



# **D8.9 – dAIEDGE**

## **Communication, Dissemination and Exploitation Plan – Update Nr 1**



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## Disclaimer

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## Acronyms and definitions

Acronym	Meaning
C&D	Communication and Dissemination
KPIs	Key Performance Indicators
NoE	Network of Excellence
NoE	AI on Demand

## ***Executive Summary***

This document provides a detailed update on the D8.1 Communication and Dissemination Plan for the dAIEDGE project, which seeks to establish a strong European ecosystem for distributed artificial intelligence at the edge. As described in previous versions, the plan defines objectives and strategies for the effective dissemination of the project results to various target audiences. Starting from the identification of the target audience, the key messages, the communication schedule and the monitoring and evaluation measures.

The communication plan emphasises internal dissemination among the project partners, using strategies to establish an effective and transparent collaboration within the project, involving all partners and stakeholders. In addition, it outlines actions designed to enhance engagement with the scientific community, industry professionals, policy makers, and the general public.

Guided by the SMART (Specific, Measurable, Achievable, Realistic, and Timely) methodology, the communication plan sets clear and robust objectives to build awareness, understanding and active engagement among various target groups. It ensures a thorough understanding of the project's objectives, activities and results, while fostering active engagement with key groups such as academics, practitioners and the general public.

The document also describes strategies for the expansion of the network through open calls, including the definition and management of these calls and the support programme for collaborative projects. It also details the creation of a strong visual identity and communication strategy, the project website, social media presence and the promotion of events to optimise stakeholder engagement and international recognition of the project within the Network of Excellence.

Finally, the document presents an updated version of the Exploitation Plan, focusing on the expected exploitable results and the mechanisms that will be put in place to support the valorisation of the project's outcomes.

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# 1. Introduction

## 1.1. Project summary dAIEDGE presentation

The dAIEDGE Network of Excellence is a visionary initiative set to propel Europe to the forefront of edge AI technologies. In response to the evolving landscape of connected devices and the limitations of centralized AI models, the project seeks to establish a robust European ecosystem that harnesses the potential of distributed AI at the edge. By uniting research centres, industrial companies, policymakers, and standardization bodies, dAIEDGE aims to create a competitive edge AI environment, ensuring that Europe can effectively address societal challenges, enhance digital sovereignty, and lead in the development of emerging technologies.

The project's objectives, ranging from fostering innovation and collaborative research to creating virtual centres of excellence, underscore its commitment to advancing the field. Through annual roadmaps, lead-by-demonstration solutions, and a strong focus on privacy, security, and sustainability, dAIEDGE aims to not only strengthen Europe's position in edge AI but also contribute to the ethical development of digital technologies. By aligning with the principles of fundamental rights and environmental sustainability, the project sets out to ensure European autonomy in AI, reinforcing the region's values and leadership in the rapidly evolving landscape of artificial intelligence.

## 1.2. Scope and objectives of the deliverable

Building upon previous results, we have refined the dissemination and communication plan for the dAIEDGE project. This document outlines the evolution of the communication strategy, including key messages, objectives, and graphic identity, and details the outcomes from various dissemination activities and tools.

Dissemination activities are essential in building a community of interest around the project's objectives. The initial phase of the communication strategy has concentrated on raising awareness of dAIEDGE, its technological ambitions, and its impact on key audiences across Europe and beyond. Moving forward, the focus will shift towards promoting active participation in the project through open calls, dAIEDGE-VLab, and the use cases developed within the project. In addition, other results from the project will be shared through planned events such as hackathons and engagement activities. Furthermore, our efforts will also aim to foster the growth of a scientific community, not only through the research conducted within the project but also by organizing and co-organizing congresses and workshops.

The dissemination and communication strategy is an ongoing process that begins at the project's inception and extends beyond its completion, as long as activities are sustained and there is active involvement from all participants. The dAIEDGE partners are playing a key role in the development of the strategy, acting as brand ambassadors and the main spokespersons for key milestones, seminars, workshops, and the achievement of the project's objectives.

### 1.3. Structure of the deliverable

This deliverable presents the updated information to M18 from the previously provided Communication and Dissemination Plan for the dAIEDGE project. It defines the objectives, strategies, and activities for the effective dissemination of project results to various target audiences, including internal dissemination among project stakeholders. The deliverable is organized as follows:

**Chapter 1 - "Introduction":** Outlines the objectives and the scope of the project and introduces the present deliverable in terms of communication and dissemination and its updates.

**Chapter 2 - "Project Communication Objectives and Strategy":** Describes the dissemination plan, analysing the target audiences and detailing how each will be addressed.

**Chapter 3 - "Implementation Plan for C&D Activities":** Provides a detailed account of the implementation of the dissemination and communication strategy established by the project. It outlines the tools that will be exploited to maximize the project's reach.

**Chapter 4 - "C&D Activities Carried Out Up to M18":** Details the internal and external actions undertaken through the communication channels presented in chapters 2 and 3.

**Chapter 5 - "Monitoring, evaluation, and impact assessment":** Outlines the tools used by the C&D team to monitor and evaluate dissemination efforts, along with the impact achieved up to month 18.

**Chapter 6 - "Extending the Network via Financial Support to Third Parties":** Highlights the open calls designed to foster research exchange, solve industrial challenges, and showcase the capabilities of the Network of Excellence. It focuses particularly on the first open call, as its results are already available.

**Chapter 7 - "dAIEDGE in the European Landscape":** This chapter provides insights into European cybersecurity policies and the relevance of the project in the current landscape.

**Chapter 8 - "Exploitation Plan":** This chapter explains the mechanisms used for exploitation and the strategy to achieve the results.

### 1.4. Relation to other project tasks

The communication actions are inherently linked to other dAIEDGE activities, maintaining a cross-cutting relationship with all project work packages. This approach ensures maximum impact and broad dissemination of progress and activities, effectively reaching the intended target audiences.

However, within the project, we have identified key tasks with specific actions that may directly contribute to the objectives of WP8, as outlined below:

T1.3 – European AI Lighthouse Strategy: Contributes to the development of the strategy to establish the European Lighthouse and aligns with the European Commission's objective to reach a critical mass of stakeholders.

T2.1 – Project Management and Coordination: Led by DFKI, with IOT-DIH contributing through participation in all project meetings and reporting to the coordinator on all matters related to project progress. Other partners support this task through internal project management.

T8.2 - Expansion of the Network Through Open Calls: Oversees the definition and management of three open calls (OCs)—one focused on exchange programmes (1OC) and two on collaborative projects (2OCs).

Beyond dAIEDGE, direct communication has been established with the leaders of the various Networks of Excellence (NoEs). In this context, we take the lead in the NoE Communication Club.



Figure 1: European AI Networks of Excellence.

## 2. Project communication objectives and strategy

### 2.1 Definitions

Before explaining dAIEDGE's strategy in depth, it is essential to establish a clear understanding of the fundamental definitions that will guide the approach:

**Key Performance Indicators (KPIs):** Metrics that quantify the scale and significance of the project's contribution.

**Key Expected Results (KER):** Clearly defined, tangible outcomes used to assess progress, measure performance, and determine whether the project is meeting its objectives.

**Work Package (WP):** A set of related tasks and activities grouped together to achieve specific project objectives, providing a structured framework for project management.

**Milestone (MS):** Significant points of achievement or completion marking key stages in the project timeline, crucial for assessing progress, adherence to timelines, and informing decision-making.

**Communication:** The intentional exchange of information, ideas, and messages among project stakeholders, utilizing various channels such as project websites, social media, newsletters, and direct interactions.

**Dissemination:** A targeted aspect of communication that focuses on strategically spreading project-related content, outcomes, and calls to a broader audience, including the scientific community, industry professionals, the public, and policymakers.

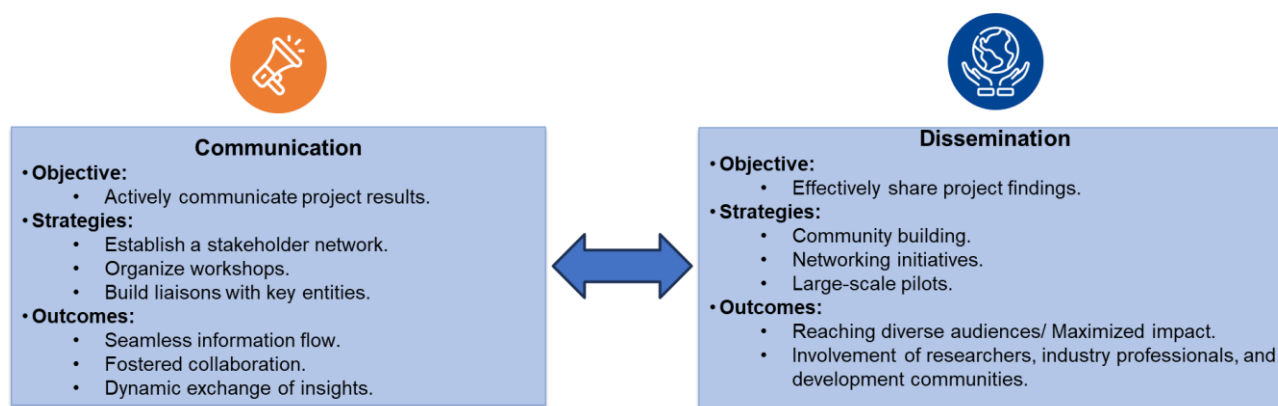


Figure 2: Communication and dissemination framework in the project.

## 2.2 SMART Communication Methodology

The SMART methodology is an excellent guide for successfully planning and executing objectives. This approach, based on Specific, Measurable, Achievable, Relevant, and Time-bound goals, provides a robust framework that ensures project goals are not only clear and quantifiable but also realistic and aligned with strategic purposes. Therefore, before communicating project actions, it must be made clear that the SMART methodology will be employed. In this approach, the main key is consistency, taking into account the following factors:

- **Specific:** answering specific questions (Who, What, Where, How, When, and Why) to identify all unique communication objectives. Clear communication objectives will be established to determine methods, vehicles, goals, messages, benefits, stakeholders, and the project timeline.
- **Measurable:** establish criteria to evaluate the progress of project communication. Metrics are crucial in formulating a plan (e.g., social media analytics, surveys, sentiment analysis).
- **Achievable:** set realistic communication objectives and monitor the balance between quality and quantity.
- **Realistic and results-oriented:** establish criteria to determine if the project's goals and techniques are on track to achieve the intended objectives. Based on the response, assess the quality of communication. Identify potential improvement measures if project results are not as expected initially.
- **Time-conscious:** a good communication plan requires full compliance with the specified schedule and deadlines.



Figure 3: SMART methodology.

## 2.3 Communication objectives and main strategy

The communication strategy for the dAIEDGE project is built upon a set of clear and robust objectives aimed at fostering awareness, understanding, and active engagement among diverse target groups. The primary objective is to ensure a comprehensive understanding of the project's goals, activities, and outcomes within the target audience.

To achieve this, a user-friendly and informative project website serves as the central online hub, providing detailed information on various aspects of the project. Additionally, social media platforms are being utilized to deliver regular updates, facilitate interactive communication, and engage with the audience.

To complement online efforts, a range of communication materials, including technical and non-technical brochures, wallpapers, business cards, and posters, have been developed and distributed. Moreover, the strategy emphasizes the promotion of open calls, highlighting opportunities for collaboration and community involvement. Additionally, the distribution of informational materials to project partners, highlighting their roles and contributions, aims to strengthen relationships and foster a sense of shared ownership.

Active engagement with target groups is another key objective, involving academics, professionals, and the public in the project's activities. Social media platforms play a crucial role, providing channels for direct interaction, announcements, and engagement initiatives. The strategy includes the organization of webinars, workshops, and seminars to facilitate meaningful dialogue and collaboration.

To further expand our outreach and foster community-driven engagement, we have added a new profile for dAIEDGE on AlonDemand. This platform serves as an additional hub, designed to empower European research and innovation in Artificial Intelligence, while ensuring the European seal of quality, trustworthiness, and explainability.

Additionally, recognizing the shift in content consumption trends, we have created a YouTube channel to cater to the evolving preferences of our target group. As the trend moves towards scrolling and viewing rather than reading, this visual medium provides an engaging and accessible way to reach a broader audience.

Through these objectives and activities, the project aims to establish a dynamic and engaging communication strategy that aligns with its overarching goals and ensures a broad impact across its target audience.

## **2.4 Internal communication**

The internal communication strategy is intricately designed to establish effective collaboration and transparency in the dAIEDGE project. The actions defined ensure that project profiles are well-connected through methodologies such as periodic follow-up meetings and access to updated planning documents. Utilizing diverse communication channels, including web platforms and newsletters, contributes to disseminating information efficiently.

Work Package 8, specifically dedicated to Communication, plays a pivotal role in internal dissemination efforts. Responsibility assignment places IOT-DIH at the forefront of plan implementation, emphasizing their activity in defining and executing communication strategies. The strategy's success hinges on creating a collaborative and transparent environment, ensuring stakeholders are consistently informed and engaged, thereby enhancing their ability to contribute meaningfully to the project's success.

For this purpose, distribution lists for each Work Package (WP) and for all partners are primarily used to ensure effective dissemination efforts. Regular updates, newsletters, and targeted communications are shared through these distribution lists, allowing for seamless information flow among stakeholders.

### **2.5 Target audience**

Another crucial aspect of developing a coherent and effective communication plan involves accurately identifying the target audience. It is self-evident that formulating a plan without a clear understanding of the intended recipients renders the effort futile. After establishing the goals, primary communication procedures, and defining the target audience, the next step is identifying their specific interest in the dAIEDGE project.

In the case of the dAIEDGE project, diverse solutions and technologies cater to distinct end users, including academics, technology industry professionals, various sector experts, the public, and policymakers. These groups are categorized based on their specific interests and relevance to the project, ensuring that communication activities are tailored to address their unique needs. This targeted approach enhances the plan's efficiency and maximizes its impact across a diverse user base.

## 2.5 Target messages

Once the key objectives and target groups are established for the dAIEDGE project's communication strategy, the focus should shift to identifying the core messages that need to be conveyed. It is crucial to ensure clear and effective messaging, avoiding any confusion or miscommunication. Consider the following factors when identifying the appropriate target messages:

- Are the messages clear and concise for all stakeholders?
- Is the core message written in an active and positive tone?
- Does the message accurately represent the diverse activities of the dAIEDGE project?
- What are the expected outcomes of the primary message?

To ensure the target messages remain relevant, they will be regularly evaluated and updated within the dynamic landscape of edge AI. Consistent repetition is crucial to reinforce the key messages and ensure their adoption by the diverse target groups involved in the project. The messages will be designed to consider the characteristics and needs of these focus groups, ensuring a clear and understandable presentation.

## 2.6 Communication channels

Communication channels are the avenues through which information is exchanged, playing a crucial role in the success of the dAIEDGE project's outreach efforts. When deciding which channels to use, we must ask ourselves a few key questions:

- Who is our target audience?
- What message do we want to deliver?
- What are our objectives for message delivery?

Answering these questions helps identify the most effective communication channels to reach our target audience. Internal channels, such as team meetings and emails, play a key role in facilitating seamless communication within the project team. External channels, including newsletters, web posts and social media platforms, enable engagement with a broader audience, from stakeholders to potential collaborators and the wider public.

Digital platforms, such as the official website and social media channels, offer real-time updates and interactions, while traditional media, such as scientific journals, conferences, and commercial videos, extend the project's visibility. Direct engagement channels, exemplified by workshops and collaborative events, allow for hands-on demonstrations and training sessions.

This strategic approach ensures that messages are delivered efficiently, fostering understanding, collaboration, and awareness throughout the dAIEDGE initiative.

In this regard, the different objectives of the project have been communicated, validating the usefulness of the questions to identify the audience, define the message and fulfil the objective of each communication action.



## 2.7 Communication timeline

Social media platforms, such as LinkedIn and Twitter, have served as valuable channels for fostering engagement and partnerships within the technical community. Regular posts on these platforms provide information about our technical meetings. Additionally, our blog, featured on the dAIEDGE website, LinkedIn, and Twitter, delves into specific activities and noteworthy contributions from project partners during workshops.

Social media such as YouTube are useful for publishing longer content aimed at a technical audience that may be interested.

dAIEDGE partners are attending and will attend conferences related to the project or addressing topics of interest to establish new partnerships with experts or similar projects. Additionally, a quarterly newsletter has been created, summarizing events and activities, seminars, workshops, and collaborations with other projects funded by the European Union.

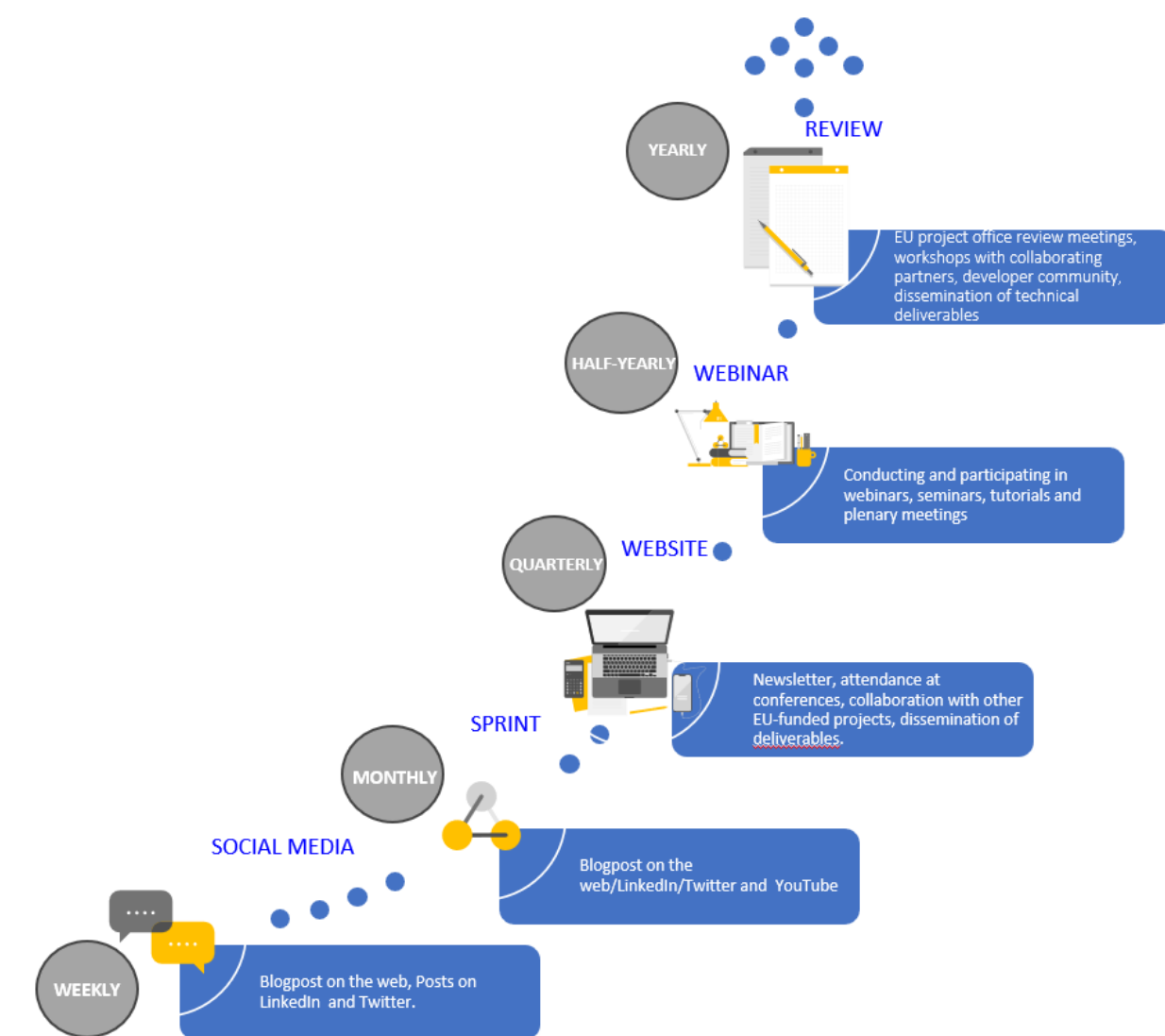


Figure 4: Communication timeline.



### 3 Implementation plan for C&D activities

#### 3.1 Communication and dissemination activities for achieving KPIs

Table 1 serves as a foundational guide for all C&D activities throughout the project's duration. It strategically details key activities and target values, emphasizing effective collaboration, and stakeholder engagement. In this classification, activities that involve sharing information with a broader audience or promoting awareness are categorized as "Dissemination," while activities that involve direct interaction or exchange of knowledge are categorized as "Communication."

*Table 1: Communication and dissemination activities for achieving KPIs.*

KPI Nr	KPI	Description	Target Value	Activity Needed
1	Number of scientific papers/articles related to edge AI submitted to journals, magazines, and conferences	Partners will contribute to scientific progress in edge AI.	>200 papers/articles	Dissemination
2	Number of academic exchanges and scientific visits	Facilitating academic exchanges to share knowledge and expertise.	>30 academic visits among NoE members	Communication
3	Number of patents filed by dAIEDGE partners	Recognizing and protecting innovative technologies developed in the project.	≥10 patents on relevant technologies	Dissemination
4	Successful demonstration of feasibility	Demonstrating efficiency in solving edge AI challenges through selected use cases.	≥3 use cases demonstrated and validated ≥20 demonstration areas proposed and supported via FSTP-funded collaborative projects	Dissemination

5	Number of common events co-organized with the EU AI Lighthouse	Collaborative events to advance the vision of the strategic agenda on AI research and promote Lighthouse activities.	≥20 common events with the EU AI Lighthouse	Communication
6	Stakeholder awareness in relevant sectors	Promoting project activities and business development to increase awareness among potential stakeholders.	≥2000 newsletter recipients ≥1000 posts in Social Networks	Dissemination
7	Number of centres of excellence joining dAIEDGE	dAIEDGE will start with a consortium of 35 partners, which will be extended thanks to our dissemination and incentive models.	≥150 centres of excellence in the dAIEDGE NoE across 30 countries	Dissemination
8	Number of studies/experiments conducted using the virtual research lab	Utilizing the virtual lab for joint experimentation within the NoE.	≥200 studies and experiments via the virtual research lab	Communication
9	Number of European assets available on the marketplace	Increasing the pool of reusable AI assets, applications, and solutions on the marketplace.	≥250,000 assets available in the marketplace	Dissemination
10	Number of collaborative European projects completed thanks to the dAIEDGE platform	Fostering collaborative projects using the dAIEDGE platform.	≥160 collaborative projects using the dAIEDGE platform	Communication

11	Number of projects and activities following dAIEDGE's recommendations and roadmaps	Adoption of project methodologies and roadmaps in subsequent EU or national projects.	≥10 EU or national projects referring to dAIEDGE methodology for edge AI technology development	Dissemination
12	Single users of applications using EU edge technology	Launching and promoting the exploitation of technologies developed in dAIEDGE for individual users.	≥150,000 users in Europe	Dissemination
13	Number of companies or industries using European edge AI solutions for worker empowerment	Encouraging companies to use European edge AI solutions to empower their workforce.	≥500 companies worldwide	Dissemination
14	Market share of European edge AI solutions	Establishing a significant market share for European edge AI solutions.	≥50% market share	Dissemination
15	Awareness among the general population of EU alternatives to edge AI technologies	Promoting dAIEDGE and "AI made in Europe" as a viable alternative to other edge AI technologies.	≥50% of edge AI users aware of dAIEDGE solution	Dissemination
16	Choice of EU edge AI for privacy and ethical concerns	Encouraging users to choose EU alternatives for privacy and ethical reasons.	≥25% of edge AI users choose EU alternatives for privacy concerns	Dissemination

## 3.2 Audience

To comprehend the intricacies of the Edge AI project, it is crucial to identify the broad spectrum of stakeholders and audience integral to its success. The subsequent Table 2 meticulously examines the distinctive outcomes of these target audiences. This exploration lays the groundwork for shaping the project's C&D strategy, ensuring that engagement efforts are finely tuned to match the unique expectations and contributions of each audience.

*Table 2: Target audience groups for communication.*

Target Group	Outcomes
Academics	To achieve incremental knowledge transfer between different professionals by seeking to build a shared understanding of the technological and societal priorities for AI and systems in Europe across all industry sectors and to articulate the objectives and measures of success for a competitive European AI ecosystem.
Technology Industry Professionals	Build a shared understanding of the technological and societal priorities for AI and systems in Europe across industry sectors and articulate the objectives and success measures for a competitive European AI ecosystem, led by demonstration in the dAIEDGE Network of Excellence.
Professionals from Different Sectors	To increase the level of innovation and existing technology in production processes to achieve better results and efficiency.
Society	Provide a new vision to society about the positive impact that the digital technologies related to AI, Edge computing and the intersection of both can have in current and future EU society.
Policy Makers	Generate innovative policies that benefit society as a whole, enhancing efficiency and optimizing regional development. These new policies will be supported by the advances that are being developed and achieved in the dAIEDGE Network of Excellence.

### 3.2.1 Target groups

The following tables outline the identified target groups, the corresponding key message, tools and channels, as well as the expected outcomes of communication with these target groups.

<b>Target group A</b>	<b>Academics</b> – Public, cultural or educational entities, universities, laboratories and research centres in specific areas of knowledge associated with aspects of AI at the Edge, that can leverage or contribute knowledge, or benefit from knowledge extracted from the development of the project.
<b>Key Message</b>	Participation in the <b>dAIEDGE</b> Network of Excellence. Knowledge and capacity building through participation in a network of excellence that seeks to strengthen and support the development of the dynamic European AI ecosystem at the edge under the umbrella of the European AI Lighthouse.
<b>Tools &amp; Channels</b>	Web, social media, scientific workshops, seminars, hackathons, publications.
<b>Outcomes</b>	To achieve incremental knowledge transfer between different professionals by seeking to build a shared understanding of the technological and societal priorities for AI and systems in Europe across all industry sectors and to articulate the objectives and measures of success for a competitive European AI ecosystem.

<b>Target group B</b>	<b>Technology industry professionals</b> – Professionals in the field of AI and edge technology who can benefit from the implementation of the obtained knowledge or who could work with it.
<b>Key Message</b>	Participate in a network of technological excellence where knowledge can be shared and increased for greater efficiency and innovation, to sustain advanced research and innovation in distributed AI at the edge as an essential, enabling, and emerging digital technology across a wide range of industry sectors.
<b>Tools &amp; Channels</b>	Web, social media, academic dissemination, scientific workshops, workshops, seminars.

<b>Target group C</b>	<b>Professionals from different sectors</b> – Professionals in different business sectors that can improve their processes and thus benefit from the implementation of the knowledge developed.
<b>Key Message</b>	Participation in a network of technological excellence that can, through collaboration, contribute development and expertise via the advancement of cutting-edge AI research and innovation.
<b>Tools &amp; Channels</b>	Web, social media, workshops, seminars.
<b>Outcomes</b>	To increase the level of innovation and existing technology in production processes to achieve better results and efficiency.

<b>Target group D</b>	<b>Society</b> – The entirety of today's society that may benefit from the project's progress, both directly and indirectly.
<b>Key Message</b>	Communicate the project's results, progress and knowledge, which are of significant interest to citizens and society as a whole, fostering community engagement and expanding the network.
<b>Tools &amp; Channels</b>	Web, social media, hackathons
<b>Outcomes</b>	Provide a new vision to society about the positive impact of digital technologies related to AI and Edge Computing, and how their intersection can shape both current and future EU society.

<b>Target group E</b>	<b>Policy makers</b> – Authorities responsible for deciding on the policies of an area or region or in charge of establishing new policies (EU, national, and regional-level).
<b>Key Message</b>	Show the current reality of the advancement of technologies such as AI and how they can positively influence society, constituting a breakthrough that could enable future EU leadership in Edge AI at all levels.
<b>Tools &amp; Channels</b>	Web, social media, direct contact through partners in the consortium, dedicated communications such as research agendas and white papers.
<b>Outcomes</b>	Generate innovative policies that benefit society as a whole, enhancing efficiency and optimizing regional development. These new policies will be supported by the advancements being developed and achieved within the <b>dAI<sup>EDGE</sup></b> Network of Excellence.

### 3.3 Channels

#### 3.3.1 Project Website

The dAIEDGE project website, accessible at - [daiedge.eu](https://daiedge.eu) serves as the main communication tool and first point of contact for all official project news and information. It is an essential tool to ensure transparency and to keep stakeholders informed about the progress of the project.

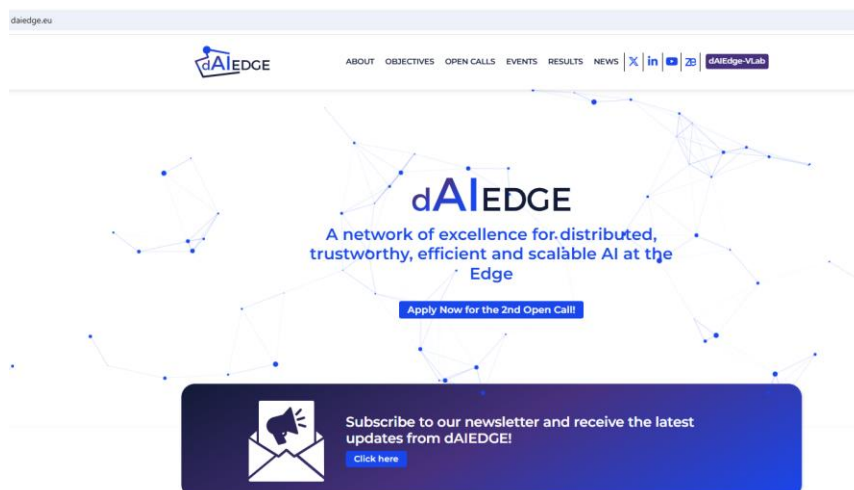


Figure 5: dAIEDGE's website

The website and its content are regularly updated according to the progress of the project. The content is maintained by IoT DIH and created jointly with the help of partners to ensure its accuracy and timeliness.

Regular updates of the website have included information on the project's objectives, progress and milestones achieved. In addition, it will also provide detailed information on the project structure, partners and work packages involved.

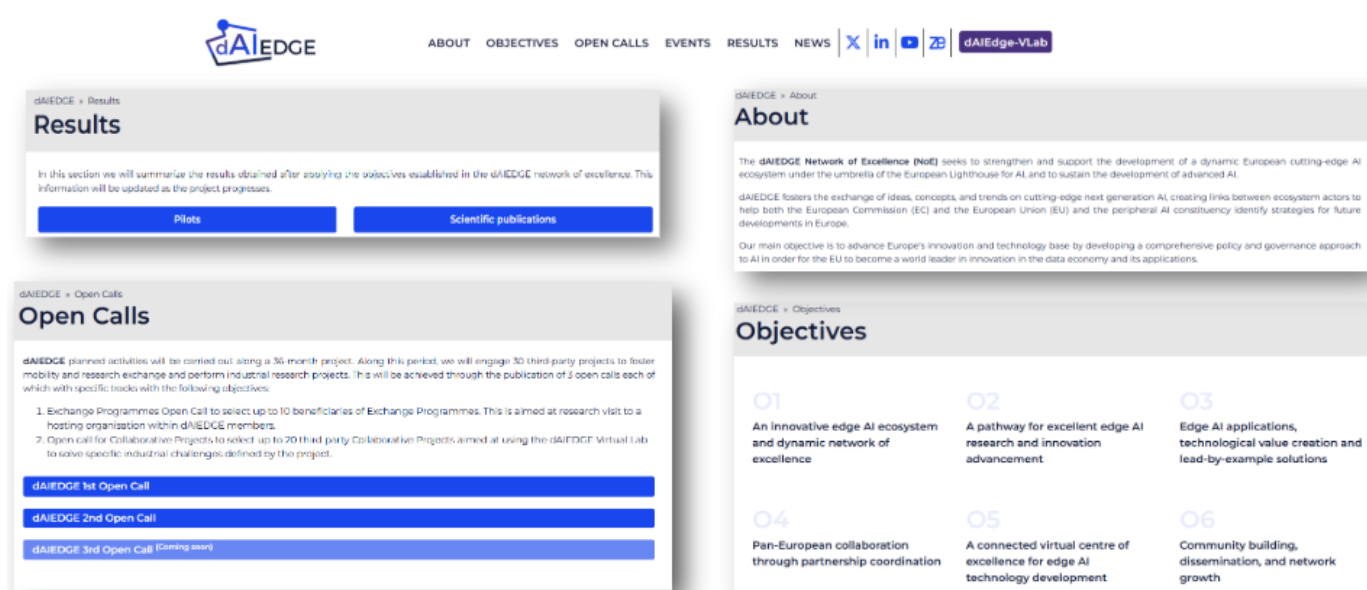


Figure 6: dAIEDGE's website sections

Furthermore, it provides information about the evolution of the open calls, from their opening to their evaluation. In this regard, the website provides potential applicants with direct access. It has also been the main tool for attracting new subscribers to the newsletter.

## dAIEDGE 2nd Open Call

Collaborative Projects

[Apply now](#)



A network of excellence for distributed, trustworthy,  
efficient and scalable AI at the Edge

**RECEIVE UP TO 60,000€**

The dAIEDGE Network of Excellence (NoE) seeks to strengthen and support the development of a dynamic European cutting-edge AI ecosystem under the umbrella of the European Lighthouse for AI, and to sustain the development of advanced AI.

dAIEDGE fosters the exchange of ideas, concepts, and trends on cutting-edge next generation AI, creating links between ecosystem actors to help both the European Commission (EC) and the European Union (EU) and the peripheral AI constituency identify strategies for future developments in Europe.

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### ABOUT THE OPEN CALL FOR COLLABORATIVE PROJECTS



**10 January 2025**  
09:00 Brussels Time



**13 March 2025**  
15:00 Brussels Time

We are looking for entities developing solutions for AI at the Edge. The Collaborative Projects will finance up to **10 Proposals** to address specific **Industrial Challenges** defined by the dAIEDGE Consortium, with the possibility of using resources from the dAIEDGE Virtual Lab or adding new resources to it or to re-use developments of the dAIEDGE project or dAIEDGE use-cases.

Figure 7: dAIEDGE's Open Calls section.

Overall, the dAIEDGE project website is an effective channel for communicating with stakeholders and ensuring that they are well informed about project developments.

### 3.3.2 Newsletters

As part of dAIEDGE's dissemination actions, quarterly newsletters have been sent out summarising the project's activities, the progress of the open calls and milestones reached.



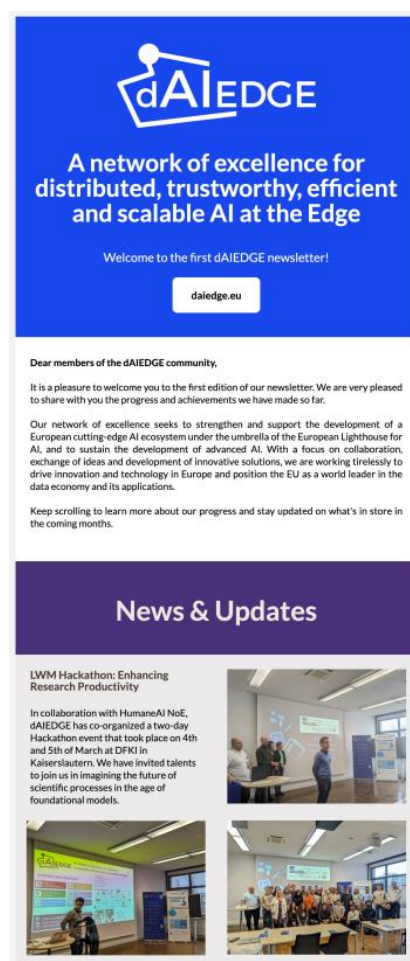


Figure 8: dAIEDGE's newsletter.

The newsletter had facilitated a direct connection with the audience while generating traffic on the dAIEDGE website and social networks, which contributes to brand positioning.

### 3.3.3 Social Media

The communication strategy of dAIEDGE will follow the objectives of the project, in order to create a community interested in learning about the advances and opportunities offered by Artificial Intelligence and other technologies. To this end, several dissemination channels will be created (web and social networks), through which stakeholders will be kept informed of events, activities and advances in the project.

Social networks, such as LinkedIn, Twitter (X) and YouTube will help us to capture the attention of researchers, companies and institutions interested in AI advances. In this regard, we will create valuable content publications and videos contributed by the project partners. In addition, a publication calendar will be set up to keep track of the progress and activities of the dAIEDGE project. Below you will find our social media profiles:

- LinkedIn - <https://www.linkedin.com/company/daiedge/>

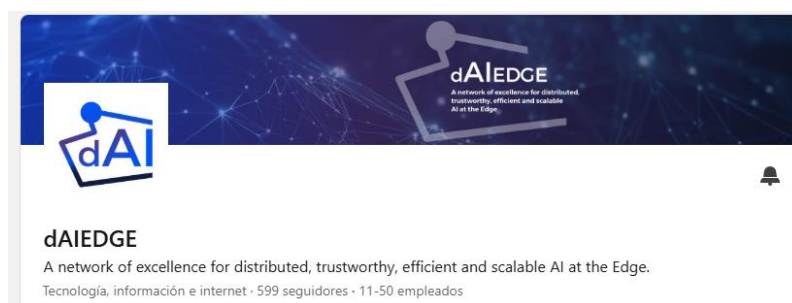


Figure 9: dAIEDGE's LinkedIn profile.

- X - <https://x.com/dAIEDGE>

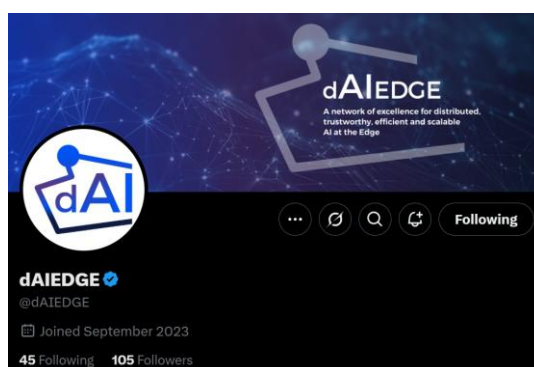


Figure 10: dAIEDGE's X profile.

- YouTube - <https://www.youtube.com/channel/UCkMkX7hZOcC9juGUWDL3qBQ>

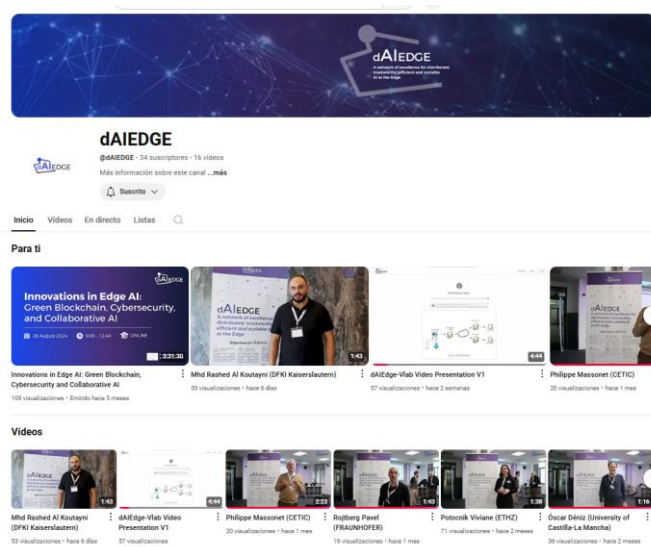


Figure 11: dAIEDGE's YouTube channel profile.

To achieve the project's objectives, the target audience will be defined, and the communication plan will be redesigned to include periodic publications tailored to this audience. User interactions will be monitored and analyzed in order to verify the effectiveness of the message.

### 3.3.4 Social media: partners and participants

One of the communication objectives of dAIEDGE is to create a community interested in learning about the progress of the project and that in turn can echo the importance of artificial intelligence.

To achieve this, we will collaborate with all partners to create content showcasing advancements in their respective work packages. The IoT DIH, in collaboration with its partners, is responsible for generating and maintaining the channels.

To increase interactions and reach out to other profiles, the social networks of the partners will be linked so that they can share the content more easily. In addition to accompanying the posts with the following tags (#dAIEDGE #dAIEDGEProject #NOE) and adding other hashtags related to the publication.

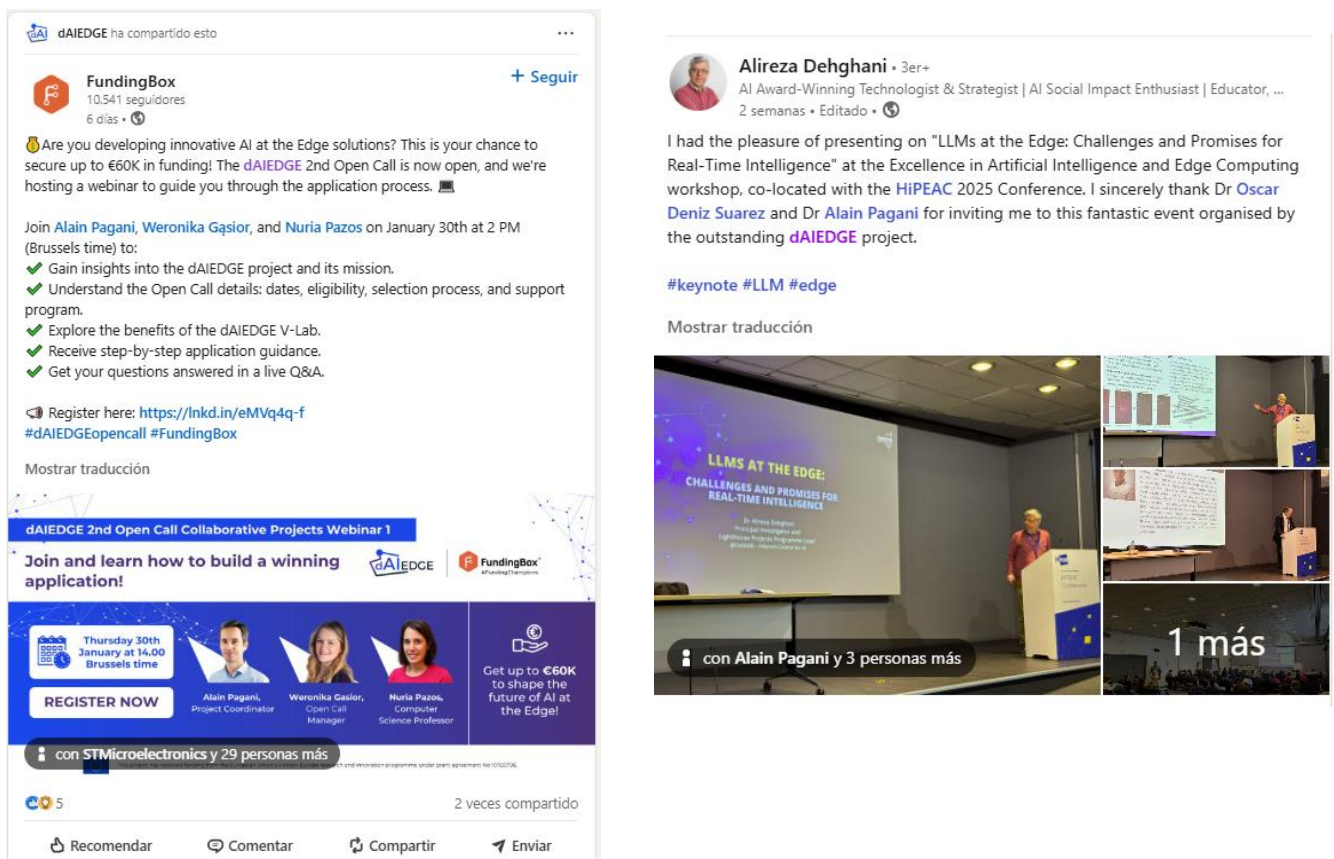


Figure 12: Social media: partners and participants.

In this regard, we invite all partners to collaborate and become spokespersons for this initiative, from publications on their social networks, comments, likes, and other actions that allow us to reach the widest possible audience.

### 3.3.4.1 Project profile on the AIoD website

AI on Demand, is an online portal that allows the dAIEDGE project to have its own management profile where the project and its highlights can be presented. This website follows the principle of uniting Europe's diverse AI community, bringing together *all individuals and organizations interested in contributing to or benefiting from today's AI capabilities. Researchers, developers, entrepreneurs, citizens, civil servants, and AI experts are invited to engage with AI Ecosystem stakeholders and access multiple resources and solutions.*

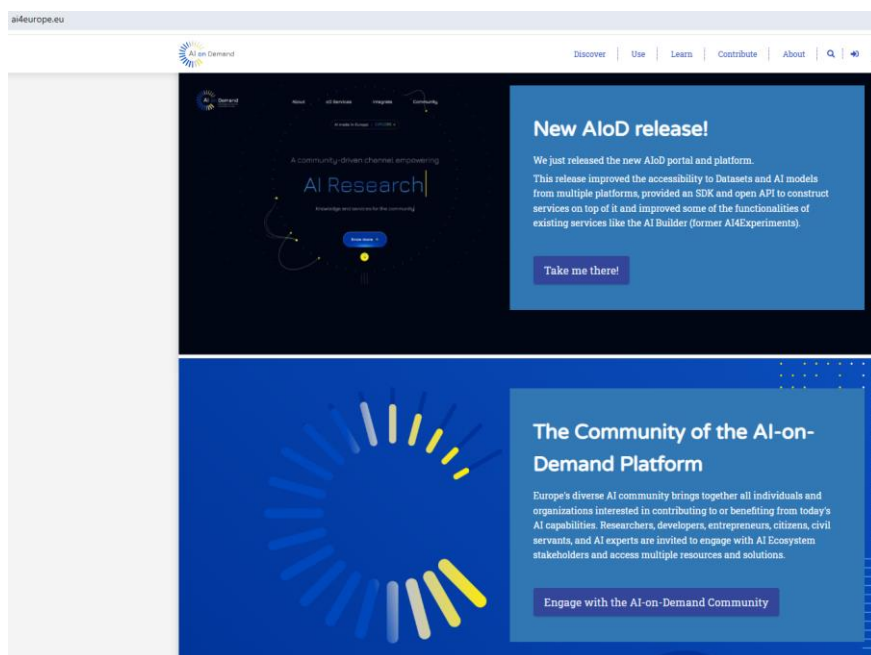
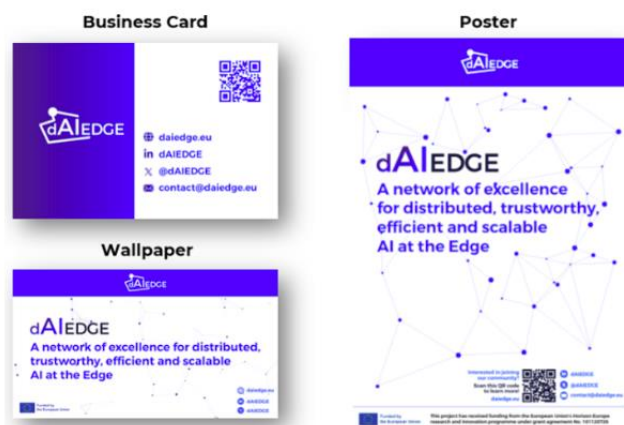


Figure 13: AIoD website.

### 3.3.5 Communication material

We have created visual material to effectively disseminate the project at fairs, meetings and events.

Figure 14: Communication material.





The target groups have been identified, as well as the communication strategies recommended for each of them. However, it is worth noting that despite the established links between the channels, as presented in the table, these channels will not be strictly and exclusively linked throughout the entire project.



Initially, the implementation of these actions is considered to be the most effective means of disseminating the objectives of dAIEDGE among the target audiences. However, this message will be periodically updated throughout the project as part of the continuous development process of the communication plan, in accordance with the new needs identified in each of the audiences.

Engaging with academics involves a multifaceted approach, utilizing web platforms, social media, scientific workshops, seminars, hackathons, and publications.

Similarly, reaching out to technology industry professionals necessitates a comprehensive strategy involving web platforms, social media, academic dissemination, and participation in relevant events. This could entail publishing in specialized journals, attending gatherings such as Burgos Industry 4.0 and ADR Forum, and consistently sharing updates through the quarterly newsletters.

Engagement with professionals from different sectors requires a diverse range of activities, including web platforms, social media, workshops, and seminars. Active participation in events such as Innovations in Edge AI: Green Blockchain, Cybersecurity, and Collaborative AI webinar or the 3rd BIO-Boost Funding Webinar, along with the regular distribution of newsletters, will foster ongoing connections and collaboration.

Connecting with the society at large requires an array of communication methods, which span web platforms, social media, and hackathons. From press releases and blog entries to interesting videos and participation in events such as the LWM Hackathon: Enhancing Research Productivity.

Lastly, policy makers can be effectively engaged by leveraging web platforms and social media, as well as through direct contact via consortium partners. Through initiatives such as research agendas, white papers, descriptive reports, and strategic meetings, the project seeks to secure support and advocacy for its continuation and broader impact.

## **4 Communication and dissemination activities carried out up to M18**

Since the launch of the dAIEDGE, communication and dissemination activities have been carried out through different channels, with the aim of publicizing the progress of the project, from the launch of the corporate image, website, workshops, presence in forums, conferences, as well as the actions that will be carried out in the coming months.

Active collaboration with partners has been key to achieving the objectives so far. The project has facilitated the exchange of materials of interest and alliances with similar initiatives or networks. Each of the implemented actions has been key to reaching the target audience, to successfully disseminate the milestones achieved and to promote the dAIEDGE project.

### **4.1 Branding strategy**

For an initiative like dAIEDGE, branding is the tangible manifestation of its purpose and contribution to knowledge. Strong and distinctive branding not only brings instant recognition but also builds a coherent narrative around the project. To keep the brand in sync, brand guidelines were established along the lines of each of the creative and communication materials. As a result, the dAIEDGE brand

has gained significant traction on the web and social media, with an excellent acceptance by the target audience, demonstrating the project's visibility and credibility.

#### 4.1.1 Branding on main communication channels

Over the course of its development, the dAIEDGE project has confirmed that the designed brand strategy effectively encompasses the objectives, values, goals and desired scope of the project. The well-crafted branding increases the visibility of the project, which attracts potential collaborators and, most importantly, the target audience for which dAIEDGE has been launched. This strategy has been consistently applied across all the dissemination and communication channels of the project.

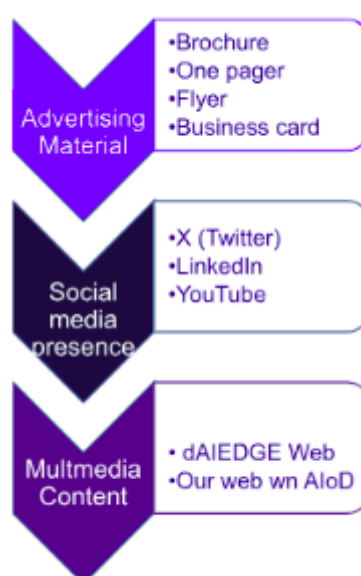


























Figure 17: Main channels on which the branding strategy is consolidated.

## 4.2 Advertising material: (brochure, one pager, flyer)

For the broader dissemination of the project, advertisement materials, such as brochures, one pagers, flyers, business cards and others, have been designed with clear and detailed information to reach a wide audience. These materials establish a corporate identity, playing a crucial role in creating promotional material consistent with the project.

Given their importance in conveying the main objectives and ambitions of dAIEDGE, the advertising materials are scheduled for annual updates. For the initial version, we developed all the necessary formats for easy use, resulting in over 18 variations and a modern, dynamic image.

 logo-dAIEDGE	 dAIEDGE_PresentationTemplate.potx
 A0-dAIEDGE.jpg	 DX.X-dAIEDGE_DeliverableName.docx
 A0-dAIEDGE.pdf	 flyers-dAIEDGE.pdf
 brandIdentity-dAIEDGE.pdf	 Introductcion-dAIEDGE.pptx
 businesscard-dAIEDGE.pdf	 Poster-dAIEDGE.pdf
 dAIEDGE_PresentationTemplate.potx	 roll-up-dAIEDGE (3).jpg
 DX.X-dAIEDGE_DeliverableName.docx	 roll-up-dAIEDGE.pdf
 flyers-dAIEDGE.pdf	 Teams_background.PNG
 Introductcion-dAIEDGE.pptx	 Teams_background.pptx
 Poster-dAIEDGE.pdf	 template-dAIEDGE.dotx
 roll-up-dAIEDGE (3).jpg	 wallpaper-dAIEDGE.jpg
 roll-up-dAIEDGE.pdf	
 Teams_background.PNG	

*Figure 18: Advertising material updates.*

The new design will provide a visual and structured overview of the project, highlighting not only its objectives but also its direct collaborators and their contact details for further information. Additionally, it will outline the process followed through Open Calls, promoting exchanges among academic professionals and the identification of collaborative projects. This will support continued experimentation in the first stage of the dAIEDGE VLab, enable exchanges via the MarketPlace, and foster the growth of projects through the Business Incubator. The design will also showcase of all the project's exploitation objectives. For example, the following figure shows a draft of the versions we are currently developing.





Figure 19: Roll up updated.

Contact information will continue to be provided in each document, with a clear call to action, encouraging interested individuals to access all relevant information through a QR code redirecting them to the website. Headlines, bullet points, and short paragraphs were also continued to be utilized to make the material easy to read and comprehend.

#### 4.2.1 Graphic identity

The logo has successfully become the representative image of the project, consolidating its identity across all media used for both internal and external communication and dissemination actions.

Its design aligns with the project objectives, symbolizing a beam of light that represents the intersection of artificial intelligence and a high-speed computer network. The circular shape at the top is inspired by the connection points that allude to both technology and connectivity, as well as the union of the consortium that forms the European Network of AI Centres of Excellence.



Figure 20: Graphic identity

The colour palette composed of blue tones, will be retained to symbolize technology and artificial intelligence. Similarly, the use of a straight, linear and geometric typography will be maintained to convey a fast and agile technological network. . **View brand book**

dAIEDGE BRAND IDENTITY		
5. OUR COLOUR PALETTE		
The chromatic range used for dAIEDGE is made up of blue tones, these tones represent technology and Artificial Intelligence.		
Color Code #1947ed	CMYK C:88% M:67% Y:0% K:0%	RGB R:25 G:71 B:237
Color Code #121a37	CMYK C:100% M:92% Y:44% K:49%	RGB R:18 G:26 B:55
Color Code #4a3179	CMYK C:82% M:88% Y:6% K:1%	RGB R:74 G:49 B:121

Figure 21: Colour palette.

During the development of the project, all the C&D efforts have been carried out to consolidate the previously designed graphic identity and its usefulness has been proven by the great acceptance it has had as a result of its continued use during the development of the project, both in documents and in digital designs (web or social media).

### 4.3 Project website

The dAIEDGE project website, available at <https://daiedge.eu/>. The platform serves as the central hub for communication, acting as the primary point of contact for all official project updates and information. Its pivotal role lies in fostering transparency and ensuring stakeholders are consistently informed about the project's progress.

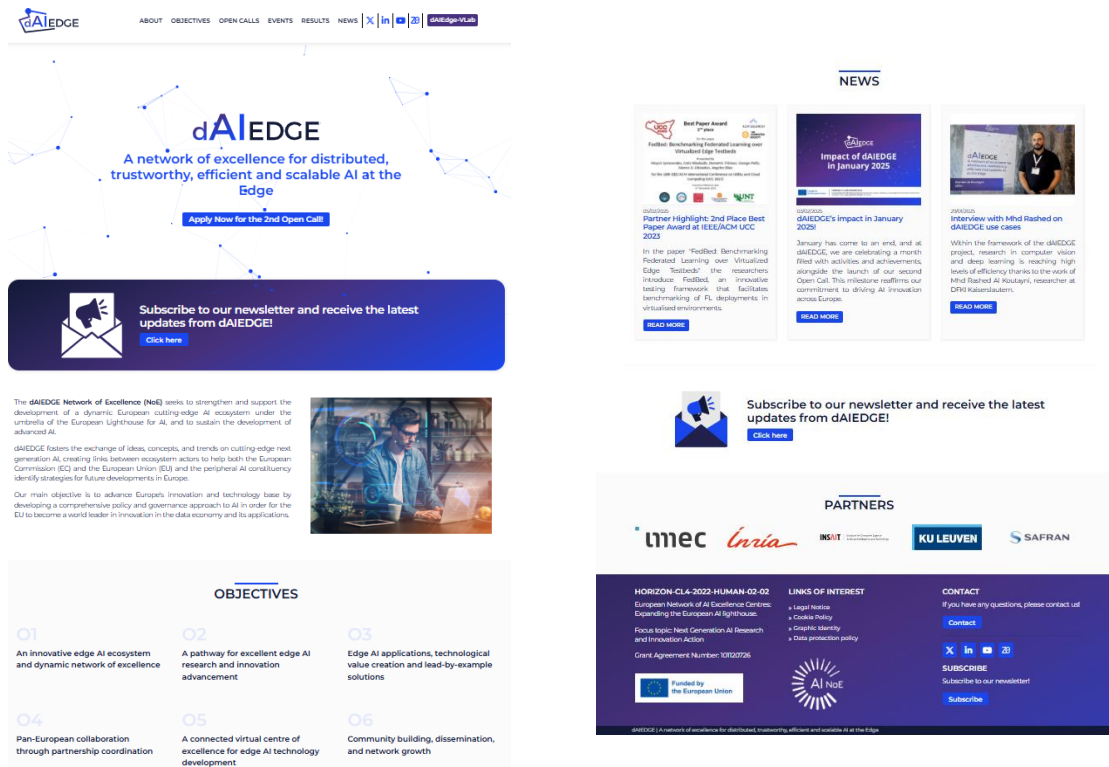


Figure 22: Project website updated.

### 4.3.1 Website structure

The dAIEDGE website, from a technical point of view, is developed in Drupal 9. The following programming languages have been used for its construction: PHP-TWIG for database connectivity and content management, HTML for structural design and CSS for styling and layout. The visual presentation is structured as follows:

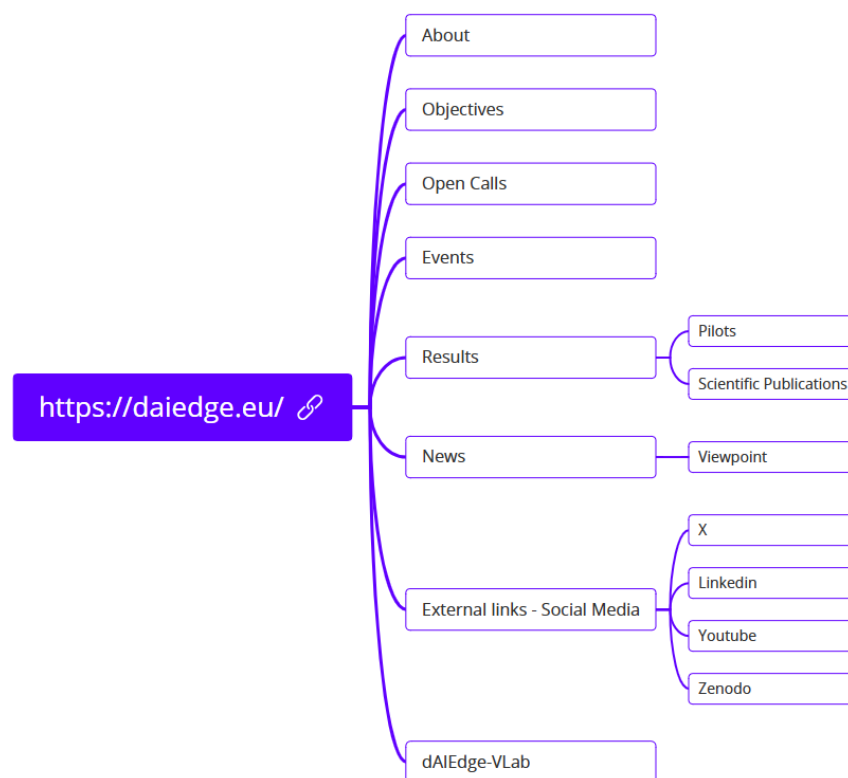
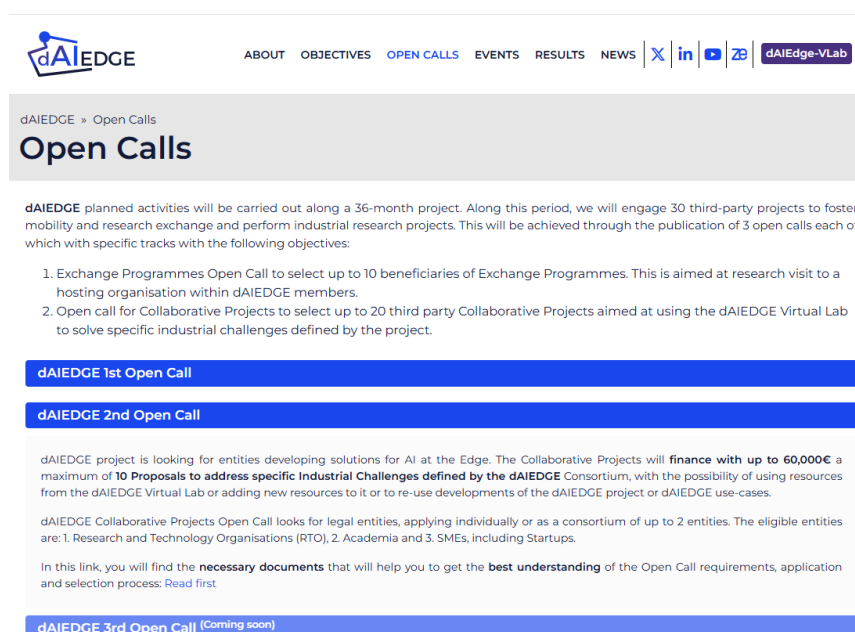


Figure 23: Updated website structure.

During the first 18 months of the project, the website has been updated to suit the needs of the project. The main changes are as follows, the ‘Media’ section has been replaced by a new section called ‘Open Calls’, for easy access.



dAIEDGE » Open Calls

## Open Calls

dAIEDGE planned activities will be carried out along a 36-month project. Along this period, we will engage 30 third-party projects to foster mobility and research exchange and perform industrial research projects. This will be achieved through the publication of 3 open calls each of which with specific tracks with the following objectives:

1. Exchange Programmes Open Call to select up to 10 beneficiaries of Exchange Programmes. This is aimed at research visit to a hosting organisation within dAIEDGE members.
2. Open call for Collaborative Projects to select up to 20 third party Collaborative Projects aimed at using the dAIEDGE Virtual Lab to solve specific industrial challenges defined by the project.

### dAIEDGE 1st Open Call

### dAIEDGE 2nd Open Call

dAIEDGE project is looking for entities developing solutions for AI at the Edge. The Collaborative Projects will **finance with up to 60,000€** a maximum of **10 Proposals to address specific Industrial Challenges defined by the dAIEDGE Consortium**, with the possibility of using resources from the dAIEDGE Virtual Lab or adding new resources to it or to re-use developments of the dAIEDGE project or dAIEDGE use-cases.

dAIEDGE Collaborative Projects Open Call looks for legal entities, applying individually or as a consortium of up to 2 entities. The eligible entities are: 1. Research and Technology Organisations (RTO), 2. Academia and 3. SMEs, including Startups.

In this link, you will find the **necessary documents** that will help you to get the **best understanding** of the Open Call requirements, application and selection process: [Read first](#)

### dAIEDGE 3rd Open Call (Coming soon)

Figure 24: Open Calls section updated.

The Open Call (OC) section offers detailed information on each OC, showcasing past events, displaying the current call status, and building anticipation for upcoming OCs.

Additionally, a ‘Viewpoint’ subsection has been introduced within the ‘News’ section to feature our YouTube content.

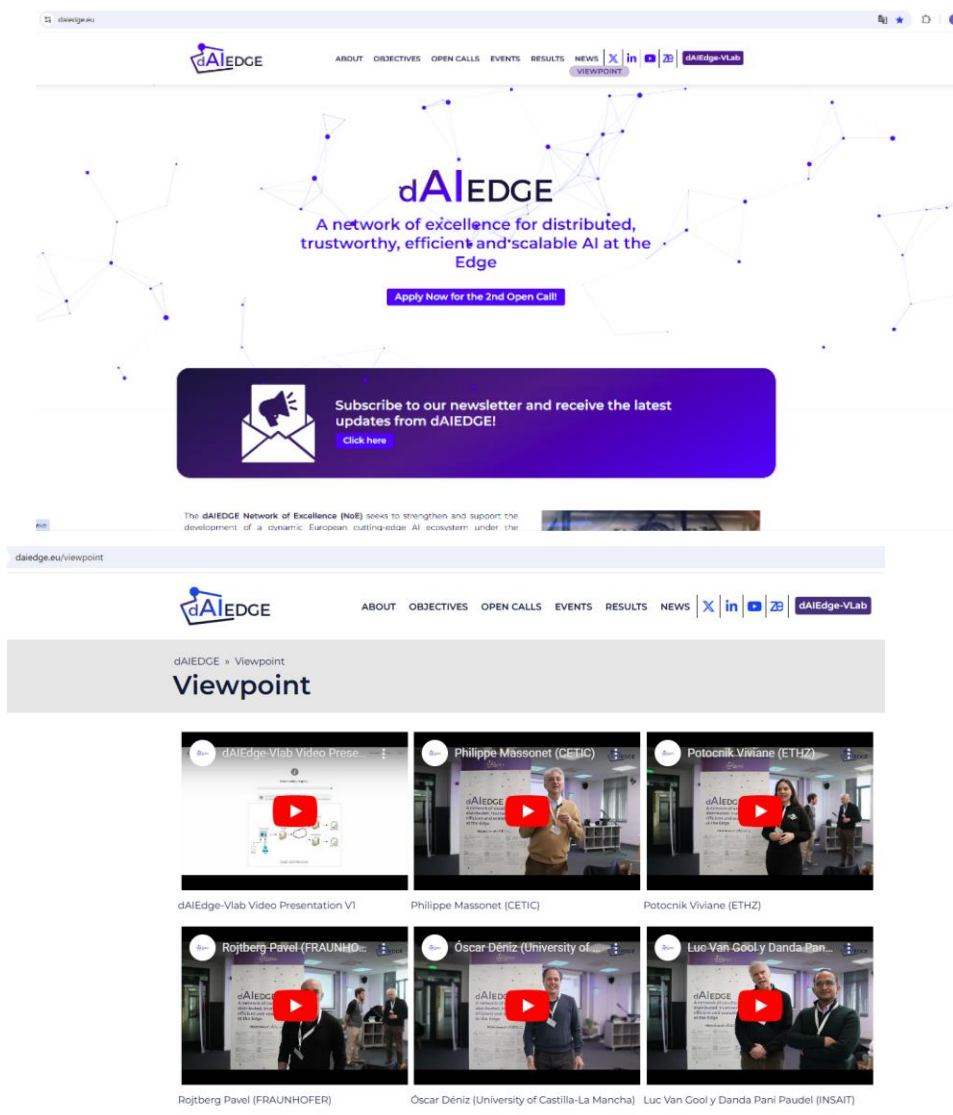
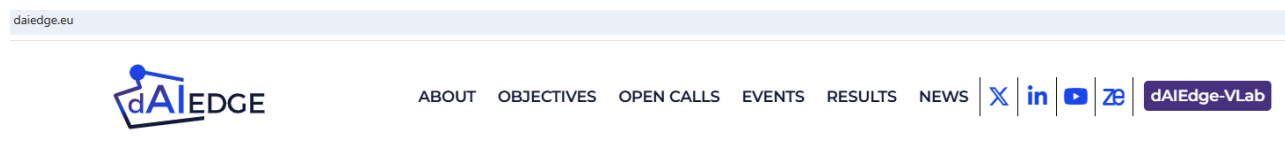


Figure 25: Viewpoint section.

The latest update includes a link on the website that provides full public details about the dAIEDGE VLab, ensuring direct access to interested parties from the homepage.



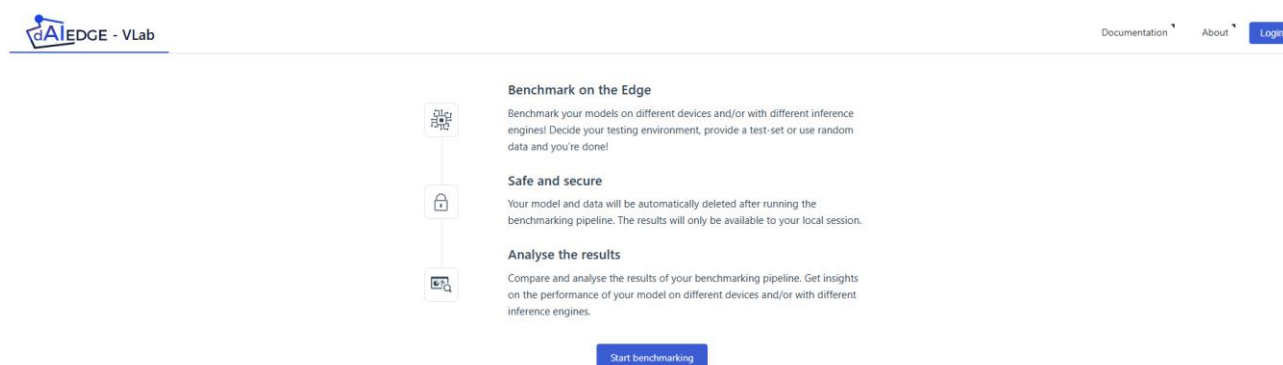


Figure 26: dAIEDGE VLab section.

The steady and positive growth in the number of posts, including news, event details, and scientific articles, demonstrates the portal's consolidation and sustained traffic, drive by a continuous flow of new content. To date, the dAIEDGE project website has published over 100 posts.

#### 4.4 Project newsletter

The project's newsletter that has been steadily expanding its audience throughout the project, enabling us to reach more target audience over time.

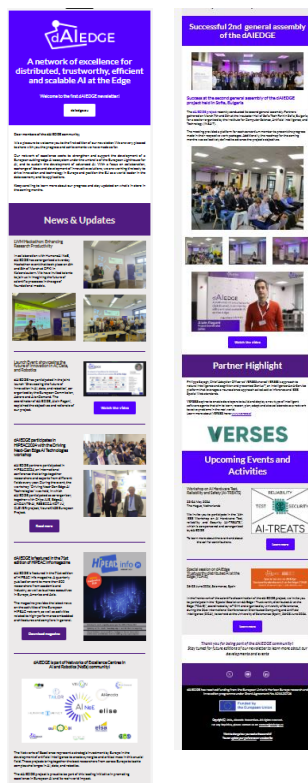


Figure 27: dAIEDGE's newsletter 1st edition.

The newsletter's content has evolved across different editions; however, 3 sections have been maintained in order to give consistency to the structure of the Newsletter and to generate public expectations about future content.

The sections that have been maintained are *News and Updates*, in which we present the most relevant news and updates on information from previous editions. The *Partner Highlights* section provides project collaborators with a space for sharing their professional and/or business milestones, while the *Upcoming Events and Activities* section creates anticipation for upcoming publications across other media channels.

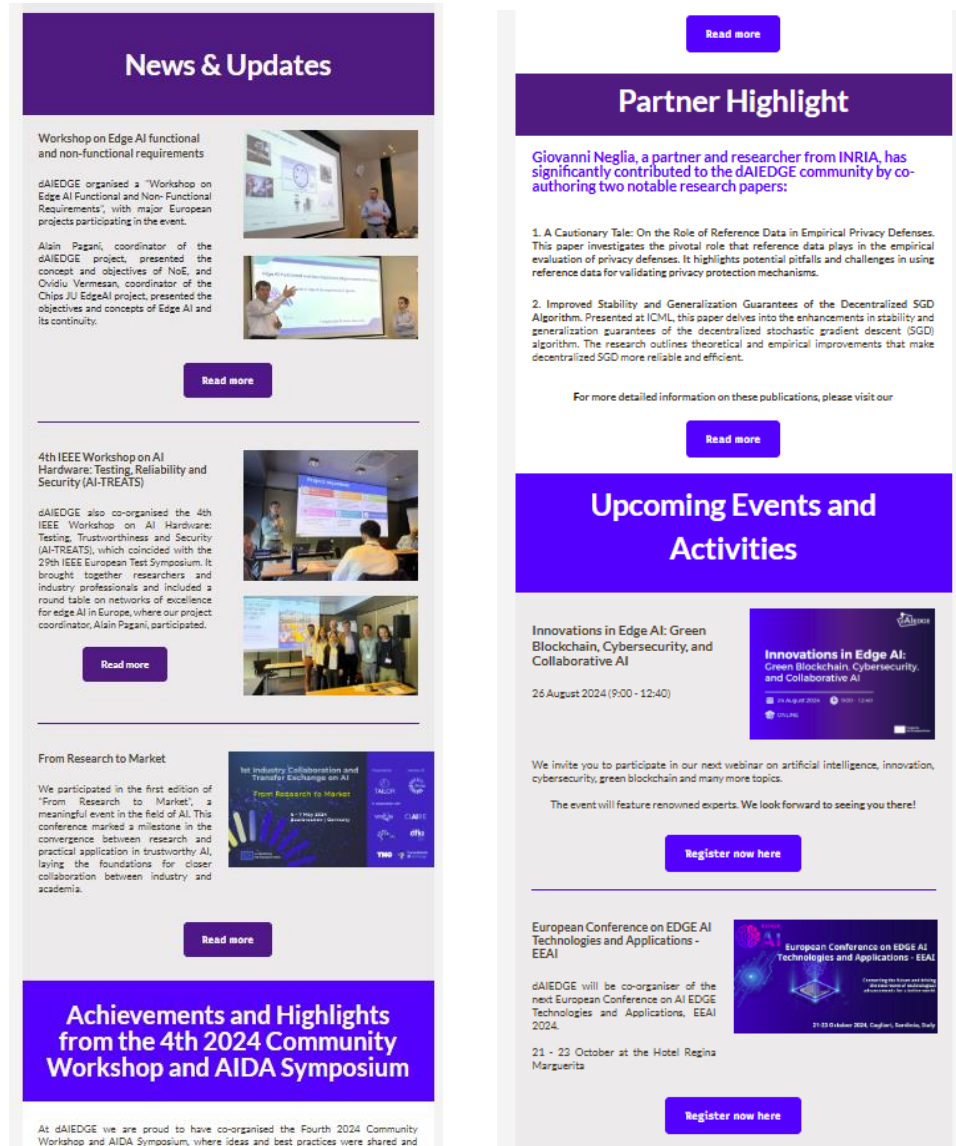


Figure 28: dAIEDGE's newsletter 2nd edition.



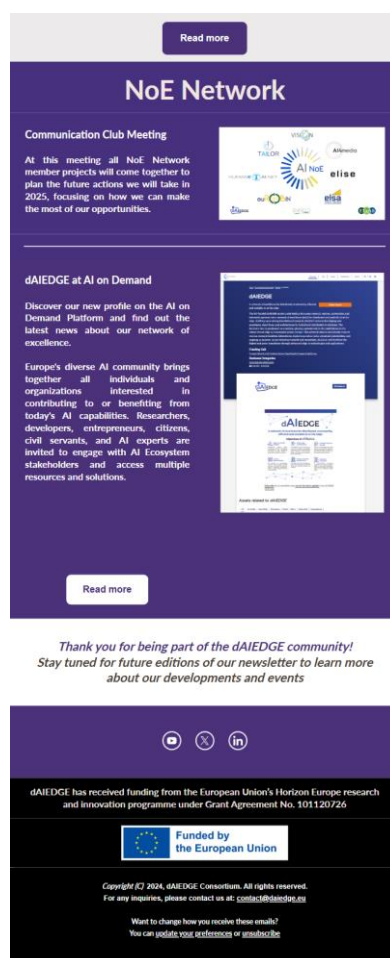


Figure 29: dAIEDGE's newsletter 4th edition.

## 4.5 Social media presence

Leveraging social networks proves to be a crucial asset in promoting our project. By establishing a strong presence on major platforms, we not only enable interaction and the dissemination of our project's ideas and goals but also create a prime avenue for connecting with our target audience.

The realm of social media offers an indispensable resource for gathering information to identify the audience type, analyse data and gain profound insights into their needs and preferences, receiving valuable feedback on our project. Here, we can actively engage in market research, conduct surveys, and analyse data to gain profound insights. Furthermore, it serves as an optimal channel for receiving direct feedback, empowering us to refine and customize the project to precisely meet the specific needs of our audience.

### 4.5.1 X (Twitter)

A widely used and dynamic social media platform, is a key component of the dAIEDGE project's dissemination strategy. The millions of globally active users on X (Twitter) offer a real-time avenue to share project updates, achievements, and relevant content. By utilizing hashtags and engaging



with the edge AI community, we can effectively amplify the project's messages, attract the attention of potential collaborators, and foster meaningful interactions. The platform's brevity and immediacy make it an ideal space for concise updates, creating a vibrant online presence and promoting engagement among academics, industry professionals, and the wider target audience.



Figure 30: C&D activities on Twitter.

The dynamism of the social network itself has made it possible to share content and link it to other social networks, consolidating the project's corporate image and reaching a wider audience.

#### 4.5.2 LinkedIn

LinkedIn, a powerful professional networking platform with millions of active users worldwide, is a strategic choice for the dAIEDGE project's dissemination strategy. By leveraging LinkedIn, a broad and diverse audience composed of academics, industry professionals, stakeholders, and individuals interested in the advancements of edge AI can be effectively reached. Through regular updates, engaging content, and participation in relevant groups and discussions, the project aims to capture the attention of the target audience and establish valuable connections within the professional community.

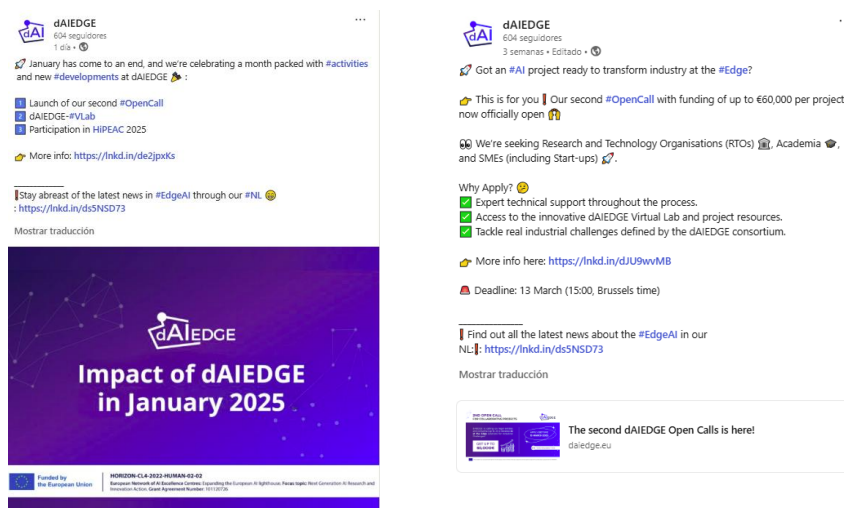


Figure 31: C&D actions on LinkedIn.

The project's engagement on this social network is evident through the growing number of followers. This professional network also provides valuable insights into the geographic location and professional background of its followers.

### 4.5.3 YouTube channel

YouTube is a video platform and the second most popular website in the world, offering access to a myriad of videos. From the academic or corporate perspective, YouTube's communication channel functionalities make it an indispensable social network for the project's objectives. Specifically, YouTube effectively fosters conversations and the exchange of ideas and knowledge by enabling interaction with creators and viewers through videos and live broadcasts.

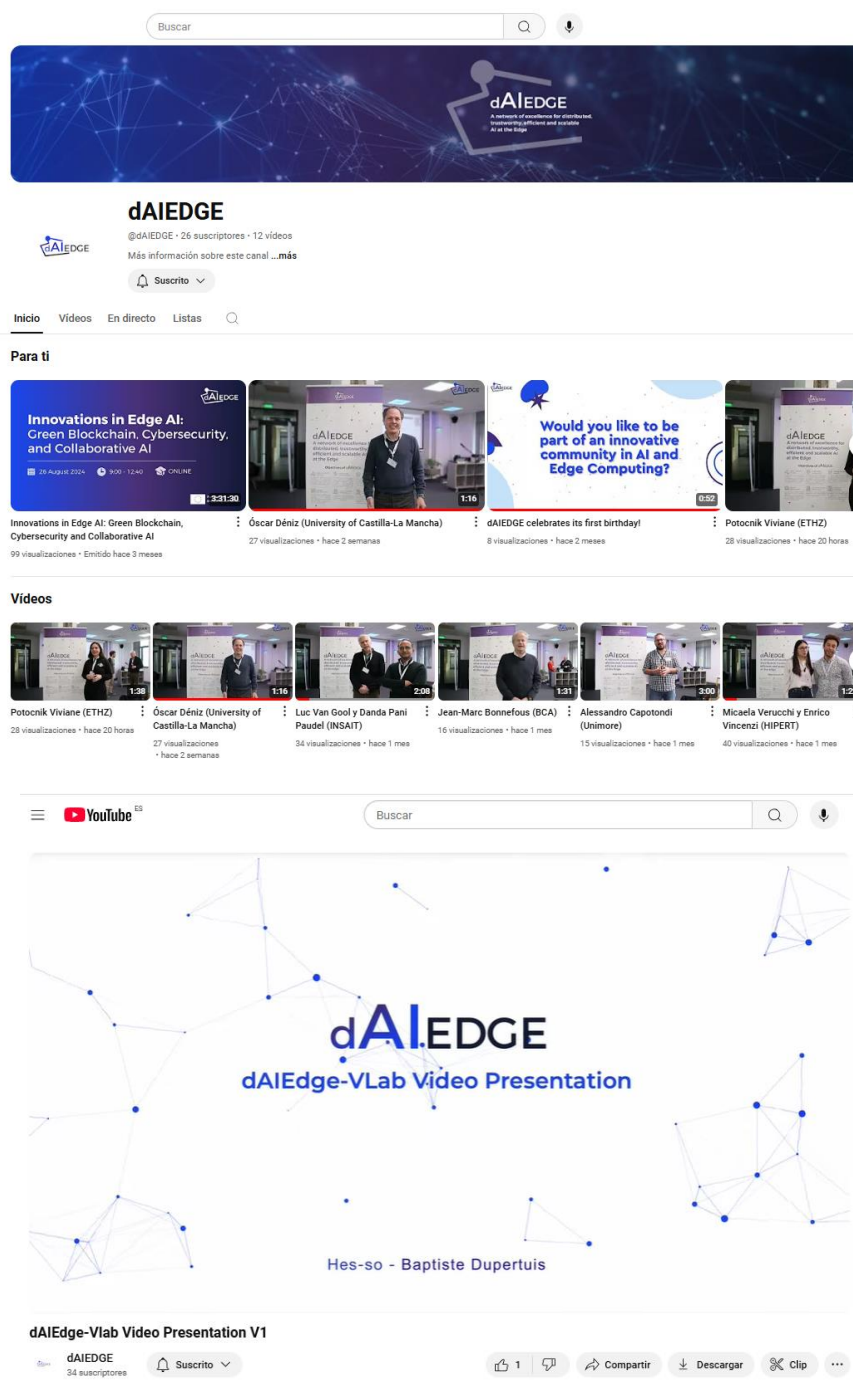


Figure 32: Project's YouTube channel.

#### 4.5.4 Social timeline

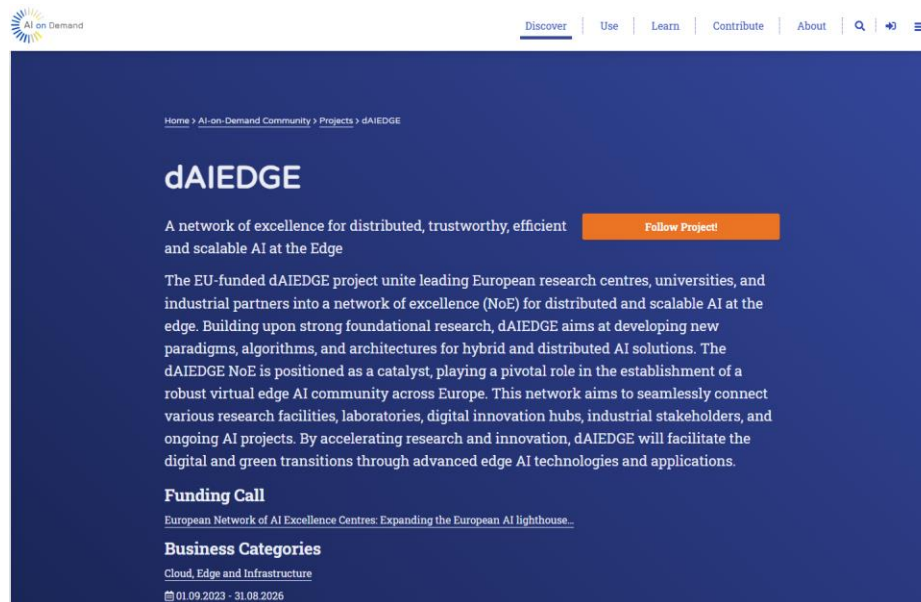
To meet the project's needs, we have strengthened our commitment by significantly increasing our weekly social media posting goal. Our efforts have resulted in over 99 posts in January 2025.

To complement our dissemination and communication efforts, we have introduced blog posts, articles, scientific papers and online events. Throughout the project timeline, our strategy will remain adaptive, scaling the frequency of communication as the project progresses and audience interest grows.

## 4.6 Social media: partners and participants

### 4.6.1 AI on Demand website (AIoD)

A community-driven channel designed to empower European research and innovation in Artificial Intelligence, while ensuring the European seal of quality, trustworthiness and explainability.



### Assets related to dAIEDGE

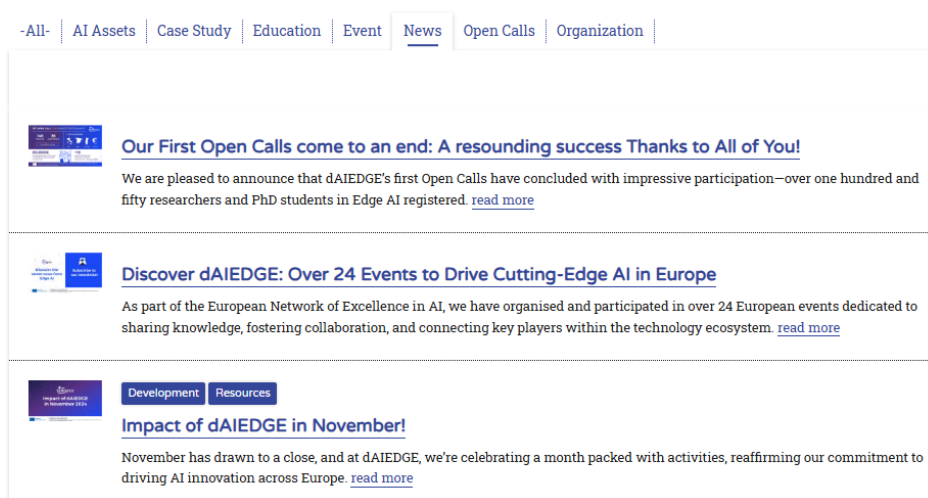


Figure 33: Project's AIoD profile.

### 4.6.2 AI NoE - Network of Excellence

dAIEDGE is taking the lead in restarting the NoE Communication Club, with the first meeting held on 3 February 2025 in an online format.



Figure 34: dAIEDGE at AI NoE.

## 5 Monitoring, evaluation, and impact assessment

### 5.1 Project C&D monitoring tool

We have established clear metrics to monitor our progress and ensure we achieve our goals. These metrics help us track key performance indicators (KPIs) and assess the effectiveness of our strategies, allowing us to make data-driven decisions and stay on course throughout the project.

### 5.2 Target groups enrolment in communication activities

At the core of the dAIEDGE project's success lies an effective communication strategy that actively engages various target groups. The following graph shows the sectors to which the stakeholders identified during the development of the project belong.

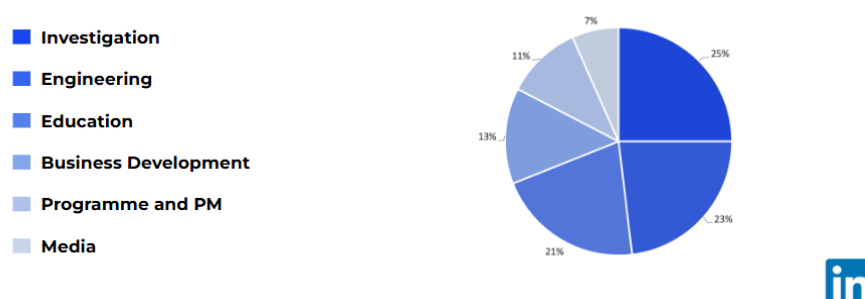


Figure 35: Target groups reached.

So far, the sectors of investigation, engineering and education have been the most represented within our target audience.

## 5.3 Google Analytics

Google Analytics is the essential strategic ally of any project aiming for excellence in the digital realm. With the implementation of this tool, we can measure performance, from tracking conversions to assessing user behaviour. Each click, each interaction, becomes valuable data that informs decision-making to evaluate the efficiency of our online presence.



Figure 36: Performance of active users.

The following map visualizes countries in shades of blue, indicating the number of active users in each country. On the right side of the map, there is a list of specific countries along with the number of active users (in thousands, millions etc.).

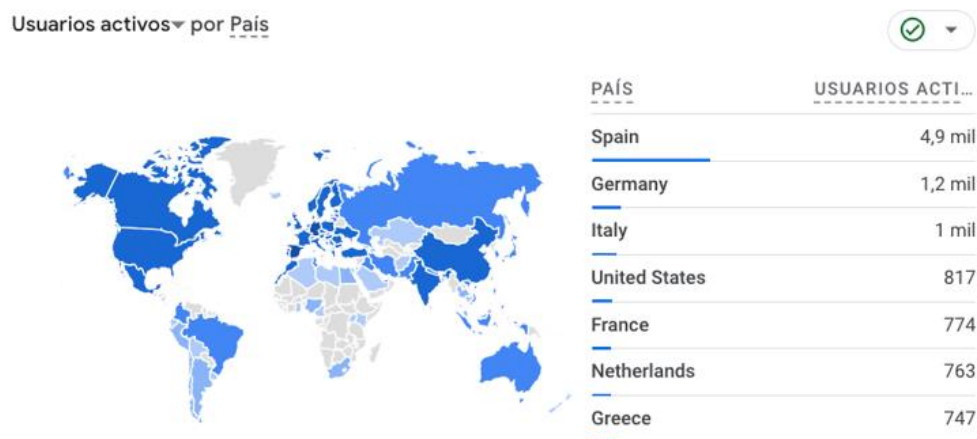


Figure 37: Country of origin of active users.

The map provides a visual and numerical comparison of the number of active users across different countries, highlighting Spain's predominance in terms of active users compared to other European countries and the United States.

## 5.4 Social media

The actions on social networks have been consistent and progressive and the results are positive, reaching the highest number of posts in the same months on the two social networks with the highest impact: LinkedIn and X.



Figure 38: Total posts at LinkedIn and X.

### 5.4.1 LinkedIn analytics

LinkedIn provided metrics, showing the number of followers, impressions, likes, and, above all, the level of engagement of our project with the target audience. This data will also help us make decisions in future outreach actions.



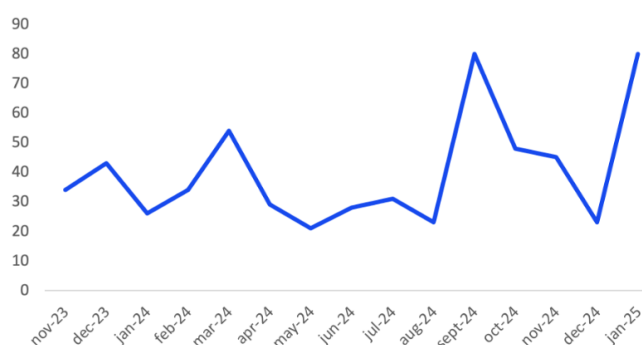


Figure 39: LinkedIn followers.

Out of the total of 782 unique visitors received during this period, 597 have followed us on social media.

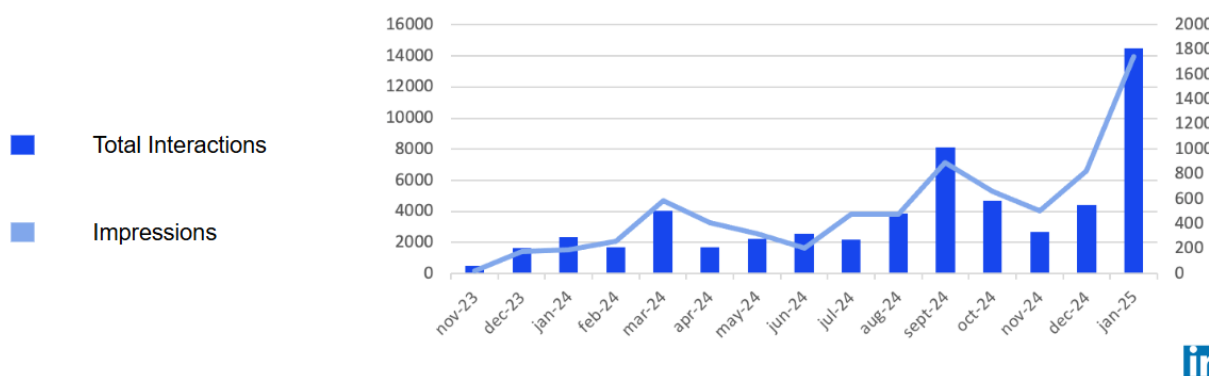


Figure 40: LinkedIn interactions vs impressions.

It can be seen that in 2024, the months of January, March, September, October and December recorded the highest number of interactions. Notably, there has not been a single month without interactions on the publications made.

Furthermore, in terms of impressions, January and September are the months with the best results, and November shows a new upturn in impressions, while March and December receive far fewer impressions than interactions.

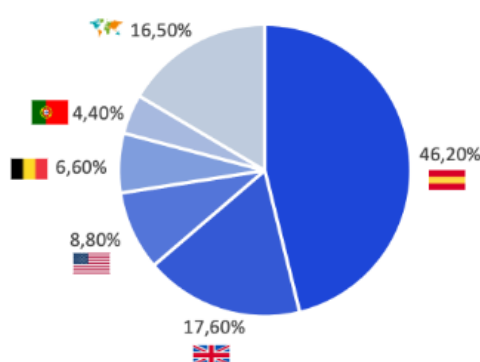


Figure 41: Countries with the highest impressions.



Finally, Spain, the UK, and the US once again lead the countries with the highest number of impressions from followers, ranking among the top for content shared via LinkedIn.

### 5.4.2 X (Twitter) analytics

To assess the actions being carried out on X, we used the X Analytics tool itself. The tool provided valuable information about the performance of posts, audience engagement, and follower growth on the dAIEDGE profile. The ability to analyse real-time data allows for agile decision-making and continuous optimization of the strategy on this platform.

The main results for our profile on X clearly show that the number of posts has grown positively since the beginning of the project, reflecting the consistent efforts of the working team.

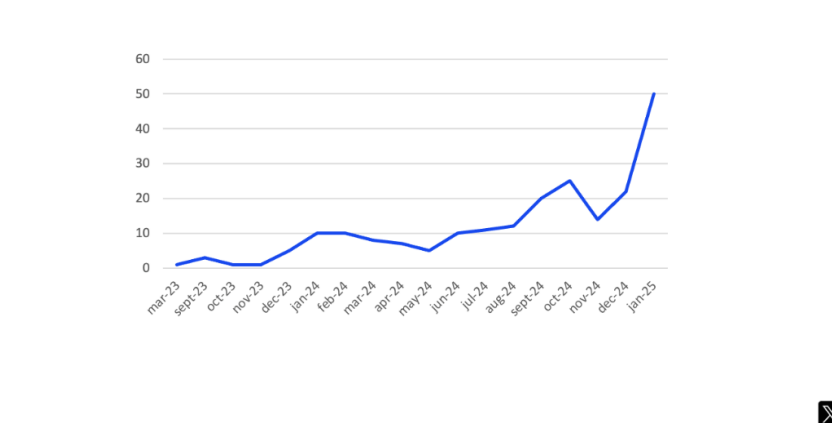


Figure 42: dAIEDGE X Posts.

It is interesting to observe that, while the number of followers has grown positively, this increase does not correlate directly with the number of posts made each month.

February and July 2024, as well as January 2025, are the months in which we have gained the most followers.

#### Evolution n° followers

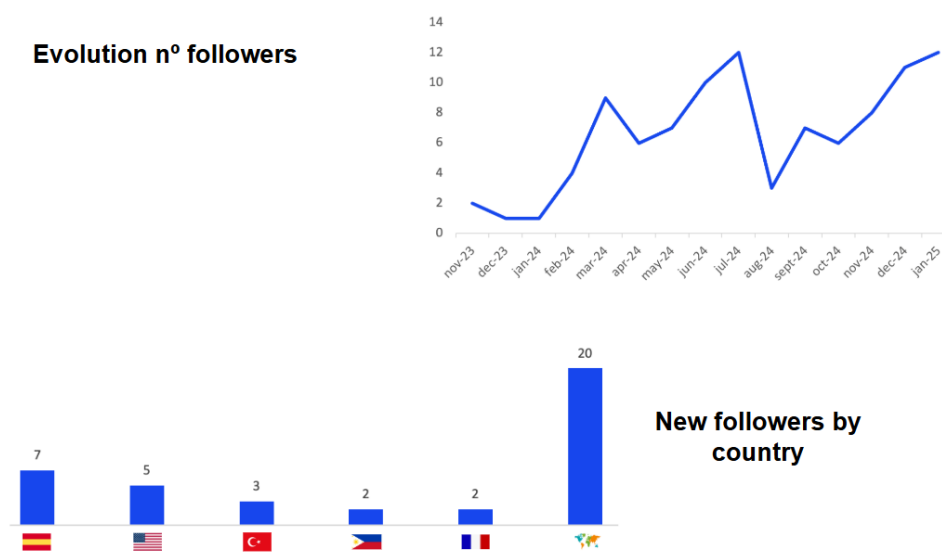


Figure 43: X follower growth.

Regarding the trend in interactions and impressions, the results are homogeneous, with the best results coinciding in January for both 2024 and 2025. The months from September to

December 2024 stand out, where interactions increased, but the growth in impressions on our content was significantly higher.

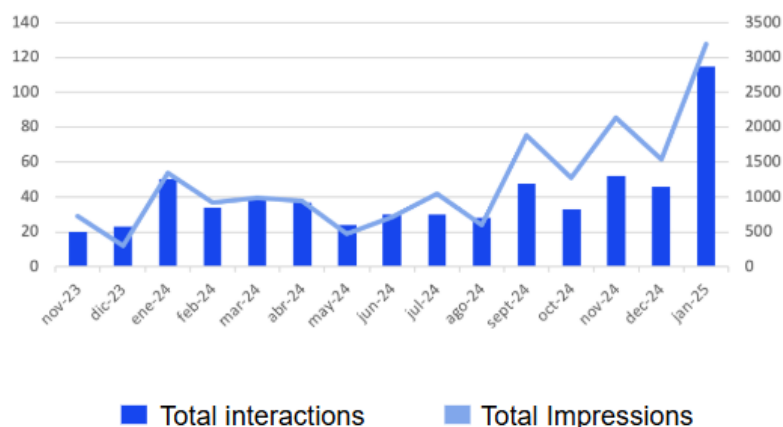


Figure 44: X audience interactions vs impressions.

### 5.4.3 YouTube analytics

It is vital to collect and analyse the data provided by the platform itself, as this analysis will guide our decisions regarding the type and volume of content we create for this communication channel with stakeholders.

Since the beginning of continuous activity and consistent content within the channel, there has been a monthly increase which, although not continuous, is significant as the total number of followers has increased each month, with August 2025 and January 2025 being the months in which the best results have been obtained.

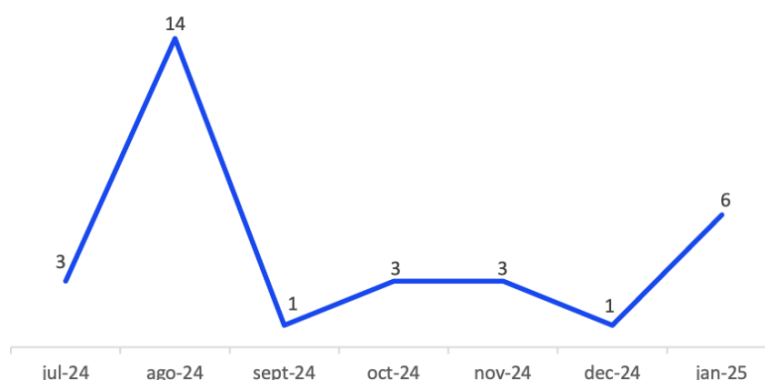


Figure 45: dAIEDGE YouTube follower growth.

### 5.4.4 Newsletter analytics

The Newsletter serves as an element of external communication, enabling the project to connect with potential stakeholders and promote a high level of participation.

The results after four deliveries indicate positive impact, with the number of document openings steadily increasing. The average performance has reached 63,38%, which means that almost 70% of those who received our newsletter enjoyed its content.

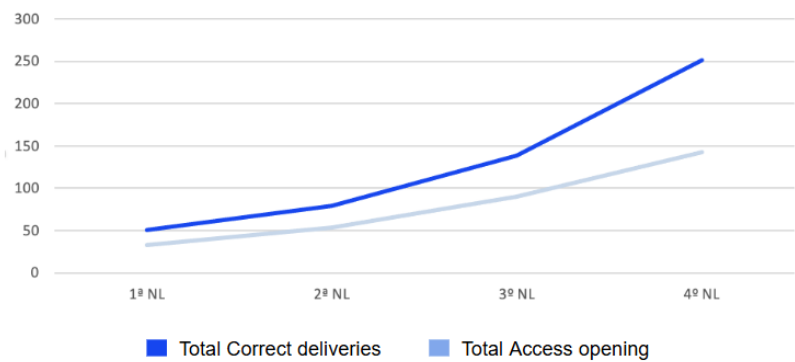


Figure 46: dAIEDGE Newsletter performance.

In relation to the number of subscribers, the evolution is notably increasing, with the last quarter of 2024 being the one in which we have received the most followers. In January 2025, there was a sharp upturn, coinciding with the delivery of the fourth edition.

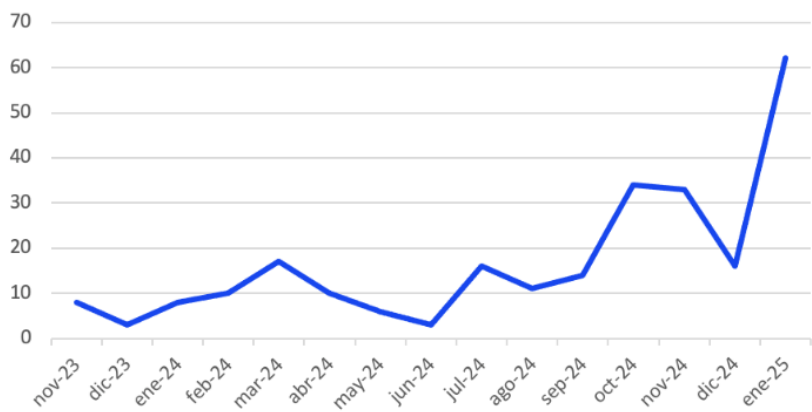


Figure 47: dAIEDGE NL subscriber growth.

In terms of the countries from which the most subscribers navigate through our content, the United States once again stands out, followed by the UK, Spain and Italy, consolidating our international and European audience.

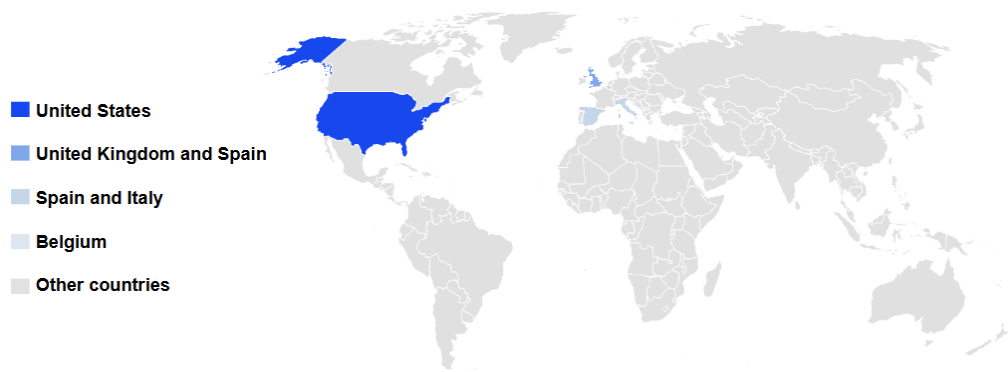


Figure 48. dAIEDGE NL subscriber growth.

## 6 Extending the network via financial support to third parties

In pursuit of fostering a dynamic environment for research, collaboration, and industrial innovation, dAIEDGE is committed to a strategic plan spanning 36 months. This commitment is outlined through carefully curated Open Calls at the core of the initiative, comprising targeted programs to enhance mobility, facilitate research exchange, and address industrial challenges through collaborative projects. This roadmap signifies our dedication to engaging with third-party projects, welcoming diverse talents and perspectives into the dAIEDGE network.

For this reason, the Open Call Dissemination strategy has been designed by creating a Toolkit which consolidates and details all related content, ensuring a unified and consistent representation of these milestones.



### Open Call Dissemination Toolkit



dAIEDGE has received funding from the European Union's Horizon Europe research and innovation programme, under Grant Agreement No. 101120726

Figure 49: dAIEDGE open call toolkit.

Our goal is to engage 30 third-party projects to foster mobility, research exchange, and perform industrial research. This will be achieved through the publication of three open calls, each with specific tracks and objectives:

1. Exchange Programmes Open Call: Selecting up to 10 beneficiaries for research visits to hosting organizations within the dAIEDGE network of members.

2. Open Call for Collaborative Projects: Selecting up to 20 third-party Collaborative Projects focused on utilizing the dAIEDGE Virtual Lab to solve specific industrial challenges defined by the project.

As a result of the 1st OC, we received 146 applications from researchers worldwide, highlighting the global appeal of our programme. From among these, 36 complete proposals were submitted, representing 21 countries.

Countries with the highest number of applications included Italy, Spain, Portugal, and Greece, demonstrating the strength of the research community in these regions. As a result, we will select 10 researchers and PhD students to collaborate on our projects.

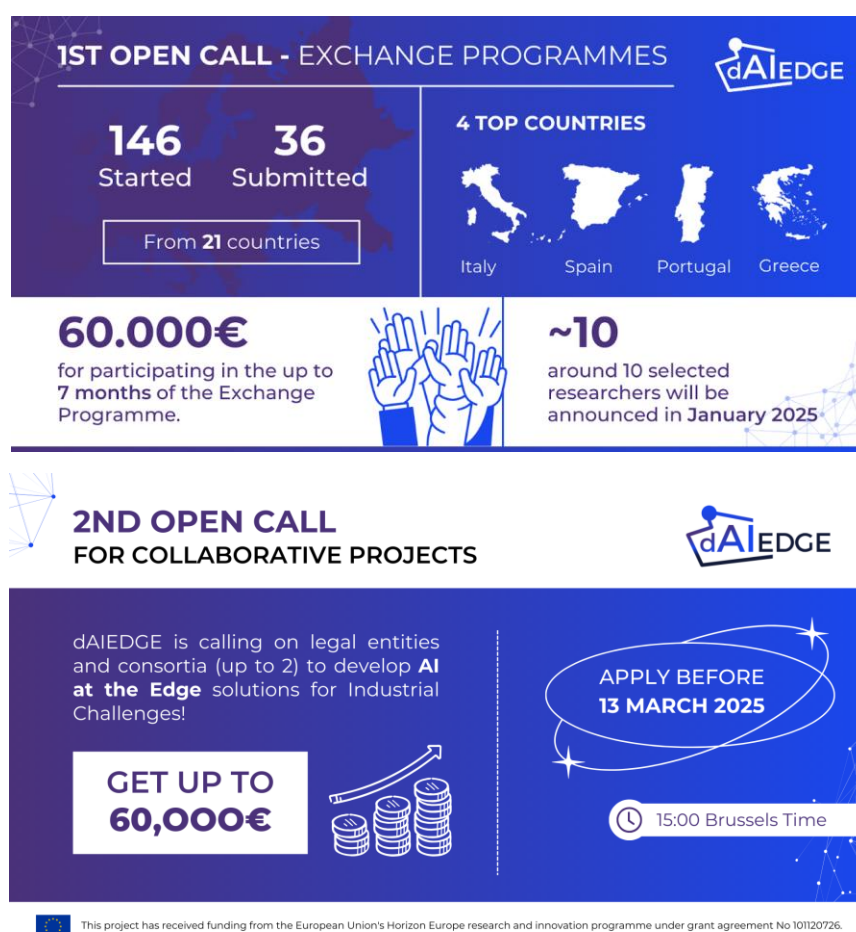


Figure 50: Open call images.



Figure 51: Open call requirements, application and selection process documents.

### ABOUT THE OPEN CALL FOR COLLABORATIVE PROJECTS



**10 January 2025**  
09:00 Brussels Time



**13 March 2025**  
15:00 Brussels Time

We are looking for entities developing solutions for AI at the Edge. The **Collaborative Projects** will finance up to **10 Proposals** to address specific **Industrial Challenges** defined by the dAIEDGE Consortium, with the possibility of using resources from the dAIEDGE Virtual Lab or adding new resources to it or to re-use developments of the dAIEDGE project or dAIEDGE use-cases.

dAIEDGE Collaborative Projects Open Call looks for legal entities, applying individually or as a consortium of up to 2 entities.

**The eligible entities are:**

1. Research and Technology Organisations (RTO)
2. Academia
3. SMEs, including Startups



**dAIEDGE 2nd Open Call. COLLABORATIVE PROJECTS.**

**Challenges**

1. Mobile concealed weapon detection
2. Continual Learning for edge-based Robotics: 3D Environment Exploration and Reconstruction using gradient-free Variational Techniques.
3. Smart and Adaptive AI Agents at the Edge: real-time Active Inference for IoT and Robotics
4. Integration of an AI-powered Edge Device to the VLab for remote benchmarking
5. Cloud-to-Edge AI-Powered Solution for Plant Disease and Pest Detection with BioClip Integration
6. Energy-Efficient Deployment of AI Models on Edge Devices Using FPGAs
7. SAFE AI - Enhancing AI Model Predictions Through Synthetic Data and Domain Knowledge Integration
8. Very low consumption of speech enhancement AI algorithm at the edge
9. Off-Chip Weights for Streaming Architectures
10. 2D Vehicle Detection Network on PYNQ-Z1
11. Real-Time Vision Transformer (ViT) on FPGA SoC for Image Classification
12. Spiking Neural Networks (SNNs) on the edge
13. Energy efficient Text Embeddings inference at the edge
14. Automated Edge deployment, tuning and Performance Evaluation of Binary Neural Networks targeting FPGA enabled platform.
15. Deploying LLMs on Low-Memory Edge Devices
16. Developing an Early Warning System for Harmful Algal Blooms Using Earth Observation Data
17. Edge AI framework for web browsers empowering Federated Machine Learning applications addressing Classification problems over multiple format data (text and images)
18. Machine Learning Benchmarks for On-Board Processing in Space Applications
19. Incentivisation framework on blockchain for optimizing AI development
20. Planning and Scheduling for Space Observations at the Extreme Edge

Figure 52: 2nd open call industrial challenges.

### 6.1.1 Timeline for open calls

For a detailed breakdown and specific information regarding the timeline for open calls, please refer to Annex A, which provides a comprehensive overview, including details pertaining to each stage of the open call process.

Note that we propose a slightly modified timeline for the Open Call (OC) process for the following reason:

When OCs were planned in the proposal phase of the project, the actual starting date of the project was unknown. As a result, while the progress time for the OCs was correctly estimated, it was not possible to determine the exact time of year when the OCs would be opened.

In this regard, the 1st OC Exchange Program was planned to start in month 11 of the project, that would mean July '24. Based on our experience in OCs, summer months are not ideal for attracting applicants, especially for a program targeted at researchers. We therefore proposed to delay the opening of the OC to the end of August and keep it open until the end of October. This did not cause any other delays in the project, as the exchange dates were negotiated among the beneficiaries and hosting organizations.

For the 2nd and 3rd Open Calls (collaborative projects) we propose to keep them open for two months, which means a reduction of one month compared to the original plan. This adjustment will ensure that the Support Programs organization can continue as planned.

## 7 Exploitation Plan

The dAIEDGE project is in the process of defining and implementing an exploitation plan for the activities developed during the life of the project, ensuring its sustainability. Although the project is a Network of Excellence and not an innovation action, it will define paths to exploitation and sustainability, in coordination with other relevant EU projects. BCA will define the exploitation plan and follow the exploitation implementation together with IOT-DIH in coordination with the other partners and with external platforms such as the AIoD platform.

### 7.1 Key Expected Results

As a reminder the Key Expected Results identified for Exploitation for dAIEDGE are as follows:

- KER2: Virtual research lab for edge AI – Laboratory for conducting common research and experiments across the domains of edge AI and across communities, facilitated by dedicated tools and services
- KER4: Benchmarks and benchmarking tools – Standardized, easily accessible, and usable benchmarks for edge AI capacity, facilitated by benchmarking tools and services
- KER6: Collaborative projects – Support for research and development projects on edge AI for industrial partners (in particular SMEs) and consortia of multiple partners (industry/academia)
- KER7: Three validation use cases of the dAIEDGE technical advances following our lead-by-demonstration principle
- KER8: Marketplace and business incubator – Exploitation strategy based on the development of a marketplace for edge AI solutions and creation of an incubator for facilitating the exploitation and market-readiness of the European edge technologies

**Status update:** KER2-4-6-7 are at the development and implementation stage; KER8 is scheduled for the second period of the project.

## 7.2 Delivery mechanisms for exploitation

The KERs of the project that will act as conduct for exploitation of the results of the project are the Virtual Lab, the Business Incubator and the Marketplace in terms of delivery mechanisms. In terms of content, the project will also identify assets and services that could be exploited, either by individual partners, or jointly.



*Figure 53: The three stages of value creation in dAIEDGE*

### 7.2.1 dAIEDGE-VLab

The dAIEDGE's virtual lab is being developed in WP4 will be a federation of lab resources and initially based on the contributed assets by the partners. It will allow for the collaborative sharing of dedicated Edge AI resources for research and experimentation and provide the core layer for the dAIEDGE NoE to provide a venue for technical and research collaborations towards new assets and services that may be exploited subsequently in a new innovation cycle. The resource management on the VLab will be based on formal open APIs for interconnecting, aggregating, and enabling remote access to research infrastructures and other resources/assets.

The Virtual Lab will become the venue for projects to develop their experimentation phase before that can be exploited and / or commercialised in a subsequent phase in the innovation cycle.

#### **Status update for the dAIEDGE-VLab:**

Significant progress has been achieved towards the project goals. The first PoC being implemented for the dAIEDGE-VLab is on the topic of remote Benchmarking of AI Models. This is a high-value service targeted for heterogeneous and complex edge devices and which will use objective and consistent metrics, provide to users performances comparison between devices and will help balancing the benefits and risks of AI.

- First beta version was released mid-January 2025
- Delivers easy benchmarking of AI-Models for non-embedded programmers
- Scalable solution for remote experiments
- Support a wide range of AI-powered edge devices (RBPi 4B/5, Nvidia Orin, STM32L4R9, STM32MP257, Intel MyriadX, Qualcomm RB3)



- Support a wide range of ML-Runtimes (ORT, tflite, tflite-micro, TensorRT, CUBE.AI, OpenVINO)

The dAIEDGE-VLab PoC is implemented using a distributed architecture using P2P connection, allowing for multiple users, based on a decentralized remote node approach, with multiple nodes on one remote host.

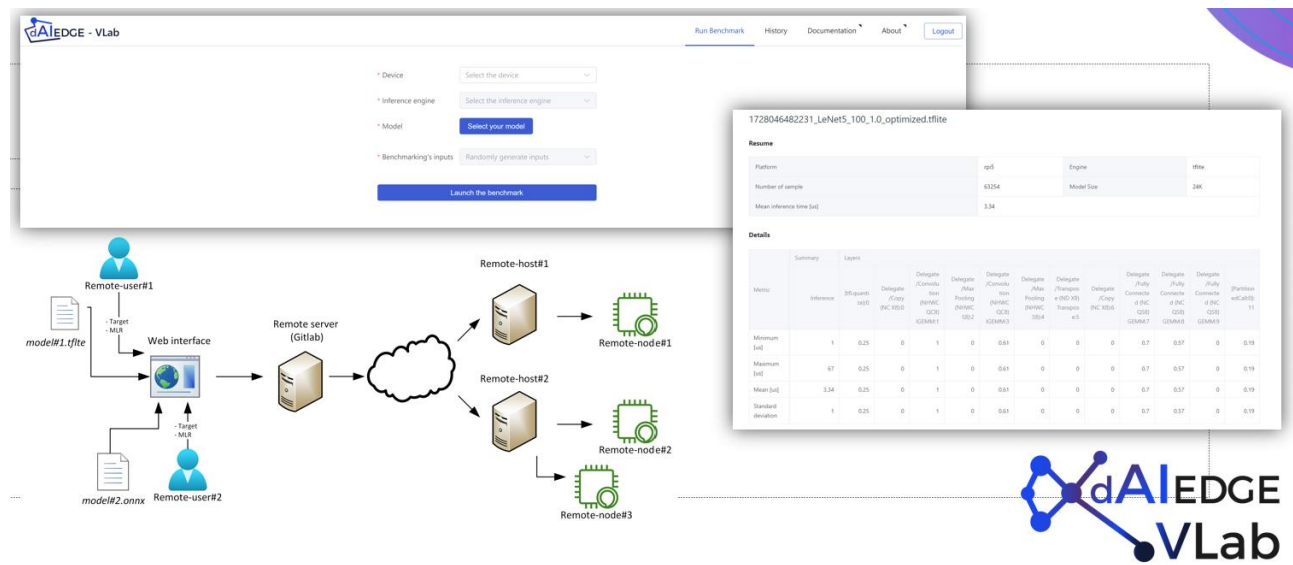


Figure 54: dAIEDGE-VLab architecture

The benefits of this new Benchmarking service are that it will be:

- Easy : facilitate AI edge experimentation
- Flexible : provide access to dedicated resources, tools, and services
- Decentralized : share edge resources on a distributed platform
- Modular : accept different edge devices and ML frameworks



Figure 55: Launch announcement of the dAIEDGE-VLab

### 7.2.2 Marketplaces Access

Connecting and channelling the outcomes of the dAIEDGE project and the related networks with the *AI-on demand platform* and the *Bonseyes AI Marketplace* through integration will allow to bridge the gap between research, innovation and industry by making available collaborative tools and services for the development and deployment of re-usable AI assets and applications on embedded and edge devices, avoiding the route of large integrated solutions and platform mainly from US technology firms. The dAIEDGE project will specifically allow the Bonseyes AI marketplace to expand its present model of a distributed automated procurement process by including more ecosystem participants and working towards developing a fully automated supply chain for the building and delivery of AI solutions ‘at the edge’. It will add to both the supply side (with algorithms, models, training, data scientists, software platforms) as well as the offer side (making available AI artefacts, AI applications, various embedded systems platforms) that can meet and transact in a secure and scalable way on a secure platform with microservices.

Similarly, the dAIEDGE results and innovations will be connected to the newly developed European AI-on-Demand for the collaborative sharing of AI assets and services, in two directions:

- Interoperability with **AI4Europe** research platform
- Interoperability with the future **Deploy AI** industry marketplace for SMEs and Innovators

Finally the task will examine and evaluate how to develop interoperability with the TEF platforms specifically dedicated to Edge AI resources to expand the reach of the Vlab.

#### **Status update:**

The project has been liaising and coordinating with the AIoD stakeholders (AI4Europe) with the aim to define an operational and technological interoperability and integration path with the AIoD platform, and to provide content to this platform in terms of Edge AI topics and services, in particular with respect to the Benchmarking service described above. A workshop was organised with ADRA/AIoD to deepen the understanding in terms of requirements and workflows (see below). The PREVAIL/TEF team was also included in the discovery process.

More efforts will be deployed to finalise the final integration model with AIoD and to define the Marketplace framework in the second part of the dAIEDGE project.

### 7.2.3 Business Incubator

Alongside the Virtual lab and the Marketplace, the third leg of the value chain for dAIEDGE community is the Business Incubator, discussed in WP7. It will be addressing the exploitation and sustainability aspects of the dAIEDGE activities, providing a forum for the stakeholders from the research, industry and investment community to discuss how to scale the Edge AI initiatives and results into sustainable results, in the form of spin-offs, start-ups, or new projects internalised in the AI enterprise sector (software and hardware).

The virtual business incubator will help showcase and incubate impactful success stories that will generate traction with the European AI ecosystem. It will boost the network attractiveness for SMEs

by bringing in investors financing, grow network effects with the inclusion / invitation of specialized business partners such as business experts, business networks, start-ups, SMEs, companies as well as some public administrations and investors and venture capital firms for multiple market verticals to ensure business adoption and long-term sustainability by generating a positive feedback loop between network supply and demand. This task will help catalyse development through a platform that provides opportunity to European academic and industrial AI laboratories to exploit the outputs of the project. The virtual incubator will be accessible through the project website. The aim of the task will be to promote the project results and establish a strong usability beyond the project lifecycle. For this task to be successful, a comprehensive analysis will be conducted to identify potential exploitation opportunities, having self-sustainability of the project in mind.

**Status update:** The Business Incubator framework and implementation path are being defined. Contacts and discussions have been held with a number of external stakeholders to support these efforts, with a view to bring in expertise within the dAIEDGE network of Excellence for Edge AI, covering

- EU projects and programs providing mentoring and funding
- AI Talents in the field of Edge AI
- Strategic (enterprise) investors into deep tech
- Venture Capital (VC) investors

These stakeholders will be invited to the matchmaking and ‘show-and-tell’ events that will be organised within WP7 of the projects in the coming months.

In conclusion, the combination of the Virtual lab, the Marketplace and the Incubator activities will help activate a Flywheel for the network effects in dAIEDGE as outline in the WP4 plans, in particular with respect to the virtual lab.

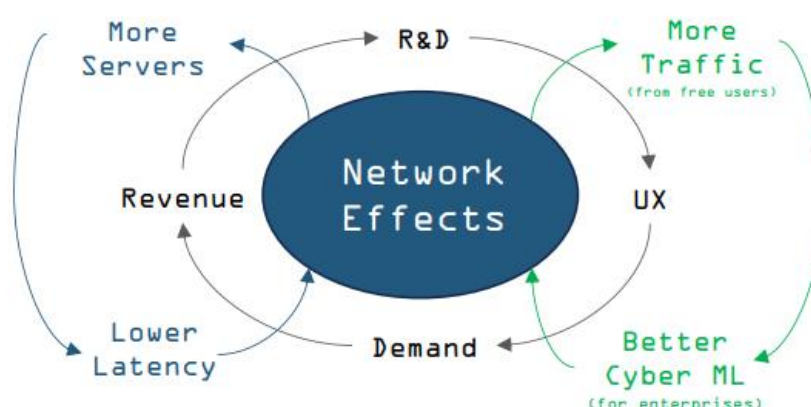


Figure56: Flywheel for VLab and dAIEDGE ecosystem

## 7.3 Exploitation strategy

### 7.3.1 Main content for exploitation

Key content to be considered for dissemination and possible exploitation are the following Key Expected results from the project:

- KER4: Benchmarks and benchmarking tools – Standardized, easily accessible, and usable benchmarks for edge AI capacity, facilitated by benchmarking tools and services
- KER6: Collaborative projects – Support for research and development projects on edge AI for industrial partners (in particular SMEs) and consortia of multiple partners (industry/academia)
- KER7: Three validation use cases of the dAIEDGE technical advances following our lead-by-demonstration principle

### 7.3.2 High level requirements

The high-level requirements to facilitate exploitation of AI assets and services within dAIEDGE are the following:

- A set of fully developed and RE-USABLE AI assets and AI services
- Core processes and tools to experiment, build and deploy the resulting AI solutions – from Research to Industry
- A Virtual Lab / Playground for experimentation (research focused)
- A secure, trustworthy Marketplace with IPR enforcement for scalable & meaningful enterprise adoption (industry focused)
- An enterprise-friendly User Interface and ‘Studio Services’ (business, legal, funding, etc.) to provide support to SMEs
- A sustainable governance & business model that allows trustworthy growth and adoption

### 7.3.3 Activities planned with respect to exploitation

The Virtual Incubator will be set up encourage funding deep tech and Edge AI initiatives and facilitate go-to-market with studio services. An initial list will be drawn of potential participants and stakeholders into these activities. The activities under this task are: 1) aligned with other WPs, define the value proposition and core objectives; 2) focusing on engagement of early adopters; 3) aiming to expand the network; 4) during project’s scale-up phase, potential investors will be engaged, and nurtured through introductions and innovation showcases/network event.

#### Objectives for Virtual Incubator

- Build a community / network of AI Talents, SMEs, FSTP participants and Investors around the project activities and results in the field of Edge AI
- The virtual incubator will promote the Project results, share success stories and establish a strong usability beyond the project lifecycle
- New projects & products relevant to the Network to be showcased to SMEs and Investors

- Proactively spotting innovations that may have a potential for exploitation
- Provide active venture building support for SMEs -> giving the SMEs a helping hand to reach investment readiness

### Key activities

- Organise Virtual business incubator events (in coordination with AI on demand platform [M24], see status update below.
- Draw list of targeted participants outside dAIEDGE and invite them (AI Talents/SMEs/VCS)
- Get the community / network participants to win to subscribe / signup to the platform and/or to the VCoE/VLab
- Organise a Match-making event for business incubation [M34]
- Organise Workshop on industrial and investments priorities [M34]

The consortium will leverage on existing tools for accessing them and more than 250 AI talents, AI experts (developers, researchers, data scientists) and SMEs willing to consume AI services collected from two contributing projects ICT 49 (Bonsapps, StairwAI) and 400 hundred from Robotics4EU to this aim. A number of the ICT 49 projects, have developed for the AIoD a large initial pool of validated AI experts, AI talents (developers, data scientists, researchers) and SMEs willing to consume AI services. They will be invited to participate in the dAIEDGE activities with respect to dissemination and exploitation.

**Status update:** A dAIEDGE workshop was organised in Brussels in February 2025 at the collaborative event organised by ADRA/AIoD with the objective to promote the AIoD and develop the related ecosystem and interactions with the dAIEDGE NoE's efforts.



Figure 57: ADRA/AIoD event 'Future-Ready'

A initial presentation to the AI Talent and AI enterprise community was made at the HiPeac conference in Barcelona in October 2024 in the context of a day workshop organised by dAiedge on the theme of "Industrial investment priorities for successful AI at the Edge in Europe - How to Unlock the Potential ?", with 178 attendees registered to the event.



Figure 58: HiPEAC workshop “Industrial priorities for successful AI at the Edge”

Three more events/workshops will be organised within WP7 to help develop and implement the exploitation plan of the project.

#### 7.4 Knowledge management strategy and IPR

For the success of dAIEDGE it is essential that all project partners agree on explicit rules concerning IP ownership, access rights to any Background and Foreground IP for the execution of the project and the protection of intellectual property rights (IPRs) and confidential information to avoid conflict of interest.

- Those rules are specified in the Consortium Agreement (CA) in which will be established clearly and in detail the conditions under which either the consortium as a whole or its individual partners will share the rights of exploitation results after the completion of the project.
- The intellectual property in the project will be monitored and managed from the beginning by collecting the foreseen license of components and assets to be generated. This practice will ensure that the results will be perfectly exploitable at the optimal case, as there will not be conflicts of interest by any party and between components.

## 8 dAIEDGE in the European landscape - a policy context

The project aims to address specific needs and expected results related to the sovereignty of Europe in edge AI technologies, gathering forces in research and industry in edge AI, resource accessibility, and sustainability. It also aligns with the European AI Lighthouse initiative, which seeks to accelerate research and capability development efforts in edge AI technology and security, and increase investments in cutting-edge research, innovation, and digitalization.

The project's implementation plan for demonstration activities includes several key components. It aims to provide feedback to policy measures by formulating recommendations, roadmaps, and a strategic research agenda for Europe in the domain of edge AI. This involves participating in the



foundation of a European vision of AI in cooperation with EU policymakers and serving as a reference body of experts for creating, monitoring, reviewing, and suggesting modifications of policies about AI in Europe. Additionally, the project focuses on impact measures such as visual identity, website, social media identity, press releases, liaison with stakeholders, public engagement, newsletters, market-specific material, and co-hosting events with similar EU or national projects. Furthermore, the project aims to nurture relations with SME support networks and AI associations, offer open-source solutions, and engage existing customer relationships in the vertical use cases.

In the European landscape, the dAIEDGE project is strategically positioned to contribute to the establishment of the European AI Lighthouse, strengthen the edge AI ecosystem, and support the development of advanced research and innovation in distributed AI at the edge. It aims to reinforce value chains and networks, accelerate digital and green transitions, and enhance Europe's existing assets. The project also seeks to foster synergies with other European AI initiatives and partnerships, advance Europe's innovation and technological base, and develop a comprehensive policy and governance approach to AI for the EU to become a global leader in innovation in the data economy and its applications.

In addition, the activities of the NoE will produce management data like membership lists, lists of participants in events, survey scores for events. These data are not considered research data and are processed in compliance with the European General Data Protection Regulation (GDPR). The project coordinator shall ensure that any person engaged in the project complies with the applicable laws or regulations relating to the collection, processing and protection of personal data in the applicable jurisdiction.

## 9 Conclusions

This Communication, Dissemination and Exploitation Plan for the dAIEDGE Project is designed as a dynamic framework that will continuously update and adapt to the evolving needs of the project to effectively reach its goals. Recognizing the dynamic nature of the technological landscape and the diverse range of stakeholders involved, the plan emphasizes a commitment to ongoing assessment and refinement. For the communication and dissemination part, regular reviews of communication strategies, channels, and messaging will be undertaken to ensure relevance and resonance with the target audience. The plan's agility in responding to emerging trends and technologies will be a cornerstone, allowing it to remain adaptive and aligned with the project's trajectory. As the project progresses, feedback mechanisms and performance metrics will be leveraged to identify areas for improvement, ensuring that the communication efforts remain robust, impactful, and reflective of the project's achievements. This iterative approach will allow us to stay at the forefront of effective communication practices, ultimately contributing to the success and broader impact of the dAIEDGE Project. For the exploitation part, exploitable assets will become more identifiable and concrete as the project progresses. Therefore, the exploitation strategy will be refined in month M30.



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## 12 ANNEX A

The following chart presents the activities related to the Open Calls with the updated timeline.

	dAIEDGE project																																				
	Year 1												Year 2												Year3												
Open Call Preparation and Management	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Open Call launch, dissemination and management																																					
Evaluation and Follow up of Exchange Programme	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Evaluation of proposals and selection process																																					
SGA Preparation and Signature																																					
FSTP recipients follow-up & payments																																					
Evaluation and Follow up of Collaborative Projects	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Evaluation of proposals and selection process																																					
SGA Preparation and Signature																																					
FSTP recipients follow-up & payments																																					

## 13 ANNEX B

The following chart presents the deliverables of WP8 with due dates.

Number	Deliverables	Lead Beneficiary	2023				2024												2025												2026															
			Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dic				
D8.1	dAIEDGE Communication, Dissemination and Exploitation plan	IOT-DIH																																												
D8.2	Call Announcement and Guide for Applicants - Call Nr 1	FBA																																												
D8.3	Open Call and FSTP Management Report	FBA																																												
D8.4	Seminars, workshop and events - Event Nr 1	IOT-DIH																																												
D8.5	Call Announcement and Guide for Applicants - Call Nr 2	FBA																																												
D8.6	Call Announcement and Guide for Applicants - Call Nr 3	FBA																																												
D8.7	Seminars, workshop and events - Event Nr 2	IOT-DIH																																												
D8.8	Seminars, workshop and events - Event Nr 3	IOT-DIH																																												
D8.9	dAIEDGE Communication, Dissemination and Exploitation plan - update Nr 1	IOT-DIH																																												
D8.10	dAIEDGE Communication, Dissemination and Exploitation plan - update Nr 2	IOT-DIH																																												



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