teaming.ai

Human-AI Teaming Platform for Maintaining and Evolving AI Systems in Manufacturing

D8.3 – First Report on Dissemination activities

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1   Executive Summary

The present document constitutes Deliverable D8.3 "First Report on Dissemination activities" in the framework of WP8 "Dissemination and exploitation", regarding Task 8.1 "Design and Implementation of Communication Strategy" and Task 8.2 "Design and Implementation of Dissemination Strategy".

The current deliverable is for reporting and monitoring all the activities done from the 6th month of the project until the 18th, while considering the initial goals and objectives set in D8.2 "Communication and Dissemination Master Plan (CDMP)".

All recommendations and actions which are mentioned in the Project Review Report M9, regarding Communication & Dissemination activities, have been addressed in this deliverable. Please note that the description of the matrix which was pointed to be reported in D8.3 "First Report on Dissemination activities", as mentioned in Action 10 of Recommendation 9, is reported in D8.8 "Preliminary Exploitation Strategies and IPR Management".

2 Introduction

CORE is leading the Communication and Disseminations activities of the project, coordinating and supervising all the respective endeavours. Moreover, all partners contribute to the dissemination and communication tasks according to their role, by means of sharing input about their progress, participating in events, organizing workshops, publishing papers, and disseminating TEAMING.AI's results.

At the submission time of the current deliverable, the existing conditions formed by COVID-19 have affected physical conferences, exhibitions, workshops etc. (cancelled or postponed) worldwide and in many cases have been turned into virtual ones. Under these circumstances, the consortium has focused in participating virtually in targeted events outlined in this deliverable.

2.1 Deliverable Overview

The present deliverable has been prepared by CORE with input from the TEAMING.AI partners, to lay out the project's approach to communication and dissemination during the project. D8.3 will be followed by one more report towards the end of the project (D8.4 Second Report on Dissemination activities) which will also describe implementation of Dissemination and Communication activities.

The outline of this deliverable is as follows:

- **Chapter 1** is the executive summary.
- **Chapter 2** is an introduction to the deliverable and its outline.
- **Chapter 3** presents the communication dissemination stragegy which is followed during the timeline of the project and presents the current status of the KPIs.
- **Chapter 4** gives an insight to the Conosurtium's internal communication campaign.
- **Chapter 5** outlines the communication activities of the project. This chapter includes communication materials, online tools and channels used for TEAMING.AI's promoting purposes (the TEAMING.AI website and the social media), other activities such as newsletters and press releases.
- **Chapter 6** presents the dissemination activities of the project and their progress so far, including the cross-dissemination and clustering with other projects.
- **Chapter 7** gives an overview of the scheduled upcoming activities and responsibilities.

3 Communication and Dissemination Strategy

Following the Communication and Dissemination plan set on M6 of the project and described in the CDMP an omnichannel strategy has been set by preparing different communication instruments, content, and marketing materials for various audiences. TEAMING.AI's strategy follows the AIDA model. The AIDA model is an acronym - it stands for **A**ttention, **I**nterest/**D**esire and **A**ction. **Error! Reference source not found.Error! Reference source not found.** shows its steps in relation with the project timeframe.

3.1 Timeline

The timeline for the dissemination activities is structured in four main phases according to the AIDA model (Awareness, Interest, Desire and Action). It is a model used by a wide spectrum of organisations and is suitable for attracting and building relation with stakeholders. The stages that TEAMING.AI is following are:

Awareness / Initial Phase / M1-M9

Build Awareness and Attract the audience: In this period, which covered the first year of the project, communication efforts focused on building awareness for TEAMING.AI, making the project visible and recognisable, sharing its objectives, values, and technological innovation(s). Channels such as the website and social media accounts were the key tools to start building a network and reaching the first stakeholders.

Interest / 1st Intermediate Phase / M10-M18

Create interest in the target audience to know more about the project: This phase focused on raising the Interest after having reached awareness in the initial phase. Towards the end of the first year of the project (December 2021), TEAMING.AI started producing the first results, while developing and testing its technologies. Thus, dissemination actions augmented in collaboration with the partners and more people got to know the project. Consequently, more people searched for it and were interested in learning more about its activities. Publications and scientific papers to journals were targeted as desired actions, since researchers and scientific communities also increase the interest in TEAMING.AI. Project results have been presented in conferences, with the support and contribution of the consortium, according to partners' field of expertise and interest. Communication actions continued leveraging the potentials of social media, website, and newsletters. Partnering with other projects has been another important pursue during this phase.

Desire /2nd Intermediate Phase / M19-M27

Desire of the target audience to know more about the project and its results: This phase will focus on further engagement of the targeted audiences with the project. As the project results will evolve their dissemination will be pursued through events and publications, creating additional interest in the developments achieved in TEAMING.AI. Informing target markets about the technological breakthroughs and business benefits of TEAMING.AI is also an important part of this phase that works as a preparatory stage for the final mature phase. Social media, website, and newsletters will continue to be important channels for the project's communication activities while partnering with other projects will also remain an important activity in this phase.

Action / Mature - Final Phase / M28-M36

Action for the interested audiences to get involved: This phase will focus on maximizing target market and industry awareness regarding the TEAMING.AI platform and its exploitable products. Since it is the final phase of the project, all the results will be disseminated through the aforementioned channels. Communication and dissemination efforts will be centred towards supporting the project sustainability and its effective exploitation as well as preparing for its market replication. All the efforts made in the previous phases will be leveraged in this final stage.

Time dimension is a core element for setting up an efficient strategy in the AIDA framework. Communication and dissemination activities will be scheduled in accordance with the respective progress achieved in the project. In other words, actions vary during the project, and the dissemination activities are more intense and valuable now that the project has already produced results. The AIDA model with its four stages and their relationship with the time frame of TEAMING.AI is presented below.
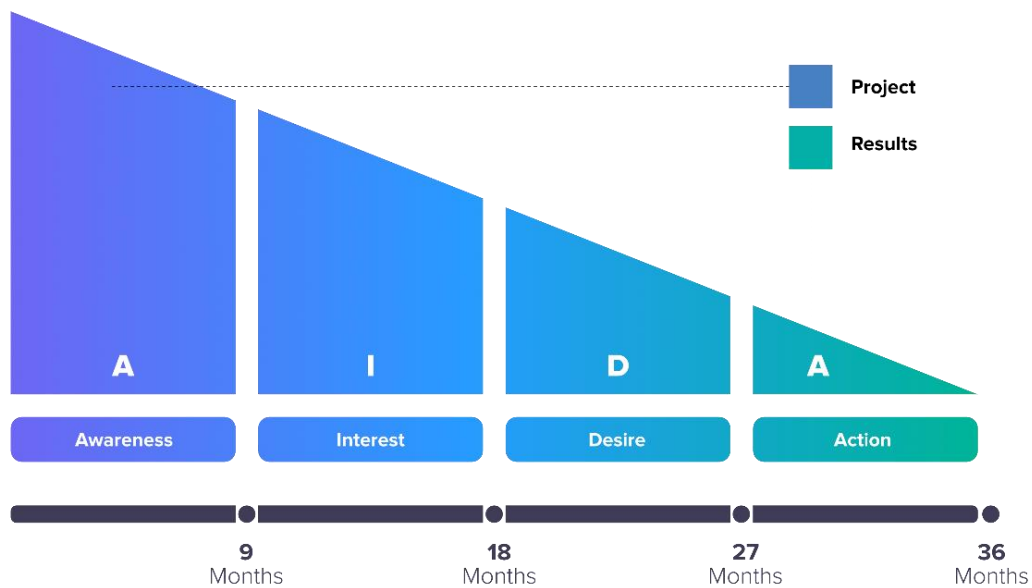
Figure 1: AIDA Model

As shown in the figure, the 1st project year served for building the initial awareness for TEAMING.AI, making the project recognisable to the first stakeholders and creating a network based on existing channels such as the partners' networks. To do so, a set of different platforms and tools were launched and used by the consortium. The activities were focused more on the digital opportunities and tools due to the COVID-19 pandemic and the current challenges in EU-level.

During the second year, the project focused more on the extroversion of its first results, reaching a wider audience through several dissemination activities (press releases, newsletters, participation in events, submission of publications etc.). TEAMING.AI is now entering the 3rd phase of the timeline and the focus will be pointed to further audience engagement, as mentioned above while at the same time aiming at creating desire for the existing audience, to know more about the project.

3.2 Impact Assessment

For the purposes of evaluation of TEAMING.AI activities, quantitative indicators and associated metrics were set up where applicable. Numerical targets have been setup to assess and monitor the project impact. The proposed metrics were included in DCMP and have been periodically reviewed by the whole Consortium.

For the purposes of evaluation of TEAMING.AI activities, quantitative indicators and associated metrics were set up where applicable. Numerical targets have been setup to assess and monitor the project impact. So far, progress on KPIs is depicted in the following table.

Table 1: Quantitative indicators (KPIs)

Measure	Indicators	Target number	Status M18
Creation of a recognisable brand identity	A coherent professional and widely recognisable visual identity	1 project logo, brand guidelines, TEAMING.AI templates, illustrations and graphics	Done – templates to be updated if needed
Communication kit	Communication material	brochure, poster, banner (+updated versions)	Done – to be updated if needed
		1 final video	Not done yet
		6 e-Newsletter issues	3 out of 6
Dedicated website	An easily accessible public platform	1 public website	Done – constantly updating
Social media channels	LinkedIn and Twitter	Active LinkedIn and Twitter accounts posting news in a regular (weekly) base. At least 800 members per account in M32.	Already 1103 members in LinkedIn & 629 members in Twitter – actively posting in both
		At least 4 announcements per partner in individual social media accounts; at least 6 announcements in H2020 social media sites	Ongoing for most of the partners
Participation in Conferences and events	Related exhibitions, conferences and fairs	At least 40 presentations in total;	14 out of 40
		3 special sessions	Done
		2 stands and/or demonstrations	1 out of 2
Peer-reviewed publications	Open Access (OA) publications	At least 25 project papers in conference proceedings and one-fifth in top ranked	12 out 25

		scientific journals or conferences	
Mass Media & Press	publication of interesting news and achievements to the Mass Media	30 media articles in popular and/or specialised media;	12 out 30
		At least 1 interview in Radio and/or TV	None yet – ongoing activity
Use of EU dissemination networks & tolls	Participation in EU conferences and public events, etc.	At least 4 publications in EC communication tools	Done
		Participation in EU events	Ongoing process
Project Events	Final event and international conference (M30)	1 intl. conference	Done
		Clusters sessions at a yearly base	1 done so far
TEAMING.AI Networking/ Engagement activities	Establishment of TEAMING.AI Stakeholders' Community	At least 50 members of the Stakeholders Community; at least 100 stakeholders contacted during the project	Done
		Establish links with 10 R&D projects	9 out of 10
		Establish links with 10 associations, fora, technical committees	3 out of 10

4 Internal communication campaign

In addition to the external communication campaign, the Consortium is implementing an internal communication campaign. The role of this campaign is to set a solid internal communication strategy within the consortium, in order to create as many dissemination channels as possible. Partners are asked to be as much involved as possible to all dissemination activities of the project in order to increase dissemination channels of the project and consequently raise awareness and visibility of project activities to the wider public. Information should come from as many sources as possible. In that way, we will expand our distribution base. Approaches to achieve these goals include:

4.1 Newsletters/ Press Releases

Due to GDPR restrictions regarding email campaigns, a big email database cannot be created to send out TEAMING.AI's newsletters. Each partner is responsible to distribute project's newsletters to their own stakeholder database. Sharing press releases of the project by all partners can also be useful to strengthen our external campaign. Stakeholders database which will be created within Task 8.2, will be also used as a newsletter database.

4.2 Social media

All partners are already following the social media accounts of the project (Twitter and LinkedIn). What is more, partners are required to share the project's content on social media. This helps TEAMING.AI to expand the social networks community and spread the information faster.

4.2.1 Social Media Plan

In order to be able to provide our audience with interesting content, a **Social Media Plan** has been delivered to the consortium, engaging partners to send us their input with news from the sector or their work on the field. The content includes both text and visual elements. Social Media Plan has been updated and distributed to partners every 6 months, indicating who will provide input. CORE is providing content every month and curates all posts coming from other partners as well.

	March	Arpil	May	June	July	August
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	PRO SCCH IDEA CORE	UMA IDK TYR CORE	IAL ITU FAR CORE	SDP TIM GOI CORE	WU TU Dublin PRO CORE	SCCH IDEA UMA CORE

Figure 2: Social Media Plan for the last 6 months of the project

4.3 Presentations

When partners participate in meetings/ events outside the project, they should try to include in their organisation's presentation, a small brief about TEAMING.AI, whenever possible. To this end, general presentation of the project has been created and shared with the Consortium, in order to be used whenever needed in events.

4.4 Report Forms

The aim of these report forms is to keep track of all activities and actions. For this purpose, we created and shared with the Consortium two Microsoft Forms to report the activities of participating to Events and publishing material. This is an efficient way to keep track of all these activities by simply applying to the Forms.

The forms can be found in the following links:

TEAMING.AI Event Report - for any participation in any Events, Conferences, Workshops etc. (Figure 3)

Figure 3: Events report

TEAMING.AI Publications Report - for any submission of a Paper, Publication, Media article etc. (Figure 4)

Figure 4: Publications & media report

What is more, another online form has been created recently in order to keep track of all dissemination activities of the Consortium. This form includes announcements, articles and engagement activities done by partners of TEAMING.AI (Figure 5).

Figure 5: Additional Dissemination form

4.5 Meetings

As defined in D9.1 "Governance structure, communication flow and methods", General Assembly Meetings have been held every 6 months. Due to the Corona pandemic GAM6 and GAM12 were held online. GAM18 was organized by SCCH in Hagenberg/Austria. To improve collaboration and information exchange within the project, the frequency of the Steering Committee Meetings was increased to monthly online meetings. In addition, there is a bi-weekly Method Group Meeting (online) for the scientific partners and a regularly meeting for the Implementation Group is established as well. Further working group meetings are held as needed.

What is more, the first meeting of the Scientific Advisory Board (SAB) is in preparation for the summer.

4.6 EU acknowledgement

All partners are obliged to include acknowledgement of TEAMING.AI funding in all publications, presentations, and workshops, etc. such that they can be considered output for the project. So far, the EU acknowledgment has been included in all communication & dissemination activities of the project[1].

5 Communication tools

Below are listed and described the communication and marketing materials have already been used to promote and disseminate TEAMING.AI project to stakeholders and the general public as well as the channels used to achieve this promotion.

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[1] Action 13 of Recommendation 11 of Technical Review Meeting M9.

5.1 Communication Materials

Detailed information on communication materials can be found in D8.1 *TEAMING.AI Corporate Identity*, chapter 4. To support dissemination activities, brochures, posters, banners and other forms of collaterals have been developed and will be updated if needed following the evolving needs of the project. So far, all materials have been updated due to change of partners' logos.

Due to the COVID-19 pandemic and the current difficulty to have physical presence in conferences, the project partners decided to focus more on digital forms of communication material. Not only this but TEAMING.AI has mostly relied so far on electronic information means, due to better scalability, easy updates and respect to the environment. The project is however aware that printed information is still the principal instrument for informing specific groups of stakeholders (e.g., participants to fairs, conferences and workshops) and therefore will be used in the upcoming physical events.

5.2 Templates

Templates for the project's documents (deliverable, agenda, and MoMs) and presentations were created to ensure a coherent, visually integrated result. All the templates were created and distributed to the Consortium on M3 (March 2021) and have already been used for the project needs. More information can be found in D8.1 *TEAMING.AI Corporate Identity*, in chapter 5. Same as with communication materials, templates will be updated whenever needed. So far, the deliverable template has been updated as it has been requested to include conclusions, main concepts and glossary in deliverables, whenever applicable.[2]

5.3 Newsletters and Press Releases

Communication efforts include keeping the TEAMING.AI consortium, its community and other organisations and Media, and the EC informed of its current activity and progress. For this purpose, email campaigns based on Newsletters and Press Releases can be remarkably effective means of communication.

5.3.1 Newsletters

Newsletters share updates about TEAMING.AI and highlight milestones, outcomes, and upcoming events. All issues have been sent using the Mailchimp platform. The Newsletter list has currently 71 people subscribed. The newsletter template that has been used is following the colour palette of the project. A pop-up subscription box has been added in the homepage of TEAMING.AI website, in order to encourage more visitors to subscribe.

So far, TEAMING.AI has issued three newsletters which are shown in Figure 6. Newsletters can be found in Annex I.

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[2] Action 2 of Recommendation 1 of Technical Review Meeting M9.

Figure 6: Newsletters #1, #2 and #3

5.3.2 Press releases

The first year of the project, TEAMING.AI did not have any considerable progress to show as the technical WPs did not have any results that soon. Therefore, no more than one Press Release were published. The first press release of the project was published on M4 (April 2021) and was included in D8.2 "Design and Implementation of Dissemination Strategy". The next Press Release was released on M14 (February 2022) with title "Auditable ethics as a solution for trustworthy AI" (https://bit.ly/3tCvwcd). The 3rd Press Release was published on M16 (April 2022) and presented the TEAMING.AI Software Architecture (https://bit.ly/3MVvume). Both Press Releases are presented in Figure 7 and Figure 8.

All Press Releases are available for downloading through TEAMING.AI website. They were also announced and shared through the project's social media accounts (Twitter and LinkedIn).

Figure 7: 2nd Press Release

Figure 8: 3rd Press Release

5.4 Channels

5.4.1 Website

The project website was designed by CORE and officially launched in the beginning of the project. It is hosted at https://www.teamingai-project.eu/. The detailed analysis of the website can be found in the submitted deliverable D8.2 "Design and Implementation of Dissemination Strategy".

Since its launch, the website has been constantly updated with all relevant project information for the public, including general information on the project, public documents with the possibility of downloads (brochures, working papers, presentations, reports, deliverables etc.), news and events (workshops, seminars, conferences etc.), newsletters and press releases published, and information about the consortium (including links to partners' websites).

Many changes have been applied on the interface of website since the beginning, following the needs of the project[3]. Indicatively:

Homepage

Homepage now includes a link to TEAMING.AI YouTube, currently showing the general presentation of the project. At a later stage that more videos will be added in the YouTube profile of the project, there will be a selection playing on the Homepage in order to catch the visitors' attention.
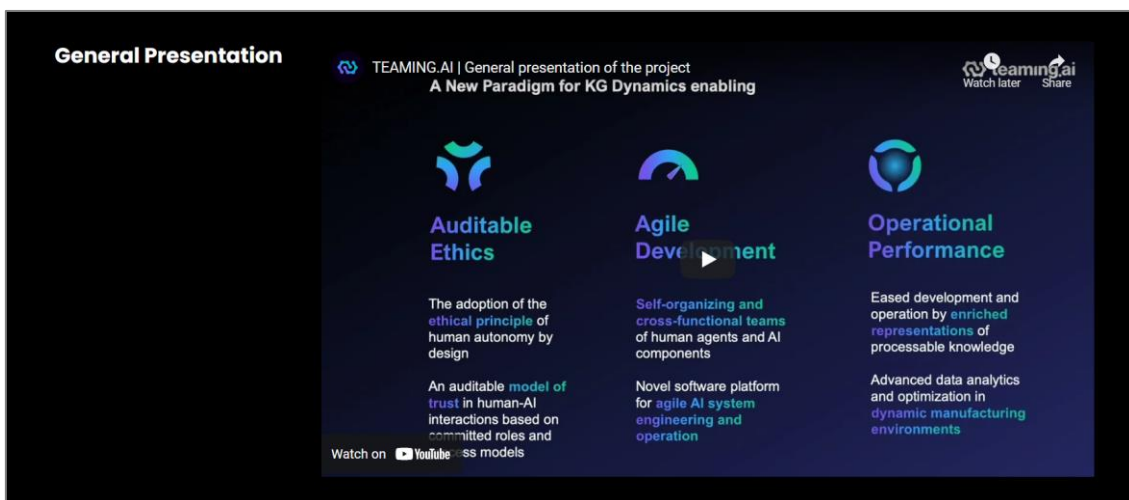
Figure 9: New section in the Homepage

Another feature added in the Homepage is the corner of events, news and tweet feeds. This change was made in order to promote further our events participation and give a more "live" touch to the website.[4]

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[3] Action 17 of Recommendation 15 of Technical Review Meeting M9.

[4] Action 21 of Recommendation 15 of Technical Review Meeting M9.
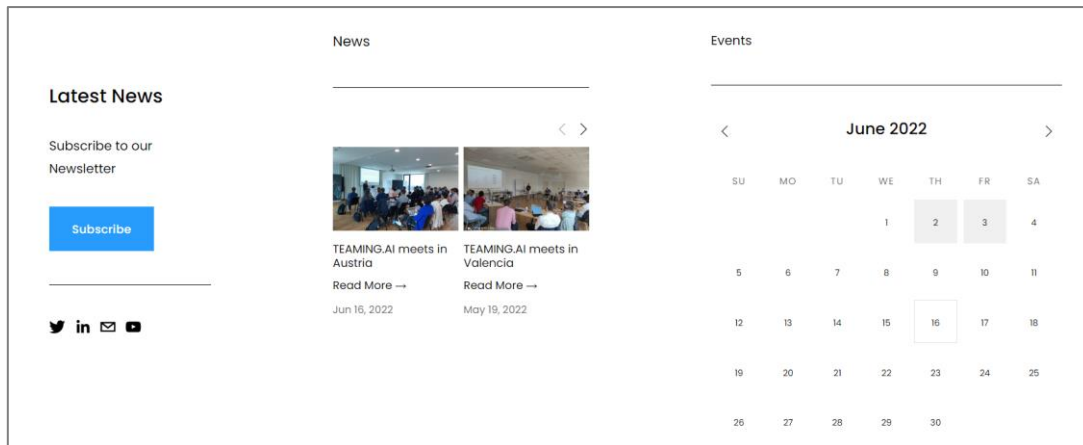
Figure 10: News & events corner in Homepage

Resources

Resources is the most frequently updated page of the website as it hosts the latest information on TEAMING.AI. This page aims at keeping the visitor engaged and making him coming back. Here, one can see new articles, events relevant to the project, the twitter feed and many more other features[5].

News & Press Releases subpage has been updated regarding how information appears on the screen. Additionally, a YouTube carousel has been added here as well, giving the visitor the opportunity to see updates of the project through videos.
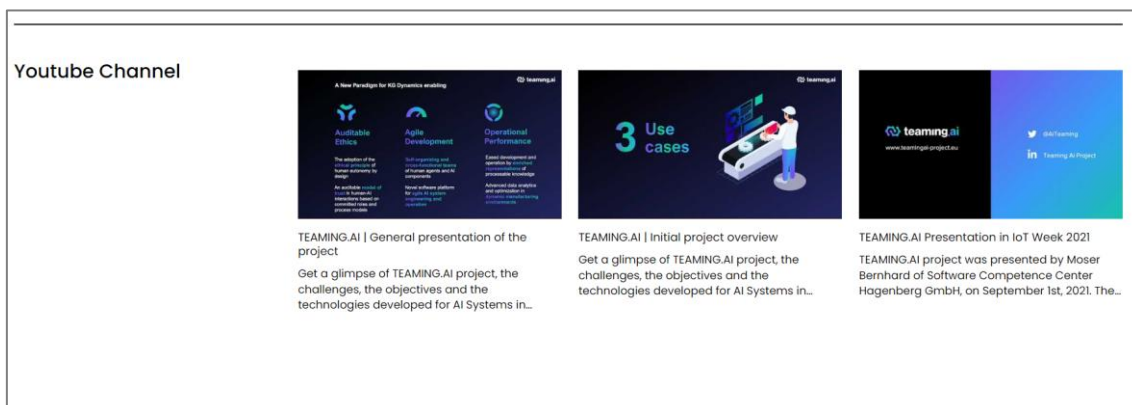
Figure 11: YouTube carousel in News & Press Releases

A new subpage has been added under resources, called Project Deliverables. In this corner, one can download all public submitted and accepted deliverables of TEAMING.AI[6].

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[5] Action 22 of Recommendation 15 of Technical Review Meeting M9
[6] Action 18 of Recommendation 15 of Technical Review Meeting M9
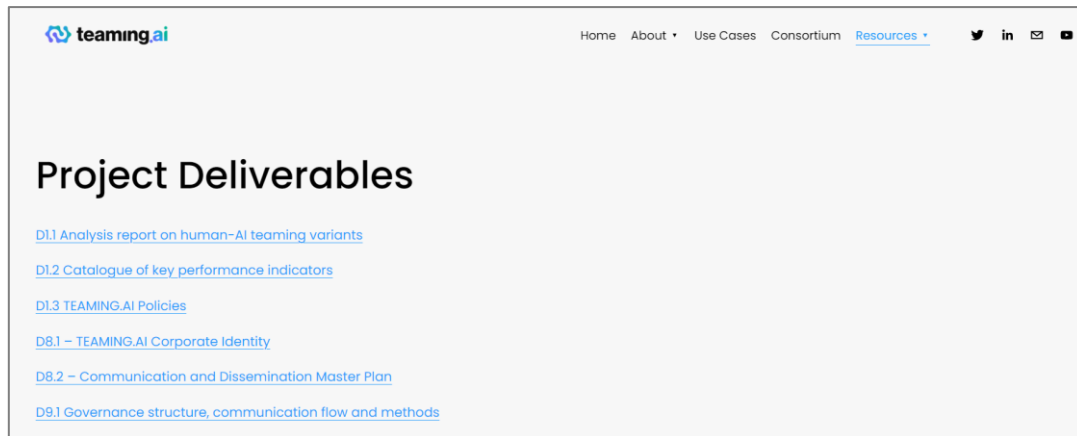
Figure 12: Project Deliverables subpage

5.4.1.1 Website analytics

By M18 (June 2022), the TEAMING.AI website already counted 3900 users (of which 2900 unique visitors), as it can be seen in Figure 13.
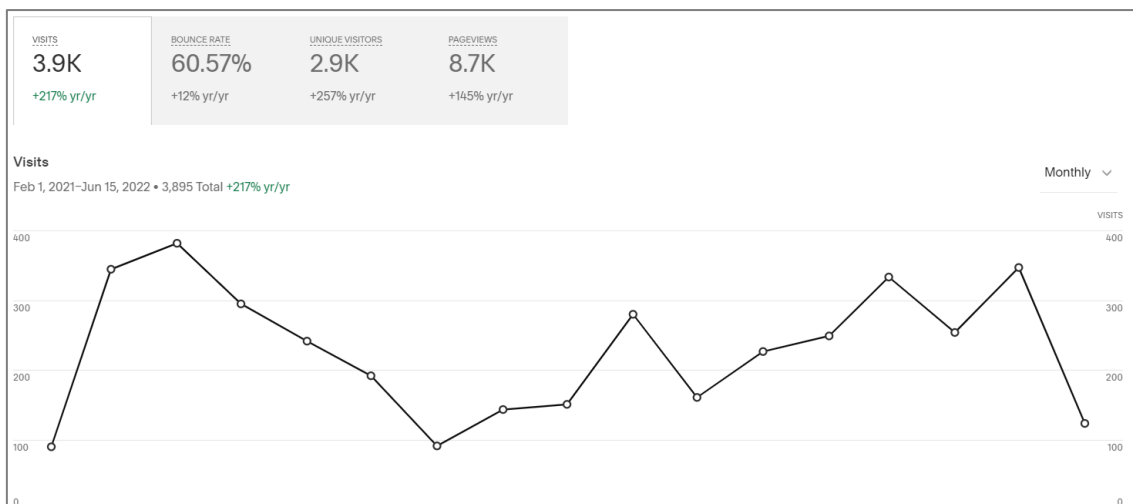
Figure 13: TEAMING.AI website traffic M2-M18

What is more, 11% of the total traffic came directly from the social media (LinkedIn and Twitter) and this reveals the purpose behind expanding that much social media community as it links social media to the website through TEAMING.AI posts. An interesting fact is that 35% of the visitors come from non-consortium countries, which means that there is a more general interest on the project and not all users come through partners.

5.4.2 Social Media

Social media are an excellent way to communicate with the general public, the target audience, and relevant stakeholders. The content of the posts shows an immense variety of topics so that they can appeal to a wider range of audiences. Topics cover industry news, relevant events and conferences, project news and many more. The past few months and more specifically since M6, there has been a great deal of effort has been made to further develop the social media networks in order to be able to deliver TEAMING.AI's progress and news to a bigger targeted audience and of course to the general public. What is more, through social media posts, more visitors are directed to the website as there is This effort is depicted below in the following sections.

6   All partners all actively contributing to the variety and number of posts, as mentioned in 4.2.1 Social Media Plan. Apart from that, partners are requested to share TEAMING.AI's posts in LinkedIn and Twitter, as well as creating their own posts which refer to the project. All posts made so far by partners are presented in

Annex II.

6.1.1.1 LinkedIn

TEAMING.AI's LinkedIn account can be found in the following link: https://www.linkedin.com/in/teaming-ai-project-2630aa204/. The number of connections has been significantly increased in the latest few months but there is also a notable increase in the engagement of posts. The growth rate of the followers from M6 until M18 is +687% and this reveals the significant effort that has been dedicated to the expansion of the social media community.

As illustrated in the Figure 14, TEAMING.AI counts 1103 connections so far: this number has already surpassed the initial KPIs set. The audience varies and engages a lot with the content and the posts. Some examples of the professions of the audience:

- Project managers

- Researchers and students from European universities, technical schools

- Stakeholders from technological companies

- Software developers and technicians

- Engineers from the manufacturing and the process industry

- People working in EU organisations and industry councils
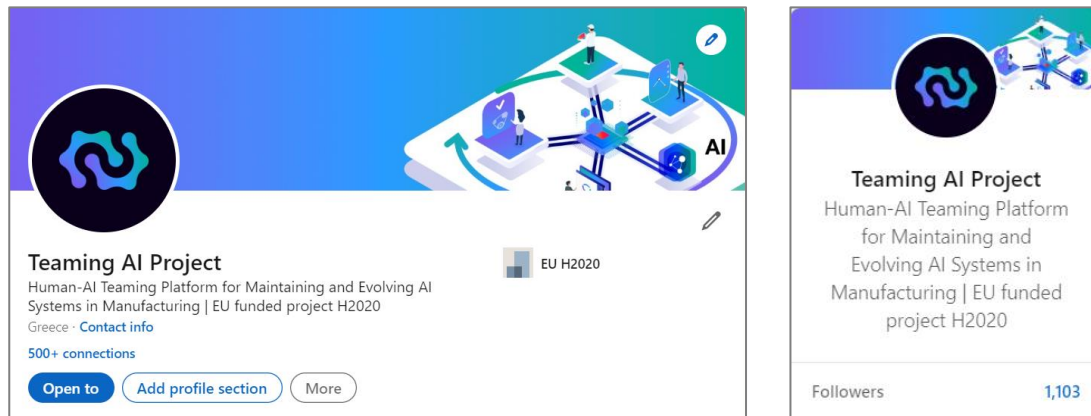
Figure 14: LinkedIn account

The overall expansion of the LinkedIn community implies the successful penetration to the targeted audiences. For example, a single post attracts approximately 600 impressions, a number that is much higher than it was before.
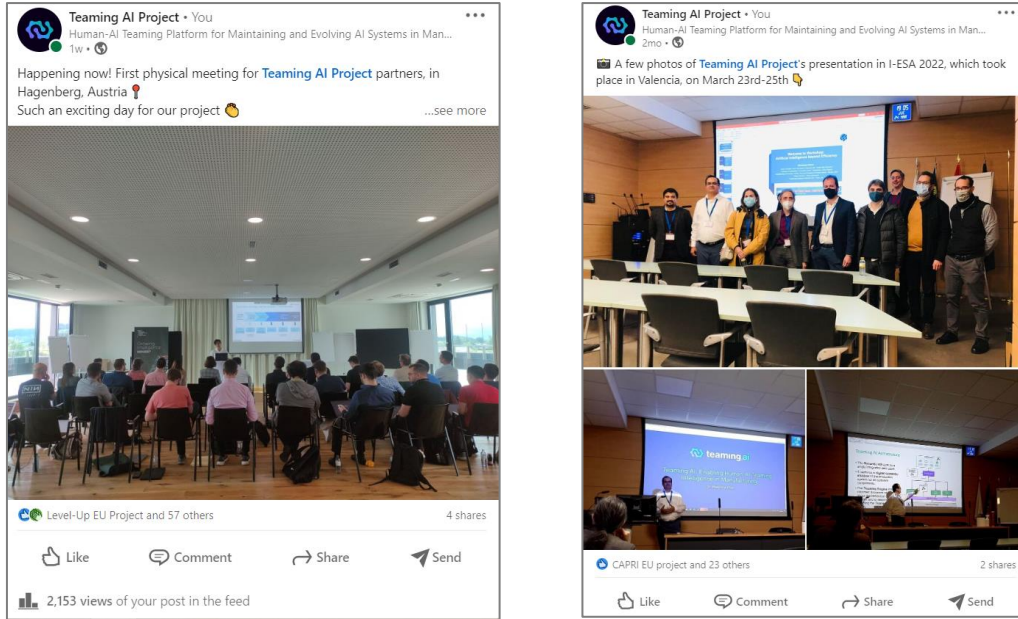
Figure 15: Posts with great engagement

6.1.1.2 Twitter

TEAMING.AI's Twitter account (@AiTeaming) is active from the beginning of the project and can be found on the following link: https://twitter.com/AiTeaming.

As with LinkedIn community, Twitter's followers have been increased a lot the past few months. As shown in Twitter Account, TEAMING.AI Twitter Account counts 629 followers. Engagement on twitter posts is significantly increased and this shows a good interaction of the public to the posts. Growth rate for twitter for M6-18 is +1086%. Same here as in LinkedIn, there has been a very systematic effort to reach this level, aiming at leading more people to TEAMING.AI website.
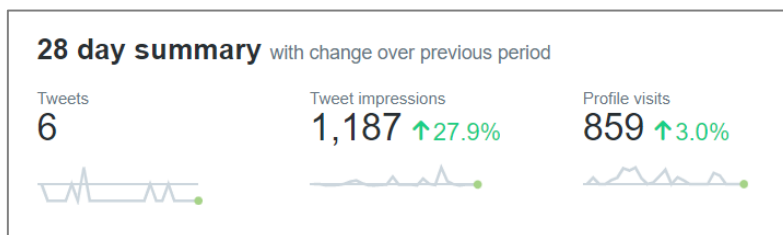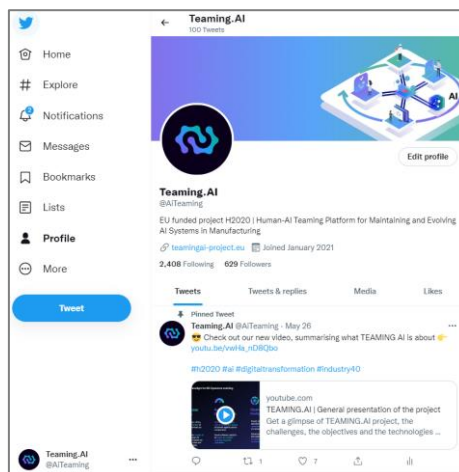
Figure 16: Twitter Account

Twitter Analytics demonstrate a successful performance upon Followers, engagement, and impressions. Two examples of twitter posts with great acceptance are illustrated in Figure 17.
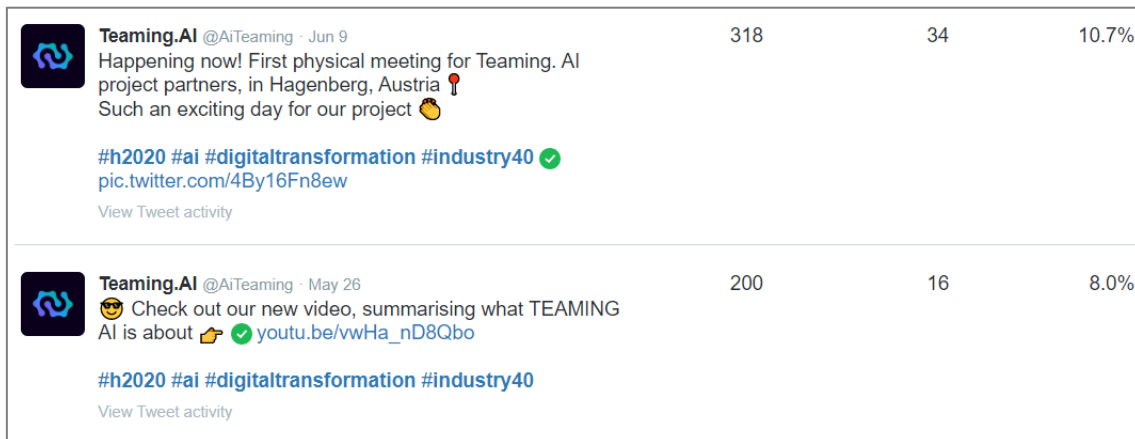
Figure 17: Top tweets

6.1.1.3 YouTube

A YouTube Channel has been set up as well and can be found at https://www.youtube.com/channel/UCEIztu7cnEmi_sVLlDvvQSg. Videos are certainly a more engaging and direct way to communicate with target audiences and their presence is critical due to the COVID-19 pandemic and the need to provide audio-visual and interactive content. So far, YouTube profile has three videos to display. Soon a new playlist will be uploaded, with short interviews of partners who are technology providers and use case leaders. This will boost our YouTube account and increase traffic significantly.

6.1.1.4 Other accounts

A **Google account** (teaming.ai@gmail.com) has been created to manage the social media of the project. At the same point, this account can be used for future project communication, if such need appears.

A **MailChimp account** has been set up in order to circulate the project newsletters though MailChimp platform.

6.1.1.5 Other dissemination Platforms

TEAMING.AI has also created accounts in two online platforms which will disseminate the project's results even further, to a wider community. The first platform is ZENODO which can host many dissemination activities, such as publications, presentations, videos, posters etc, along with more technical information of the project (datasets, software, etc). The second platform, OPENAIRE, which is an online EC tool, is linked to ZENODO and re-shares all the uploads that are primary uploaded in there. These two platforms have a very wide audience which comes mostly from the research community. Both accounts were created to boost even further TEAMING.AI's dissemination results.

Up to now, TEAMING.AI has uploaded the general presentation of the project in both platforms, as well as some publications. In the following months, more material will be uploaded in order to promote even more the project.
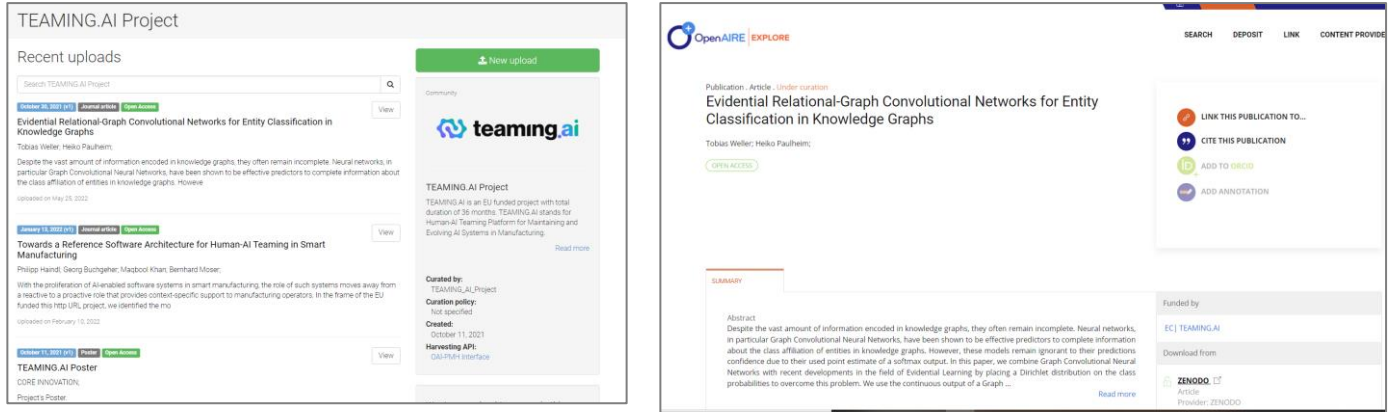
Figure 18: ZENODO and OPENAIRE Accounts

7 Dissemination actions

7.1 Publications

Partners will publish project activities and results in different scientific journals. In all these activities, CORE is the leader partner and all partners should contribute. Target audience for all the following publications are scientific and industrial communities.

In D8.2 "Design and Implementation of Dissemination Strategy", a table of the upcoming publications was shared. In the upcoming months, TEAMING.AI Consortium will focus on articles and publications for industrial conferences, technical journal papers, academic journals, and targeted specialist media. Table 2 presents all the submitted publications so far (12 in total).

Table 2: List of publications

Type	Title	Type of access	Link
Scientific Journal	Evidential Relational-Graph Convolutional Networks for Entity Classification in Knowledge Graphs	Open access	https://doi.org/10.1145/3459637.3482102
Conference proceeding	Towards a Reference Software Architecture for Human-AI Teaming in Smart Manufacturing	Restricted access	not yet available (according to copyright agreement, the DOI of final IEEE publication must be used, which is not yet available)
Conference proceeding	Quality Characteristics of a Software Platform for Human-AI Teaming in Smart Manufacturing	Restricted access	not yet available (according to copyright agreement, the DOI of final SpringerLink must be used, which is not yet available)

Conference proceeding	Modifying a manufacturing task for Teamwork between humans and AI: initial data collection to guide requirements specifications	Open access	Not yet available (paper will be available on ESREL2022 conference website: www.esrel2022.com)
Conference proceeding	Multi-method ergonomics assessment in the manufacturing industry: preliminary report	Open access	Not yet available (paper will be available on ESREL2022 conference website: www.esrel2022.com)
Conference proceeding	Semantic Video Entity Linking	Open access	Not yet available (according to copyright agreement, the DOI of final link must be used, which is not yet available)
Conference proceeding	Teaming.AI: Enabling Human-AI Teaming Intelligence in Manufacturing	Restricted access	Not yet available
Conference proceeding	Teamwork between humans and AI informed automation: mental workload as a performance indicator	Restricted access	Not yet available
Conference proceedings	Automated Process Knowledge Graph Construction from BPMN models	Restricted access	Not yet available
Conference proceedings	Analysis of Quality Issues in Production with Multi-view Coordination Assets	Restricted access	Not yet available
Conference proceedings	Risk-Driven Derivation of Operation Checklists from Engineering Knowledge	Open access	Not yet available
Scientific Journal	Benchmarking answer set programming systems for resource allocation in business processes.	Open access	https://doi.org/10.1016/j.eswa.2022.117599

7.2 Articles

As far as articles to online media are concerned, Table 3 presents any mention to TEAMING.AI project in online media. These articles target all TEAMING.AI stakeholders, but also the greater public as they demonstrate more general information of the project and not only technical progress.

Table 3: List of articles

Partner	Medium	Link
SCCH	Austrian news website	https://www.weekend.at/chefinfo/ki-hochburg-oberoesterreich
SCCH	Upper Austrian Research GmbH	https://www.uar.at/en/news/news/news-detail/scch-humans-and-ai-team-mates-of-the-future
SCCH	Softwarepark Hagenberg	https://www.softwarepark-hagenberg.com/partner-news/detail/news/mensch-und-ki-team-fuer-flexible-nachhaltige-produktion
SCCH	Mein Bezirk	https://www.meinbezirk.at/freistadt/c-wirtschaft/neue-plattform-soll-wirtschaft-und-forschung-in-ooe-vernetzen_a4945531
SCCH	Der Brutkasten	https://brutkasten.com/ki-projekt-holt-14-millionen-euro-forderung-nach-oberosterreich/
SCCH	Hannover Messe	https://www.hannovermesse.de/product/research-project-teaming-ai/310925/N1481752
SCCH	Die Macher	https://diemacher.at/6036/intelligent-vernetzt-auf-neuer-plattform
SCCH	Invest in Austria	https://investinaustria.at/en/news/2020/12/research-project-on-artificial-intelligence-in-production.php
SCCH	ITC Cluster	https://www.itcluster.at/partner/partnernews/detail/news/mensch-und-ki-team-fuer-flexible-nachhaltige-produktion

SCCH	S3AI	https://www.s3ai.at/consortium.html
IDEA	IDEA - website blog	https://www.idea-on-line.it/progetti/a-i-progetto-europeo/
IDEA	IDEA - website blog	https://www.idea-on-line.it/teaming-ai-eu-project/

7.3 Events and conferences

Dissemination activities of TEAMING.AI might be affected by the current situation caused by COVID-19 in Europe. More specifically physical participation in events, workshops and conferences cannot be easily planned as most of the events get cancelled or postponed for now.

However, the Consortium has pursued attending as many virtual events as possible in order to disseminate the project. The events have been linked to the directly interested audiences which had been identified in D8.2 "Communication and Dissemination Master Plan"[7]. So far, TEAMING.AI has participated in 17 events, which are shown in the following table.

Table 4: List of events

Event	Date	Type of event	Type of activity	Partner(s) involved	Link/ Information	Targeted audience
Artificial Intelligence Technologies in manufacturing landscape (online)	28/04/2021	Conference	Participation	SCCH	https://www.intellimech.it/artificial-intelligence-technologies-in-manufacturing-landscape/	Scientific and academic community
1st Workshop of ICT-38 AI-MAN Cluster Projects (online)	7/05/2021	Workshop	Presentation	SCCH, CORE	Introduced TEAMING.AI project to all other ICT-38 project representatives	Related ICT-38 Projects
Data Week 2021 - Session "AI for Manufacturing: Opportunities and Challenges"	25/05/2021	Conference	Presentation	SCCH, CORE	https://www.big-data-value.eu/data-week-2021/	Scientific and academic community, Industry Stakeholders, EU Organisations and

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[7] Action 12 of Recommendation 10 of Technical Review Meeting M9

						Policy Makers, General Public and Media
UAR Innovation Network 360°	22/06/2021	Fair	Presentation	SCCH	https://futurehub360.at/programm	Potential adopters, SMEs and other companies
First ICT-48 Community Workshop	30/06/2021	Workshop	Participation	SCCH	https://www.vision4ai.eu/ict-48-1-workshop/	Scientific and academic community, Related ICT-38 Projects
IoT Week 2021	1/09/2021	Conference	Presentation	SCCH, CORE	https://iotweek.org/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media
Pakistan National AI Forum, Pakistan	2/09/2021	Conference	Presentation	SCCH	https://nationalaiforum.com.pk/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media
AK Konferenz, Feldkirch (Austria)	10/09/2021	Conference	Presentation	SCCH	https://schaffarei.at/veranstaltung/schaffarei-forschungs-konferenz/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media
Explainable AI in Manufacturing, online	11/10/2021	Workshop	Participation	SCCH	1st event of ICT-38 workshop series (this one	Scientific and academic community,

					dedicated to "explainable AI")	Related ICT-38 Projects
PAF-IAST, Haripur, Pakistan	7/01/2022	Webinar	Presentation	SCCH	Webinar about "Human-AI Teaming for Evolving AI Systems in Manufacturing" for students of the PAF-IAST University, Pakistan.	Scientific and academic community
EDM Seminar Industry 4.0 and Digitalization; Softwarepark Hagenberg, Austria	3/03/2022	Seminar	Presentation	SCCH	Brief introduction and overview on Industry 4.0 aspects of TEAMING.AI	Industry Stakeholders
AI.MAN workshop, online	14/03/2022	Workshop	Presentation	SCCH	https://www.eventbrite.co.uk/e/human-centered-manufacturing-in-the-industry-50-era-tickets-289917550197	Scientific and academic community, Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media, Related ICT-38 Projects
I-ESA Conference 2022, Valencia	24/03/2022	Conference	Presentation	SCCH, WU	https://i-esa2022.webs.upv.es/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media
Extended Semantic Web Conference	30/05/2022	Conference	Presentation	UMA	https://easychair.org/cfp/eswc2022	Scientific and academic community,

2022, Heraklion, Greece						Industry Stakeholders, EU Organisations and Policy Makers, General Public and Media
Platform Industry 4.0 Summit, Vienna, Austria	30/05/2022	Conference	Presentati on	UMA	https://www.eitmanufacturing.eu/news-events/events/open-space-industrie-4-0/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers
European Semantic Web Conference (ESWC'22),Hersonissos, Greece	30/05/2022	Conference	Presentati on	UMA	https://2022.eswc-conferences.org/	Scientific and academic community, Industry Stakeholders, EU Organisations and Policy Makers
European Workshop for AI Pathway organised by Connected Factories; Bluepoint Building, Brussels	13/06/2022	Workshop	Presentati on	SCCH	Introduction of TEAMING.AI project and joint work on AI pathways for manufacturing	Scientific and academic community, Industry Stakeholders

7.3.1 Events Calendar

Finally, another internal tool that was used to facilitate the dissemination activities is the Events calendar included both in the Microsoft teams platform of TEAMING.AI as well as the TEAMING.AI website. It is frequently updated with relevant events and accessible to all partners to enable them to discover events for participation.
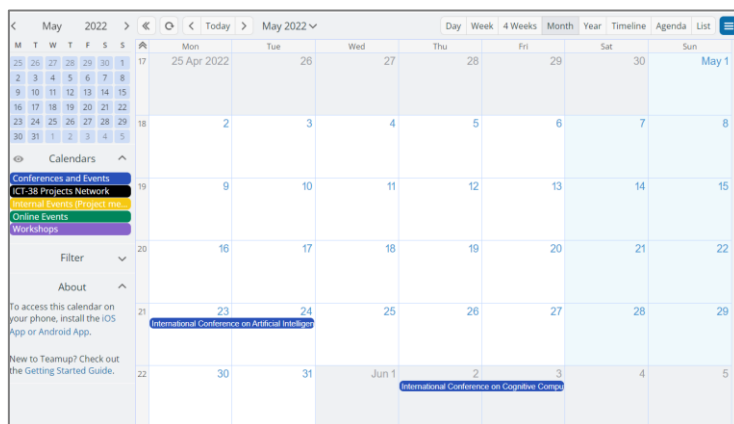
Figure 19: Events Calendar

7.4 Clustering and cross-dissemination

7.4.1 ICT-38 Projects

TEAMING.AI belongs to ICT-38 AI-MAN Projects Cluster which focuses on integrating state-of-the-art AI technologies in the manufacturing domain, for example in agile production processes and predictive quality, taking into account the domain-specific requirements in terms of time criticality, safety and security, finding effective ways for collaboration between humans and AI systems, and exploiting the strengths of both humans and machines while keeping the human in control[8].

The projects funded under the ICT-38-2020 Call closely cooperate to support knowledge sharing, networking, joint dissemination and communication, and mutual promotion of each other's activities and results to achieve greater impact.

ICT-38- AI-MAN projects are:

- AI-PROFICIENT (Artificial Intelligence for improved PROduction efFICIEncy, quality and maintenance – 957391)

- ASSISTANT (leArning and robuSt deciSIon SupporT systems for agile mANufacTuring environments – 101000165)

- COALA (COgnitive Assisted agile manufacturing for a LAbor force supported by trustworthy Artificial Intelligence – 957296)

- EU-Japan.AI (Advancing Collaboration and Exchange of Knowledge Between the EU and Japan for AI-Driven Innovation in Manufacturing – 957339)

- knowlEdge (Towards AI powered manufacturing services, processes, and products in an edge-to-cloud-knowlEdge continuum for humans [in-the-loop] – 957331)

- STAR (Safe and Trusted Human Centric Artificial Intelligence in Future Manufacturing Lines – 956573)

- MAS4AI (Multi-Agent Systems for Pervasive Artificial Intelligence for assisting Humans in Modular Production Environments – 957204)

- TEAMING.AI (Human-AI Teaming Platform for Maintaining and Evolving AI Systems in Manufacturing – 957402)

- XMANAI (Explainable Manufacturing Artificial Intelligence – 957362)

One of the main goals of the cluster is planning of a series of virtual thematic workshops, potential for technology and skills transfer, opportunities for joint dissemination (publications, conferences) and communication (communication pipeline, mutual social media promotion) activities as well as synergies and linking with other Groups (e.g., DMP Cluster, AI4EU) to maximise the projects' impact were also discussed.

Several workshops and common activities have taken place so far:

- 29.03.2021: 1st ICT-38 Projects Telco: Setup of collaboration between all ICT-38 projects initiated by STAR project. Joint initiation of AI4Manufacturing (AI-MAN) community and envisioning further synergies with DMP cluster, AIOTI WG11, AI4EU)

- 07.05.2021: 1stICT-38 Projects Cluster WS "Projects Overview Presentations & Identification of Areas of Collaboration". A TEAMING.AI project overview was presented

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[8] https://cordis.europa.eu/programme/id/H2020_ICT-38-2020

and together with the other ICT-38 projects the prolongation of this WS series was planned (topics, complementarities of the projects, next steps).

- 11.10.2021: ICT-38 (AI-MAN) WS "Explainable Artificial Intelligence in Manufacturing". TEAMING.AI participation in WS.

- 14.03.2022: ICT-38 (AI-MAN) WS "Human-Centered Manufacturing in the Industry 5.0 Era". TEAMING.AI presentation "Dynamic Knowledge Graph Approach to Human-AI Teaming in Manufacturing".

- 17.05.2022: ICT-38 meeting with AI4EU initiative. Representatives from all ICT-38 projects participated in the meeting with specific questions and brief discussion of AI assets produced by the different projects. The meeting clarifying further the difference between the AI Catalogue and the AI Experiments. At the end of the meeting, it was clear which assets should be integrated in the catalogue and which are more suitable as experiments.

7.4.2 Other engagement activities

In addition to close collaboration and knowledge exchange with other ICT-38 projects in the jointly created AI4Manufacturing community (cf. Sec. 7.4.1), TEAMING.AI partners also strive to engage with other initiatives through different occasions:

Table 5: Other engagement activities

Partner	Type of engagement activity	Comments
UMA	Forum	Keynote at Summit Industry 4.0 in Vienna, 2022/05/30
SCCH	Forum	https://www.imagine-ikt.at/bernhard-moser/ (Digitale Technologien neu denken)
SCCH	Forum	https://www.dexa.org/panelbigminds
SCCH	Workshop	EFFRA/Connected Factories 2 AI for Manufacturing pathway: presentation and discussion of AI pathways for manufacturing based on TEAMING.AI intermediate results, Brussels, 2022/06/13
SCCH	Forum	TEAMING.AI is also following the deep dive events of the Digital Factory Alliance (DFA), e.g., online, 2022/06/24

7.4.3 ENGINE collaboration

TEAMING.AI is also member of the ENGINE initiative. ENGINE stands for EuropeaN diGital Innovation Network (ENGINE), a venture aiming at strengthening connections among digital initiatives at European level. ENGINE was born as a voluntary initiative inside the H2020 Manusquare project and currently involves projects running under the H2020 framework such as CAPRI, Level-Up, Reclaim and iQonic project. At the moment, a joint newsletter is published every 6 months, but more activities are to be scheduled in the upcoming months.

Teaming.AI was included in 3 issues of ENGINE newsletter so far (4th, 5th and 6th), as shown in Figure 20.
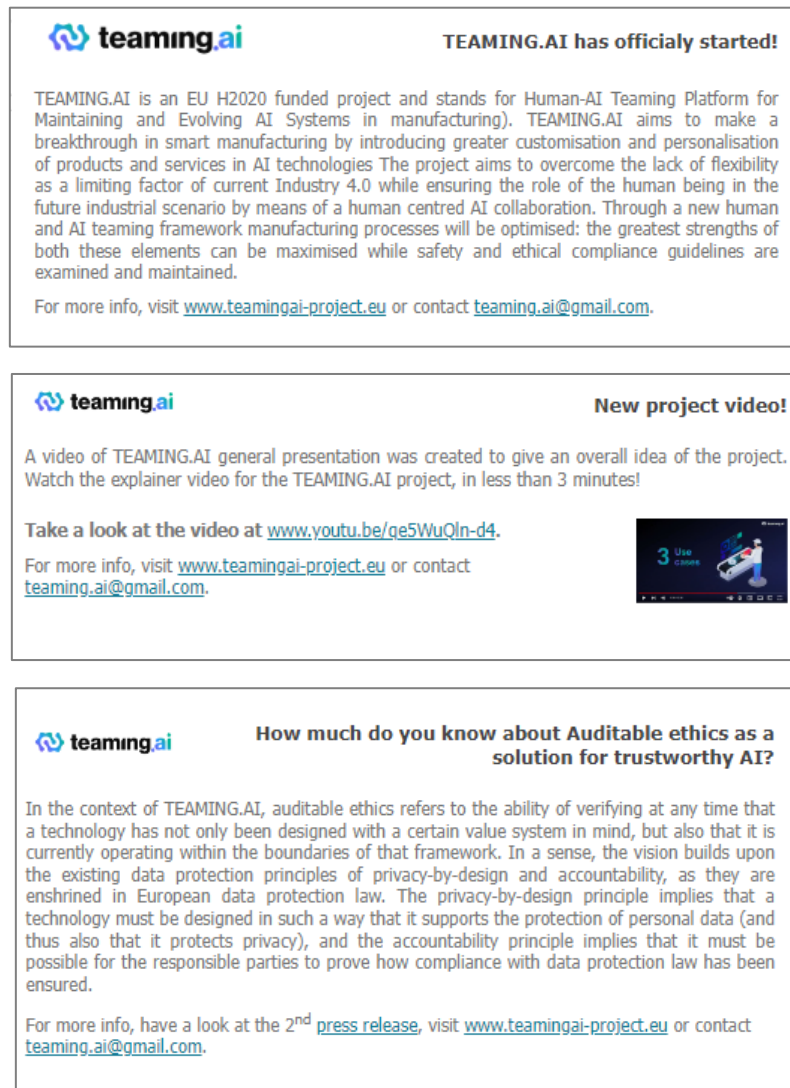
Figure 20: ENGINE newsletters

8   Conclusion & next steps

As demonstrated in in AIDA model, the project is now moving from the first two phases (M1-18), to phase 3 (M19-27). Up to now, the main focus was to build awareness and interest for TEAMING.AI, making the project visible and recognisable, sharing its objectives, values, and technological innovation(s). Through TEAMING.AI's communication channels such as the website and social media accounts, the main focus has been to start building a network and reaching the first stakeholders. As the project has now entered its 3rd phase, the goal is further engagement of the targeted audiences with the project.

TEAMING.AI will focus mostly on the extroversion by submitting publications and scientific papers to journals and by demonstrating project in conferences, with the support and contribution of the consortium, according to partners' field of expertise and interest. Communication actions will continue leveraging the potentials of social media, website, and newsletters. Collaborating with other projects is another important pursue during this phase to gain common momentum. The next actions will be focused on monitoring the progresses of the results and on updating the description of their features. Once the results and the partners involved are more precisely defined, more information will be circulated to the public.

8.1   Next steps

The first immediate step is to put this plan into action. Below, is a list with the upcoming actions for the next 12 months (until M30 that D8.4 "Second Report on Dissemination activities" will be submitted):

- Enrichment of the website with news, events, project material, communication material, results etc
- Building-up the project's social media presence, the connections and interrelations between social media accounts and the project website, as well as a to create a community-base and public engagement
- Aim at further dissemination activities, focused on stakeholders and targeted groups
- Participation in events
- Submission of publications
- Publication of upcoming newsletter issues and press releases
- Cross dissemination and collaboration with similar projects
- Launch of technology videos

9   Annex I

1st Newsletter: https://bit.ly/3HnY5jc

Welcome to our 1st newsletter!

TEAMING.AI is a 36-month H2020 project aiming to overcome the lack of flexibility as a limiting factor of current Industry 4.0 while ensuring the role of the human being in the future industrial scenario through a human-centred AI collaboration. To achieve that, the project will rely on the combination of advanced methods for the representation of complex manufacturing processes employing a novel approach that combines knowledge graphs and relational machine learning to realise true human-AI teaming working schemes, thus answering the actual needs of the industry.

More information on TEAMING.AI: https://www.teamingai-project.eu/.

Coordinator's note

Smart Manufacturing plays a critical role in maintaining companies' and organisations' competitiveness by supporting them at different levels such as process optimisation, resource efficiency, predictive maintenance, and quality control. Nevertheless, current AI technologies that are rapidly penetrating industrial sectors at those levels remain essentially narrow AI systems. This is due to the lack of self-adaptiveness in the AIs capability to assimilate and interpret new information outside of its predefined programmed parameters.

"In TEAMING.AI project we aim to develop a human-AI teaming framework that integrates the strengths of both, the flexibility of human intelligence and the scale-up capability of machine intelligence."

Human-AI teaming is equally motivated to meet the increased need for flexibility in the maintenance and further evolution of AI systems, driven by the increasing personalization of products and service, as well as tackling the barriers of user acceptance and ethical challenges involved in the collaborative environments where artificial intelligence will be used, in order AI can be considered as "teammate" rather than as a threat.

Since the start of the TEAMING.AI in January this year, we had already a series of lively and productive meetings to discuss all aspects of successful teaming and started to analyse our use-cases in greater depth. First analysis results were already presented at the General Assembly Meeting at the beginning of June and led to a fruitful discussion in three workshop sessions during this meeting. In addition to our successful start of Teaming.AI, we have been co-initiating the launch of the ICT-38 cluster on AI for manufacturing to foster the communication and exchange between all the other ICT-38 projects and to start with common dissemination activities.

As the coordinator of this EU project, I'm looking forward to an intensified exchange of ideas between the partners to tackle our challenges ahead and to share the results with you in the coming months. So, stay tuned!

Mario Pichler, SCCH

Latest News

TEAMING.AI was presented in Data Week 2021

On May 25th, TEAMING.AI was presented in DATA WEEK 2021, in the session AI for Manufacturing:

The ICT-38 Projects cluster on AI in Manufacturing

On the 7th May 2021, the 1st Workshop of H2020 ICT-38 Cluster AI-MAN took place online.

Opportunities and Challenges, under the topic Human-AI Interaction. Data Week is the spring gathering of the European Big Data Value and Industrial AI research and innovation community, co-organised by BDVA/DAIRO and EUHubs4Data project.

The event highlighted Horizon Europe and Digital Europe Programme funding possibilities and gave visibility to a large number of European research and innovation initiatives and projects throughout the field.

Read more here.

The projects funded under the ICT-38-2020 Call and focusing on integrating state-of-the-art AI technologies in the manufacturing domain, will closely cooperate to support knowledge sharing, networking, joint dissemination and communication, and mutual promotion of each other's activities and results to achieve greater impact. Participating projects are TEAMING.AI, AI-PROFICIENT, ASSISTANT, COALA, EU-JAPAN.AI, knowlEdge, STAR, MAS4AI, XMANAI.

Read more here.

Consortium

2nd Newsletter: https://bit.ly/3Qo6gjt

Welcome to our 2nd newsletter!

TEAMING.AI is a 36-month **H2020 project** aiming to overcome the lack of flexibility as a limiting factor of current Industry 4.0 while ensuring the role of the human being in the future industrial scenario through a human-centred AI collaboration. To achieve that, the project will rely on the combination of advanced methods for the representation **of complex manufacturing processes** employing a novel approach that combines **knowledge graphs** and **relational machine learning** to realise **true human-AI teaming working schemes**, thus answering the actual needs of the industry.

More information on TEAMING.AI: https://www.teamingai-project.eu/.

TEAMING.AI's presentation in IoT Week 2021 on our YouTube

The session was recorded during IoT Week 2021, a conference organized by the IoT Forum. TEAMING.AI project was presented by Moser Bernhard of Software Competence Center Hagenberg GmbH, on September 1st, 2021. The project was presented in the session "Edge intelligence and industrial internet of things". Take a glimpse 👇

Latest News

TEAMING.AI in ICT-48 Community Workshop

On Wednesday, June 30 2021, TEAMING.AI was presented in the ICT-48 Community Workshop. This community event was organised to discuss common topics at both strategic and operational levels, as a meeting of the four ICT-48 Networks of AI Excellence Centres (ICT-48 NoEs), the VISION Project (CSA), AI4EU and the representatives of the European Commission (EC DG CNECT).

Read more here.

TEAMING.AI in AK Konferenz

Experts from German-speaking countries met in the Schaffarei on September 9 and 10, 2021 to shed light on the future of work in a scientific context. Various sessions and workshops dealt with how technological progress and digitisation affect the world of work. TEAMING.AI was presented in the 4th session of the conference, by the project coordinator, SCCH.

Read more here.

TEAMING.AI hosted in AI4MANUFACTURING website

Teaming AI Project is hosted in AI4MANUFACTURING website, a connecting community hub to help innovate manufacturing with AI, learn and interact with a community of peers and experts.

Check it out here.

Project progress on TEAMING.AI knowledge graph

The first intensive analysis of our three use cases has already been concluded, leading to four project deliverables containing an initial analysis of different aspects for successful teaming. The method group has already drafted an initial model for our knowledge graph that will bring these different aspects together.

Consortium

Stay tuned & subscribe to our newsletter here!

3rd Newsletter: https://bit.ly/3tCq9ti

Welcome to our 3rd newsletter!

TEAMING.AI's first physical meeting in Spain

On 7-10 of March 2022, TUD and PROFACTOR visited GOIMEK factory in order to analyse Use Case 3 of TEAMING.AI (Ergonomics and risk prevention in large part manufacturing) and collect data about the production process of two products: bearing house and reinforced torque arms. These pieces are machined using Soraluce FS 6801 milling machine-tool.

Read more here.

Latest News

TEAMING.AI in I-ESA 2022 Conference

Human-Centered Manufacturing AI-MAN Workhop

Teaming.AI Project succesfully presented its vision on how a human centered AI approach can shape the industry 5.0 paradigm by putting the wellbeing of the industry worker at the center of the production process, at the International conference on Enterprise Interoperability through Connected Digital Twins (I-ESA 2022).

The "Human - Centered Manufacturing in the Industry 5.0 Era" workshop was organised by the AI-MAN cluster of EU projects on AI in Manufacturing and took place on March 14th 2022. TEAMING.AI, among other projects of ICT-38 cluster, gave insight to the ongoing activities and progress, as well as general information regarding its topic and objectives.

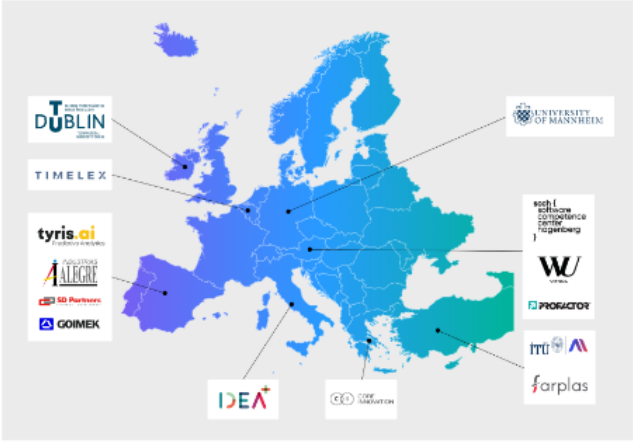### TEAMING.AI develops a new solution

Partner Farplas, together with partner ITU Artificial Intelligence & Data Science Application and Research Center and other partners, are working to develop a solution based on machine learning and big data.

This solution aims to increase manufacturing efficiency by decreasing quality defects and improving cycle times in line with Farplas use-case. In order to implement this solution, Farplas has built a new big data architecture that collects injection machine data from new sensors. The architecture allows this data to be shared with external platforms in real time.

Finally, Farplas will demonstrate full developed solutions through Teaming.AI Project to increase machine and human interaction for transition to smart manufacturing.

Consortium

More information on **TEAMING.AI**: https://www.teamingai-project.eu/.

Website   Twitter   LinkedIn   YouTube

10 Annex II

Table 6: Partners announcements in social media

*In this tab, partners should report any announcement relevant to the project and made in their social media accounts. Please include all announcements made so far. All partners should make at least 4 social media announcements until the end of the project.		
Partner	**Medium**	**Link**
SCCH	LinkedIn	https://www.linkedin.com/posts/software-competence-center-hagenberg-gmbh_ki-hochburg-ober%C3%B6sterreich-activity-6917080669139451904-66-t?utm_source=linkedin_share&utm_medium=member_desktop_web
SCCH	Facebook	https://www.facebook.com/SoftwareCompetenceCenterHagenberg
SCCH	Youtube	https://www.youtube.com/watch?v=Dqx8KBgbFis
SCCH	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6942014000054345728
SCCH	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6861656340041887744
SCCH	Youtube	https://www.youtube.com/watch?v=NoYCLyL7xGw
TYR	LinkedIn	https://www.linkedin.com/posts/tyris-ai_data-decisionmaking-injectionplant-activity-6929813443164164098-pB0Q?utm_source=linkedin_share&utm_medium=member_desktop_web
TYR	LinkedIn	https://www.linkedin.com/posts/tyris-ai_teamingai-had-its-first-physical-meeting-activity-6915198611932733440-vBsA?utm_source=linkedin_share&utm_medium=member_desktop_web
TYR	LinkedIn	https://www.linkedin.com/posts/tyris-ai_tyrisai-artificialintelligence-plasticinjection-activity-6917149790275272705-mX7_?utm_source=linkedin_share&utm_medium=member_desktop_web
TYR	LinkedIn	https://www.linkedin.com/posts/tyris-ai_teamingai-newsletter-1-activity-6815196750588985344-7FlO?utm_source=linkedin_share&utm_medium=ios_app
FAR	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6666279982844657664/

FAR	LinkedIn	https://www.linkedin.com/posts/farplas_industry40-ai-humanrobots-activity-6788004960211673088-87tn/?utm_source=linkedin_share&utm_medium=member_desktop_web
UMA	Twitter	https://twitter.com/heikopaulheim/status/1532740371842842624
IDK	Twitter	https://twitter.com/IDEKO_/status/1451126045466316801