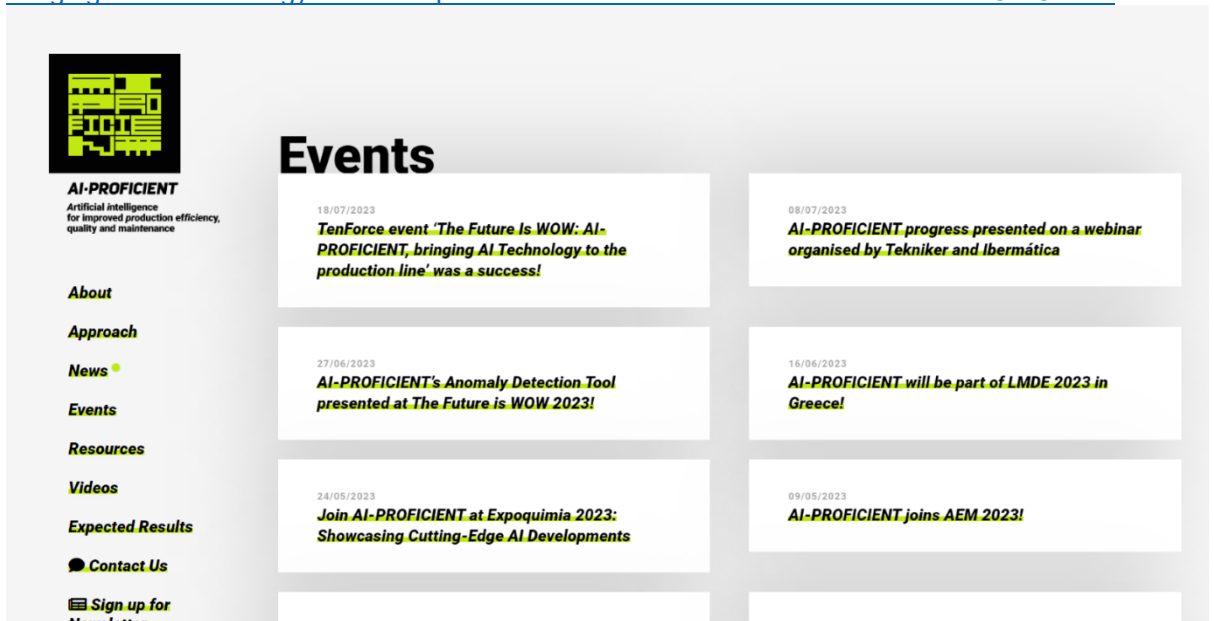


Figure 29: Events page of the AI- PROFICIENT website

5.7 Public deliverables

This section contains all the deliverables for public viewing. These PDFs can be downloaded from the website and it provides a comprehensive understanding of the AI-PROFICIENT objectives, strategies, requirements and achievements.

Below are some examples of the deliverables. [Public deliverables : AI-PROFICIENT](#) contains all the up-to-date public deliverables.

- D1.2 Legal and ethical requirements for human-machine interaction
- D1.3 Pilot-specific demonstration scenarios
- D7.1 Roadmap for dissemination and communication first release
- D7.2 Project identity kit and communication material

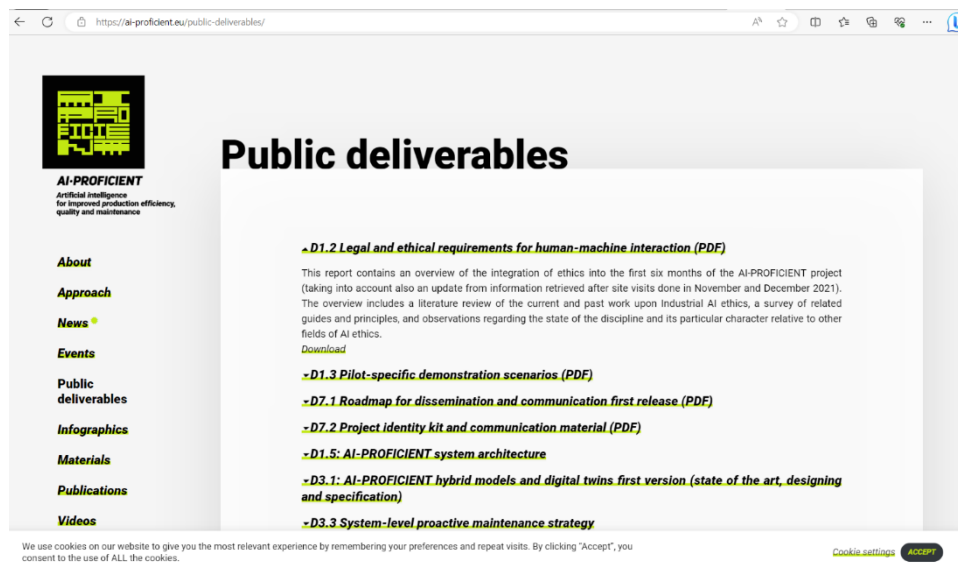


Figure 30: Public Deliverables page of the AI-PROFICIENT website

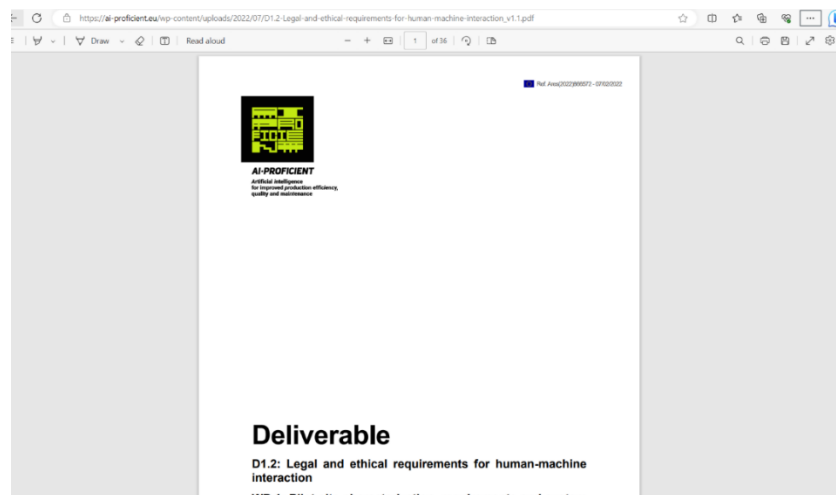


Figure 31: Download PDF of a Deliverable

5.8 Materials

This section ([Materials : AI-PROFICIENT](#)) contains the following :

- Brochure: This has the key information about AI-PROFICIENT and its objectives. This was published during M6 with high-level information on the project's objective and later in the second half of the project an updated version was published that had the latest information on the progress of each use case in the project. They were used for disseminating the project's achievements in various events.
 - [AI-PROFICIENT-Brochure-version-1.pdf](#)
 - [AI-PROFICIENT Brochure Version2](#)
- Digital Info Pack: This has very concise information on the achievements of each use case in improving the manufacturing process. The ultimate goals achieved by each use case are described using infographics to reach a broader audience.
 - [Digital Info pack](#)
- Factsheets: This deliverable specifically targets the relevant audience and thus provides a deep insight into the use cases and their achievements. It focuses also on how the ethical concerns are handled by the use case. This document was initially published with the objectives of the project and later it was updated in the second half with the concrete achievements of each use case.
 - [AI-PROFICIENT 1st factsheet](#)
 - [AI-PROFICIENT 2nd factsheet](#)
 - [AI-PROFICIENT 3rd Factsheet](#)

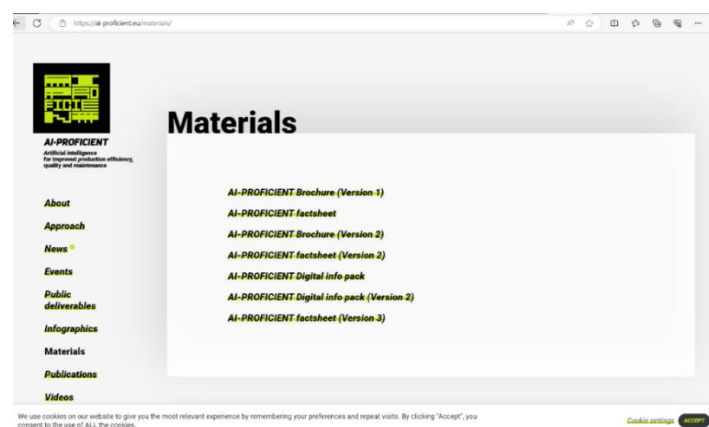


Figure 32: Materials page of the AI-PROFICIENT website

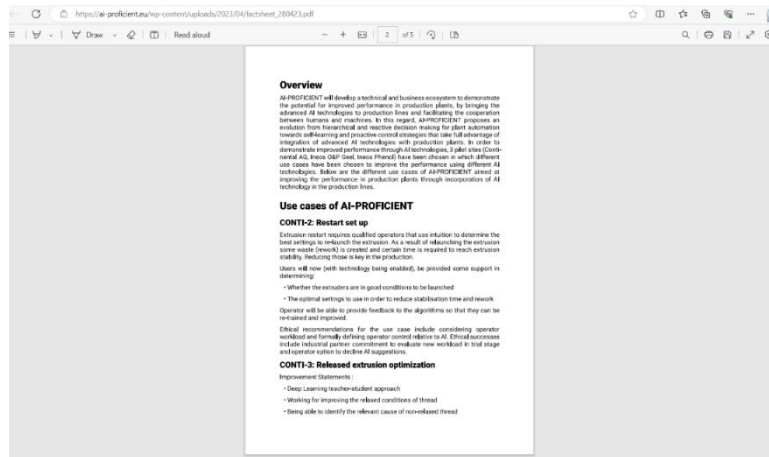


Figure 33: Factsheet version 2



Figure 34: Digital Info Pack version 2

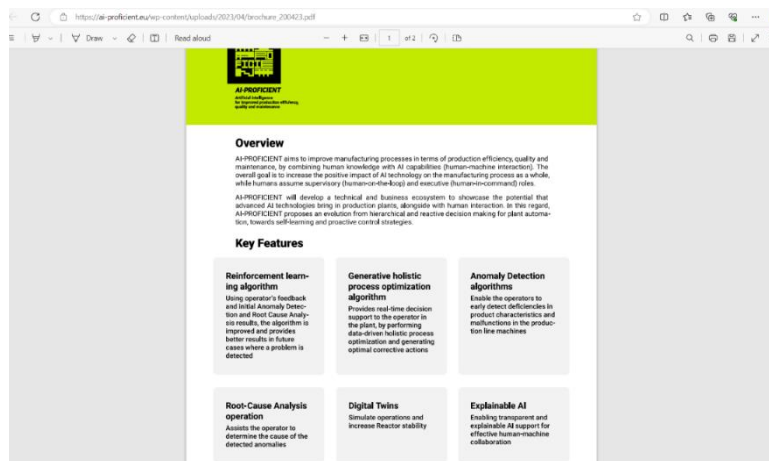


Figure 35: Brochure version 2

5.9 Infographics

This section [Infographics : AI-PROFICIENT](#) contains general information on the latest technology that's shaping the modern manufacturing process. This section provides an insight to the audience as to why there's so much importance given to Artificial intelligence and the latest technology in the industrial sector.

Below are the PDFs listed in the infographics:

- [Using advanced AI technologies to improve manufacturing \(3\) \(ai-proficient.eu\)](https://ai-proficient.eu/infographics)
- [Technologies that Drive Smart Manufacturing in 2022_final \(5\) \(ai-proficient.eu\)](https://ai-proficient.eu/infographics)
- [4 technology trends that will define the future of manufacturing \(4\) \(ai-proficient.eu\)](https://ai-proficient.eu/infographics)

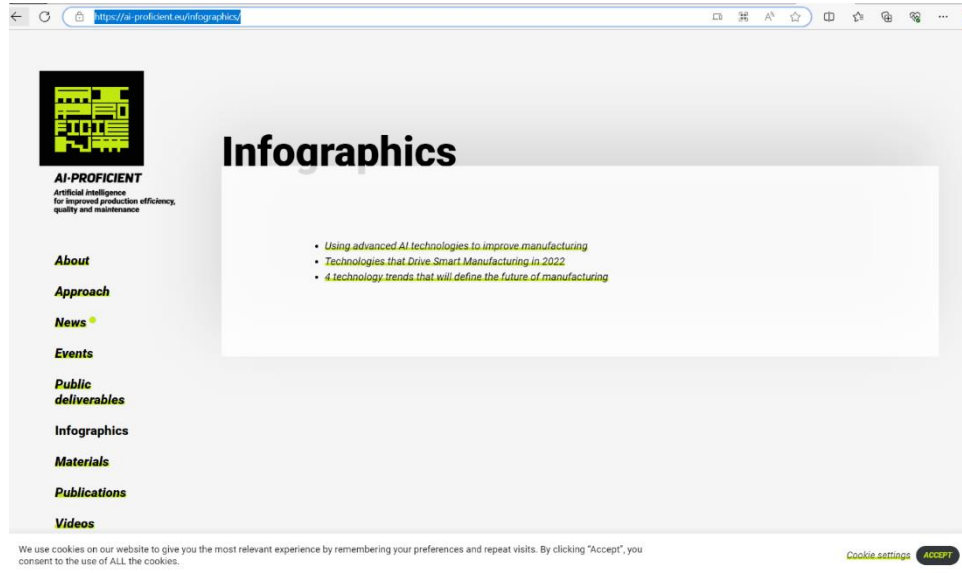


Figure 36: Infographics page of the AI-PROFICIENT website

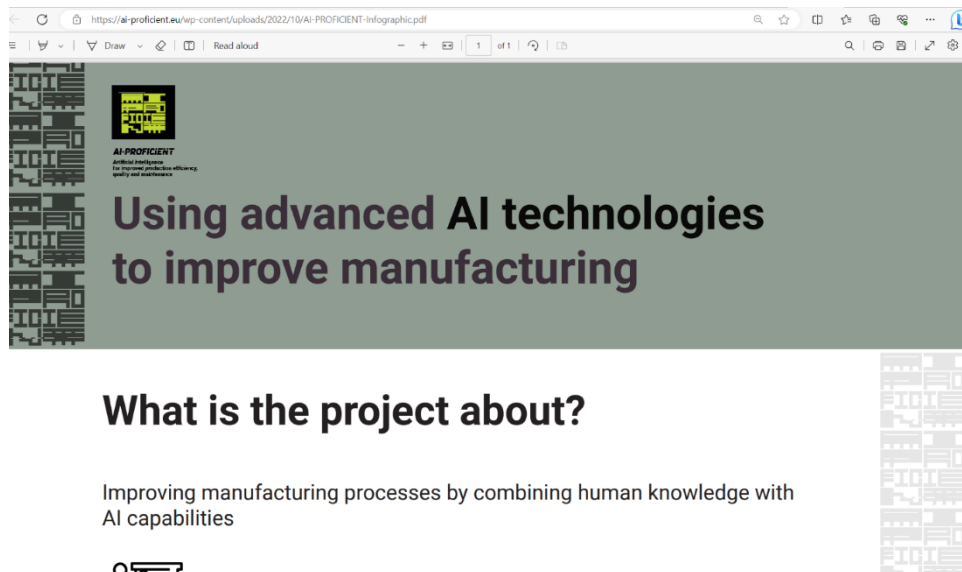


Figure 37: Infographics PDF sample

5.10 Publications

In this section, various publications contributed by the consortium partners are listed here. Of which

There are 15 publications in the page - [Publications : AI-PROFICIENT](#).

- European conference publications – 5
- Journal publications – 4
- Other conference publications - 6

Below are some examples of recent publications. The complete list can be found here- [Publications : AI-PROFICIENT](#), it can be downloaded using the link in the page.

- Marc M. Anderson, Some Ethical Reflections on the EU AI Act, IAIL 2022: 1st International Workshop on Imagining the AI Landscape After the AI Act, June 13, 2022, Amsterdam, Netherlands, CEUR Workshop Proceedings (CEUR-WS.org, ISSN 1613-0073), Vol-3221
- Alaaeddine Chaoub, Christophe Cerisara, Alexandre Voisin, Benoît Iung. Towards interpreting deep learning models for industry 4.0 with gated mixture of experts. 30th European Signal Processing Conference, EUSIPCO 2022, Aug 2022, Belgrade, Serbia

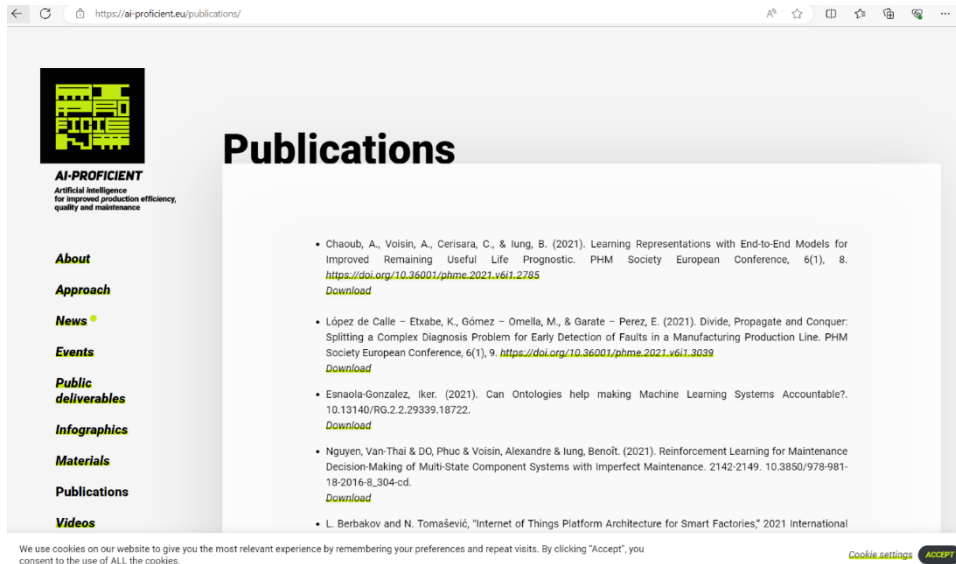


Figure 38: Publications page of the AI-PROFICIENT website

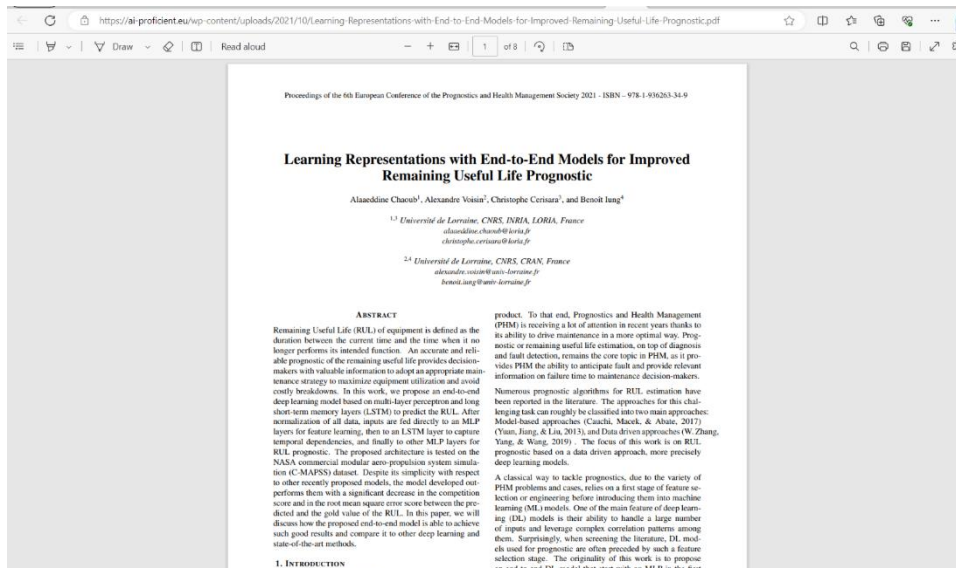


Figure 39: Publications download PDF.

5.11 Videos

This section contains the various interviews of the AI-PROFICIENT consortium partners describing the project's objective and how artificial intelligence helped in achieving production efficiency. This is another way of approaching the audience and disseminating the results. These videos are shared through social media platforms like twitter that helps in reaching wider audience.

Below are some examples of videos, the complete list can be found here: [Videos : AI-PROFICIENT](#)

- [Interview with Itziar Cuenca Beristain, Head R&D of i3B at Ibermatica, Laritza Limia Fernandez, Data Scientist of i3B at Ibermatica, and Pedro de la Peña Tejada, Technical Head of R&D of i3B at Ibermatica](#)
- [Interview with Lazar Berbakov, Senior Research Associate at Institute Mihailo Pupin, Dea Pujić, Research and Development Associate at Institute Mihailo Pupin and Katarina Stankovic, Research and Development Associate at Institute Mihailo Pupin](#)
- [Interview with Sirpa Kallio, Principal Scientist at VTT Technical Research Centre of Finland Ltd](#)
- [Interview with Alexander Vasylichenko, Technical Project Manager at TenForce](#)

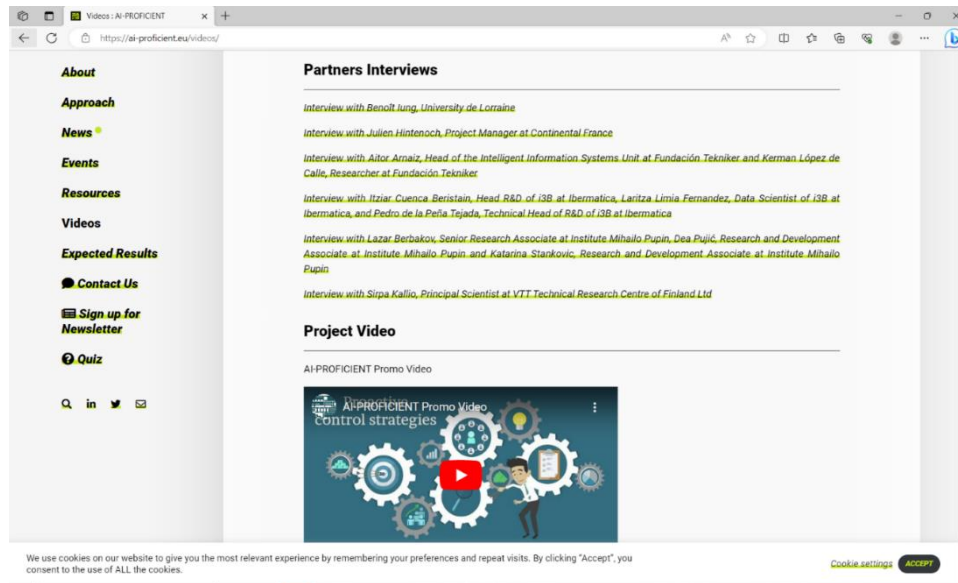


Figure 40: Videos page of the AI-PROFICIENT website

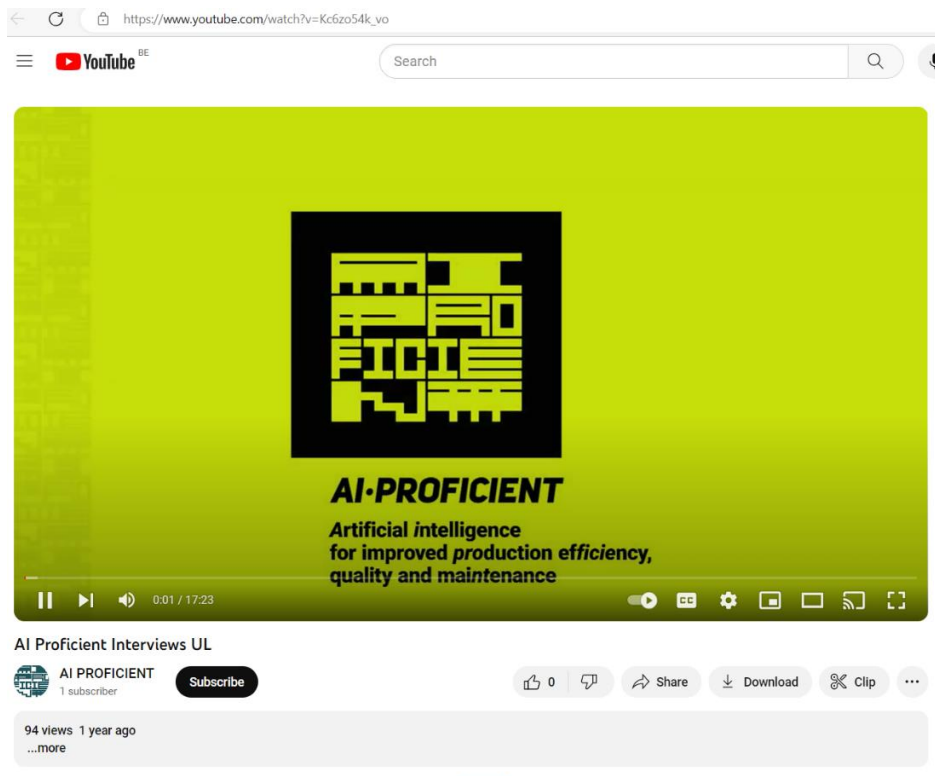


Figure 41: A video of AI-PROFICIENT in YouTube

5.12 Expected results.

The expected results of AI-PROFICIENT are given under this section. This gives an overview of the project's expected results from various technological and ethical aspects. Information can be found here : [Expected Results : AI-PROFICIENT](#)

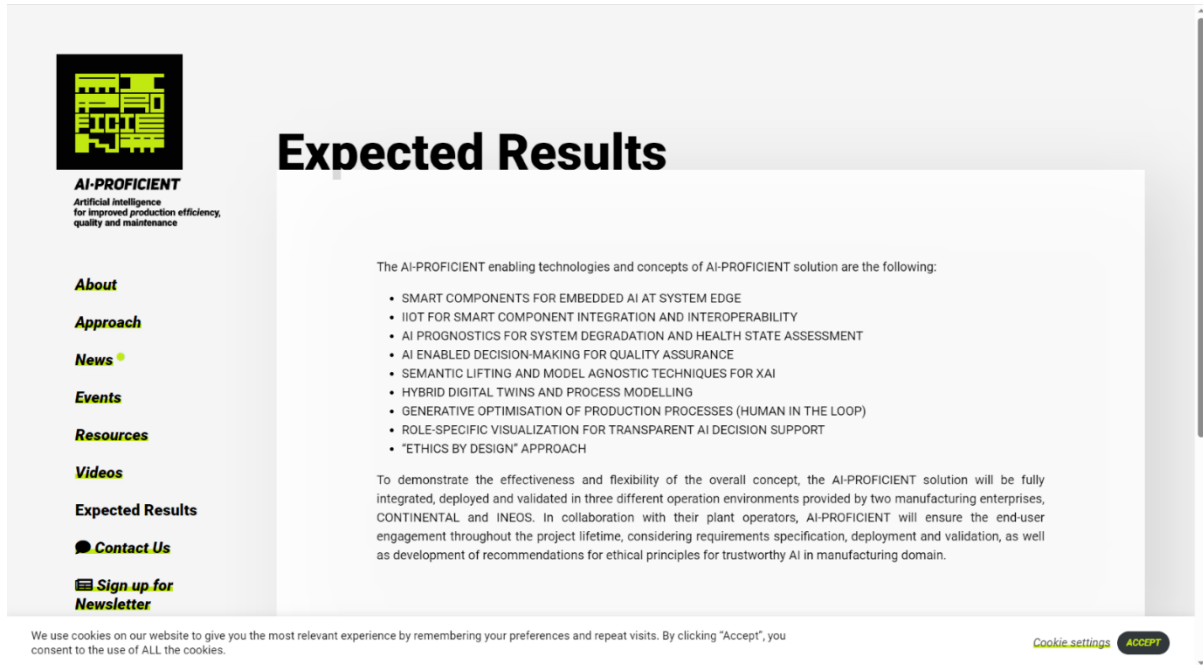


Figure 42: Expected Results of the AI-PROFICIENT website

5.13 Subscription to newsletters

The AI-PROFICIENT website features a "Sign up for Newsletter" form which allows users to sign up for the project's newsletters by providing their email address and other relevant information. Through this feature the project team created an audience of subscribers who provided their consent in receiving our newsletters and thus effectively communicate the project's activities and progress.

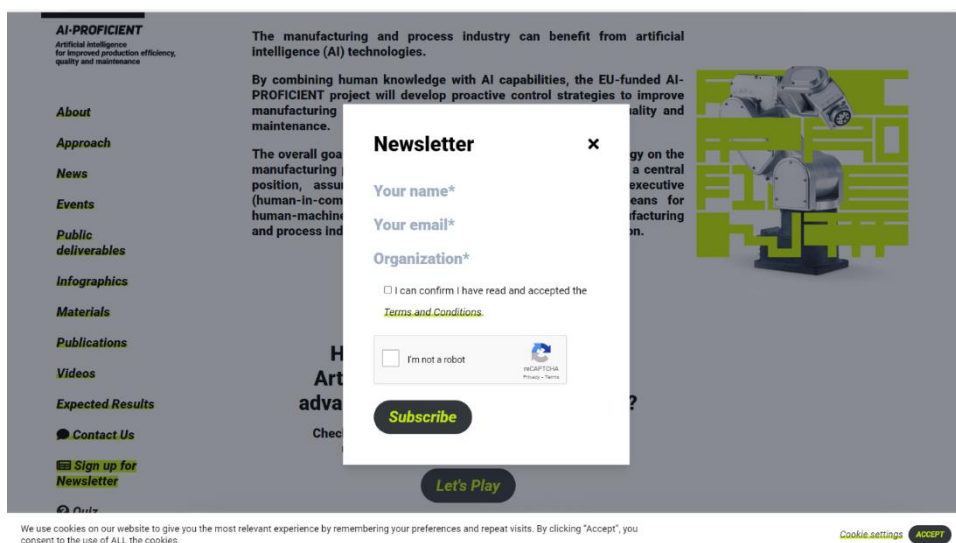


Figure 43: AI-PROFICIENT "Sign up for Newsletter" form - Screenshot.

5.14 Interactive quiz

A quiz is created to engage the website visitors, this is also linked to the public deliverables page which has the materials to understand AI-PROFICIENT. The idea is to engage the visitors by asking general AI related questions which leads to the initiatives and objectives of AI-PROFICIENT.

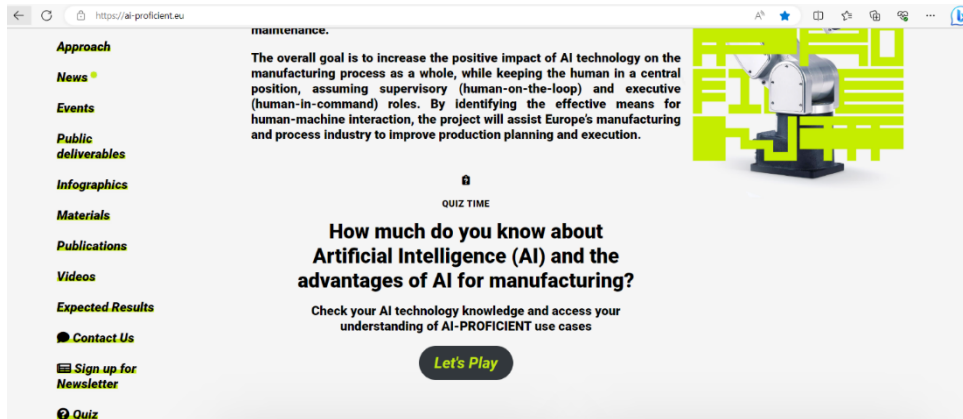


Figure 44: Interactive Quiz of the AI-PROFICIENT website in homepage

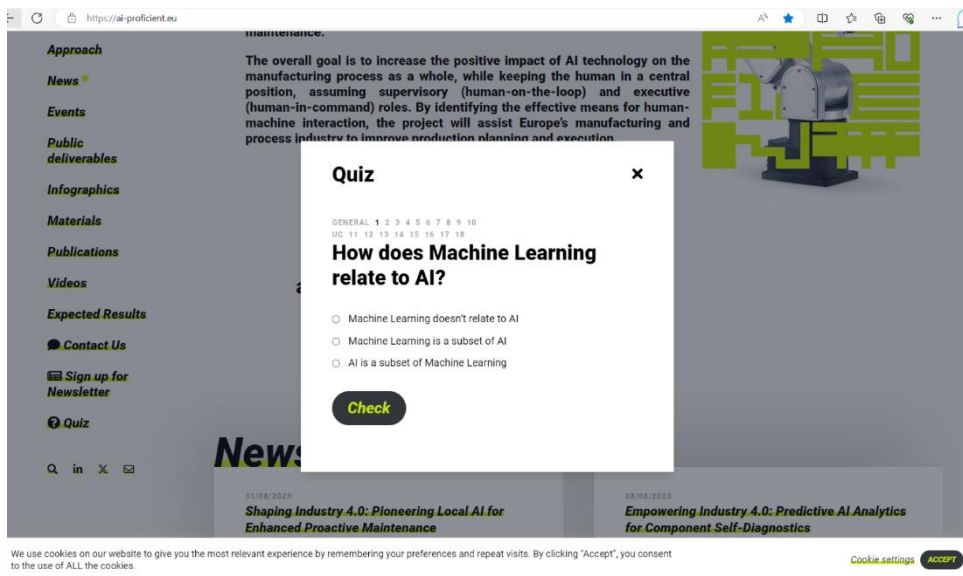


Figure 45: Interactive Quiz of the AI-PROFICIENT website

5.15 Contact us.

Stakeholders interested in our project can contact the AI-PROFICIENT team from the “Contact Us” link in the side menu of AI-PROFICIENT website. Validation on the email ID format is present and on submitting the contact details, the concerned team from AI-PROFICIENT will get back to the query with more information.

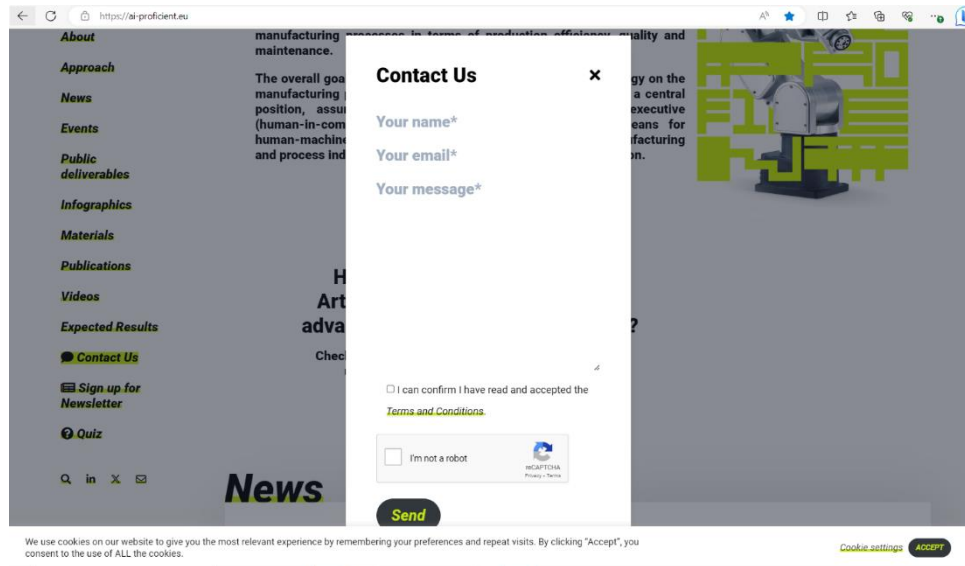


Figure 46: AI-PROFICIENT “Contact us” form - Screenshot.

6 Website Statistics

We use Google Analytics to measure the traffic on the AI-PROFICIENT website. The website is linked to other Social Media channels like Twitter and LinkedIn. Crosslinking of content between platforms is done to increase the impact of each single platform.

The AI-PROFICIENT website went live from April 2021. Ever since (until the time of this report, October 2023) we have published:

- All the static contents of the website (“About”, “Approach” etc.)
- In total 63 blog posts under the News webpage
- In total 21 blog posts under the Events webpage

Via Google Analytics we have gathered the following data for the AI-PROFICIENT website (until October 2023).

Users	New Users	Average Engagement Time
3.145	2.850	0.29min

Table 1: AI-PROFICIENT Website Analytics until October 2023

7 Social Media

AI-PROFICIENT has established an active presence in social media channels starting with the official Twitter account and the LinkedIn page from month M7 of the project (May 2021). All these media have been used to effectively reach our audiences, demonstrate the project’s technical framework, communicate the results, announce achievement of the objectives, publish public deliverables and also announce scientific publications and achievements. In addition, a YouTube channel was created in June 2022.

- **Roles and responsibilities**

The social media channels have been established and maintained by TenForce partner following the project's identity design line while ATC was responsible for monitoring and operating the channels (posting, reposting) at a minimum twice a week during the project's duration.

7.1 Twitter

[AI-PROFICIENT Twitter account](#) was used as one of the main digital distribution channels besides the project's website. With its open structure and the cross-linking feature via hashtags, the channel offers a very efficient way to reach out to different audiences and connect to people directly. Via Twitter it is also easy for our followers to engage with the project, either by following, mentioning, retweeting or commenting on our tweets. During the project's duration, we used this channel both to promote blog posts on project's news and events and other content published on the website as well as to share interesting articles and links around the domain of AI in Manufacturing.



Figure 47: AI-PROFICIENT Twitter channel

Via Twitter Analytics the following data for the AI-PROFICIENT twitter account has been gathered:

Total Reach	Total Clicks	Total Retweets	Total Likes	Total Average Engagement Rate	Total posts	Total Followers
27.571	360	378	532	4.82%	499	81

Table 2: AI-PROFICIENT Twitter Analytics until October 2023

7.2 LinkedIn

[AI-PROFICIENT LinkedIn page](#) was used to keep connected with people interested in AI-PROFICIENT’s project activities. The page was regularly updated with posts on AI-PROFICIENT’s news and events and other content published on the website as well as with interesting articles and links around the project’s topics. This resulted in people staying informed about the activities of the project and bringing some referral traffic from LinkedIn to the project’s website.

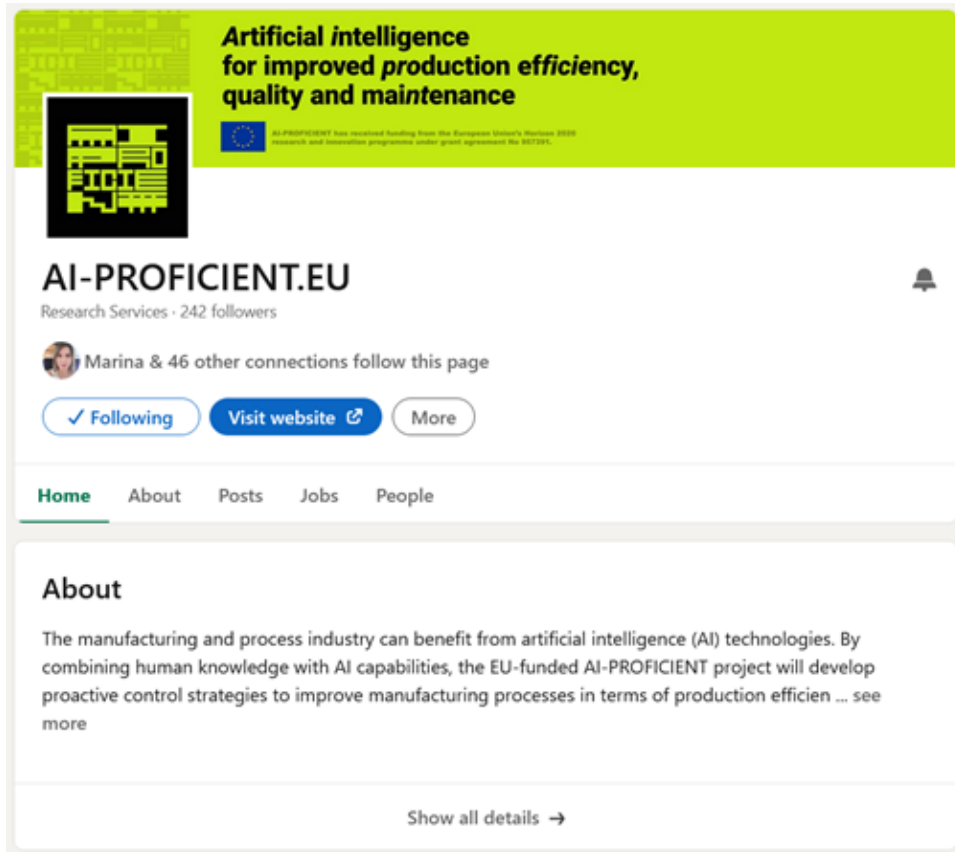


Figure 48: AI-PROFICIENT LinkedIn page

Via LinkedIn Analytics the following data for the AI-PROFICIENT LinkedIn page has been gathered:

Total Reach	Total Clicks	Total Shares	Total Likes	Total Average Engagement Rate	Total Followers
24.645	829	159	844	7.34%	253

Table 3: AI-PROFICIENT LinkedIn Analytics until October 2023

7.3 YouTube

The project created a [channel on YouTube](#) in June 2022. The goal of this channel was to publish and promote the videos that have been created in the framework of the project.

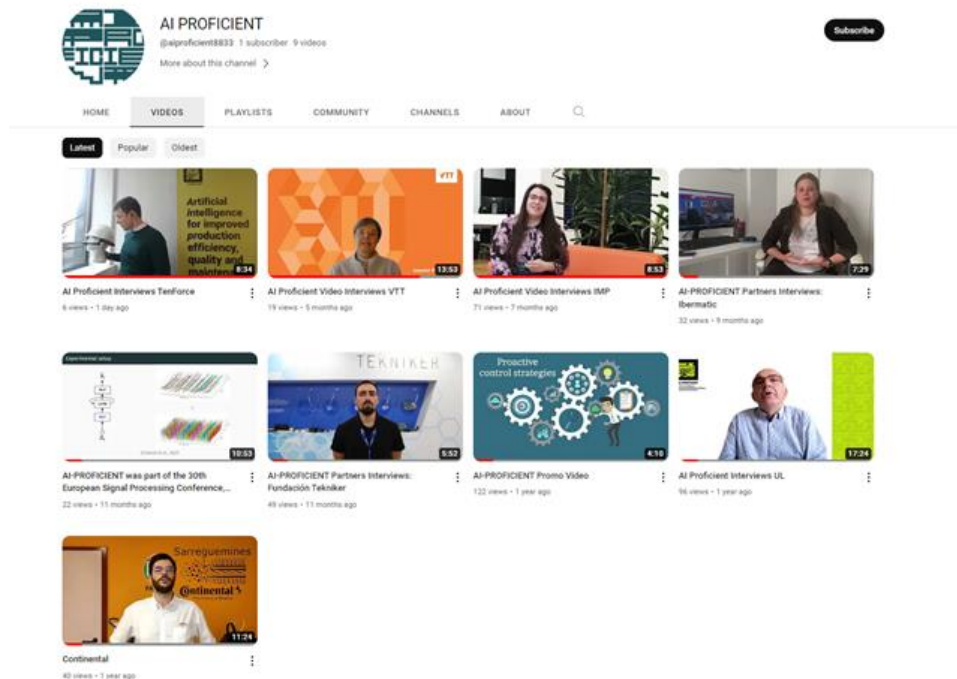


Figure 49: AI-PROFICIENT YouTube channel

The following videos have been uploaded in AI-PROFICIENT YouTube channel which have reached 492 views in total.

- AI-PROFICIENT Promotional video (https://youtu.be/GtN--jMe0rY?si=Ylu4NJdSzG7jWY_y)
- Partners Interviews
 - [Interview with Benoît lung, University de Lorraine](#)
 - [Interview with Julien Hintenoch, Project Manager at Continental France](#)
 - [Interview with Aitor Arnaiz, Head of the Intelligent Information Systems Unit at Fundación Tekniker and Kerman López de Calle, Researcher at Fundación Tekniker](#)
 - [Interview with Itziar Cuenca Beristain, Head R&D of i3B at Ibermatica, Laritza Limia Fernandez, Data Scientist of i3B at Ibermatica, and Pedro de la Peña Tejada, Technical Head of R&D of i3B at Ibermatica](#)
 - [Interview with Lazar Berbakov, Senior Research Associate at Institute Mihailo Pupin, Dea Pujić, Research and Development Associate at Institute Mihailo Pupin and Katarina Stankovic, Research and Development Associate at Institute Mihailo Pupin](#)
 - [Interview with Sirpa Kallio, Principal Scientist at VTT Technical Research Centre of Finland Ltd](#)
 - [Interview with Alexander Vasylychenko, Technical Project Manager at TenForce](#)
 - [Interview with Vassilis Spais, Electrical Engineer / Product Manager at INOS HELLAS](#)
- AI-PROFICIENT Presentation at the 30th European Signal Processing Conference, EUSIPCO 2022 (<https://youtu.be/kt4pY47LJh8?si=ydqW0mv8JyYr7vyF>)

8 Conclusion

The achievement of a specific project identity along an appealing common graphic line for the entirety of the project was approached from different angles that together provide integrity to the project. The established graphic design is used internally (i.e., reporting) and, more importantly, publicly so the viewers can relate the project with its nature. The logo, website, templates, and brochure followed the aforementioned design line and were explained in more detail in this report. The various dissemination deliverables are prepared in collaborative fashion by obtaining the latest updates on each use case from the appropriate partners.

The current document summarizes the effort made by WP7 appropriate partners to create an appealing Project identity, establish web presence and create communication material, which would result in successful branding of the project and visibility to all audiences. Related actions such as promotion of news, events, infographics, and videos are highlighted in the document to depict the effort made to maximize impact of the project to interested stakeholders. Relevant sections about statistics on communication/dissemination KPIs are also included in the deliverable to demonstrate the degree to which we were successful in this effort.

9 Acknowledgments

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 957391.