RICAIP

Research and Innovation Centre
on Advanced Industrial Production

RICAIP
Update of the Communication Materials

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CZECH INSTITUTE OF INFORMATICS ROBOTICS AND CYBERNETICS CTU IN PRAGUE

BRNO UNIVERSITY OF TECHNOLOGY

CEITEC Central European Institute of Technology BRNO | CZECH REPUBLIC

DFKI German Research Center for Artificial Intelligence

ZeMA Zentrum für Mechatronik und Automatisierungstechnik

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1 Introduction and Executive Summary

The deliverable 7.7 update of the communication materials provides an evaluation / overview on different aspects of the RICAIP communication materials and provides on outlook on different activities / materials. In chapter 2 different aspects of the communication materials are reviewed and for each category an outlook is given. The deliverable focuses on the following aspects:

- Target groups: the subchapter highlights some target groups KPI and assess the importance of the most prominent groups.
- CI and CD: highlights the original ideas in CI and CD in RICAIP and provides an overview of the evolution over time as well as an outlook on the next iteration
- Communication topics and content: the subchapter reviews past and current contents and topics of RICAIP which are distributed via various channels and provides an outlook on content / topic creation / direction.
- Communication tools and channels: is subdivided into different topic such as presentation, website, social media. In each, the current status is briefly reflected and an outlook for optimization and further development given.
- Synergies with other projects in Europe: describes RICAIP synergies and networks with other European projects and networks and the corresponding effects for marketing and communication short- & long-term.

In summary, deliverable D7.7 is not a general update of the active communication and marketing strategy of RICAIP (see deliverable D7.2 “Communication Strategy and Standards”) but instead D7.7 provides a practical overview and status of several communication tools used and communication materials available. These are based on the outlined principles described in D7.2, presented in this deliverable with an outlook on future developments and updates of these tools and materials.

2 Evaluation and Update of Communication Materials

The following chapter provides the overview of the most prominent communication tools and marketing materials actively used and based on the Communication Strategy in RICAIP (outlined in deliverable D7.2 “Communication Strategy and Standards”). In each section the current status is briefly described or examples / excerpt of existing tools and materials are given. Furthermore, each section contains either an outlook regarding upcoming updates and changes or a conclusion statement if no updates / changes are pending at the time of this deliverable.

2.1 Target Groups

As already outlined and described in detail in the Communication strategy (D7.2), the target groups in RICAIP were defined and structured as follows:

- Industrial companies
- Scientific community: Research/ Academia/ Students

- General public
- Policy makers and associations

Over the past years, RICAIP was able to reach hundreds of entities of the private and public sector with different communication activities and materials.

During the events and visits organised especially in 2021 and 2022, a substantial outreach was achieved as participants were involved both in online and onsite activities.

In some extend, types of the entities that have been addressed so far, can be – among others - demonstrated on the statistics mined from the social media visits and views. Based on LinkedIn, the audience in terms of companies is formed by a variety of sizes, whereas small and middle-sized enterprises form approximately half of the profile visitors. For example, entities are from 39% from the area of research and education and 20% from manufacturing companies producing machinery and machines.

LinkedIn Statistics – Nov 2021-Nov 2022 – Company Visits:

Size of the companies	Total Number of Views	Field	% on total views
2 – 10	9%	Research services	25%
11 – 50	13%	Higher Education	14%
51 - 200	19%	Manufacture of machinery for automation	8%
200 - 500	29%	Manufacture of industrial machinery	8%
500 - 1 000	4%	Advertising services	7%
1 000 - 5 000	14%	IT services and IT consultancy	4%
5 000 - 10 000	5%	Manufacture of machines	3%
more than 10 000	8%	Business consultancy and services	3%
		Telecommunication	2%
		Governmental administration	2%
		Other segments (less than 1% each)	24%

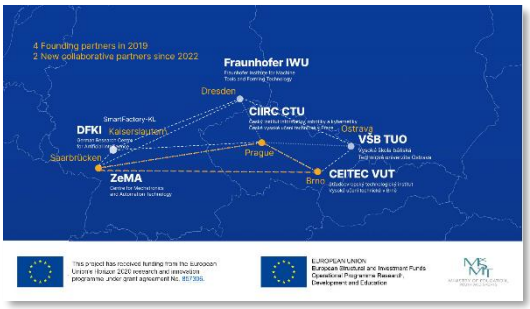
In 2022, both industrial testbeds in Prague and Brno have been completed and refurbished with state-of-the-art equipment. It is anticipated, that the share of companies and especially SMEs will increase in 2023 as new technologies and demonstrators relevant to this target audience will be communicated more intensively. Likewise, the services and concrete use cases tailor-made for SMEs will increase interest in Industry 4.0 topics and opportunities provided by the RICAIP ecosystems. With the both testbeds' openings, the members of the scientific community have already started discussions on new research topics too.

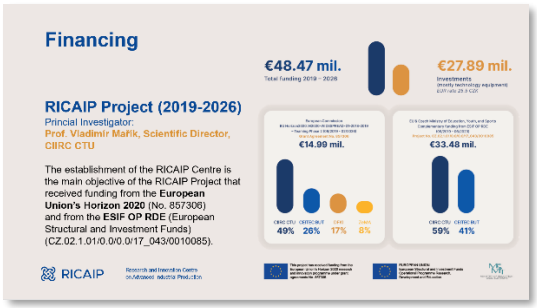
2.2 Corporate Identity and Design

The defined CI and CD in RICAIP is very well established and shows the planned effects. It creates recognition values and presents all online and print products in a consistent way. The CI and CD is evolving in smaller steps over time, but overall consistent since the early days and as outlined in the original D7.2 “Communication strategy and standards” deliverable. Over time, initial and new elements have been developed and used further, such as the colour palette, shapes, icons and photo gallery enriched with own pictures originated mainly in testbeds.

- **Slide Deck for variety of purposes:**

Slides are created and updated continuously and all collected in slide deck. Step by step, detailed presentations for testbeds, particular technologies and new demonstrators developed. With the ongoing refurbishment and purchase of new equipment, also testbed-specific photo gallery has been collected and used on the slides – either to describe the particular workplace, cell and demonstrator or to complete the informative slides with illustration photos linked to RICAIP infrastructure.

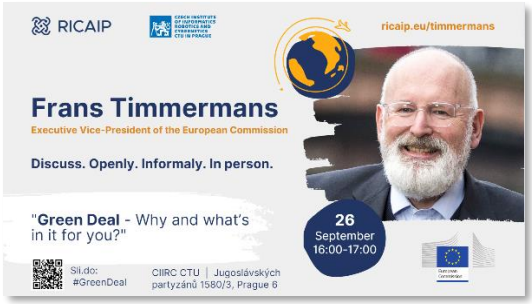




- **Social Media Banners:**

Continuously, a gallery of different templates for social media banners has been developed for communication of events, personalities, or other achievements. The aim is to offer a unified, still varied options for frequent communication that is easily recognised through a set of conformable graphic elements such as shapes or colour palettes.

Whenever feasible, some of the elements have been also incorporated into the visuals of events that were co-organised with other partners:



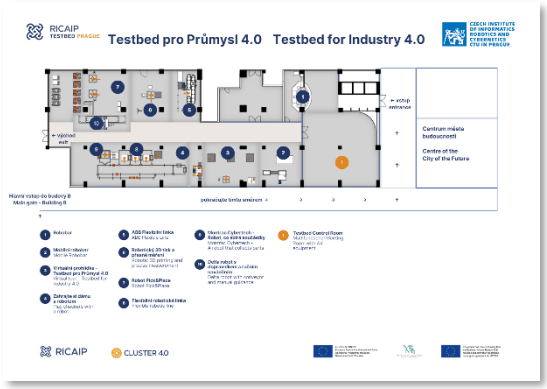
- **Testbed Co-branding:**

Furthermore, a RICAIP Testbed branding was added and is used for both testbeds in Prague and Brno. There is clear connection to the RICAIP logo and corporate colour palette used in the sub-branding of testbeds.

- **Labels on the technologies and equipment**

In addition to the Testbed branding, new information systems have been added in the testbeds themselves, such as signs on the new technology equipment in line with the obligatory publicity of the EU (Horizon 2020) and Czech (OP RDE) funding for marking particular work stations in the testbeds

Beside the labels on technologies, information and explanatory signs with a short description of the testbed layout and work stations for visitors and general public is provided.



- **Other graphic elements in testbeds**

To link the physical space with additional information available online, the combined navigation on the floor in testbeds can be installed. Simply in the form of stickers designed as the RICAIP symbol stylised into clover supplemented with QR code as marking of particular workstations on the floor. The additional information shall be filed on the RICAIP website.

2.3 Communication Topics and Content

In terms of the creation of the communication outputs and materials for the upcoming period, following elements shall be taken into the consideration:

- Communication contributing to the **Industry 4.0** overall awareness – with the completion of the industrial testbeds refurbishing and new demonstrators, it is appropriate to use concrete examples of technologies and cooperation with industry within the testbeds to explain the Industry 4.0 principles and popularize the Industry 4.0 concepts.
- **Digital technologies and Industry 4.0** innovations as an answer to the changing entrepreneur environment, energy crisis and climate change.
- **Gender-related issues** in the context of digital technologies as one of the most powerful drivers of structural changes in the economy and society. However, the place of women in these key technologies remains very low. The proportion of women in digital jobs is not increasing and remains below 20% in Europe (10% in the Czech Republic).
- **Services** for industrial companies, namely SMEs and the public sector that will be intensively provided through the EDIH framework: As all of the partnering testbeds became the key roles in particular national EDIHs' applications, the development of the materials presenting the full range of RICAIP testbeds' infrastructure in the context of the EDIH context will be crucial more than ever before. This topic is mainly related to dissemination and shall be reflected in deliverable D7.6.

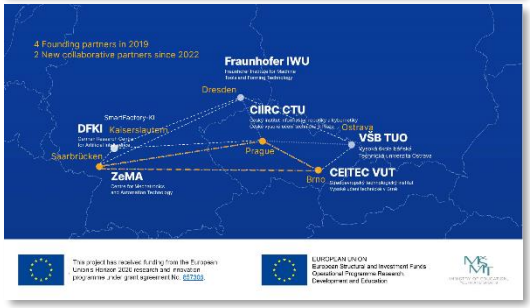
2.4 Communication Tools and Channels

Following, the current status of RICAIP communication and channels with an outlook is given. It includes slides and presentation, website, social media, print materials and synergies to other EU network and activities.

2.4.1 Slides & Presentation

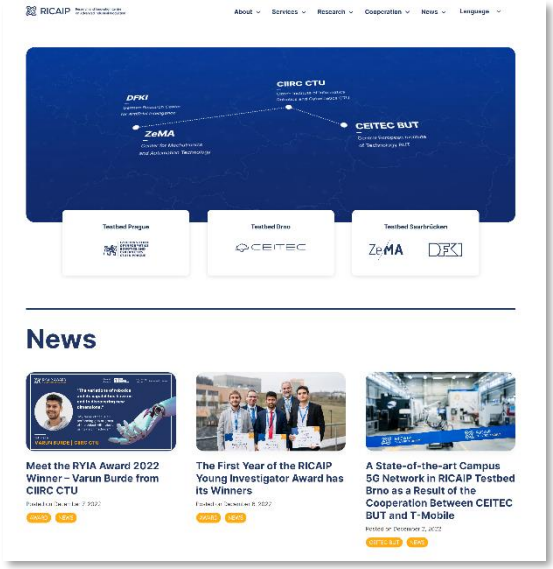
The slide deck with a variety of content on RICAIP, its activities, achievements, testbeds and technology equipment is continuously updated. Also, the set of introduction slides has been developed so that the presentations can be customized according to the topic, event or target audience. For this purpose, an ever-expanding database of photos is frequently used. New slides were also produced to demonstrate the growing network of RICAIP collaborating and associated partners. A more detailed update on the

presentation and slides in terms of dissemination of concrete outputs of RICAIP and its testbed is given in deliverable D7.6.



2.4.2 Website

Official RICAIP website (www.ricaip.eu) is the main dissemination and communication online tool of the RICAIP project. Our goal is to have an attractive form according to the latest trends in internet graphic design so that the impression matches the high-tech focus of the Industry 4.0 project. On the website, a lot of information about the project is available, including its project partners and implemented technologies in the testbeds. Overviews of the testbeds including detailed descriptions through videos and photos give an impression of the real testbeds. The news section reports regularly about the latest activities and events.



In the following table the current structure, content and status of the website is summarized. In the last column an outlook regarding future update and content creation is given:

Menu item	Structure	Content	Status	Update
ABOUT	**Partners**	Page dedicated to all RICAIP partners involved.	Structured information of each partner institution.	Updates based on changes and requirements of individual partner institutions.
	Organizational Structure	Steering Committee, RICAIP Director, Executive Board, International Advisory Board.	All members of management are properly and clearly assigned on this page.	Based on any changes in RICAIP management.
	Financing	Information on the financing of the RICAIP Project.	The funding is properly listed, both for Phase 1 resources and current Phase 2.	The funding page is complete. Updates depend on project changes approved by funding agencies (Ministry, EC).
	Documentation	A set of strategies and deliverables that were completed and made public so far.	Welcome Services, D&C strategies, Gender Action Plan, Annual Reports.	The page will be updated based on the obligation to publish future deliverables. Regular publication of the annual reports.
	Industry 4.0	Information on the Industry 4.0 principles and the Industry 4.0 Initiative.	It is rather a short overview in the context of Czech-German cooperation and RICAIP.	This subpage can serve also as a list of materials that will be produced on Industry 4.0 topics for a variety of audiences and purposes (slideshow on 4 revolutions etc.).
	Contact	Contact on RICAIP Director, admin and PR matters. RICAIP partners' addresses.	CIIRC CTU as hosting partner. Links to project partners' websites were added too.	Updates are needed according to the changes in personnel. Eventually, the Legal Notice is also to be added there.
SERVICES	**Industrial Testbed Core**	Presentation on the RICAIP founding testbeds and whole RICAIP network.	Testbed in Prague, Brno, Saarbrücken so far.	Description of technologies and services shall be added + new digital content. New partnering testbeds to be added.
	Grant Lab	Information about grant support at CIIRC CTU and grant managers.	The general objective is described.	If feasible, also some concrete (successful) examples of the use of this service shall be given.
	Showroom	Information about Industry 4.0 Showroom.	Testbed for Industry 4.0 as a basic research infrastructure	A complex showcase of the infrastructure, demos and use cases will be available through the testbed's website, incl. VR simulation
RESEARCH	**Research Teams**	Tenure Track Position Holders &	Contacts are up-to-date, it is advisable to add	With the arrival of new researchers in the RICAIP project, it will make sense

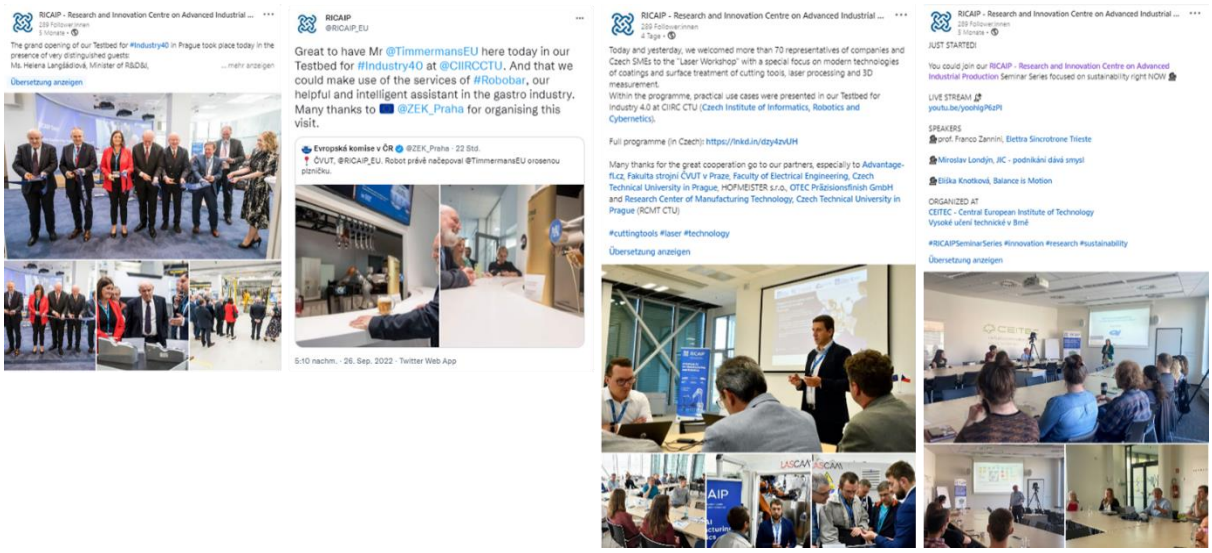
Menu item	Structure	Content	Status	Update
		Leading Researchers	all involved people with their profile picture.	at a later stage of the project to create profiles for individual researchers with the assignment of their publications or news.
	Demonstrators	Listing of demonstrators that have been created in the project	Description and pictures of the technologies	The showcase of the demonstrators shall be continuously updated and enriched
	Use Cases	The main use cases as a scientific result on the collaboration with industry	The use cases description is now rather general	Detailed description and all parameters of use cases shall be updated according to WP6
	New: RYIA Award	Goals and parameters of the RICAIP Young Investigator Award	A completely new item in the menu from autumn 2022	The page will be supplemented also with information on the concrete year's organizing partner, sponsor and winners
COOPERATION	**Internships**	Presentation of past internship provided in RICAIP testbeds	Presentation of the attendees of the internship	Some context information on the parameters of internships shall be added.
	Work at RICAIP	Advertisement of open positions	Past open positions as reference	Publication of job or internship adverts as needed
NEWS	**Events** **Press Releases**	Presentation of the upcoming events of the project and report about past events	Separate post per event with description and registration options	Continuous updates in regard with new activities and achievements
	RICAIP in Media	Listing of relevant RICAIP mentionings in external media	Post per reference with a link to the original	Updates as new posts arrive in the media monitoring
	Media Library	Library of various RICAIP materials	Listing of the logo, a press kit, videos and print material	Continuous updates as needed

Overall, there is a need for a higher complexity of the website presentation within the wider RICAIP ecosystem as RICAIP and RICAIP result evolve:

- **Use-cases**: with the development of technical and software use-cases the website shall represent the use-case in text, pictures and videos thereof.
- **Showroom & technologies in testbeds**: Testbed structure and available technologies are to be added as well. Suitable representation through text, pictures, videos and virtual simulation.
- **Ecosystem**: With an evolving RICAIP ecosystem, new partnering testbeds and their home institutions as well as projects and deepening cooperation with EU networks and initiatives will be continuously added to the website.

2.4.3 Social Media

The social media channels LinkedIn and Twitter currently have 360 followers, respectively 350 followers (as of December 2022), and are used regularly to post about current events and the latest news. Furthermore, it is used for announcements of future events.



In the long-run a storytelling for social media is to be developed based on the availability of concrete use-cases results. Furthermore, the establishment of an Instagram profile with the distributed network of contributors among younger members of the RICAIP team is being discussed.

	Twitter			Linkedin		
	New followers	Posts	Impressions	New followers	Posts	Impressions
2021	71	108	81628	107	74	12791
2022	53	149	40607	128	58	14794

In October 2022, the First European Teaming Conference was organised by the Deputy Ministry of Research, Innovation and Digital Policy in Cyprus. Centres of Excellences from across the EU were sharing their experiences and successes and finding opportunities for collaboration.

Among the other Teaming programme projects, RICAIP was ranked fourth best in social-efficiency with an average of 0,57 tweets per day:

2016/2017 Call	Biopolis	1,00
2017/2018 Call	EXCELSIOR	0,80
2018/2019 Call	EMME-CARE	0,62
2018/2019 Call	**RICAIP**	**0,57**

In 2022, on average, RICAIP published about 18 posts per month (73% on Twitter), which is 3 more than in 2021. The most engaging posts since 2021 on Twitter targeted the Citizen Price Ceremony in October 2021 and the visit of Frans Timmermans, Executive Vice-President for the European Green

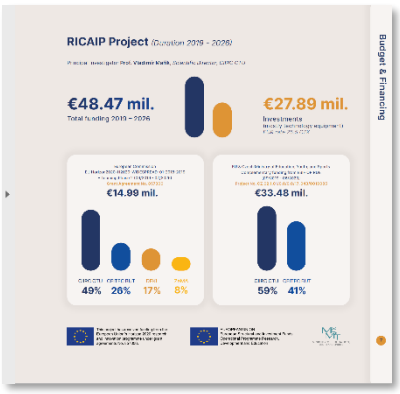
Deal, at the CIIRC in September 2022. While the posts on Twitter count an average of 111 impressions per day in 2022, which is half less than in 2021, the RICAIP page still counts about 62 visits a day, more than twice the visits in 2021. On the other hand, the RICAIP page on Linkedin is less active, with 0,2 posts a day in 2021, and 0,17 in 2022. The number of impressions however is increasing, from 35 impressions a day in 2021 to 44 in 2022.

2.4.4 Print Materials

Printed materials have evolved over the past two years to meet the growing demands for communication and dissemination. Initially, flyers and rollups were printed and the overall concept of the annual report was developed. For the next period, existing material will be updated and new elements and materials will be designed. The following outlines only the general framework of the main offline materials. This does not imply that this selection is final and that it would not be possible to create additional elements if needed, especially with respect to the particular use and target audience.

- **Annual Report**

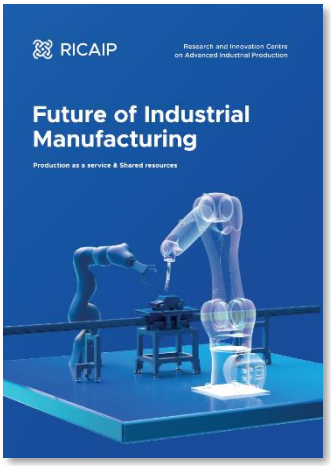
  So far, the 40-page marketing document presents key facts, partners, funding, testbeds with their technologies and demos, and the year's results and achievements. The annual report is a kind of exclusive printed material that is also available online on the website. It is especially intended for distribution to VIP visitors to RICAIP partner institutions and testbeds, key stakeholders, policymakers and participants in the most important events organized by RICAIP.



For the upcoming period, a combined form of the annual report will be developed so that the printout will be much more concise material that is not so bulky in terms of the number of pages but allows more content to be presented according to the reader's interest. The solution is to use fewer pages with the most relevant highlights to be printed, whereas more content will be available through a set of QR codes that will link the readers to special content on the website. This solution will be modern, cost-efficient, and environment-friendly and on the other hand, it allows the production of the annual report in larger print runs.

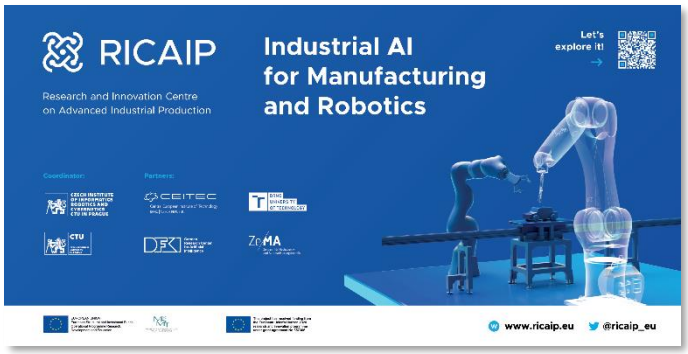
- **Flyers**

  The printed flyer serves as a brief presentation of the centre, its partners, focus and goals. It is distributed mainly to participants at events organised or co-organised by RICAIP or to the visitors. The current flyer is more in line with the previous design that was created with the RICAIP kick-off and used a visualisation of the production line with dominated use of blue colour. Next, the flyer will be re-designed in line with the newly used graphic elements and photos taken in RICAIP testbeds. The flyer shall be available for larger audiences also directly in testbeds during highly-visited events for the general public such as Researchers' Night or Open Days.



- **Rollups and banners**

  The rollups are displayed in RICAIP testbeds and the premises of the home institutions and also used at events outside when co-organised with third parties. For that reason, we produced the rollups in rather lightweight versions to ensure the easiest possible handling. Together with banners printed on large formatted paper, they can be used also at the booth at trade fairs and exhibitions. The blue-toned variants will be gradually abandoned and the new rollups will also use other graphic elements. Rollups on concrete use cases and collaboration are referred to in Deliverable D7.6.



2.4.5 Audio-Video Material

The videos have been produced since the start of the project. The first video was done as an explanatory video presenting the basic elements of the distributed flexible production and digital twins. On this, the principles and goals of RICAIP was introduced. Since then, various videos of different

lengths have been done using a combination of video footage recorded in testbeds or also footage made by external partners, such as the Representation of the European Commission.
All videos have been uploaded to the Youtube channel which serves mainly as a storage of all video footage. Also, videos on various significant events were produced, such as VIP visits (German Federal President in August 2021) or events (RICAIP testbeds grand opening in Prague and Brno in 2022).
The videos must meet the requirements of obligatory publicity which shall be visible at least once at the end of each video.
For the upcoming period, the following video material will be produced or updated:

- **Short introductory videos on testbeds** with footage showcasing the new technology equipment installed there.
- **Playlist on Youtube** - A rich library of lectures from conferences and workshops is compiled into playlists on RICAIP Youtube channel and will be expanded with more content of the most important events in the future.
- **Video presentation of the four-industry revolution context** – for general public and open days
- **Video guided tour** for the general public and frequent visits – for every technology and demonstrator
- **3D/ 360-degree video** update of testbeds planned for 2023
  First versions of 360-degree videos from the testbeds available (e.g. Prague: https://ricaip.eu/testbed-prague/ & Saarbrücken: https://ricaip.eu/testbed-saarbrucken/). As the testbeds are continuously developing, a new version of the 360-degree videos is scheduled for early 2023. The 360-degree videos can be used as an addition to the previous images, videos and site plans of the testbeds. They provide a different overall insight, as they offer a more spatial view. Beside their integration in the website, they also can be used as visualization for trade fairs or to show which demonstrators are in the testbed. In addition, the 360-degree videos can be enhanced with further information and videos in the long-term.
- **Shared databank of video sequences** from testbed for smooth creation of videos on demand
- **For dissemination purposes, the video list of use cases and demonstrators** will be enriched with more content – so far, there was a video on one joint demonstrator on human-robot collaboration made by DKFI with the assistance of CIIRC CTU on the transfer of control in distributed Industry 4.0 applications (for Hannover Messe in April 2021). Furthermore, videos on demonstrators will be produced presenting the newly installed technology or collaboration with industrial partners.

2.5 Synergies with EU Initiatives, Networks, and Projects

The teams of RICAIP – both scientific and admin teams - have established ties to several EU networks and activities over the last few years thanks to the preparation or implementation of joint projects and other activities such as workshops and conferences. In terms of communication and marketing, they contribute to a higher level of visibility and awareness of RICAIP at the European and international levels. in Europe and the networks at a target group level in RICAIP. In terms of dissemination, the

building of solid links to these networks opens a great opportunity for both deployment of RICAIP results, and the creation of new outcomes towards higher excellence. At the European level, the following entities and projects shall be mentioned especially:

- **CLAIRE**: The Confederation of Laboratories for Artificial Intelligence Research in Europe (CLAIRE) is an organisation created by the European AI community to strengthen European excellence in AI research and innovation, with a strong focus on human-centred AI. CLAIRE was launched in June 2018 and has the support of more than 3,900 people, most of them scientists, technologists, and researchers in AI. Many researchers from the RICAIP partner institutions are active in CLAIRE, whereas the **CLAIRE Office Prague** has its seat at CIIRC CTU with a high involvement of the CIIRC CTU Project Management Office that also supports the RICAIP project implementation. Through this, many synergic effects especially in joint communication towards further CLAIRE community have been reached (such as joint events, re-posting and sharing posts on social media, joint project proposals etc.)
- **ELLIS**: The European Laboratory for Learning and Intelligent Systems (ELLIS) involves the best European academics while working together closely with basic researchers from industry. ELLIS wants the best basic research to be performed in Europe, to enable Europe to shape how machine learning and modern AI change the world and to have an economic impact and create jobs in Europe by outstanding and free basic research, independent of industry interests. Among others, RICAIP is maximising the benefits from the fact that **ELLIS Unit Prague** is based at the CIIRC CTU. The unit brings together several lead scientists and their teams with the shared objective to address key AI scientific challenges and generate innovations with a positive impact on the economy and society. So far, the synergies between ELLIS Unit Prague and RICAIP have been utilised for example in form of co-organising of joint conferences and joint communication.
- **ICT-48 Networks of Excellence (NoEs)**: Since September 2020, four NoEs are working on aspects of trustworthy AI funded under the H2020-ICT-48-2020 Call. The cooperation with all four NoEs - AI4Media, HumanE-AI-Net, TAILOR, and ELISE – has been developed and deepened also through the involvement of RICAIP partners (namely DFKI and CIIRC CTU) in the VISION CSA Project. These synergies resulted in the joint organisation of the Theme Development Workshops with a solid representation of the RICAIP scientific personnel and publishing of several posts and articles on trends in industrial AI. Further cooperation and joint activities will be developed, also with the use of the common communication platform that has been installed for the European AI community on Mattermost (managed by Inria).
- **EuROBIN, ADRA, AI4EU/ AI4Europe**: Through the ICT-48 ecosystem as well as direct engagement of RICAIP partners in newly emerging networks of euROBIN and ADRA (Adra-e respectively), similar activities and effects will be supported also in the upcoming period. It is foreseen, that there is great room for joint activities, especially in dissemination. With the implementation of objectives in all of the above-mentioned H2020 and HE AI-driven projects, the large European ecosystem of start-ups and SMEs will be reached and leveraged through direct links to the AI4Europe and AI-on-demand platform.

- **EIT Manufacturing**: As CTU and CIIRC CTU in particular serves as the EIT Manufacturing Hub for the Czech Republic, there are many occasions for synergic effects in communication towards the EIT Manufacturing community as well as SMEs at European and national levels. Whenever relevant and especially in cases when the projects within EIT Manufacturing are being prepared or implemented also with the involvement of the RICAIP teams or with the use of RICAIP testbeds' technology, the accent on the RICAIP infrastructure is accelerated. For communication, also the EIT Manufacturing communication & chat platform **Agora** can be used. For dissemination, the training and education platform **Skills.move** is also a good channel how to make RICAIP infrastructure visible. The impact of the RICAIP infrastructure shall also be mentioned in every year's "EIT Manufacturing Success Stories" that are delivered to EIT Manufacturing. Moreover, it can be promoted at the EIT level when accepted.

At the national level, the following networks shall be considered especially for targeted dissemination:

- EDIH and DIH networks – as all of the RICAIP partners will serve as key players in particular EDIH in their respective regions, EDIH and DIH activities will gain an undisputed role in the dissemination effort towards the manufacturing companies, scientific community as well as state administration.
- National Competence Centres – the strong network of industrial partners that implemented the joint projects supported by the Technology Agency of the Czech Republic with CIIRC CTU and CEITEC BUT over the past period in the Czech Republic shall be leveraged also in terms of further development of concrete projects and use cases.

  National Centre for Industry 4.0 – the already established platform that supports the digital transformation of Czech SMEs expanded to include other services and also new members. The tight links of NCI4.0 to all Czech industrial testbeds at CIIRC CTU, CEITEC BUT and TUO in Ostrava create an effective tool to reach out to wide audience among the Czech manufacturing companies. Joint activities such as seminars, workshops, trainings, articles and open days are going to continue also in next period.

3 Summary and Conclusions and outlook

As outlined, the implementation of the RICAIP communication strategy regarding communication material is successful. Several communication tools and materials are available and used to communicate ongoing developments and activities of RICAIP. Combined with the progressing setup and development of the testbeds, availability of technologies and use-cases, RICAIP communication content and materials will especially evolve around the communication of said setups and developments. The required basics and infrastructure such as CI/CD, channels and other materials are very established and will be used in the future to communicate the latest results and ongoing developments using a variety of content formats such as texts, videos, 3D videos, pictures and simulation with the overall goal to communicate RICAIP results and achievement to a broad range of target groups and to attract more attention by industry and academia. The necessary steps towards new material and content are monitored via the communication strategy of RICAIP every year.