



## D8.5 AI REGIO Communication material and web social presence

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## Table of Contents

<b>1. EXECUTIVE SUMMARY</b> .....	<b>6</b>
<b>2. LOGO AND WEBSITE</b> .....	<b>7</b>
2.1. LOGO .....	7
2.2. WEBSITE .....	7
2.2.1. HOME .....	8
2.2.2. ABOUT .....	9
2.2.3. Regional DIHs .....	10
2.2.4. Experiments .....	11
2.2.5. Open Calls .....	12
2.2.6. Consortium .....	13
2.2.7. News .....	14
2.2.8. Contact .....	15
<b>3. SOCIAL MEDIA CHANNELS</b> .....	<b>17</b>
3.1. LINKEDIN .....	17
3.2. TWITTER .....	18
<b>4. COMMUNICATION MATERIALS</b> .....	<b>20</b>
4.1. FLYER / BROCHURE .....	20
4.2. POSTER .....	20
4.3. NEWSLETTER .....	20
4.4. PRESS RELEASE .....	22
4.5. GENERAL PRESENTATION .....	23
4.6. PLANNED VIDEOS / PODCASTS .....	23
<b>5. KEY PERFORMANCE INDICATORS</b> .....	<b>24</b>
<b>6. CONCLUSIONS</b> .....	<b>24</b>
<b>7. ANNEX I GENERAL PRESENTATION</b> .....	<b>25</b>
<b>8. ANNEX II FLYER/BROCHURE</b> .....	<b>27</b>
<b>9. ANNEX III POSTER</b> .....	<b>29</b>



## Figures

Figure 1: Logo of AI REGIO Project in color, black, and white.....	7
Figure 2. 'Home' section of the website.....	8
Figure 3. 'About' section. Vision.....	9
Figure 4. 'About' section. Mission.....	9
Figure 5. 'Objectives' sub-section. ....	10
Figure 6. 'Regional DIHs' section. ....	11
Figure 7. 'Experiments' section. ....	12
Figure 8. 'Open Calls' section. ....	13
Figure 9. 'Consortium' section.....	14
Figure 10. 'News' section.....	15
Figure 11 'Contact' section.....	16
Figure 12. LinkedIn profile of AI REGIO.....	17
Figure 13. LinkedIn post on AI REGIO profile.....	18
Figure 14. Twitter profile of AI REGIO.....	19
Figure 15. Tweet of AI REGIO.....	19
Figure 16. Newsletter template.....	21
Figure 17. Press release.....	22
Figure 18. General presentation of the AI REGIO project.....	23



<b>Abbreviations and Acronyms:</b>	
DIH	Digital Innovation Hub
SEZ	Steinbeis-Europa-Zentrum
POLIMI	Politecnico di Milano
WP	Work Package
DoA	Description of Action



## 1. Executive summary

---

This Deliverable provides an overview on the AI REGIO communication and dissemination tools, materials, and channels. These include a project logo and website, various social media channels as well as tailored printed and digital materials, which are used in a concerted approach to broadly communicate and disseminate the AI REGIO aims, achievements and opportunities to engage.

The website as well as “communication and dissemination kit” will evolve continuously over the project lifetime. The document at hand is the first iteration of this Deliverable, representing month three of the project, and will be updated in months 18 and 36.

Overall, the communication material will serve as a guide for project branding and ensure its consistent implementation throughout the project duration. A visual identity has been developed for the project, including a logo in different formats with adaptations optimised to different backgrounds, in line with the H2020 visual guidelines.

A communication tool of high importance is the AI REGIO website, which acts as a multi-sided platform for its stakeholders showcasing results and DIH services and promoting the AI REGIO open calls in a tailored way to attract SMEs. The responsive and user-friendly website will be regularly populated and continuously updated over the project lifetime, incrementally showcasing achievements and evolving service, thus facilitating the long-term sustainability of the AI REGIO results.

In terms of social media channels, the project will focus on Twitter and LinkedIn, as they have proven to be very efficiently used by the respective communities. These channels have been established and used intensively from day one of the project onwards.

Other communication material that has been developed during the first 3 months include a general project presentation that can be adapted by partners for specific purposes and events, a newsletter layout, a press release and associated template, a project flyer and poster for virtual usage.

As short videos and podcasts have shown to be very well received in the community, especially in the times of Covid-19, such digital communication material is planned to be produced and used in an enhanced way in the coming months.

## 2. Logo and Website

---

An attractive logo and a user-friendly website are essential to building a brand and reaching out to an audience to establish a good, professional rapport. At the very start of the project, an attractive logo and coherent website were at the forefront of planning and discussion. Now, the project has already begun to establish its visibility and branding with these two elements, which will help raise awareness about the AI REGIO and effectively reach its target audience in these critical early stages.

### 2.1. Logo

---

The official AI REGIO logo is shown in Figure 1 and was developed by a professional graphic designer. The main logo is in blue colour and considering other possible backgrounds, two additional versions in black and white were designed.

The logo is designed in the form of a brain with electronic nodes and at the same time reminds of a globe connecting different parts of the world – since the project aims to connect regions with the common goal of enhancing Artificial Intelligence.



Figure 1: Logo of AI REGIO Project in color, black, and white.

### 2.2. Website

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The AI REGIO website is the main communication tool to provide clarity on mission and activities of the project. It has been designed to ensure easy customer journey, making the browsing process inside the website quick and intuitive.

The main aim of the AI REGIO website is to disseminate relevant information on the projects aims, developments and achievements as well as opportunities and tools to engage with. Under supervision of POLIMI and SEZ, the website will be continuously updated during the course of the project. Whilst all partners will share their inputs and articles SEZ will make sure to edit these and upload them to the website.

POLIMI is providing the service of web designer and hosting of the website. Partners of the project have actively participated in the development of the website by providing their logos and feedback on set-up and website content.

The site contains a steady access to the main sections through the fixed menu bar on the top, which remains throughout user's journey.

The AI REGIO website ([www.airegio-project.eu](http://www.airegio-project.eu)) is structured into eight main sections:

- Home
- About
- Regional DIHs
- Experiments
- Open Calls
- Consortium
- News
- Contact

The sections have a one-pager view, so that the users can scroll and have access to the information related to one of the sections at once

### 2.2.1. HOME

The HOME page, Figure 2, shows the main message of AI REGIO project.



Figure 2. 'Home' section of the website



## 2.2.2. ABOUT

Through the “**About**” section (Figure 3) users are provided with the general introduction to the AI REGIO project: its main objectives, mission statement (Figure 4), and vision.

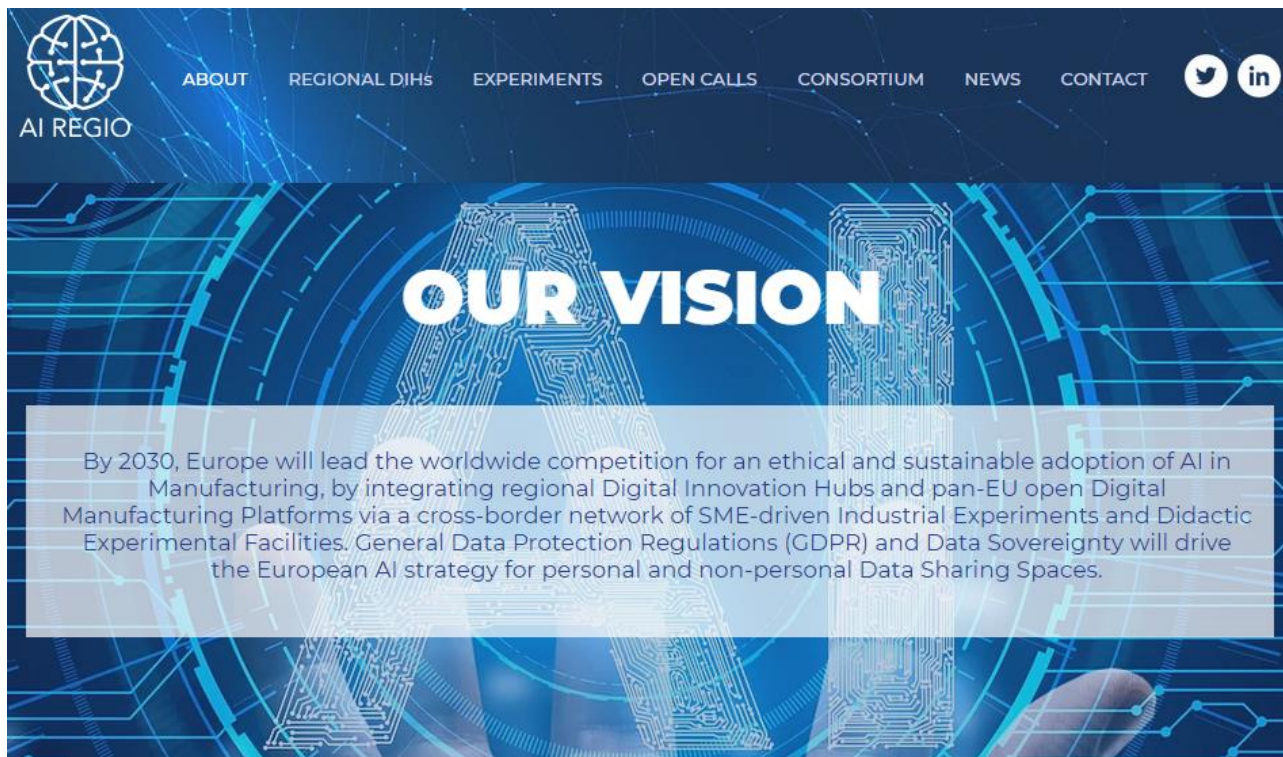


Figure 3. 'About' section. Vision.

## OUR MISSION

*The AI REGIO innovation action aims to consolidate the collaboration in the pan-European network of Digital Innovation Hubs (DIHs) by enhancing the offering of regional DIHs to manufacturing SMEs on three levels:*



### 1. POLICY IMPACT

#### **Better coordination of regional smart specialisation strategies:**

AI REGIO will foster closer cooperation across European regions, EU and non-EU countries to make sure innovations can scale to European and global marketplaces, building up on the Four Motors for Europe movement and the I4MS Community and Innovation Collaboration platform.

Figure 4. 'About' section. Mission.

### 2.2.2.1. Objectives

It is very important to highlight the value proposition of the project to make it clear to stakeholders and general public. To this end, the “**Objectives**” sub-section (Figure 5) has been developed. It discusses the project objectives, involved parties, and project's approach in achieving its objectives.

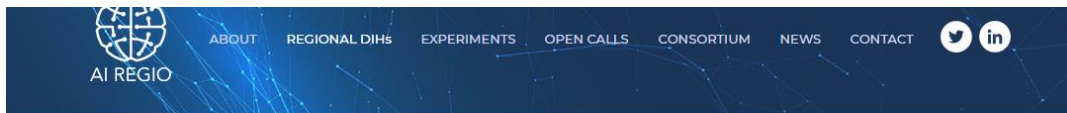


Figure 5. 'Objectives' sub-section.

### 2.2.3. Regional DIHs

The main multimedia solution integrated into the “**Regional DIHs**” section (Figure 6) is the interactive map, which shows the regions covered by the AI REGIO project.

The interactive map has details of the DIHs participating in the project. Users can easily navigate through them and refer to their respective websites.



## REGIONAL MANUFACTURING DIH



Figure 6. 'Regional DIHs' section.

### 2.2.4. Experiments

To get an overview of the technologies and industries supported by the project, the Experiments have been showcased in “**Experiments**” (Figure 7). Users and potential participants of the project can easily find the relevant Experiment on this page thanks to the Gallery tab with imagery linked to the detailed information about each of them. There are two Galleries (Four Motors Regions Experiments and Vanguard Regions Experiments) showcased on the same page.





Figure 7. 'Experiments' section.

### 2.2.5. Open Calls

One of the main exploitation tasks of the project is to foster the collaboration and bridge pilot SMEs in selected regions to take part in experiments. Since this will be done via a selection process, the “**Open Calls**” section has been developed (Figure 8).

This section is the main channel for project's beneficiaries to join the project. Therefore, it has been designed in an intuitive way. Users will be able to easily access it through the main menu of the website on the top and click through the content to navigate the procedures of application and get clear explanation of the selection process.

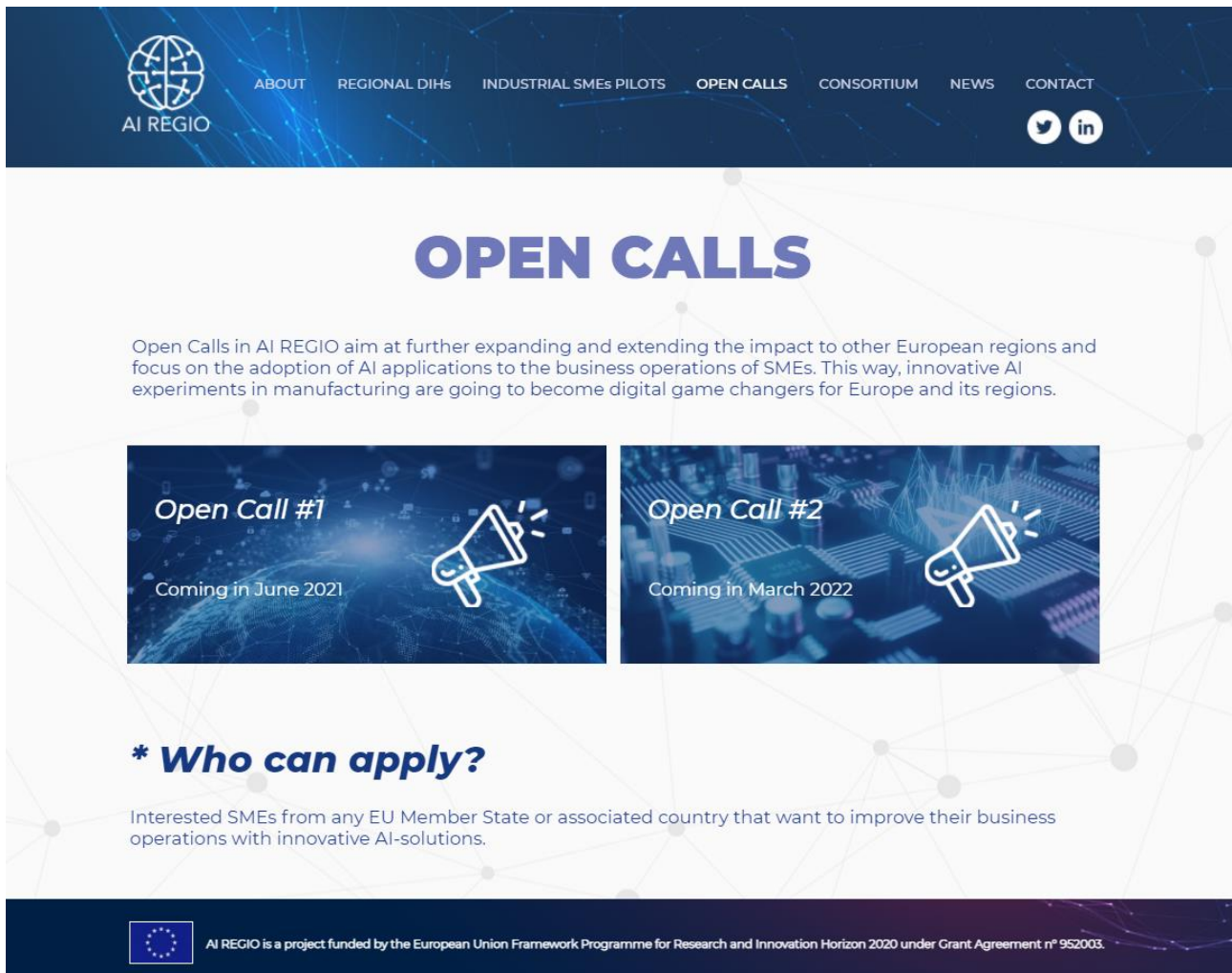


Figure 8. 'Open Calls' section.

## 2.2.6. Consortium

The website has a goal to provide relevant information on the progress of the project, as well as acting as a platform to build a community of AI interested actors.

The “**Consortium**” section (Figure 9) showcases partners of the project, so that users can easily learn more about each of them by clicking to the icon of the organization. Icons are hyperlinked and referred to their respective home pages.

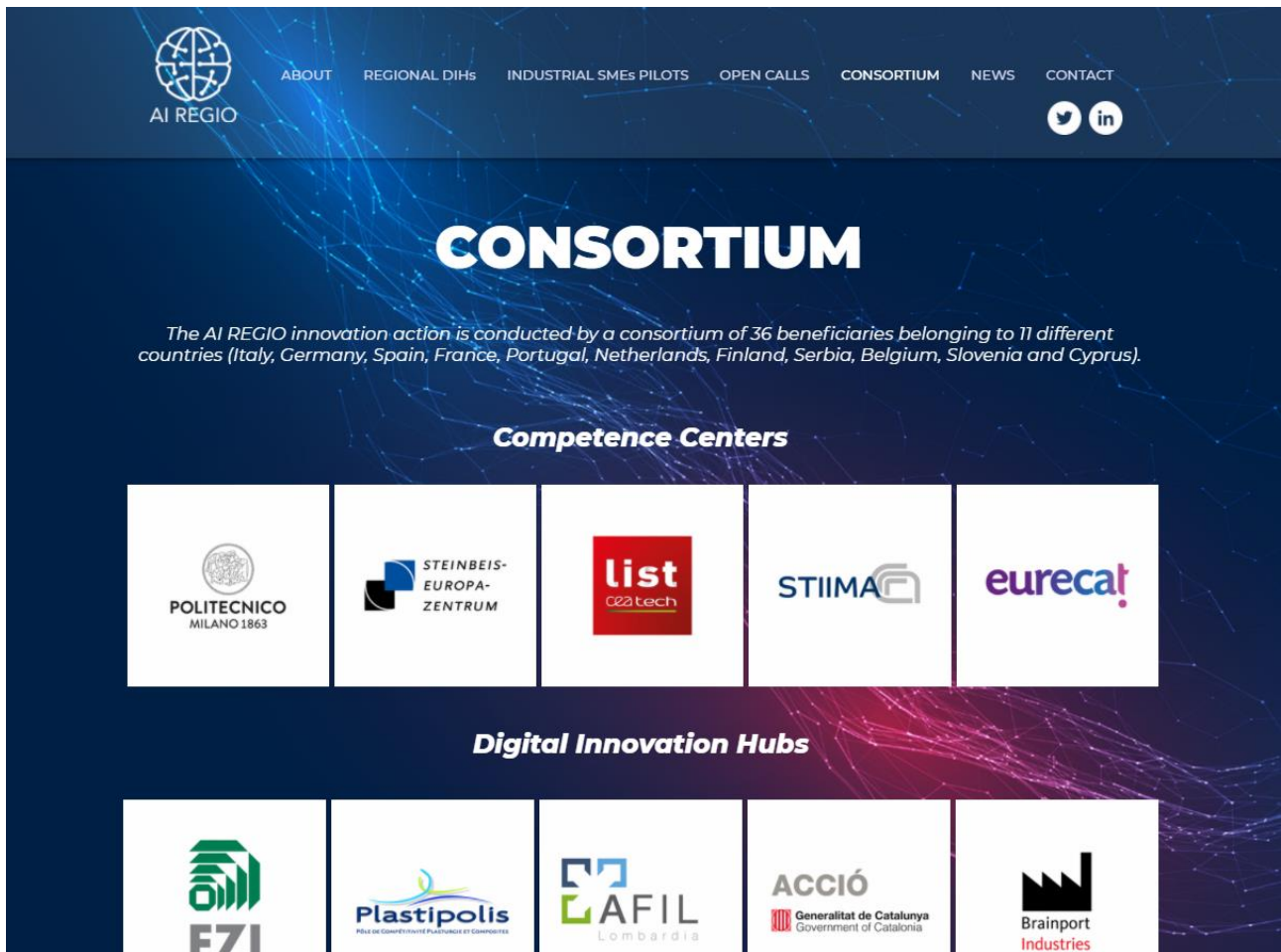


Figure 9. 'Consortium' section.

### 2.2.7. News

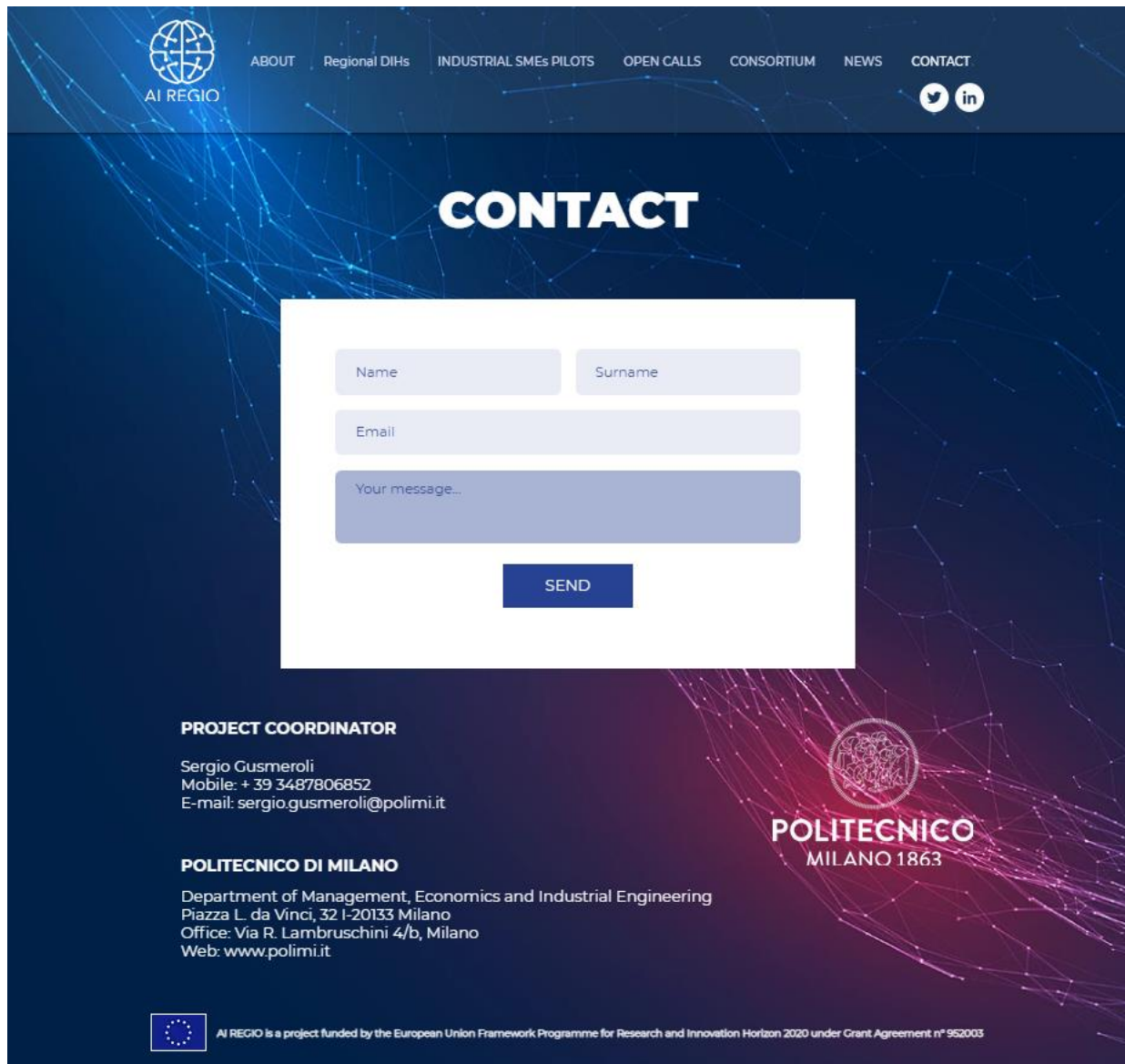
The “**News**” section (Figure 10) provides access to up-to-date activities and events to AI REGIO related partners. The section will be updated throughout the project duration. All events related to AI REGIO will be shared in the section in the form of an article.



Figure 10. 'News' section.

### 2.2.8. Contact

To make it easy to the interested parties to get connected with the project's representatives, the **"Contact"** section is introduced (Figure 11). It has only 4 fields to fill out to keep the user journey simple and attractive. Along with the form to fill out, the contact data of the Project Coordinator is presented within this section.



AI REGIO

ABOUT Regional DIHs INDUSTRIAL SMEs PILOTS OPEN CALLS CONSORTIUM NEWS CONTACT

Twitter LinkedIn

# CONTACT

Name Surname

Email

Your message...

SEND

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 AI REGIO is a project funded by the European Union Framework Programme for Research and Innovation Horizon 2020 under Grant Agreement n° 952003

Figure 11 'Contact' section.



### 3. Social media channels

Social media channels are used extensively during the AI REGIO project in order to share news and results of the project, as well as other related material and establish a communication channel with the audience.

It has been decided to use two social media channels (LinkedIn and Twitter) for project's communication activities. These channels are used for enhancing the AI REGIO visibility and for informing the project's target groups, which are DIHs, Industry, Media, and General Public about interesting on-going activities, publications and events.

#### 3.1. LinkedIn

LinkedIn has 206 million users in Europe and is a networking channel for professionals from all fields. This social media network has been selected for communication activities considering wide audience and relevance to the target groups (I4MS stakeholders and partners, DIHs, SMEs, Associations, research, academia, policy-makers private investors, general public) of the AI REGIO.

By February 2021, the page has 85 followers and will still be grown extensively by strategically sharing news-worthy, timely posts and engage in the online space by sharing other content and posts from relevant partners and organisations (see Figure 12 and 13).

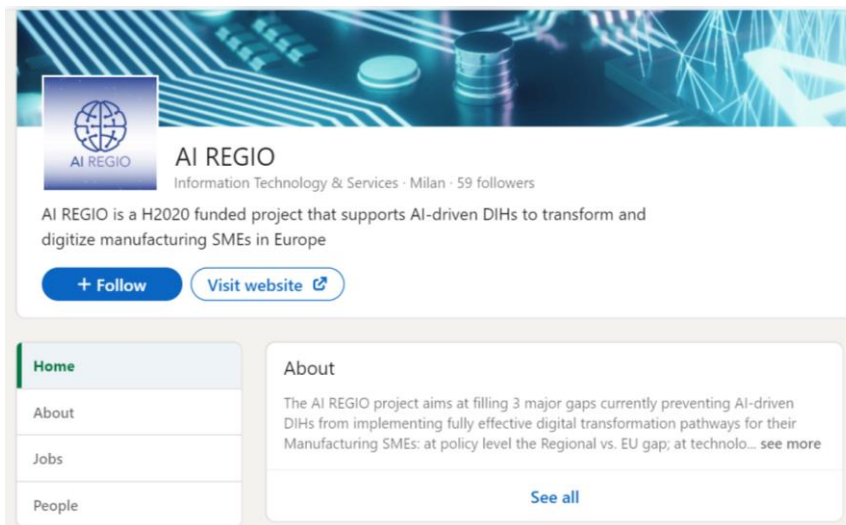


Figure 12. LinkedIn profile of AI REGIO



Figure 13. LinkedIn post on AI REGIO profile

### 3.2. Twitter

Twitter is the fastest channel for information transmission. It allows to spread the news of the AI REGIO project among stakeholders and multipliers in all the regions worldwide. Moreover, Twitter handle is embedded into the AI REGIO website.

By February 2021, the Twitter channel has attracted 114 followers, which is also expected to grow massively. As with LinkedIn, SEZ, together with all partners, will actively connect with relevant individuals and organizations to grow the outreach of this channel (see Figure 14 and 15).



Figure 14. Twitter profile of AI REGIO



Figure 15. Tweet of AI REGIO



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## 4. Communication materials

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### 4.1. Flyer / Brochure

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Flyers and brochures are used to increase visibility and to promote the AI REGIO project's objectives at fairs and conferences as well as in day-to-day business activities of all partners. With the current pandemic situation, the partners are waiting until in-person events resume before printing materials. The AI REGIO official flyer (see Annex II) will be added for download on the project website.

### 4.2. Poster

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As with the flyer, a digital version of the promotional poster (see Annex III) for the AI REGIO is to be developed for usage in cyberspace. It is intended that for upcoming in-person events, a printed version of this will be used and send to partners for them also to use at relevant events in their region. It will be available for download on the project website.

### 4.3. Newsletter

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Newsletters are used to give information on activities and results of AI REGIO project. SEZ has developed a newsletter template using MailChimp (see Figure 16), which is a GDPR-compliant newsletter and email campaign distribution platform that will be used throughout the course of the project. Newsletters will be sent periodically and will update all partners and stakeholders about relevant news, events, and articles produced within the project.



Issue 1 - January 2021

In this issue:

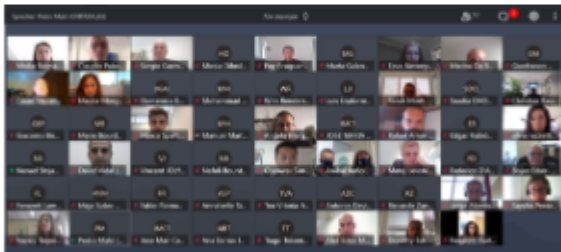
- Kick-start event of AI REGIO
- AI REGIO website launch
- The first EDIH web-conference

## AI REGIO NEWS

### Kick-start of AI REGIO

AI REGIO project has kick-started with **36 partners** from 11 European countries with an online meeting with **more than sixty participants** in October 2020.

Partners are on a mission to help European SMEs on the path towards artificial intelligence-driven digitalization whilst further integrating the pan-European network of regional Digital Innovation Hubs (DIHs).



### AI REGIO Website launch

AI REGIO starting the new year with the launch of the website. Stay informed about the news, get insight on the events of the partners and progress of the project.

[Check website](#)

## UPCOMING EVENTS

SAVE THE DATE: 26-27 JANUARY 2021



The first European Digital Innovation Hub (EDIH) conference will be virtual and will take place from 26-27 January 2021.

The EDIH Gearing up towards European Digital Innovation Hubs conference, jointly organised by the European Commission, Luxinnovation, the Luxembourg Ministry of the Economy and DIHNET, is an opportunity for stakeholders to meet, nurture their networks, share ideas and learn about the new EU policy developments on supporting the green and digital transformation through European Digital Innovation Hubs.

Alongside high level speakers and thematic sessions, the event will be the info session for the European Digital Innovation Hubs call with the Digital Europe Programme.

The event will take place on **January the 26th and 27th 2021** and will be fully **online**.

Save the date! Registrations will open soon.

[Learn more](#)



Follow, Like, and Share on our Social Media Channels!



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 Want to change how you receive these emails?  
 You can [update your preferences](#) or [unsubscribe from this list](#).

Figure 16. Newsletter template

#### 4.4. Press Release

Press releases of AI REGIO are issued in different online platforms and printed magazines, journals and news outlets in order to promote project's activities and results. The first press release can be found in Figure 17 and on the website: [NEWS | airegio \(airegio-project.eu\)](https://www.airegio-project.eu/news).

Press releases will be issued before major events and will also announce important opportunities that come up in the project, such as Open Calls for SMEs and midcaps. All official press releases will be sent in English, but project partners will be encouraged to translate them into their local language and distribute regionally.



Figure 17. Press release.

#### 4.5. General Presentation

The “general presentation” (extract in Figure 18, see Annex I for complete version) of the AI REGIO project uses a common Powerpoint template and includes some standard slides introducing the project factsheet, its vision, mission and objectives, information on the consortium and its related initiatives and regions. It is meant to provide a concise introduction to the AI REGIO project. This presentation is an important aspect of project branding and will be used consistently by all AI REGIO partners at events (both in person and online).

As the project evolves, achievements, and announcements for opportunities to engage will be included. The presentation is foreseen to be tailored to the specific occasion or event where it will be presented.



Figure 18. General presentation of the AI REGIO project.

#### 4.6. Planned Videos / Podcasts

Video has been shown to be a very effective means of communication and reaching wide audiences, especially in European projects. The AI REGIO project plans to produce an informative introduction video which explains the goals, objectives, and opportunities for involvement. This video will be featured on the main page of the project website and will also be uploaded to YouTube and shared on social media. Other videos, such as promotion of Open Calls, will be produced in-house at a later stage of the project.

Additionally, due to the rising popularity of podcasts, SEZ does research on possible opportunities for implementing this into its communication efforts. After a presentation of ideas to partners, the feasibility of this endeavour will be assessed and joint decisions for possible actions will be taken. Podcasts are a digital audio files that can be made available online to stream or download and allow



for subscribers. It is e.g. envisioned to conduct 'mini-interviews' with expert stakeholders from the regions featured in the project to speak about one aspect of AI. This is intended to help extend the outreach for the project, while simultaneously growing a new audience in a unique and engaging way.

## 5. Key Performance Indicators

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The AI REGIO communication manager maintains a detailed dissemination and communication plan, which also ensures that the KPIs concerning the production of communication materials, web and social presence as defined in the description of action (DoA) are met. As regards social media channels, AI REGIO partners expect to have grown the community to 750 followers/connections by M18 and 1500 followers/connections by M36.

More information on concrete measurements as regards stakeholders' and community engagement, communication and dissemination of AI REGIO will be addressed in Deliverable 8.2 Dissemination and Impact Awareness Action Plan by M12 and are referred to in the DoA (Part B, Section 2.2, p.52ff, 57ff).

## 6. Conclusions

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D8.5 on communication material and web social presence presents a basic toolkit to conduct proactive communication and dissemination activities for AI REGIO consisting of i) the AI REGIO web portal ii) social media channels (Twitter, LinkedIn), iii) AI REGIO digital flyer, iv) a poster for virtual usage v) a newsletter template vi) a template for press releases and vii) a general presentation. Videos will be produced during the project and partners will jointly elaborate on the feasibility of a podcast as effective means of extending AI REGIO outreach.

AI REGIO communication materials are developed with a professional graphic designer serviced by POLIMI and are either targeted to one or more specified AI REGIO stakeholder groups (e.g. SMEs, industry; academia, policy-makers, investors, associations general public). The AI REGIO poster and flyer will be available for download on the common website for dissemination to AI REGIO target groups.

In light of the current Covid-19 pandemic, people are forced to work remotely; therefore, AI REGIO communication materials will for now be adjusted to digital usage, rather than for large public face to face events.

The AI REGIO Dissemination Plan, which will be maintained and updated on a regular basis by the AI REGIO Communication Manager as a working document, as well as the Dissemination and Impact Awareness Action Plan (D8.2 (M12), D8.3(M24) and D8.4 (M36), are complementary to this Deliverable and plan for specific and targeted activities that will require the production of additional communication materials (e.g. leaflet on Open Calls, tailored to SMEs and more). These will be shown in the updates of this document in M18 and M36.





## 7. Annex I General Presentation

### Annex 1. General Presentation of AI REGIO project

**Name of Meeting**  
Month xx<sup>th</sup> 202x, Name

H2020 Innovation Action - This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 952003

**01**  
Background

**The Digitizing European Industry Initiative Context**

The DEI Communication on April 2016<sup>6</sup>. The purpose of this Communication is to reinforce the EU's competitiveness in digital technologies and to ensure that every industry in Europe, in whichever sector, wherever situated, and no matter of what size can fully benefit from digital innovations.

**The I4MS Programmé**

2013 > 2015 PHASE 1	2015 > 2017 PHASE 2	2017 > 2020 PHASE 3	2020 > 2022 PHASE 4
FP7 2013 Start-up the I4MS Ecosystem	H2020 WP2014/15 Organically grow the I4MS Ecosystem	H2020 WP2016/1 Nurture ecosystem; Concentrate on EU added value	H2020 WP2020/21 Consolidating the collaboration in the pan-European network of DIHs

**The I4MS Phase IV**

**I4MS**

1. INDUSTRY
2. AI/REGIO
3. DIGITALISATION
4. PALISADE
5. COGNITIVE
6. SMOKE FACTORY
7. CHANGEMAKER
8. METAFORME

PHASE 4  
2020-2023  
48 million €

TECHNOLOGY AREAS COVERED BY I4MS:  
AI, DIGITAL TWINS, HPC, USER-BASED ADDITIVE MANUFACTURING, HUMAN-ROBOT INTERACTION, COGNITIVE

**02**  
The AI REGIO Project

**The AI REGIO Innovation Action**

AI REGIO - Regions and DIHs alliance for AI-driven digital transformation of European Manufacturing SMEs

GRANT AGREEMENT: 952003 (Innovation Action)

START DATE: 1 OCTOBER 2020

DURATION: 36 MONTHS

TOTAL FUNDING: 8 Millions EUR

CONSORTIUM: 36 FULL BENEFICIARIES

COORDINATOR: Politecnico di Milano (Sergio Gusmeroli)

**The AI REGIO Vision and Mission**

**VISION:** By 2030, Europe will lead the worldwide competition for an **ethical and sustainable adoption of AI in Manufacturing**, by integrating regional Digital Innovation Hubs and pan-EU open Digital Manufacturing Platforms via a **cross-border network of SME-driven Industrial Experiments and Didactic Experimental Facilities**. General Data Protection Regulations (GDPR) and Data Sovereignty will drive the European AI strategy for personal and non-personal Data Sharing Spaces.

**MISSION:** The AI REGIO innovation action aims to consolidate the collaboration in the pan-European network of Digital Innovation Hubs (DIHs) by enhancing the offering of regional DIHs to manufacturing SMEs on policy, technological, and business levels.

**The AI REGIO Objectives**

AI REGIO is a collaborative network of 13 regions and their corresponding Digital Innovation Hubs (DIHs) and Competence Centres, which actively involves regional authorities and agencies, with a portfolio of several thousand SMEs and representing 15% of EU GDP.

The Four Motors of Europe regions: Lombardy, Baden-Württemberg, Auvergne-Rhône-Alpes, Catalonia

Leading edge European regions in terms of GDP, industrialisation and innovation, closely collaborate with and transfer knowledge and experience to nine other European Regions. A Data4AI Open Source Platform, derived from I4MS Phase II and Phase III projects BE-INCPDS, MIDII and I4MS, will be integrated towards a DIH Innovation Collaboration platform.

The present toolkit of 64 AI-enabled technological assets, will further be extended by AI REGIO open call experiments. In total, we conduct more than 30 DIH-driven and SME-oriented application experiments under a common unified framework for ethical-social-business impact measurement, assessment and benchmarking.

**The AI REGIO Key Figures**

13	VANGUARD* Regions and their DIHs
8	REGIONAL Authorities
64	TECHNOLOGY Assets
17+16	Large and Small scale EXPERIMENTS
36	FULL BENEFICIARIES from 11 countries



### The 4 Motors Regions

Regions: Auvergne Rhone Alpes, Catalonia, Baden Württemberg, Lombardia

AI REGIO 11

### The 9 Vanguard Regions

Regions: East Netherlands, South Netherlands, Navarra, Basque Country, Norte, Tampere, Slovenia, Friuli Venezia Giulia, Emilia Romagna

AI REGIO 12

### The AI REGIO Consortium: 36 Beneficiaries

**11 COUNTRIES**

- BELGIUM
- CYPRUS
- FINLAND
- FRANCE
- GERMANY
- ITALY
- NETHERLANDS
- PORTUGAL
- SPAIN
- SLOVENIA
- SWITZERLAND

**19 DIHs / CCs**

**2 SYSTEM INTEGRATORS**

**7 PROVIDERS SMEs**

**8 MANUFACTURING SMEs**

AI REGIO 13

### The AI REGIO Consortium

AI REGIO 14

### Engage with us

AI REGIO's website: [alregio-project.eu](http://alregio-project.eu)

AI REGIO on LinkedIn: [linkedin.com/company/al-regio](https://www.linkedin.com/company/al-regio)

AI REGIO on Twitter: [twitter.com/al\\_regio](https://twitter.com/al_regio)

AI REGIO 15


### THANKS

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AI REGIO 16

## 8. Annex II flyer/brochure

### Annex 2. The AI REGIO flyer / brochure



[www.airegio-project.eu](http://www.airegio-project.eu)

[@ai\\_Regio](#)

[AI REGIO](#)

# AI REGIO

*Regions and Digital Innovation Hubs alliance for AI-driven digital transformation of European Manufacturing SMEs.*


### THE PROJECT





The EU-funded AI REGIO project addresses policy, technology and business barriers to support creation and sustainable growth of AI-focused Digital Innovation Hubs (AI DIHs) to support European manufacturing SMEs in their digital transformation. It will build a one-stop-shop platform that enables access to resources for AI-based solutions in efficient and sustainable manufacturing, with particular emphasis on resources that can lower the AI adoption barriers for SMEs.

### OUR ECOSYSTEM


AI REGIO is a collaborative network of 13 regions and their corresponding Digital Innovation Hubs (DIHs) and Competence Centres, which actively involves regional authorities and agencies, with a portfolio of several thousand SMEs representing 15% of EU GDP. **The Four Motors of Europe regions (Lombardy, Baden-Württemberg, Auvergne-Rhône-Alpes, Catalonia)**, leading edge European regions in terms of GDP, industrialization and innovation, closely collaborate with and transfer knowledge and experience to nine other Vanguard Regions.

AI REGIO conducts 17 DIH and AI-driven Experiments that are grouped into four clusters.



	<p><b>CLUSTER #1</b> <b>Product Engineering and Lifecycle Management</b></p> <p><i>How AI could support the product lifecycle from its conception to its dismissal in a circular economy perspective.</i></p>
	<p><b>CLUSTER #2</b> <b>Efficient and Sustainable Manufacturing</b></p> <p><i>How AI could support the Twin Transition for Manufacturing Factories of the Future: the Digital and the Green Transition.</i></p>
	<p><b>CLUSTER #3</b> <b>Quality Control and Predictive Maintenance</b></p> <p><i>How AI could support new critical processes in the Factory aimed at Zero Defect and Zero Downtime scenarios.</i></p>
	<p><b>CLUSTER #4</b> <b>Robotics and Human Interaction</b></p> <p><i>How AI could support high-levels of automation and simultaneously develop new roles for humans in an Industry 5.0 scenario.</i></p>

The AI REGIO consortium will offer to apply for open calls for 16 more experiments to be launched.  
- Please contact us for more information -



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 952003.



## OBJECTIVES

### • POLICY IMPACT

**Better coordination of regional smart specialisation strategies:** AI REGIO actively involves regional authorities to foster closer cooperation across European regions, EU and non-EU countries to make sure innovations can scale to European and global marketplaces. Next to the Four Motors for Europe movement and nine other Vanguard Regions, it also builds on the I4MS (ICT for Manufacturing SMEs) Community and Innovation Collaboration Platform.



### • TECHNOLOGICAL IMPACT

**Enhancing knowledge transfer across the network of DIHs:** AI REGIO will build on Digital Manufacturing Platforms from previous EU-funded projects such as BEinCPPS, MIDIH, L4MS and AI4EU and help to integrate these into Digital Innovation Hubs offerings. These Digital Manufacturing Platforms will in turn benefit from present Digital Innovation Hubs services regarding their business and social impact challenges. Present AI-enabled technological assets will further be extended.

### • BUSINESS IMPACT

**Upgrade the offering of DIHs by AI-driven applications:** AI REGIO will conduct more than 30 DIH-driven and SME-oriented application experiments under a common unified framework for ethical-social-business impact measurement, assessment and benchmarking. Experiments will further extend the project's present toolkit of 64 AI-enabled technological assets and the DIH offering to SMEs.



## CONSORTIUM



## I4MS

[www.i4ms.eu](http://www.i4ms.eu)

### PROJECT COORDINATOR

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## 9. Annex III poster

### Annex 2. The AI REGIO poster



[www.airegio-project.eu](http://www.airegio-project.eu)

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AI REGIO

# AI REGIO

*Regions and Digital Innovation Hubs alliance for AI-driven digital transformation of European Manufacturing SMEs.*

**GOAL**  
The AI REGIO Innovation Action addresses policy, technology and business barriers to support creation and sustainable growth of AI-focused Digital Innovation Hubs (AI DIHs) to support European manufacturing SMEs in their digital transformation.

**COLLABORATION**

AI REGIO is based on a collaboration framework among 13 VANGUARD Regions and enhances the offering of regional DIHs to manufacturing SMEs on three levels:

POLICY LEVEL	TECHNOLOGICAL LEVEL	BUSINESS LEVEL
<p>Better coordination of regional smart specialisation strategies by involving regional authorities and fostering closer cooperation across European regions, EU and non-EU countries, to ensure innovation can scale.</p> 	<p>Enhancing knowledge transfer across the network of DIHs by integrating Data4AI Open Source Platforms with a DIH Innovation Collaboration platform and with an AI4Manufacturing Toolkit, for a total of 64 assets.</p> 	<p>Upgrade the offering of DIHs by AI-driven applications by conducting more than 30 SME-driven and DIH-driven experiments (including Open Calls' ones) on AI-applications for SMEs under a common framework for ethical-social-business impact measurement, assessment and benchmarking.</p> 

**REGIONAL MANUFACTURING DIHs**

- Baden-Württemberg: DIH FZJ - Research Centre for Information Technology
- Auvergne-Rhône-Alpes: DIH POLYTRONICS
- Lombardy: DIH AFIL - Lombardy Intelligent Factory Association
- Catalonia: DIH ACCIO - Agency for business Competitiveness
- South Netherlands: DIH High Tech Software Cluster
- East Netherlands: DIH Boost
- Tampere: DIH TRINITY
- Norte: IManMorte Hub
- Emilia-Romagna: ASTER-DIH
- Navarra: IRIS - European Digital Innovation Hub Navarra
- Eastern Slovenia: DIH University of Maribor
- Friuli-Venezia Giulia: DIH Industry Platform 4 PVC
- Basque Country: Basque Digital Innovation Hub

**I4MS** AI REGIO is part of the European Commission's I4MS initiative (ICT Innovation for Manufacturing SMEs), which fosters the integration of digital innovations by manufacturing SMEs in Europe.

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