Circular TwAIn

AI Platform for Integrated Sustainable and Circular Manufacturing

Deliverable

D7.2 Report on Dissemination and Communication – 1ˢᵗ version

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Definitions and acronyms

C&D	*Communication & Dissemination*
CERN	*European Organisation for Nuclear Research*
DOI	*Digital Object Identifier*
EC	*European Commission*
EFFRA	*European Factories of the Future Research Association*
EOSC	*European Open Science Cloud*
EU	*European Union*
GA	*Grant Agreement*
OpenAIRE	*Open Access Infrastructure for Research in Europe*
SoMe	*Social media*
WP	*Work Package*

Disclaimer

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Executive Summary

This document constitutes our submission for the 1st version of deliverable D7.2 "Report on Dissemination and Communication" within the framework of WP7 about the "Dissemination, Communication, Standardisation, and Impact Creation" of the Circular TwAIn Project. This deliverable is directly linked to Task 7.1 about the "Design and Implementation of Communication Strategy" and Task 7.2 on the "Design and Implementation of Dissemination Strategy".

This report aims to lay out the strategy to be followed by Project partners when it comes to communicating the Project's results to the audience, ranging from specific stakeholders (industrial and scientific) and investors to the media and the wider public. It summarises the strategy of the Consortium to (1) raise public awareness and generate scientific interest, (2) directly involve stakeholders that could help bridge the gap between the Circular TwAIn concept and its market application, and finally, (3) maximise the impact of the Project.

Furthermore, the document details the communication and dissemination channels that the Project will deploy, and the specific tools and activities such as visual identity, communication materials, participation in events and other actions, which will bring Circular TwAIn a step closer to achieving its objectives.

The report on the dissemination and communication strategy will be succeeded by its second version on M24, examining if the targets were met and presenting possible updates which might occur until then.

1   Introduction

Circular TwAIn is developing a novel AI Platform for circularity to increase the performance, resilience, and sustainability of direct manufacturing and process industries. Furthermore, the Platform will support the development of interoperable Circular Twins for end-to-end sustainability. Based on the use of trustworthy AI techniques, the Project enables human-centric sustainable manufacturing, fostering the transition towards Industry 5.0 as well as the integration and combination of different data from various sources, with the intent to exploit the advantages of seamless data sharing within trusted and effective manufacturing Data Spaces, over the entire product life cycle considering sustainability aspects.

CORE IC is leading the Project's Communication and Dissemination activities, coordinating all respective actions within the spec of WP7. Nevertheless, throughout the Project's duration all partners will be actively participating in carrying out the C&D strategy by providing input, sharing news about their progress and participations in events, organising workshops, publishing papers, and of course, deploying their own organisations' communication channels to contribute to the dissemination of the Project's results.

Before elaborating on the C&D strategy, it is important to clarify the Communication and Dissemination definitions, the two concepts the current document and WP7 will deal with.

Communication

"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime to promote the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange." [1] Thus, communication activities include all the actions that aim to make the project visible, recognisable, and credible, to deliver its impact and benefits to society and promote it to a broader audience.

Dissemination

"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including scientific publications in any medium." [2] Dissemination focuses on transferring knowledge and results available for others to use. All communication efforts positively impact the dissemination of the project and its results. Additionally, aiming at taking advantage of Circular TwAIn's results and generated knowledge, dissemination activities include publishing scientific papers in journals and participating in conferences and major events relevant to the project's objectives. An essential aspect of this kind of action is its long-term effect and significant impact after the completion of the project.

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[1] *Source: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary*
[2] *Source: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary*

1.1 Deliverable Structure

This deliverable has been prepared by CORE IC including the input provided by the Circular TwAIn's Consortium. This report will be succeeded by updated versions during the Project's lifetime that will describe and evaluate the implementation of Dissemination and Communication activities.

The structure of this deliverable goes as follows:

- **Chapter 1** is an introduction to the project and the deliverable at hand.

- **Chapter 2** is a detailed description of the overall Communication and Dissemination strategy of Circular TwAIn.

- **Chapter 3** presents the internal communication campaign efforts.

- **Chapter 4** is a brief presentation of the Communication tools which will be deployed throughout the Project to promote its results.

- **Chapter 5** elaborates on the Dissemination activities carried out within the Project's spec.

- **Chapter 6** finally concludes with the next actions as instructed by the C&D strategy.

2   Communication and Dissemination Strategy

This chapter is an introduction to the C&D strategy developed within Circular TwAIn and its objectives. Further, the timeline, the target audiences as well as the key performance indicators will be presented, followed by the dissemination management brief introduction.

2.1 Objectives

The communication strategy of Circular TwAIn aims at reaching the following goals:

- To create the Project's branding and all aesthetic elements, which will accompany the Project's communication throughout its duration and contribute towards highlighting Circular TwAIn's unique visual identity.

- To create the tools required for further dissemination of the Project.

- To raise public awareness about the Project, its progress, expected results and impact within well-defined target groups.

- To make the Project a valid source of information.

The dissemination strategy on the other hand aims at reaching the below:

- To create public awareness and generate scientific interest.

- To involve stakeholders that could help bridge the gap between Circular TwAIn's concept and its market application.

- To maximise the impacts of the Project achievements.

- To disseminate the fundamental knowledge, the methodologies and technologies developed and tested during the Project.

- To facilitate the liaison with other projects and project clusters.

- To increase the visibility of the Project partners through promoting their role in the Project.

2.2 Timeline

The timeline, which runs through the communication and dissemination activities, is structured in four stages, following the AIDA methodology. The AIDA Model stands for **A**wareness, **I**nterest, **D**esire, and **A**ction, and defines the cognitive stages an individual goes through when making a decision. It is widely used by various organisations and is suitable and highly effective for attracting and building stakeholder relations. Closing, the phases that the Dissemination & Communication strategy will follow are:

Awareness | Initial Phase | M1 – M9

Build awareness and attract the audience: During the first months of the Project, communication efforts are focused on raising awareness about Circular TwAIn. At this point, making the Project visible and recognisable, and sharing its objectives, values, and technical innovations, are the top priorities. To that extent, the spotlight is on creating the Project's website and social media accounts, which are essential for building a network/community and reaching out to the first stakeholders and target audiences.

As we are already in the 12th month of the Project, we have concluded the Awareness phase and moved on to the 2nd phase, that of Interest.

Interest | 1st Intermediate Phase | M10 – M18

Create interest among the target audience to know more about the Project: In this phase, the focus shifts to raising interest by deploying the communication tools created during the awareness phase. Circular TwAIn starts producing its first results. Thus, the dissemination actions will be increased in collaboration with the partners, and the Project will start reaching more people. Consequently, more people will actively search for it and be interested in learning more about the Project's activities. Publications and scientific papers in journals will be vital actions since researchers and scientific communities will also increase their interest in Circular TwAIn. Project results will be presented at conferences, with the support and contribution of the Consortium, according to the partners' specific fields of expertise and interest. Communication actions will continue leveraging the potential of the Project's website, social media, and newsletters. Communicating and collaborating with projects under the same topic is another essential pursuit during this phase.

Desire | 2nd Intermediate Phase | M19 – M27

Create a desire to know more about the Project and its results: This phase will focus on further engaging the targeted audiences with the Project. As the Project results mature and evolve, dissemination efforts are enhanced by pursuing more event participations and publications, building up the interest in Circular TwAIn and the developments achieved within the Project. Informing target markets about the technological breakthroughs and business benefits of Circular TwAIn is another integral part of this phase, functioning as a preparatory stage for the strategic phase. Finally, the website, social media, and newsletters continue to be vital channels for the Project's communication activities, while fostering further dialogue and collaboration with projects under the same topic.

Action | Strategic Phase | M28 – M36

Action for the interested audiences to get involved: Last, the strategic phase focuses on maximising awareness about the Circular TwAIn concepts, designs, innovations, and exploitable results. Since this is the Project's final stage, all results will be disseminated through the Project's channels. Communication and dissemination efforts will be centred towards supporting the Project's sustainability and effective exploitation and preparing its market uptake. All efforts made in the previous phases will be leveraged in this final stage to achieve the strategy's objectives.

Timing is a core element in setting up an efficient strategy in the AIDA framework. Communication and dissemination activities will be laid out throughout the Project's duration in accordance with the progress achieved at each step. Thus, dissemination activities will intensify and become more impactful as soon as the Project sustainably produces results. The AIDA model is presented below, as adjusted to the duration and planning of Circular TwAIn.
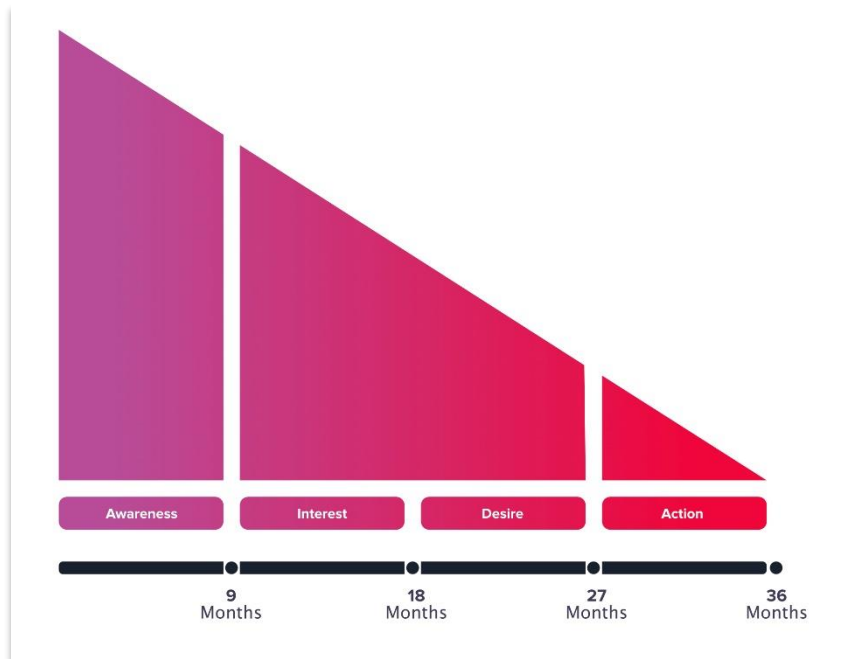
Figure 2-1: AIDA Model

2.3 Target Audiences/ Stakeholders

The overall objective of the C&D strategy is linked to addressing the right people with the right message at the right time. By approaching the right target audiences and stakeholders, the impact of Circular TwAIn will be maximised. To that extend, the communication activities are tailored according to the specific target group and the message to be conveyed. The Consortium will stay in touch with the identified stakeholders via the selected communication mediums, making sure they are informed and up to date with the Project developments, ensuring the Project's success and sound stakeholder management.

The following groups have been identified as the main target audiences of Circular TwAIn:

Table 2-1: Main Stakeholders

Target Audience	Message & Goal	Channel/Tools
Research Community / Academia	Emphasise on the newly developed concepts, the AI, and IDS for circular and sustainable production.	Website LinkedIn Conferences & Events Publications Datasets
Related Projects and Activities	Find common ground, interests and actions in the AI, Digital Twins and production sustainability, IoT-AI, etc.	Website LinkedIn & Twitter Conferences & Events
General Public	Create awareness about the project's benefits for society on sustainably designed products. What's the impact of Circular TwAIn? What's the news?	Website LinkedIn & Twitter Publications Videos Articles

Suppliers and users of AI technologies	Show how to leverage Circular TwAIn's trusted AI technologies fully.	Website Newsletters Conferences/Events LinkedIn & Twitter Publications Articles Videos
SMEs from non-tech sectors with interest in AI implementation	The value gained from eco-friendly product design to the maximum exploitation of production waste across the circular chain.	Website Conferences/Events LinkedIn & Twitter Articles Videos
I4MS Initiative, I4MS stakeholders, partners	How to use, contribute Circular TwAIn interoperable Circular Twins for end-to-end sustainability.	Website Conferences/Events LinkedIn & Twitter Publications Videos
Manufacturing and Process Industry: de-re-manufacturing, WEEE, Petrochemical	How to use Circular TwAIn cognitive Digital Twins with AI to enable human-centric sustainable manufacturing, Industry 5.0.	Website Conferences/Events LinkedIn & Twitter Publications Videos
Clusters, associations, platforms Manager member of relevant clusters network, Multipliers, DIHs for industry	How the results can be used and exploited by their members, share results, datasets, benefits, and improvements for end-users.	Website Newsletters Conferences/Events LinkedIn & Twitter Publications Articles Datasets
National and regional initiatives and funding bodies, Policymakers, Investment Banks/Funds, Business Investors	Value for them of the Results and knowledge for benefits of Circular TwAIn framework and its innovation potentials, as well as its contribution to the expected outcomes and impacts.	Website LinkedIn & Twitter Publications

2.4 Impact Assessment

To achieve the overall objectives and provide the desired outcomes, the C&D plan must be followed closely. Nevertheless, it should also be re-evaluated in a way that ensures the increase of awareness, interest, and engagement among the target audiences. For this purpose, quantitative indicators and associated metrics have been set up where applicable. The proposed metrics can be categorised as follows:

Quantitative indicators such as Key Performance Indicators (KPIs) and online metrics; and

Qualitative indicators such as the promotion of a proactive community, press coverage and long-term influence.

These targets will be periodically reviewed by the whole Consortium and adjusted accordingly.

2.4.1 Quantitative Indicators

Table 2-2: Quantitative Indicators (KPIs)

Measure	Indicators	Target Numbers
Visual Identity	A recognisable and memorable visual identity	1 Project logo, brand guidelines, Project templates, illustrations, and graphics as design elements
Dedicated Website	A responsive and easily accessible website	1 public website
Communication Kit	Communication materials	1 brochure, 1 poster, 1 banner (+updated versions if needed), 6 videos
Communication activities	Newsletters & Press Releases	6 newsletter issues, 6 press releases
Social Media Channels	LinkedIn and Twitter	Active LinkedIn and Twitter account posting news on a regular (weekly) base. At least 700 members per SoMe account in M32.
Participation in Conferences and Events	Related exhibitions, conferences, and fairs	10 conferences and events
Access to Results	Open Access (OA) publications and datasets	6 publications 8 datasets
Mass Media & Press	Publication of interesting news and achievements	15 articles
Liaison with other Clusters	Create synergies with other projects or clusters	No numerical KPIs. This is an ongoing task throughout the Project.

2.4.2 Qualitative Indicators

Complementary to the previously presented quantitative indicators, there are further positive impacts on the Project's communication and dissemination, which are difficult to quantify. To better keep track of these impacts, the following qualitative indicators have been included in the C&D plan:

Engaged Online Community

Focused efforts on social media content with the aim of ensuring engagement in discussions, feedback, and content sharing.

Press/Media Coverage

Press release distribution as well as articles publication to maximise the press coverage about Circular TwAIn.

Long-term Influence

The impact of the Communication and Dissemination activities can be short-term or long-term. Thus, it is expected that some of the actions will bring positive results in the long run. These cases will also be considered when monitoring the Project's impact.

2.5 Dissemination Management

2.5.1 Responsibilities Distribution

As pointed out in the Grant Agreement, "the beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate results should give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results to be disseminated.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification if they can show that their legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests."[3]

Therefore, all possible opportunities should be pursued by individual partners or on a collective basis to spread the Circular TwAIn results in the scientific community and the wider public.

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[3] *Grant Agreement 101058585 – Article 17, page 10-11*

3   Internal Communication Campaign

Complementing the external communication efforts, the Project also implements a comprehensive internal communication campaign with the aim of engaging the Consortium in maximising the dissemination channels and efforts. The main objective is to ensure that reliable information is accessible from as many sources as possible, thereby broadening the Project's reach. Our approaches towards achieving these objectives are:

3.1   Newsletters/ Press Releases

Always abiding by the GDPR restrictions, using an existing e-mail list was out of the question. The distribution list is gradually created and enriched using an embedded signup form on the Project's website, which includes double opt-in fields. Further, all partners should also distribute the Project's newsletters to their own e-mail contacts. Similarly, press releases should be reshared by the Consortium to increase their reach.

3.2   Social Media Plan

The Circular TwAIn Project is present on LinkedIn and Twitter. To grow the Project's Social Media communities, all partners have been motivated to follow both social media accounts and promote them among their own organisations' contacts. Additionally, partners are urged to use their networks to promote the Project by sending group messages, inviting people to follow the Project's accounts, and to engage with the Project's posts and occasionally share them to increase awareness about the Project. To this goal and with an aim to be able to make the most of the online communities formed on social media, a Social Media Plan was drafted to keep the audience engaged with interesting content. This plan is presented in Table 3-1.

Table 3-1: Social Media Plan

	April	May	June	July	August	September
Content	Project news and progress	Project news and progress	Project news and progress	Project news and progress	Project news and progress	Project news and progress
Partner	SINT IOSB AIMEN NISSA	SUITE5 NOVA INTRA CORE	GFT RECY REVE EAI	TEKNO COBAT SOCAR RAEE	SUPSI SSF ENG POLIMI	TECN SINT IOSB AIMEN

The plan is shared regularly with the Consortium, and partners are encouraged to contribute content related to their work, news related to the Project's topic, or updates on their progress in the field. To ensure the creation of eye-catching content and a better understanding of the deployed technologies, partner contributions should ideally include both text and visual elements. This social media plan is updated and shared with partners every six months, assigning the partners monthly to distribute the effort evenly.

Further, the social media plan includes guidelines for using hashtags and mentions to increase interaction between partners, organisations, companies, and European and national bodies involved in the Horizon Europe framework.
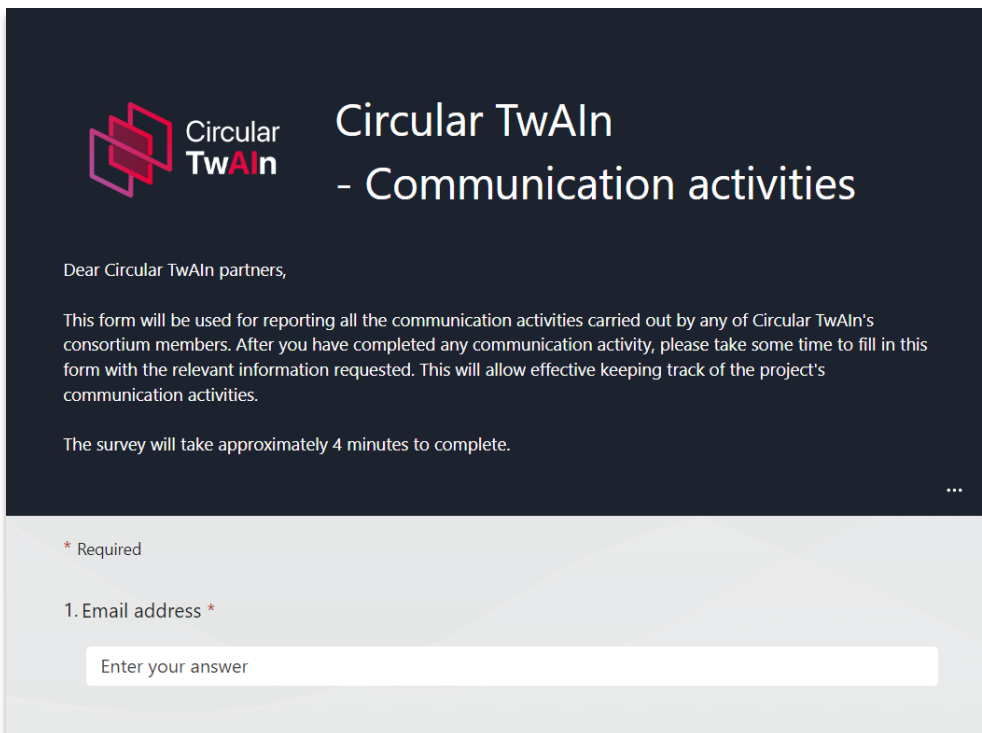
3.3 Presentations

The participation in external events, meetings and conferences is an excellent opportunity to further present and promote the Circular TwAIn Project. Thus, members of the Consortium participating in such events should try to include a brief introduction to Circular TwAIn in their organisations' presentations and contribute to the Project's visibility and extroversion.

3.4 Report Forms

To be able to keep track of any communication and dissemination activities, three Microsoft Forms have been created. The forms have been shared with all partners, who can fill them in to report their activities even without having a Microsoft account, simply by following the forms' links, as per below. The content of the forms can be also found in Annex 1.

Circular TwAIn – Communication Activities Report – Partners register here any communication activity relevant to the Project (newsletters, SoMe posts, press releases, website articles etc.) (Figure 3-1).

Figure 3-1: Communication activities report

Circular TwAIn – Dissemination Activities Report – Through this form, the Consortium reports any dissemination activity relevant to Circular TwAIn, like event participations, clustering activities, scientific collaborations etc. (Figure 3-2).

Figure 3-2: Dissemination activities report

Circular TwAIn – Publication Report – In this form, partners submit information about their scientific publications which are relevant to the Project.

Figure 3-3: Publication reports

3.5 Events Calendar

To effectively monitor event participations such as exhibitions, conferences, workshops, Project and technical meetings, CORE IC has developed the Circular TwAIn internal Events Calendar. This calendar is hosted on the Teamup platform, offering compatibility with commonly used calendars like iCalendar, Google Calendar, Outlook Calendar, and more, without an additional cost. Through Teamup, partners can access and contribute to the calendar by adding new events, but also stay informed about events added by other Consortium members. Furthermore, the calendar is conveniently accessible through a mobile app, ensuring that anyone can stay connected using their mobile devices. (Figure 3-4).
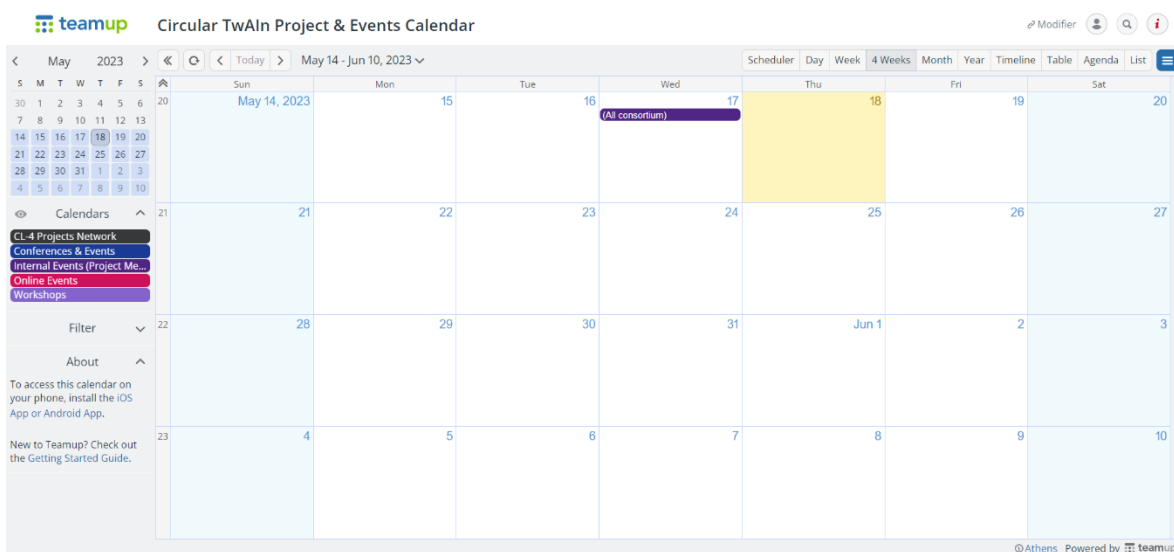
Figure 3-4: Internal Events Calendar

4   Communication Tools

This chapter is a brief presentation of the communication tools created and deployed to promote the dissemination of Circular TwAIn. A more detailed description can be found in D7.1 Brand Management Materials and Web Portal.

4.1 Project Identity

The importance of building a compelling visual identity is undeniable when it comes to effectively conveying the essence of the Project. Creating a captivating and memorable logo serves as the foundation for the Project's identity. That considered and with all aspects of the Project's scope, objectives and technologies in mind, the below logo was selected to represent Circular TwAIn.

Figure 4-1: Circular TwAIn Logotype

More information regarding the selection process and its design (colour scheme, typography etc.) can be found in D7.1 Brand Management Materials and Web Portal, in Chapter 2. In the aforementioned deliverable, one can also find the rest of the elements designed, as well as the colour palette and typography selected to complement the Project's visual identity.

4.2 Communication Materials

Within the first 3 months of Circular TwAIn, communication materials were developed to support its dissemination activities. The materials created so far are the following:

• the leaflet

• the poster

• the banner

The above will be updated if the Project's progress demands it. Due to increased scalability and environmental considerations, Circular TwAIn will mostly rely on electronic information channels. Nevertheless, being aware that printed information remains the principal medium for informing certain stakeholder groups, printing documents were created as well.

The first version of the files has already been distributed to the partners and uploaded to the website. The visuals created for the communication material are also uploaded separately on the Project's repository for the partners' convenience.

Partners will also deploy other actions to aid the Project's dissemination. Depending on the needs that may arise, other material could be created, such as technical posters, videos or delegate packs at conferences or other events.

More information regarding the design and content of the communication materials can be found in D7.1 Brand Management Materials and Web Portal, in Chapter 3.

4.3 Templates

To ensure that all materials produced within the Project's spec will be integrated, uniform and aligned with the visual identity of the Project, the following document templates were created:

- Deliverable, Meeting Agenda and Minutes of Meeting
- Presentation

All templates were created and shared with the Consortium within M1 of the Project and have been in use since then. A more detailed description can be found in Chapter 4 of D7.1 Brand Management Materials and Web Portal.

4.4 Communication Channels

Effective communication is a vital aspect of any European Project. With a goal to reach both the Consortium members, but also a very diverse set of stakeholders to share progress, updates and Project related information, communication relies on various channels, which are described further below.

4.4.1 Website

A Project's online presence can have a massive impact on the effectiveness of its message, as the website is its main Dissemination and Communication tool. CORE IC created the website, hosted at https://www.circular-twain-project.eu/, adopting the basics of UX design and keeping the design responsive and mobile-friendly.

The Circular TwAIn website was released on M3 (September 2022), creating a powerful, contemporary, and elegant online presence that embodies the Project's core objectives. Since then, the website has been counting an average number of *300 unique visitors* monthly. This is a number that is expected to rise as soon as Project results start being available on the website and user retention is increased with meaningful and dynamic content.

The design and release of the website's first version was analytically described in Chapter 5 of D7.1 Brand Management Materials and Web Portal. Nevertheless, since its release, the website has been updated with additional information displayed and some aesthetic changes, which concern the "News & Press Releases" subpage. Those changes are further described in this report.

When entering the subpage, the first view includes links to the social media accounts as well as the title of the subpage as seen in Figure 4-2.
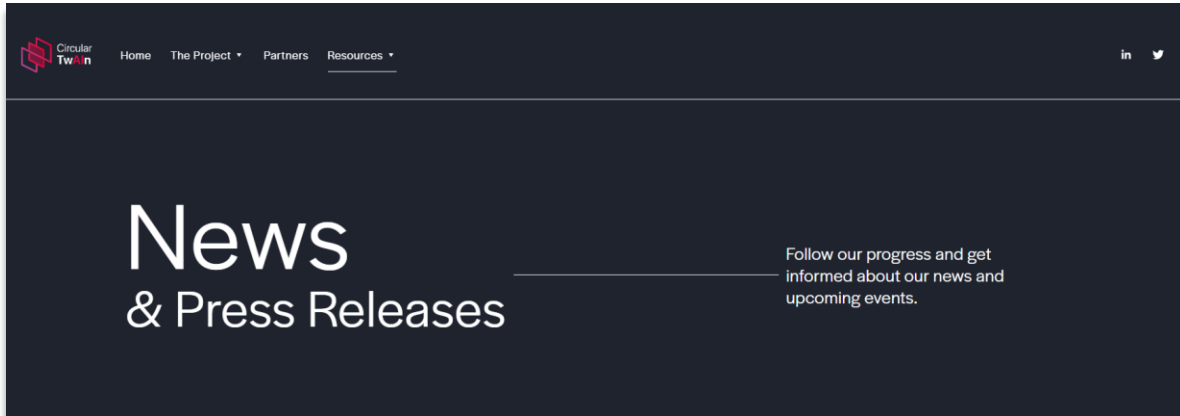
Figure 4-2: News & Press Releases Introduction

Scrolling down, a new section was added to accommodate any articles related to the Project. Further, a preview to the Twitter feed has been added.
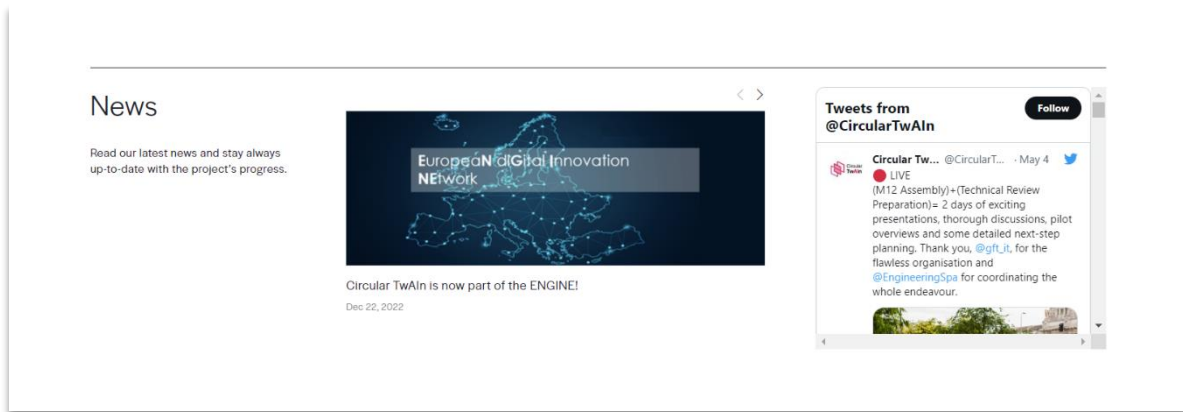

Figure 4-3: News & Twitter feed

Scrolling further down, a calendar was included to display the relevant to the Project events. This calendar, except for the Project's event participations, includes other industry events which might be of interest to the users visiting the Circular TwAIn's website. The registered events can also be accessed in a list format, which offers a quicker overview, as well as more information and a link to each of the events.
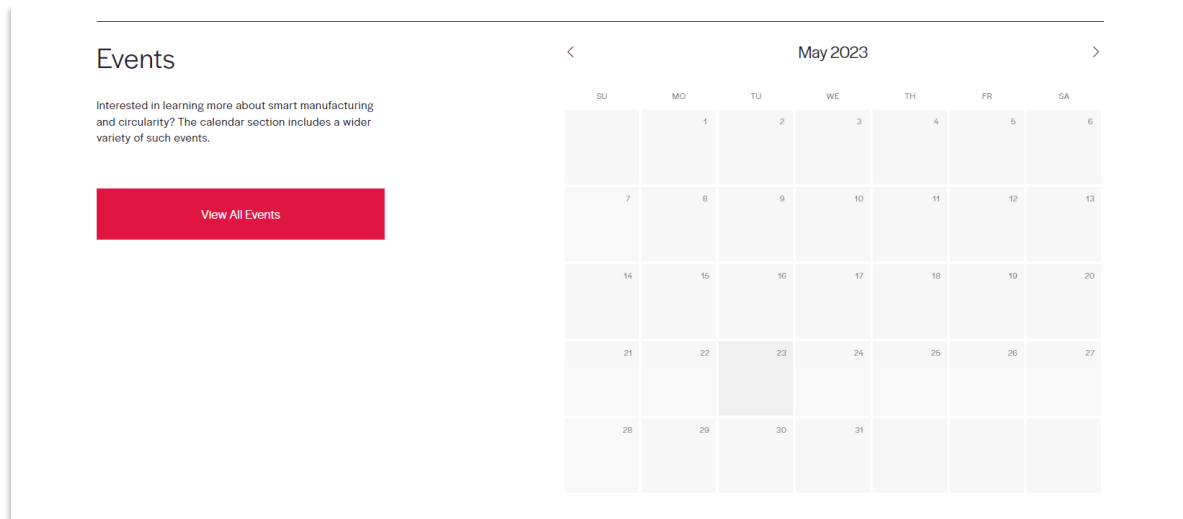
Figure 4-4: Events Calendar

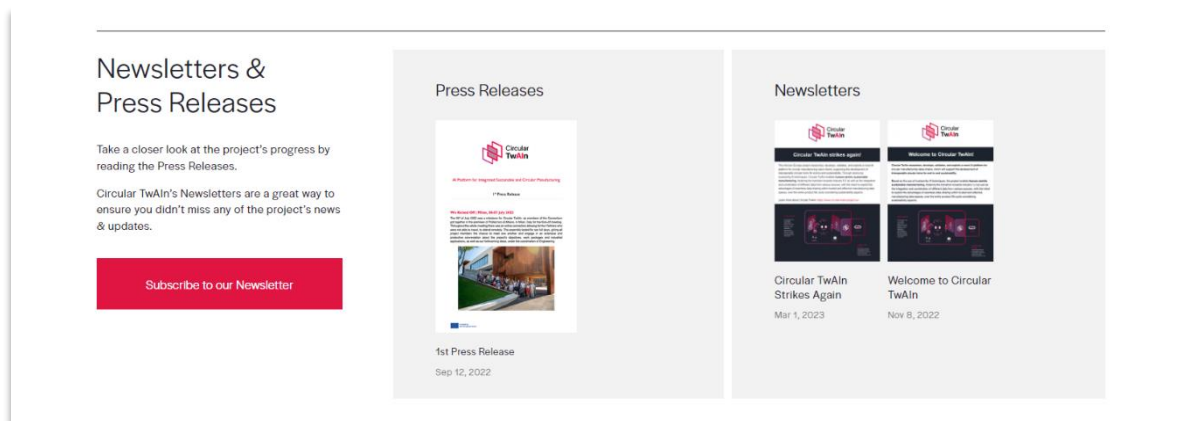Towards the end of this page, published press releases and newsletters are displayed.

Figure 4-5: Newsletter & Press Releases

4.4.2 Social Media

A vital step in establishing the communication channels of Circular TwAIn was the set-up of the social media accounts on Twitter and LinkedIn. Circular TwAIn will engage in different social media profiles, pages and online communities based on the Project topics, which include circularity, smart manufacturing, and collaborative AI.

CORE IC oversees the Project's social media activities, including managing social media accounts and their performance, and responding to direct messages. To comply with the Horizon Europe guidelines "Communicating about your EU-funded Project," social media communication will follow a specific approach of updating social networks regularly, by joining groups and approaching individuals interested in the Project topics, sharing relevant content, retweeting, and sharing official updates from the EC, its other Horizon EU channels, and other projects.

Furthermore, the Project partners will utilise their established social media channels to effectively disseminate the Project's activities and results to the intended audiences. CORE

IC has developed a methodology which focuses on cultivating trust and sharing knowledge through high-quality content, and utilising added-value content from Project processes.

Twitter

The Project's Twitter account was created upon the beginning of the Project. Since the website launch on M3, this account has been actively sharing content, articles and news related to the Project. By now it counts more than *300 followers.*
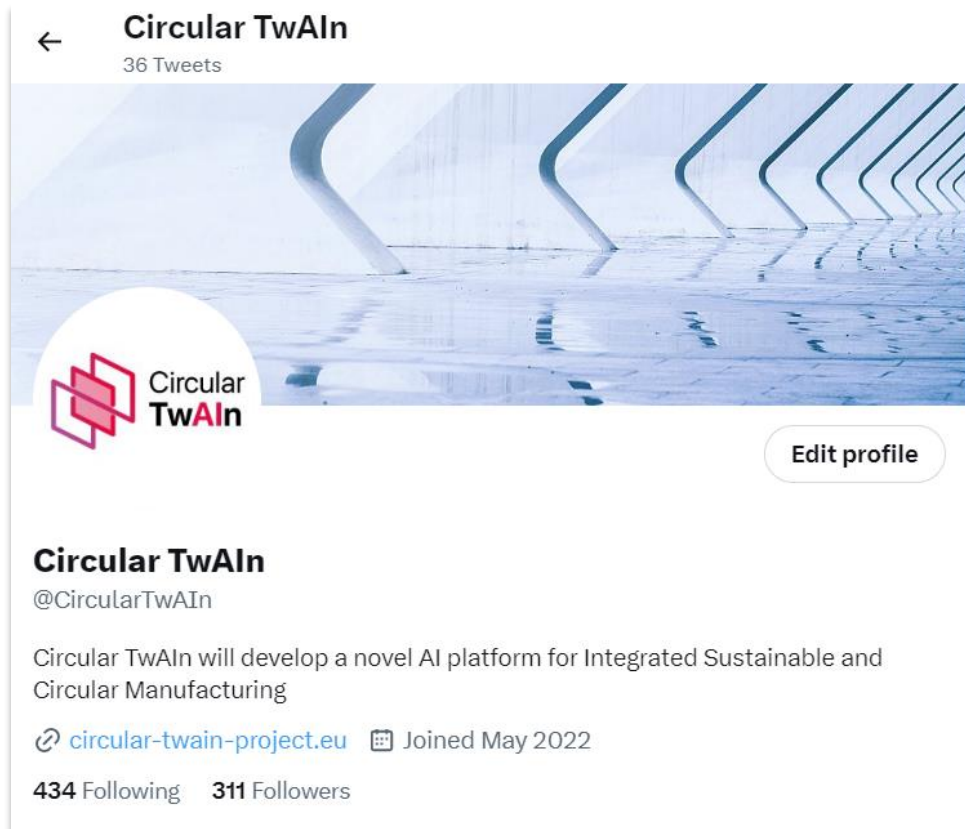

Figure 4-6: Twitter Profile

To be able to monitor Circular TwAIn Twitter account's activity and impact, the Twitter Analytics tool is used (Figure 4-7). So far, Twitter Analytics demonstrate a satisfying performance when it comes to followers, engagement, and impressions, as shown in the graph presented below.
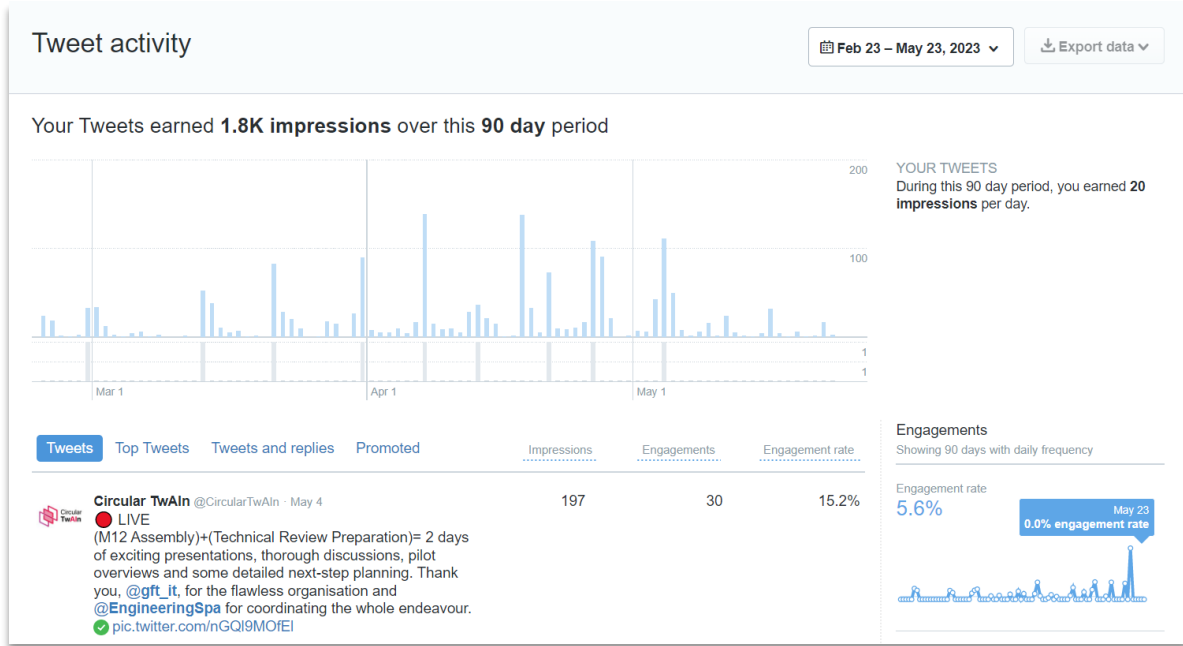
Figure 4-7: Twitter Analytics

LinkedIn

On the first month of the Project, a LinkedIn account was created to reach a more professional audience, the academic and scientific community, the industry actors, and other interested stakeholders (Figure 4-8). LinkedIn functions complementary to the website, with regular updates regarding the progress of Circular TwAIn. Overall, the posts reflect the gradual increase of Project activities and at the same time enhance the number of followers, currently exceeding *380*. Last, all Consortium members have been invited to connect with the Project's LinkedIn account and are urged to interact with the updates.
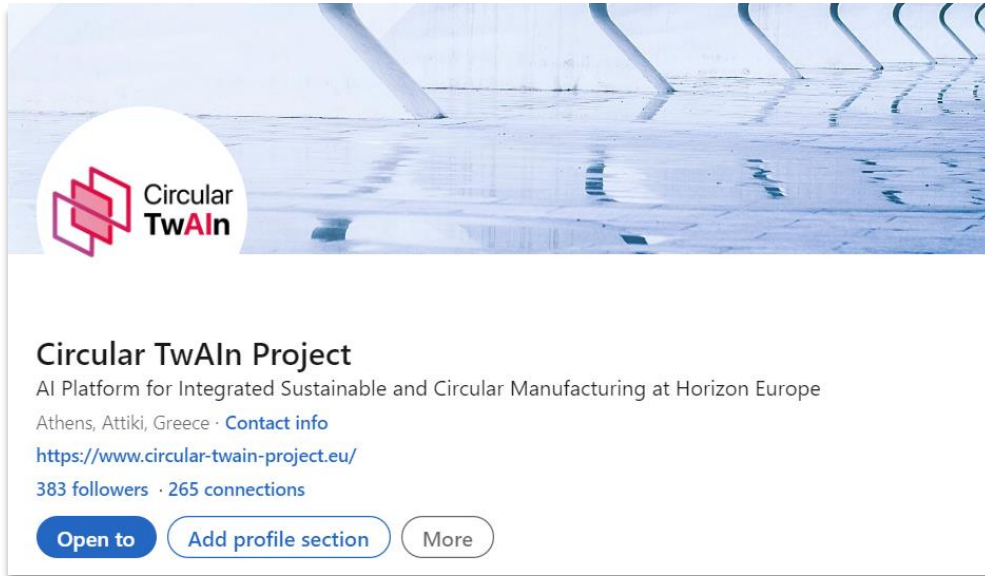
Figure 4-8: LinkedIn Profile

The social media audience is ever changing because of the efforts to grow the Project's community. Nevertheless, an audience breakdown was created while writing this report, which shows the trends and approximate synthesis of the community, which for now is quite balanced between researchers, stakeholders, and developers and technicians as shown in Figure 4-9.
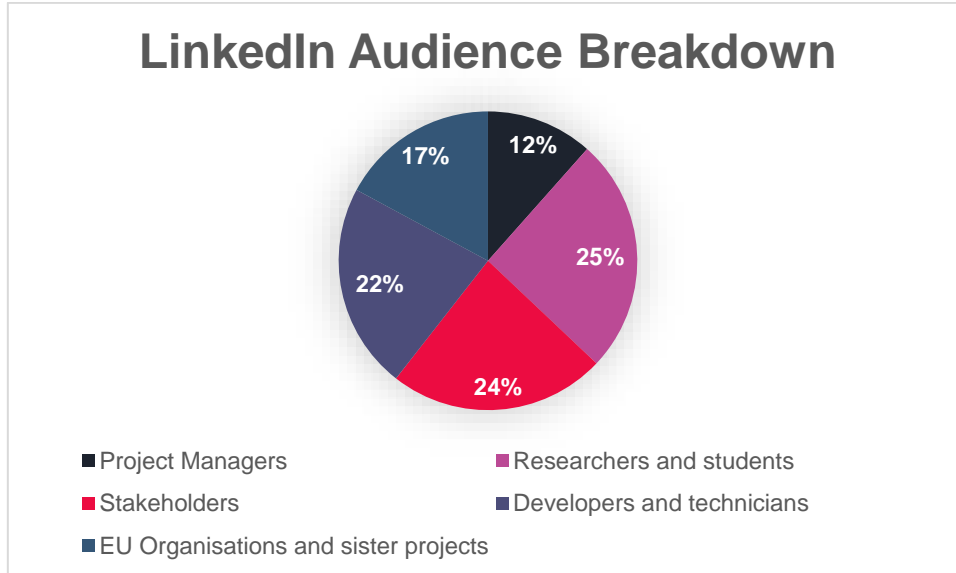

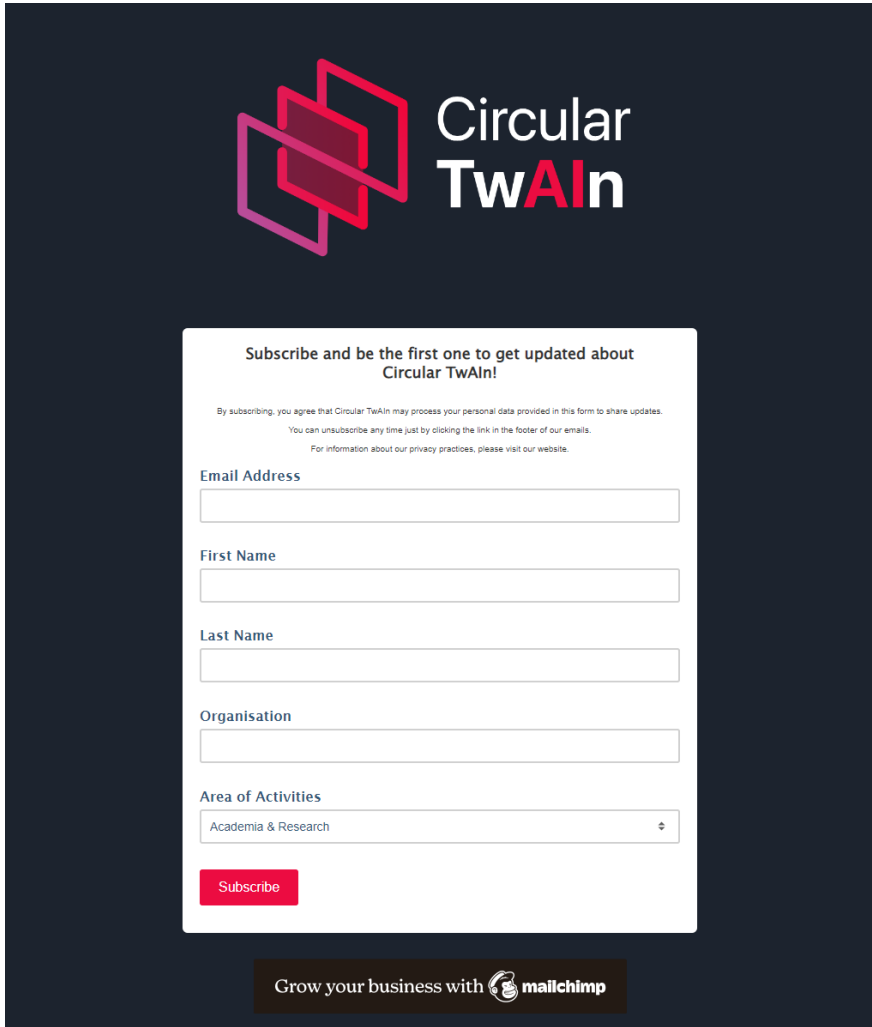Figure 4-9: LinkedIn Audience Breakdown

4.4.3 GMAIL Account

A Google account (circulartwain.eu@gmail.com) has been created to manage the social media of the Project. This account can also be used for future communication if such needs arise.

4.4.4 YouTube

A YouTube account will be launched once the first Project video is created. Video has proven to be a more effective method undoubtedly to engage more people with the Project. Circular TwAIn will create six video productions throughout its duration.

4.4.5 Mailchimp

To accommodate and send the email campaigns and newsletters of Circular TwAIn, a MailChimp account was created. As explained in Chapter 3.1, a subscription form is hosted on the Project's website with a banner that urges website visitors to fill it and stay in touch with the updates of the Project. The requested information is their email address, their first and last name as well as their affiliated organisation, as showcased in Figure 4-10.

Figure 4-10: MailChimp Subscription Form

4.5 Newsletters

Newsletters are a very powerful communication tool which allows us to directly convey any Project related progress or developments to our audience. The newsletter audience includes both members of the Consortium as well as those who have shown a significant level of engagement with Circular TwAIn by subscribing to the Project's mailing list. The newsletters

are issued on the MailChimp platform. Until M12, Circular TwAIn has already sent two issues of the newsletter, as seen in **Error! Reference source not found.**.

Figure 4-11: Newsletter

The first one was sent in M5 and included a short introduction to the Project, a note from the Project Coordinator about Circular TwAIn's inspirations and aspirations, a few words on the kick-off meeting in Milan and finally a brief presentation of the Consortium.

4.6 Press Releases

Figure 4-12: Press Release

Similarly with newsletters, press releases are published periodically to inform the public about any major Project achievements, milestones, and technological breakthroughs. They are shared in the same way as newsletters, through Circular TwAIn's website and social media accounts.

Partners are encouraged to share the Project's press releases through their established networks and maximise the reach and dissemination impact. The first press release of the project was published on M3 (September 2022) and is available for download through the Project's website. It was also announced and shared through the Project's social media accounts.

4.7 Reported Communication Activities

So far, partners have reported the following communication activities:

- 5 Twitter posts
- 4 LinkedIn posts
- 1 Newsletter mention
- 2 Website mention

- 1 Interview

This list is continuously updated and will be dynamic throughout the Project.

5   Dissemination Actions

5.1 Publications

As mentioned earlier in Chapter 3.4, CORE IC has created a Microsoft form to keep track of any publications within the context of Circular TwAIn (Figure 3-3). So far, there has been one entry in the publication report, as presented in Table 5-1. The Project is still in an early stage and the publications are expected to pick up after the initial phase of awareness, thus after the Project's first year.

Table 5-1: Circular TwAIn Reported Publication

Title	Authors	Type of Publication	Title of Journal	Date of Publication
Open-Source Implementations of the Reactive Asset Administration Shell: A Survey	Michael Jacoby, Michael Baumann, Tino Bischoff, Hans Mees, Jens Müller, Ljiljana Stojanovic and Friedrich Volz	Article in journal	MDPI Sensors	May 31, 2023

5.2 Events and Conferences

Additionally, as explained in Chapter 3.4, a dissemination report form was also created to be filled in by partners with information about any dissemination activities related to the Project's promotion and extroversion. Such activities are events, clustering activities and scientific collaborations. The reported dissemination activities noted until now, are all relevant to event participations and are specified below, in Table 5-2. Given the early stage of the Project, these event participations were mainly serving the Project's awareness.

Table 5-2: Event Participations

Event	Date	Description	Partners Involved
Congreso RAEE 2022	Sep 22 – Sep 23, 2022	A Congress about circular economy and the management of WEEE. As part of this association RECYCLIA presented Circular TwAIn in the event, to communicate and spread the project's scope.	RECYCLIA
EcoEncuentro 2022	Nov 10, 2022	The event delved into the role of the waste management sector as a generator of raw materials and, in its ability to mitigate reliance on natural resource extraction to ensure economic growth. RECYCLIA	RECYCLIA, REVERTIA

		presented the main objectives of Circular TwAIn as well as their main contributions to it.	
Data Spaces Syposium 2023	Mar 21 – Mar 23, 2023	The Data Spaces Symposium & following Deep-Dive Day is the fast stop for all relevant data sharing initiatives and efforts. The Data Spaces role in Circular TwAIn, technical approach, and pilots were presented.	POLIMI, ENG
Hannover Messe 2023	Apr 12 - Apr 21, 2023	The world's leading trade fair for industry experts on mechanical engineering, the electrical and digital industries and the energy industry will be showing technologies and solutions for a networked and climate-neutral industry. The goal of this participation was the demonstration of FA³ST Digital Twin and Data Space Tools, partially funded by Circular TwAIn, showcasing the storage of Carbon Footprints in Circularity use-cases	FhG-IOSB
Digital Manufacturing Industrial Summit 2023	Apr 25 – Apr 27, 2023	DMIS is a networking conference with an aim to empower the industry and maximise the advantage of new concepts and advanced technologies by linking industry, technology, and research together, exploring the latest interpretations of concepts, and by understanding how others have already benefited. With this participation, AI-enabled Production-Product-Human Digital Twins for Circular Data Spaces on Manufacturing Data	ENG, POLIMI

		Space session on the 26th of April.	
AIM-NET Networking Event	May 24, 2023	AI in Manufacturing NETwork aims to promote the adoption of AI by Manufacturing in Europe and leverage the community effort. Through this participation, TECN elaborated on AI in circularity, presented Circular TwAIn and how AI can help on improving circularity on manufacturing industry.	TECNALIA

5.3 Clustering and Cross-dissemination

5.3.1 Liaison with other clusters

Clustering is a vital part of the Dissemination strategy of Circular TwAIn. Liaising with existing platforms, projects, and communities (e.g., **AI4EU**, **AI-MAN**, **DIH4INDUSTRY**, **EFFRA**, **DFA**) will enhance the development of a strong and vibrant ecosystem of relevant stakeholders around the Project results. As part of this ecosystem, the Project will demonstrate the added value of the platform and will ensure its wider use beyond the Project and the Consortium's business networks. So far, CORE IC has already been in contact with **ICT-38** and exploring the possibilities for collaboration.

Furthermore, clustering activities will be carried out among the projects funded under the same umbrella with an aim of generating synergies, maximising the impact of the results, and creating a roadmap to exploit the potential of AI as a transformation tool to support circular production in the entire manufacturing and process industry. The topic of Circular TwAIn is Artificial Intelligence for sustainable, agile manufacturing and the projects funded in the same topic are:

- s-X-AIPI: self-X Artificial Intelligence for European Process Industry digital transformation.

- AIDEAS: AI Driven industrial Equipment product lifecycle boosting Agility, Sustainability, and resilience.

Finally, Circular TwAIn has been already included in **ENGINE initiative**, as described in Chapter 5.3.3.

5.3.2 Zenodo Platform

Zenodo is a general-purpose open-access repository and data-sharing platform designed to facilitate the storage, sharing, and preservation of research outputs. It was developed under OpenAIRE and operated by CERN. One of the key features of Zenodo is its emphasis on openness and accessibility. It allows researchers to share their work with the global scientific community and promotes collaboration and knowledge exchange. Zenodo generates a Digital Object Identifier (DOI) for each uploaded item, ensuring citable links. This makes it a valuable platform when it comes to disseminating and archiving research materials.

As Zenodo is widely used among the academic and scientific community, it is an ideal network to enhance the exposure of Circular TwAIn to the academic community, researchers, and scientists. Furthermore, the material uploaded on the project's Zenodo profile, is also cross-published to OpenAIRE, a European open access infrastructure for research and a key implementer of the European Open Science Cloud (EOSC). Thus, creating a Zenodo profile, ensures maximum exposure for the research output produced within Circular TwAIn.

Last, Zenodo provides useful analytics which allows to keep track of the number of views and downloads and measure the impact for each entry.
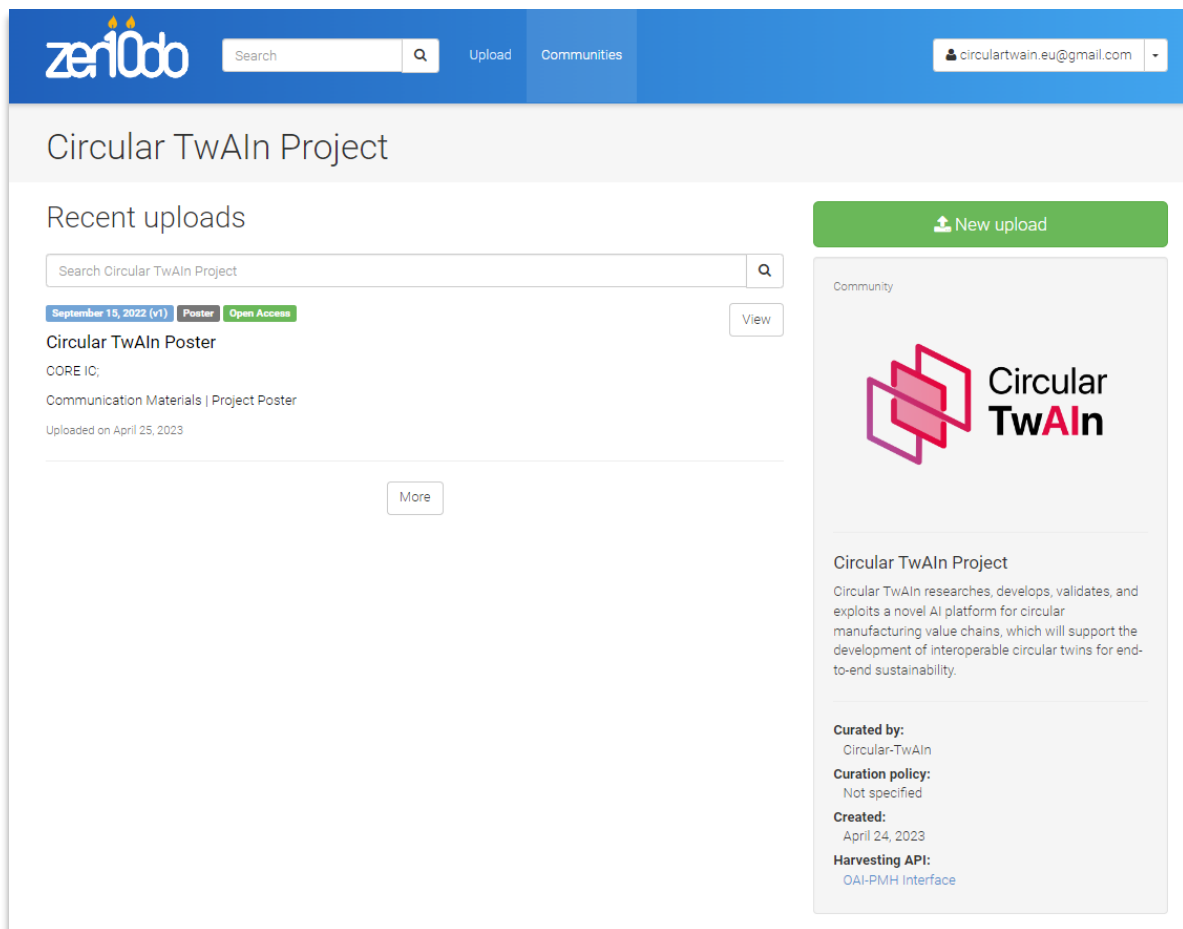

Figure 5-1: Zenodo Profile

5.3.3 ENGINE Collaboration

Circular TwAIn has also become a member of the ENGINE Network. The ENGINE Network is an initiative aiming to maximise the impact of European R&D projects, active in the digitalisation of products and processes towards a greener and more resilient EU industry. The initiative is led by the University of Applied Sciences and Arts of Southern Switzerland (SUPSI).

By connecting various projects with a common perspective, this initiative promotes cross-fertilisation, networking, and the extension of dissemination channels. Among other activities, a joint newsletter is published every 6 months.

Circular TwAIn was included in the 7th issue of ENGINE newsletter with a short introduction to the Project concept and objectives, as well as a link to the website (see Figure 5-2).
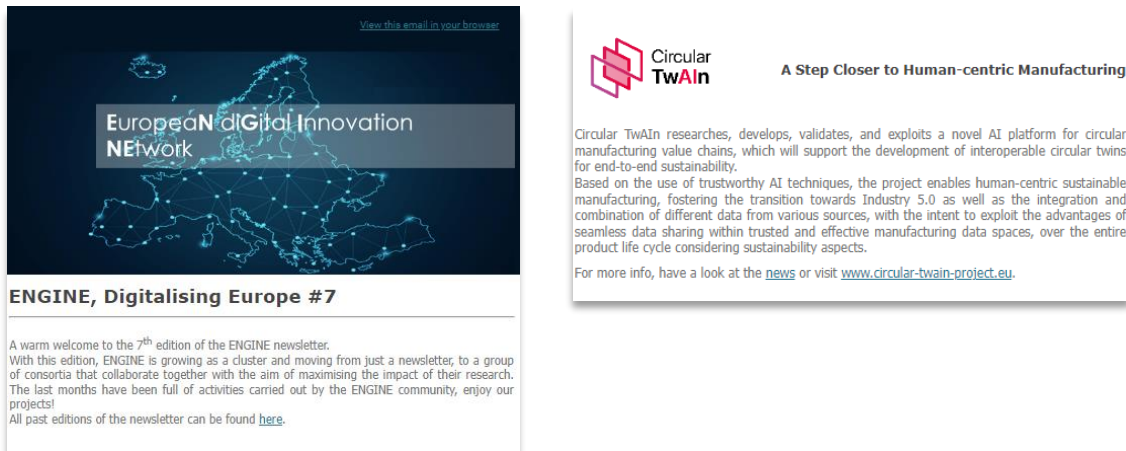
Figure 5-2: ENGINE Newsletter #7

5.3.4 EFFRA Innovation Portal

EFFRA Innovation Portal is an initiative supported by the European Commission to foster collaboration and knowledge sharing among researchers, industry professionals, and other stakeholders in the manufacturing community. Its main goal is to provide an online hub for exchanging information about research and innovation projects in the field of manufacturing.

The EFFRA Innovation Portal enables networking and collaboration and serves as a dynamic and interactive platform, empowering individuals, and organisations in the manufacturing sector to keep track with the latest developments, share knowledge, and collaborate on cutting-edge research and innovation initiatives. Circular TwAIn has been part of the EFFRA Innovation Portal since M8 (February 2022), and the profile is regularly updated with the latest information.
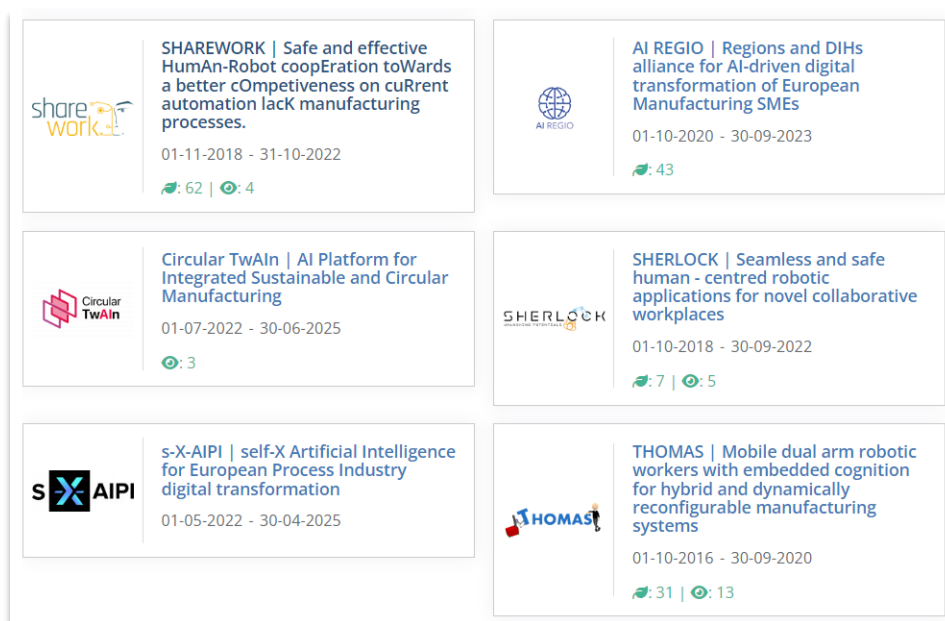
Figure 5-3: Circular TwAIn in EFFRA Innovation Portal

6   Conclusion and Future Outlook

This report has laid out a comprehensive plan, outlining the strategy for communication and dissemination activities. The primary objective is to establish a strong foundation which will enhance the short- and long-term impact of the Project. This deliverable specifically focuses on describing the steps taken so far to achieve the laid-out objectives.

To ensure that the Project activities and outcomes have the highest possible impact, the Communication and Dissemination plan will be treated as a dynamic document. This means that it will be regularly updated to include new insights and perspectives obtained through the Project progress itself and the interaction with partners and stakeholders. It will be continuously reviewed and revised to maintain its validity and relevance. The updated information from the Dissemination and Communication report will be presented in subsequent deliverables, namely D7.7 and D7.11.

The forthcoming actions will concentrate on monitoring the progress of the results achieved and refining their descriptions. As the results become more precisely defined and the involvement of partners becomes clearer, additional information will be disseminated to the public. This will allow for a more comprehensive understanding of the Project's advancements and the key players involved.

6.1 Next Steps

Below, is a list with the upcoming actions for the next 12 months (until M24 that D7.7, the second version of the Dissemination and Communication Report will be submitted):

- Create the general presentation of Circular TwAIn.

- Continuous update of the website with news, events, results etc. and further promotion of the above, through incorporating a section preview in the homepage.

- Further develop the Project's social media presence, increasing the connections and interrelations between social media accounts and the Project website, as well as grow the community's engagement.

- Increase publications and participation in events with the aim of becoming more extrovert with the Project results.

- Publishing the upcoming newsletter issues and press releases.

- Cross-dissemination through the liaison with other Clusters and collaboration with other projects with similar scope and objectives.

7   Annex I

Communication Activities Form

Circular TwAIn - Communication activities

Dear Circular TwAIn partners,

This form will be used for reporting all the communication activities carried out by any of Circular TwAIn's consortium members. After you have completed any communication activity, please take some time to fill in this form with the relevant information requested. This will allow effective keeping track of the project's communication activities.

The survey will take approximately 4 minutes to complete.

* Required

1. Email address *

2. Name and surname *

3. Responsible partner *

- ☐ ENG
- ☐ POLIMI
- ☐ TECN
- ☐ SINTEF
- ☐ FhG-IOSB
- ☐ AIMEN
- ☐ NISSATECH
- ☐ SUITE5
- ☐ NOVA
- ☐ INTRA
- ☐ CORE
- ☐ GFT
- ☐ RECYCLIA
- ☐ REVERTIA
- ☐ EAI
- ☐ TEKNOPAR
- ☐ COBAT
- ☐ SOCAR
- ☐ RAEEMAN
- ☐ SUPSI
- ☐ SSF

4. Other partner(s) involved

☐ ENG

☐ POLIMI

☐ TECN

☐ SINTEF

☐ FhG-IOSB

☐ AIMEN

☐ NISSATECH

☐ SUITE5

☐ NOVA

☐ INTRA

☐ CORE

☐ GFT

☐ RECYCLIA

☐ REVERTIA

☐ EAI

☐ TEKNOPAR

☐ COBAT

☐ SOCAR

☐ RAEEMAN

☐ SUPSI

☐ SSF

5. Communication Activity Name *

6. Description (and provide a link, if applicable) *

7. Who? Target audience *

☐ Citizens

☐ Civil society

☐ EU institutions

☐ Industry, bussiness partners

☐ Innovators

☐ International organisations (UN body, OECD, etc)

☐ Investors

☐ Local authorities

☐ National authorities

☐ Regional authorities

☐ Research communities

☐ Specific user communities (if applicable)

☐ Other

8. How? Communication channel *

☐ Interview

☐ Media article

☐ Newsletter

☐ Press release

☐ Print materials (brochure, leaflet, posters, stickers, banners, etc)

☐ Social media

☐ TV/Radio campaign

☐ Video

☐ Website

☐ Other

9. Outcome (how it affects the project/the project KPIs) *

10. Status *

○ Cancelled

○ Delivered

○ Ongoing

○ Postponed

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Dissemination Activities

3. Responsible partner *

- ☐ ENG
- ☐ POLIMI
- ☐ TECN
- ☐ SINTEF
- ☐ FhG-IOSB
- ☐ AIMEN
- ☐ NISSATECH
- ☐ SUITE5
- ☐ NOVA
- ☐ INTRA
- ☐ CORE
- ☐ GFT
- ☐ RECYCLIA
- ☐ REVERTIA
- ☐ EAI
- ☐ TEKNOPAR
- ☐ COBAT
- ☐ SOCAR
- ☐ RAEEMAN
- ☐ SUPSI
- ☐ SSF

4. Other partners involved

- ☐ ENG
- ☐ POLIMI
- ☐ TECN
- ☐ SINTEF
- ☐ FhG-IOSB
- ☐ AIMEN
- ☐ NISSATECH
- ☐ SUITE5
- ☐ NOVA
- ☐ INTRA
- ☐ CORE
- ☐ GFT
- ☐ RECYCLIA
- ☐ REVERTIA
- ☐ EAI
- ☐ TEKNOPAR
- ☐ COBAT
- ☐ SOCAR
- ☐ RAEEMAN
- ☐ SUPSI
- ☐ SSF

5. Dissemination Activity Name (and provide a link, if applicable) *

6. What? Type of dissemination activity *

○ Conferences

○ Education and training events

○ Meetings

○ Clustering activities

○ Collaborations with EU funded projects

○ Other scientific collaboration

○ Exhibition

○ Workshop

○ Other

7. Who? Target audience reached *

☐ Research communities

☐ Industry, business partners

☐ Innovators

☐ Investors

☐ International organisation (UN body, OECD, etc.)

☐ EU Institutions

☐ National authorities

☐ Regional authorities

☐ Local authorities

☐ Civil society

☐ Citizens

☐ Specific end user communities

☐ Other

8. Why? Description of the objective(s) with reference to a specific project output (max 200 characters) *

9. Status *

○ Cancelled

○ Delivered

○ Ongoing

○ Postponed

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Microsoft Forms

Publications

Circular TwAIn - Publications Report

Dear Circular TwAIn partners,

This form will be used for reporting all the publications within the project context. Following a publication, please take some time to fill in this form with the relevant information requested. This will allow the effective keeping track of the project's dissemination activities.

The survey will take approximately 6 minutes to complete.

* Required

1. Email address *

2. Name and surname *

3. Responsible partner *

☐ ENG

☐ POLIMI

☐ TECN

☐ SINTEF

☐ FhG-IOSB

☐ AIMEN

☐ NISSATECH

☐ SUITE5

☐ NOVA

☐ INTRA

☐ CORE

☐ GFT

☐ RECYCLIA

☐ REVERTIA

☐ EAI

☐ TEKNOPAR

☐ COBAT

☐ SOCAR

☐ RAEEMAN

☐ SUPSI

☐ SSF

4. Other partner(s) involved

☐ ENG

☐ POLIMI

☐ TECN

☐ SINTEF

☐ FhG-IOSB

☐ AIMEN

☐ NISSATECH

☐ SUITE5

☐ NOVA

☐ INTRA

☐ CORE

☐ GFT

☐ RECYCLIA

☐ REVERTIA

☐ EAI

☐ TEKNOPAR

☐ COBAT

☐ SOCAR

☐ RAEEMAN

☐ SUPSI

☐ SSF

5. Title of the scientific publication *

6. Authors *

7. Type of PID (repository) *

◯ DOI

◯ Handle

◯ ARK

◯ URI

◯ pURL

◯ None

◯ Other

8. PID of deposited publication

9. PID (publisher version of record) *

10. Type of publication *

   ◯ Article in journal

   ◯ Publication in conferene/workshop proceeding

   ◯ Books/monographs

   ◯ Chapters in books

   ◯ Thesis/dissertation

   ◯ Other

11. Title of the Journal or equivalent

12. Number

13. ISSN or eISSN *

14. Publisher *

15. Date of publication *

[🗓]

16. Was the publication available in open access through the repository at the time of publication? *

  ◯ Yes

  ◯ No

17. Peer-reviewed? *

  ◯ Yes

  ◯ No

18. PID (Publisher version of record)

[   ]

19. Book title

[   ]

20. Did you charge OA publishing fees to the project?

  ◯ Yes

  ◯ No

21. If yes (question 20) enter type of publishing venue

   ◯ Hybrid venue

   ◯ Full open-access venue

   ◯ Full subscription venue

22. Article processing costs that will be charged to the project

   [   ]

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