D5.1 – Dissemination Plan
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AI CUBE

[D5.1] DISSEMINATION PLAN DELIVERABLE

Project details

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Project Type:	CSA
Project Acronym	AI-CUBE
Grant Agreement No.	958402
Duration	24 months
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Document details

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WP Title:	Dissemination, Communication and Exploitation		
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Quality check review

Reviewer (s)	Main changes
Chiara Eleonora De Marco	Final Review

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List of abbreviations and definitions

Abbreviation	Definition
DoA	Description of Action
EC	European Commission
H2020	Horizon 2020
D&C	Dissemination and Communication
PNO	CiaoTech – PNO Group
IML	Fraunhofer
ZLC	Zaragoza Logistics Centre
AI	Artificial Intelligence
BD	Big Data
IEIIT	Institute of Electronics, Information Engineering and Telecommunication, Consiglio Nazionale delle Ricerche
MLA	Maturity Level Assessment

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1. EXECUTIVE SUMMARY

This deliverable deals with all the activities planned and implemented until November 2020 (M3) to disseminate the AI-CUBE project results. The document includes a description of the communication tools and channels that will be adopted to disseminate the AI-CUBE objectives and future results, as well as a description of the strategy to reach different stakeholders.

This plan is to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be regularly updated in alignment with the project's evolution that will allow adding new dissemination opportunities.

2. INTRODUCTION

This document reports on the dissemination and communication activities planned and implemented up to November 2020 (M3) for creating awareness about the AI-CUBE project and its results. More specifically, it includes a description of the communication and dissemination strategy to reach a wide audience, and the channels and tools that will be used to disseminate objectives and progresses.

The report includes the activities realized from the start of the project. The plan hereafter reported represents a guide to support the consortium partners to plan and carry out communication and dissemination activities using the proper material and channels.

The plan is regularly reviewed and updated throughout the project lifetime, and it is articulated around 4 objectives:

• To outline, present and target the dissemination and communication plan;

• To lay out the best channels and methods to target AI-CUBE identified stakeholders (D2.1), to explain which methodology has been chosen in order to guarantee their successful engagement;

• To present the dissemination material, with some visual examples;

• To report the activities planned and carried out by each consortium partner including e.g. conferences, press release, presentations, and papers.

All project results will be widely disseminated and made accessible free of charge.

PNO as leader of the Dissemination & Communication activities will cooperate with all partners during the entire duration of the project to maximize the dissemination efficiency and boost the visibility of the project results.

3. OBJECTIVES OF THIS DELIVERABLE

This deliverable deals with all the activities planned and implemented till now (November 2020 - M3) to disseminate the AI-CUBE project results. The document includes a description of the communication tools and channels that will be adopted to disseminate the AI-CUBE objectives and future results, as well as a description of the strategy to reach the different stakeholders.

4. AICUBE PROJECT PRESENTATION

AI-CUBE (**Artificial Intelligence and Big Data CSA for Process Industry Users, Business Development and Exploitation**) is a project funded in 2020 under the European Union's Horizon 2020 Research and Innovation Programme. AI-CUBE aims to enhance the understanding of digital technologies related to artificial intelligence (AI) and big data (BD) applied in process industries for all the eight SPIRE industrial sectors: cement, ceramics, chemicals, engineering, minerals and ores, non-ferrous metals, steel, water.

4.1   AICUBE PROJECT OBJECTIVES

The overall objective of AI-CUBE project is to contribute to harnessing and optimizing the potential of AI and BD in the European process industry, by defining a roadmap that serves as guidance for researchers, managers and operators, with specific recommendations for all involved industrial sectors and organizations' functions and processes. To achieve this, the specific objectives of AI-CUBE are:

- Draw a 4-dimensional AI and BD map (or a "CUBE") where good practices are available within the different organizational processes across the eight SPIRE process industries, assessing the current state-of-play and level of penetration of AI and BD within the different organizational processes across the 8 SPIRE process industry sectors;

- Identify good practices to build on towards future AI and BD business cases and define the RD&I actions needed in a roadmap per sector;

- Detect the white spots of AI and BD solutions, that can be covered by good practices from other process industries, and outline the roadmap towards adapting good practices for other sectors;

- Define the data requirements, skills and RD&I requirements for future AI and BD business cases to emerge within the different process industry sectors.

All these will converge into 8 AI and BD roadmaps, one for each SPIRE sector, indicating a route map and practical recommendations on AI and BD business cases, transferability of good practices from other industries, data, skills and RD&I requirements, in line with the A.SPIRE 2050 vision.

The AI-CUBE concept is based on a tri-axial mapping of AI and BD technologies in the different process industry sectors and macro-application-process areas. It allows to map and visualize the STATUS of AI & BD use and penetration per SPIRE sector (cement, ceramics, chemicals, engineering, minerals and ores, non-ferrous metals, steel and water) and per macro-application-process areas (e.g. research and innovation management and planning, process control, supply chain management, predictive maintenance, product customization).

The 'cube concept' allows to set the stage for the development and integration of four sets of key results which are key to drive the opportunity assessment and take-up of AI and BD by the European process industries:

1. MLA: A novel AI and BD Maturity Level Assessment framework to support companies in assessing the level of implementation of technologies.

2. The AI-CUBE tool: to be used as mapping tool by individual industries or the sector to assess their state of advancement in AI and BD and needs for further development.

3. A set of inspirational AI and BD Business Cases in the process industries and a AI-CUBE Business Model Game: to be used by industries or the sector, to stimulate reasoning about how AI and BD can change their Business Models and Value Chains for the future, and hence what actions to take.

4. Roadmaps and Infographics: A set of several roadmaps and easy to consult Infographics, that outline the path towards: i) transferring good AI & BD practices form one SPIRE sector to another; ii) further developing and taking-up technology solutions towards AI & BD Business Cases of the future for the different SPIRE process industry sectors.

5. AI-CUBE DISSEMINATION & COMMUNICATION STRATEGY

Dissemination and Communication activities play a key role in the AI-CUBE project, as they contribute to foster impact, throughout the duration of its EC funded lifecycle as well as beyond it. The aim of D&C activities is the maximization of awareness of the results achieved by the project and the generation of a sustainable dissemination and exploitation platform based on the involvement of different audiences that have an interest in the output of the project.

The dissemination and exploitation strategy consists of three separate dissemination expansion phases:

- **Inward Oriented Exploitation and Dissemination**:

  a. Validation of the AI-CUBE business models, tools, knowledge base, and solutions in a contained set of stakeholders, identified through an ad hoc stakeholder analysis. In this phase, the stakeholder analysis will also be complemented with the MAMCA methodology in order to reach wider support and consensus to the activities of the project and consult a broad community of stakeholders representing the main sectors of the SPIRE industry in Europe.

  b. The process will start from the Stakeholder analysis developed to set up the stakeholder engagement plan (D2.1), and will be complemented by the analysis of the members of the 100 European industrial parks included in the INSPIRE lists already mentioned, further refined by focusing on the stakeholders that are already applying AI and BD technologies to a minimum extent. This specific focus on AI and BD aspects will allow the definition of a subset of relevant process industries potentially interested in the activities of the AI-CUBE Project. The D2.1 analysed **publicly funded projects** on AI&BD-related topics, using the PNO proprietary WheesBee tool[1]. We complemented this analysis with a **desktop search**

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[1] https://www.wheesbee.eu/wheesbee-web/

to identify significant articles and websites of companies or associations that showed evidence of having adopted or promoted these technologies. D2.1 preliminary identified 101 organisations in the stakeholder analysis and categorised them under the 8 sectors of SPIRE. Almost **40% operates in the Water sector** (37 organisation), about 20% in the Chemical sector (21) and 15% in the steel one. AI-CUBE will start from this initially limited number of process industry sectors, to then expand to the others, identifying good practices and tools to further explore in a larger cross-sectoral European-wide network. Indeed, in the first phase of the AI-CUBE Project, a European-wide study will be conducted in the WP1, with relevant stakeholders to collect relevant practices and design potential interviews and workshops to be developed according to plan for Stakeholder engagement developed in the WP2 (D2.1).

c. In this phase, dissemination will focus on general communication about the AI-CUBE Project to the general public (e.g. through the website) in order to make knowledge, business solutions and practices available to facilitate the smaller initial group of stakeholders and its enhancement.

d. The Consortium will share the task fostering project results in regional contexts, supporting the exploitation approach with pilot cases and replication potentials in other industrial setting, pursuing the early involvement of stakeholders from other sectors of the process industry. To support this communication and dissemination activity, the Consortium will use supporting materials developed under the WP5 (5.2), such as project leaflets, brochure, poster, roll-up, infographic, and video contents.

- **Intra-Industry Oriented dissemination and communication**:

    a. Expanding the number of industrial stakeholders involved in the process and validating the AI-CUBE business model for AI and BD implementation in process industry and required research needs on a larger scale. This phase will involve additional stakeholders from European process industries.

    b. In this phase, dissemination activities will focus on fine-tuning the knowledge base and research needs on the results of the project, making them available in a user-friendly mode, to a wider audience across different process industries.

- **Externally oriented dissemination and communication**:

    a. Expanding the audience of the AI-CUBE knowledge base and AI&BD technology implementation practices to a much wider audience across the process industries and related stakeholders throughout Europe. The project will foster the take-up of its results, related pilot cases and roadmap for AI&BD technology implementation, targeting a vibrant interconnected European network of cross-sectoral process industries.

    b. Dissemination activities will focus on further assessing the knowledge acquired in the AI-CUBE Project on the AI and BD technology level of maturity and implementation, and guaranteeing a wider audience of relevant stakeholders with the appropriate knowledge about the AI-CUBE Project and its results, in order to stimulate their take-up and acceleration of AI and BD deployment across different process industries in Europe.

c. Exploitation activities will be targeted to the development of a roadmap to secure a "sustainability strategy" for the AI-CUBE results on the implementation and penetration of AI and BD technologies across different process industries, leveraging potential cross-sectoral synergies. The project will investigate how the network of stakeholders active in AI and BD technology implementation can become a boosting element of AI and BD cross-industry diffusion beyond the H2020 project.

The D&C task of AI-CUBE started at the beginning of the project and will last for its entire duration. The actions will be monitored by PNO, as leader of the Work Package 5 – Dissemination, Communication and Exploitation.

To facilitate the achievement of the objectives, a dissemination and exploitation strategy has been developed in WP5, which will be maintained through the lifetime of the project and updated on the communication and dissemination activities, when new results and new finding will be available. The outcomes of the D&C activities are focused on targeting all stakeholders to capture all the opportunities for the optimization of all the steps of the value chain, to create demand for its products and to broaden support by the society for a commercial scale process, and therefore to maximize the exploitation.

6. STAKEHOLDERS

The AI-CUBE communication and dissemination plan aims at defining a strategy for communication with different audiences and stakeholder groups to foster impact, both within the duration of its EC funded lifecycle as well as during its possible follow up. It will be considered that there are audiences which will take a natural interest in the project, those that are essential to the delivery of the technical aspects of AI-CUBE , and finally there are audiences that the project seeks to engage for the longer-term impacts of the project. This mapping task, relying on a proven methodology developed by PNO, will identify the most important stakeholder groups within and around the AI-CUBE value chain and assess their position towards the project results in order to set up engagement strategies.

For starter, targeted audiences for the AI-CUBE project are:

- **The eight SPIRE process industries sectors** themselves, through A.SPIRE as well as the INSPIRE European Process Industry Forum A.SPIRE association has been already contacted and they have agreed to being invited to the Steering Committee. Furthermore, feedback from A.SPIRE Board of Directors will be facilitated thanks to the appointment of Ms Oonagh MacNerney, CEO of IRIS, as honorary member representing SMEs. A relevant set of more than 100 industrial parks already identified in the A.SPIRE project INSPIRE targeting novel Business Models for the process industry, amongst others based on digitalization and sustainability. This platform will enable the EU process industry to share knowledge and expertise achieved through the AI-CUBE Project concerning: 1) the level of maturity and penetration, and 2) the strategic exploitation of synergies and similarities in AI and BD technology application; and 3) guidelines and new business models for a flexible implementation across different process industry.

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- **The Value Chain Partners of the European process industries**. Being the process industry a key material supplier in the Value Chain, it increasingly integrates and tunes its Supply Chain Planning with Value Chain partners such as the (discrete) Manufacturing industries (e.g. automotive, electronics, etc.) and Logistics. Digitalization and data-driven technologies will play an increasingly important role in optimizing, dynamizing and (re)configuring the Value Chains in an ever more modularized process and manufacturing industry. The AI-CUBE project will leverage on the recently concluded NEXT-NET project, to share knowledge of possible AI and BD applications that foster such collaborations, using the stakeholder community of VC partners from Manufacturing and Logistics.
- **AI solution providers**: the AI-CUBE project will provide an overview of the white spots for AI in the process industry and, hence, whether and how they can represent an opportunity to develop, offer and exploit AI solutions. The project will reach out to this community with relevant information and recommendations, also through easy-to-read infographics and informative video.
- **Policy Makers**: Policies such as GDPR and standardization of data-formats that facilitate AI applications across multiple VC partners play an important role in fostering AI applications. Policy makers are hence a relevant audience for recommendations of the project.

In order to engage the targeted stakeholder, the consortium will organize a set on conferences/workshops. Following, a first preliminary list, also reporting date, responsible partner, and place (if travelling will be possible given the COVID-19 pandemic):

- **Workshop on industrial processes** - M5-6 (IRIS) *online*.
- **Restricted workshop with selected experts for validation of the framework** - M8 (IEIIT) Italy.
- **Interviews, workshops and focus groups** - M9-12 (IML) Various.
- **Workshop for validation** - M18 (IML).
- **Workshop on gap analysis** - M16 (ZLC) Zaragoza.
- **Interviews and focus groups** - M18-20 (ZLC) Various.
- **Workshop for validation of the roadmap** - M23 (ZLC) Brussel.

7. D&C MATERIALS AND TOOLS

A structured and dynamic approach to the communication and dissemination of the AI-CUBE results is ensured by the periodic interactions between PNO and all project partners.

A set of materials that partners can use for this scope has been designed and is under development. The description of these tools is reported in the following paragraphs.

7.1 PROJECT IDENTITY AND EC GUIDELINES

The widespread dissemination of the project results begins with the project visibility, which needs an "identity" to be spread. The project personality is linked with a graphically coherent and

consistent representation of the AI-CUBE logo that is included on project dissemination materials and documentation.

The logo will make the project recognizable as it defines its identity for the whole duration. It's necessary that every event, presentation, newsletter, deliverable, brochure, and every other type of D&C materials make use of this image, which will be also used in every document produced within the project context and in every kind of contact to the external environment.

Figure 1: Project logo

All beneficiaries of the EU's Horizon 2020 research and innovation programme have the obligation to explicitly acknowledge that their action has received EU funding. For this reason, project-related communication and dissemination materials of all types, as well as the IPR activities, must always present the EU logo and emblems and reference to EU funding must be displayed in a way that is easily visible for the public and with enough prominence.

For this reason, in all the communication and dissemination activities of the project, it will be displayed the following:

 "*This project has received funding under the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 958402.*".

7.1.1 Website

The AI-CUBE project website is now under development and it will be released in M4. The website will represent the main communication tool of the project to:

- inform all the stakeholders and general public about the aim and objectives of the project and keep audience updated on the progresses of the project;

- disseminate project's activities and initiatives;

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- collect, store and distribute information;

- invite external sources to interact to build and facilitate business development activities.

The website will be available in English, which is the main communication language to reach a wide audience, and it will be constantly updated with information, news, and relevant events, coherent with the project scope.

Moreover, the dissemination material elaborated during the project will be available within the website.

In the following table, the main sections of the project website are displayed:

Section	Sub-section
Homepage	-
About	- The Project - The Concept - Work Packages
Consortium	-
News	-
Events	-
Download	- Project Dissemination material - Public documents - Newsletter
Contact us	-
Partner area	-

Table 1: AI-CUBE project website menu

7.1.2 Project brochure, poster, and roll-up

The project brochure, poster and roll-up will be prepared by PNO by the due date in M4.

A first project brochure/leaflet will be elaborated, describing AI-CUBE main goals and expected results, the main benefits, and the consortium partners will be also listed, with clearly visible logos and trademarks.

A poster displaying the general information about the project will be conceived as a flexible tool easy to be adapted to many different contexts (events, conferences, exhibitions) and in compliance with ad hoc partners' requests.

Finally, a project roll-up will also be created, it will display the main AI-CUBE information, its website URL, the partners involved, and a key image connected to the project scope.

The dissemination materials will be updated in M12 and M24.

7.1.3 Templates for the AI-CUBE communications

The AI-CUBE templates for internal and public documents, i.e. presentations for both, public and restricted events, deliverable, reports, brochures, newsletter have been realized.

Visual examples are provided in the following images.

Figure 2: AI-CUBE deliverable template

7.2 DISSEMINATION & COMMUNICATION CHANNELS

Social Media have become essential and will be used strategically and regularly in order to promote project activities and/or results. For this reason, PNO will exploit is own networks and channels to disseminate the AI-CUBE results.

On top of the project website, and in addition to the Partners own web pages, PNO's most important web dissemination channels are:

- **Innovation Place©,** the PNO online service supporting organisations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations, and grants. InnovationPlace is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies, and innovative SMEs all around Europe. During the last years, the number of users registered in the web platform has drastically increased.

- **Ricerca & Innovazione** is the Italian PNO Open Innovation platform that supports collaborative research through the successful combination of research and development

projects, excellent European organizations and the most important public funding opportunities at European, national and regional level.

The most important channels which will be used in AI-CUBE project are summarized in the following table:

CHANNELS	LINK	N° of USERS
AI-CUBE website	/	/
AI-CUBE LinkedIn Account	https://www.linkedin.com/company/AI-CUBE -project/	/
AI-CUBE Twitter Account	https://twitter.com/AICUBEProject1	/
Innovation Place©	https://www.innovationplace.eu/	> 10,000
Ricerca & Innovazione	http://www.ricercaeinnovazione.it/	6,000
Innovation Place LinkedIn company page	https://www.linkedin.com/compan y/innovation-place	795
LinkedIn company page (PNO Consultants Europe)	https://www.linkedin.com/company/pno-consultants-europe/	3,300
Twitter (Innovation Place© account)	@INNOVATION_PL	455
Twitter (PNO account)	@PNO_IT	238
IRIS Corporate Website	http://www.iristechnologygroup.com/	24,841
IRIS LinkedIn Account	https://www.linkedin.com/company/iris -s-l-/	10,782
IRIS Twitter Account	https://twitter.com/iris_rd	614
IML Corporate Website	https://www.iml.fraunhofer.de/en.html	/
IML Twitter Account	https://twitter.com/fraunhoferiml?lang=de	2,151
IML Facebook Account	https://de-de.facebook.com/FraunhoferIml/	1,172
IML LinkedIn Account	https://de.linkedin.com/company/fraunhofer-iml	3,730
IML Instagram Account	https://www.instagram.com/fraunhofer_iml/?hl=de	698
IEIIT Corporate Website	www.ieiit.cnr.it	2,000
IEIIT Twitter Account	https://twitter.com/CNRsocial_	10,813
ZLC Corporate Website	https://www.zlc.edu.es	85,378
ZLC LinkedIn Account	https://www.linkedin.com/school/zaragoza-logistics-center/	10,851
ZLC Twitter Account	https://twitter.com/zlcsupplychain?lang=en	1,173

Table 2: Social media channels used in the AI-CUBE project

7.3 DISSEMINATION & COMMUNICATION ACTIONS

7.3.1 Press Releases

Short press releases announcing the project progresses, updates, news, participation in relevant events will be periodically prepared and disseminated through the channels reported in chapter 5. Some visual examples are provided in the following pictures.

Figure 3: News on Innovation Place website

Figure 4: News on Ricerca & Innovazione Website
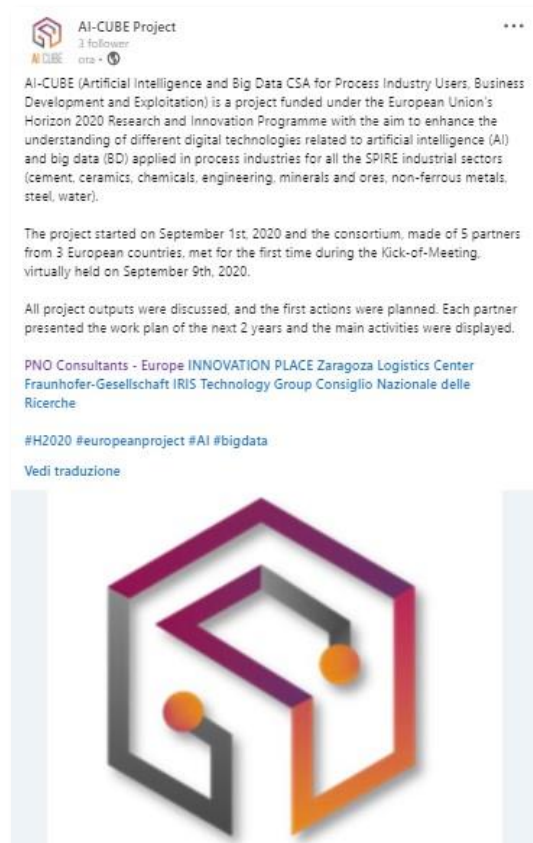

Figure 5: Post on AI-CUBE LinkedIn Account

7.3.2 Newsletters

During the project lifetime, 4 newsletters will be prepared and spread through the project channels. The following table provides a detailed description of the issue that will be published.

This plan is however flexible, and it will be tuned on the specific communication and dissemination needs of AI-CUBE activities to better adapt to project results. If necessary, special release will be prepared on a specific news or topic.

Newsletter issue n°	Month	Title
1	6	*Project and consortium presentation*
2	12	*Update on the first-year activities*
3	18	*TBD*
4	24	*Final project results*

Table 3: Newsletter Plan

7.3.3 Scientific and non-scientific publication

The consortium will promote the project, its objectives and results by way of written publications, both in scientific and non-scientific Journals (such as for the latter, blogs, articles in the popular and specialist press), ensuring open access as much as possible). Possible target journals and trade magazines have been already identified:

- **Scientific Journals**: Production Planning and control; International Journal of Production Research; Technology forecasting and social science; International Journal of Production Economics (IJPE); Journal of Business Logistics (JBL); Productions and Operations Management (POMS); European Journal of Operational Research (EJOR); Manufacturing and Service Operations Management (MSOM); Operations Research; Journal of Intelligent Manufacturing; International Journal of Computer Integrated Manufacturing.

This list will be updated and/or modified accordingly with the development of the project. Additionally, a first update on the scientific and non-scientific publications will be given in the D5.3: Report on Dissemination, Communication & Exploitation activities (due in M12).

7.3.4 Participation in national and international events

In order to actively promote the project and its development, the consortium will participate in national and international events, through oral and poster presentations, distribution of project leaflets, and exhibition stand etc. such as:

- **PRO-VE Conference**: IFP conference on technologies for collaborative networks.
- **APMS Conference**: IFIP conference on Advanced Production and Management Systems.
- **ICE/IEEE ITMC Conference**: conference on Innovation, Technology, and Engineering Management for our Societal, Environmental, and Economic Resilience.

These events are a preliminary choice made by the consortium. The list will be updated and/or modify also with partners' suggestions and selection.

Due to Covid-19 pandemic, the consortium will take into account the possibility to virtually attend the national and international events.

7.3.5 Video

During the project, at least one video will be released to disseminate the most relevant project results and boost the AI-CUBE visibility, raising awareness towards the stakeholders and the general public. The video will display the logos of the project and the EC.

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8. PARTNER D&C REPORT

During the project, PNO is coordinating and monitoring the dissemination activities, yet the partners maintain an active participation to the dissemination strategy with dedicated personnel and effort. Proactive and balanced levels of participation will have profound effects throughout the whole project and will guarantee that the dissemination techniques are fully applied and reach the maximum extent.

PNO will elaborate and distribute the Dissemination Tables (structured following the EC rules) in order to collect and monitor dissemination outreach. Each table summarizes the type of actions, numbers and estimations of the people reached in deploying these activities.

8.1 STRATEGY BRIEFS

Below, a brief, general-strategy, description is provided for each partner.

8.1 PNO

PNO, coordinator of the project, will also coordinate the activities of the WP5: Dissemination, Communication and Exploitation. PNO will keep providing direct support to the project D&C by promoting the project in relevant events with EU relevance that the company usually attends. Furthermore, PNO will continuously update the AI-CUBE project website with interesting news and relevant events, accordingly with the project aims. Moreover, news will be spread on corporate website, social media channels and newsletters, reaching up 7 countries in EU and Israel.

8.2 Zaragoza Logistics Center

ZLC will participate in the activities of WP5 on Dissemination, Communication and Exploitation by promoting AI-CUBE project in relevant events in EU where they will participate in and among their worldwide network (MIT Scale Network), partners, clients and students from all over the world. Periodic news and updates on the project will be shared on the corporate website, social media channels and events in the organization. Dedicated posts to the project will be published in the corporate newsletter. Finally, the findings and interesting results of the project will be included in the training activities of the center.

8.3 Fraunhofer Gesellschaft zur Foerderung der angewandten Forschung e.v.

IML coordinates WP3 and thus takes care of the dissemination, communication and subsequent exploitation of the work package results. In addition, news from the AI-Cube project will be disseminated on the institute's website, in social media channels and in newsletters, making it possible to reach up to 3500 users. Fraunhofer IML will represent the project at relevant national and international conferences and scientific events and will promote networking in the EU research landscape.

8.4 IRIS Technology Solutions S.L.

IRIS will organize an online workshop in the first quarter of 2021. IRIS also foresees the participation to seminars, conferences, and other events related to the Artificial Intelligence and Big Data topics such as the AI business congress, IoT SWC 2021, and brokerage events that are normally hosted as side events to major fairs (MWC Hannover Messe, etc). IRIS will also take into account webinars related to industrial symbiosis, Industry 4.0, and circularity topics, in which AI and big data are constantly more and more present and where AI-CUBE can be disseminated. From the social media perspective, the marketing and communication manager of IRIS will be provided with all the relevant information to disseminate the project through the social media accounts of the company.

8.5 National Council of Research

CNR will participate to WP5 activities providing direct support to the project D&C through several actions to promote and disseminate project results. In particular, CNR will handle the preparation of scientific and technical papers with the results of the project to be presented in international conferences, or to be published in scientific journals. Also, technical journals and magazine will be considered for dissemination results in a divulgative way. Moreover, CNR will participate in the promotion of the project in national and European events, where scientific and industrial organisations will be involved. Furthermore, CNR will support the updating of the AI-CUBE project website proposing content for news and relevant events, accordingly with the project aims.

8.2 INDIVIDUAL PARTNERS DISSEMINATION TABLES

The dissemination Tables (below reported) will be distributed to each partner in order to collect and monitor dissemination progress. Each table summarizes the dissemination activities that have been attended during the project, type of actions, number and an estimation of the people reached in deploying these activities.

The tables will be updated every six months. Below a first update of tables up to M3 is reported with all activities already performed or planned for the next months.

PNO
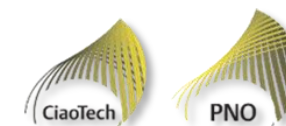
Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:

Type of activities	Leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
News on Website	PNO	AI-CUBE project kicked off!	23/10/2020	Innovation Place Website	Companies/ Research organizations/ Industrial associations Europe	<10,000	Europe	https://www.innovationplace.eu/news/AI-CUBE -project-kicked-off
News on Website	PNO	CIAOTECH è coordinatore del nuovo progetto AI-CUBE !	23/10/2020	Ricerca & Innovazione Website	Companies/ Research organizations/ Industrial associations Europe	<6000	Italy	https://www.ricercaeinnovazione.it/news/ciaotech-e-coordinatore-del-nuovo-progetto-AI-CUBE

D5.1 – Dissemination Plan
Dissemination level - [PU]
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| Post on LinkedIn | PNO | AI-CUBE (Artificial Intelligence and Big Data CSA for Process Industry Users, Business Development and Exploitation) is a project funded under the European Union's Horizon 2020 Research and Innovation Programme with the aim to enhance the understanding of different digital technologies related to artificial intelligence (AI) and big data (BD) applied in process industries for all the SPIRE industrial sectors (cement, ceramics, chemicals, engineering, minerals and ores, non-ferrous metals, | 27/10/2020 | AICUBE LinkedIn Account | Companies/ Research organizations/ Industrial associations Europe | 15 | Europe | https://www.linkedin.com/posts/AI-CUBE -project_h2020-europeanproject-ai-activity-6726775710460977153-7exI |

D5.1 – Dissemination Plan
Dissemination level - [PU]
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AI CUBE

		steel, water). The project started on September 1st, 2020 and the consortium, made of 5 partners from 3 European countries, met for the first time during the Kick-of-Meeting, virtually held on September 9th, 2020. All project outputs were discussed, and the first actions were planned. Each partner presented the work plan of the next 2 years and the main activities were displayed.						
Tweet on Twitter	PNO	The AI-CUBE project started! The consortium met for the first time during the Kick-of-Meeting, virtually held on September	27/10/2020	AICUBE Twitter Account	Companies/ Research organizations/ Industrial associations Europe	8	Europe	https://twitter.com/AICUBEProject1/status/1321011320318210049

D5.1 – Dissemination Plan
Dissemination level - [PU]
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		9th, 2020. All project outputs were discussed, and the first actions were planned.						
Post on LinkedIn	PNO	CiaoTech (PNO Consultants - Europe) is the coordinator and leader of the Dissemination, Communication and Exploitation activities of the AI-CUBE Project!	27/10/2020	Innovation Place LinkedIn Account	Companies/ Research organizations/ Industrial associations Europe	<700	Europe	https://www.linkedin.com/posts/innovation-place_h2020-europeanproject-ai-activity-6726779505140088832-eepY
Tweet on Twitter	PNO	@PNO_IT is the coordinator and leader of the Dissemination, Communication and Exploitation activities of the @AICUBEProject1!	27/10/2020	Innovation Place Twitter Account	Companies/ Research organizations/ Industrial associations Europe	<400	Europe	https://twitter.com/INNOVATION_PL/status/1321014727460507650
Tweet on Twitter	PNO	CiaoTech è coordinatore e leader delle attività di dissemination, communication ed exploitation di	27/10/2020	CTECH/PNO IT Twitter Account	Companies/ Research organizations/ Industrial associations Europe	<200	Italy	https://twitter.com/PNO_IT/status/1321016518193369093

D5.1 – Dissemination Plan
Dissemination level - [PU]
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AI CUBE

		@AICUBEProject1! Il progetto ha l'obiettivo di migliorare la comprensione delle tecnologie digitali legate all'#AI e #bigdata applicati nelle industrie di processo #SPIRE						

In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Social Media	5
Other	2

Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

Scientific Community (Higher Education, Research)	3114
Industry	5,963
General Public	2,041

ZARAGOZA LOGISTICS CENTER

Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Post on LinkedIn	ZLC	AI-CUBE Project a new, EU Horizon 2020 funded project in which ZLC is taking a prominent role, was launched in Sept to enhance the understanding of different digital technologies related to artificial intelligence (AI) and Big Data in the process industry.	05/11/2020	LinkedIn	Companies/ Research organizations/ Industrial associations Europe	10,851 followers 239 impressions	Europe	https://www.linkedin.com/posts/zaragoza-logistics-center_h2020-europeanproject-ai-activity-6730118405547986944-KVIT
Post on LinkedIn	ZLC	ZLC joins today the online Kick-off meeting of the European project AI_CUBE on Artificial Intelligence and Big Data for process industry. Want to know more about the	09/09/2020	LinkedIn	Companies/ Research organizations/ Industrial associations Europe	10,851 followers 1095 impressions	Europe	https://www.linkedin.com/posts/zaragoza-logistics-center_artificial-intelligence-and-big-data-csa-activity-

D5.1 – Dissemination Plan
Dissemination level - [PU]
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AI CUBE

		project? https://lnkd.in/gXDX36c						6709496405167357952-EYgt
Tweet on Twitter	ZLC	ZLC has joined today the online Kick-off meeting of the European project AI_CUBE on Artificial Intelligence and Big Data for process industry	09/09/2020	LinkedIn	Companies/ Research organizations/ Industrial associations Europe	1,173 followers 430 impressions	Europe	https://twitter.com/ZLCsupplychain/status/1303728734583783424?s=20
News on website	ZLC	Artificial Intelligence and Big Data CSA for Process Industry Users, Business Development and Exploitation' — 'AI-CUBE'	01/09/2020	ZLC Corporate Website	Companies/ Research organizations/ Industrial associations Europe	85,378 visits in 2020 26 sessions in the project info	Europe	https://www.zlc.edu.es/research/projects/artificial-intelligence-and-big-data-csa-for-process-industry-users-business-development-and-exploitation-AI-CUBE /

In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Social Media	3
Other	1

Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

Scientific Community (Higher Education, Research)	
Industry	

AI CUBE

Civil Society	**No details available at the moment**
General Public	
Policy Makers	
Media	
Investors	
Customers	
Other	

IRIS TECHNOLOGY SOLUTIONS – no activity from M1 to M3

Description of future events and/or other actions already planned:

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Webseminar	ISPE Spain	Webseminar Pharma 4.0 España	25/11/2020	online	n.a	n.a	Iberia (Spain, Portugal)	https://ispe-iberia.org/es/evento/webseminar-4-0-espana/
webinar	secpho	5G para la Industria 4.0	17/11	online	Industry	50-100	Spain	https://www.secpho.org/actoagenda/diving-session-5g-para-la-industria-4-0/#usermessage2a
webinar	Telenor	3rd Nordic conference on IC: 5G for	5/11	online	MNO, verticals, IIoT providers,	>100	EU	https://www.telenor.com/innovation/research/3rd-nordic-conference-on-ict-5g-for-industry-society/

		industry and society			ICT community			
workshop	5G-PPP	Intelligent connected devices	09/12	online	5G technical board, verticals	50-100	EU	
webinar	Fira de Barcelona	Mantenimiento Predictivo en el sector Pharma 4.0	15/11	online	Pharma sector	n.a	Spain	https://www.firabarcelona.com/

No dissemination activities to report from: **IRIS**, **CNR** and **IML**.

9. CONCLUSIONS

This document reports on the dissemination and communication activities planned and implemented for creating awareness about the AI-CUBE project and its results.

The channels, materials and tools which will be used throughout all project duration is detailed described, as well as the active promotion of project, its objectives and results at relevant external events through oral and poster presentations, distribution of project leaflets, and exhibition stand, in events.

This plan is to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be regularly updated on the basis of the project's evolution and more specifically on M12 (D5.3 A-Report on Dissemination, Communication & Exploitation activities), and on M24 (D5.4 B-Report on Dissemination, Communication & Exploitation activities), and of the acquired new knowledge that will allow adding new dissemination opportunities.