

# EDIH Czech Technical University in Prague

## EDIH CTU

European Digital Innovation Hub in the Czech Republic in the field of Artificial Intelligence (AI) and Machine Learning (ML)

GRANT AGREEMENT NUMBER: 101083359

## Deliverable D6.1

## Communication and Dissemination Plan



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## Table of Contents

List of Abbreviations and Acronyms.....	5
Executive Summary .....	6
1. Introduction .....	7
1.1 Purpose of this Document and Relation to the Work Plan .....	7
2. Methodology and Objectives .....	9
2.1 Communication and Dissemination .....	9
2.2 Communication and Dissemination Objectives.....	10
3. Target Audiences and Stakeholders.....	12
3.1 SMEs and Start-ups .....	12
3.2 State and Public Administration Bodies and Public Organisations.....	14
3.3 Other Stakeholders .....	15
4. Main Assets and Messages.....	19
5. Main Communication and Dissemination Activities and Tools .....	21
5.1 Online Communication Tools .....	21
5.1.1 Website .....	21
5.1.2 Electronic Newsletter and Email Marketing .....	22
5.1.3 Social Media .....	23
5.1.4 Media Outreach and Online Platforms.....	23
5.1.5 Promotional and Testimonial Videos .....	23
5.1.6 EDIH Catalogue at the EDIH Network Platform .....	24
5.2 Offline Communication Tools and Materials .....	24
6. Dissemination Activities - Events.....	25
6.1 EDIH CTU Annual Event for National Entities.....	27
6.2 Third-Party Events and Synergic Activities .....	28
6.2.1 European Level: Events by Digital Transformation Accelerator (DTA).....	29
6.2.2 Collaboration with Enterprise Europe Network, Startup Europe and ESA BIC .....	30
6.2.3 Presentation at Trade Fairs .....	30
7. C&D Activities in the Context of the STDC Marketing Model .....	32
7.1 Synergic and Strategic Collaborations.....	33
8. Overview of C&D Actions .....	34
9. Principles and Procedures of Organisation of C&D Actions.....	35
9.1 Cooperation and Coordination among EDIH Partners .....	35
9.2 General Aspects of Organisation of Joint Activities and Events .....	36
9.3 Corporate Identity, Graphic Design & Communication Style.....	40
9.4 Logo.....	41
9.5 Acknowledgement and Obligatory Publicity .....	42
10. Conclusion and Outlook.....	44
Annexe: Selected Elements of Corporate Identity.....	45

## List of Abbreviations and Acronyms

AI	Artificial Intelligence
API	Application Programming Interface
B2B	Business to Business
C&D	Communication and Dissemination
CD/CI	Corporate Design and Identity
CDP	Communication and Dissemination Plan
CLAIRE	Confederation of Laboratories for Artificial Intelligence in Europe
CPS	Cyber-physical Systems
CRM	Customer Relationship Management
DIHs	Digital Innovation Hubs
DTA	Digital Transformation Accelerator
EC	European Commission
EEN	Enterprise Europe Network
eID	Electronic Identification
ELLIS	European Laboratory for Learning and Intelligent Systems
ERP	Enterprise Resource Planning
ESA BIC	European Space Agency Business Incubation Centre
ICT	Information and Communication Technology
ID	Identification
IoT	Internet of Things
IP	Intellectual Property
KPI	Key Performance Indicator
ML	Machine Learning
NCI4.0	National Centre for Industry 4.0
OEMs	Original Equipment Manufacturers
Q&A	Questions and Answers
R&D	Research and Development
RTD	Research and Technological Development
RTOs	Research and Technology Organisations
SMEs	Small and Medium Enterprises
USPs	Unique Selling Points
VC	Venture Capital

## Executive Summary

After the deliverable D6.2 Project website, the D6.1 deliverable is the second document that contributes to the implementation of the communication and dissemination (C&D) activities of the project and its results. The long-term goal of the C&D activities is to create a strong EDIH CTU community within its ecosystem that will secure ongoing adoption, deployment as well as further development of the EDIH CTU services. Daily, the C&D activities aim to raise awareness and outreach by maximizing the visibility, awareness, and market uptake of the EDIH CTU services using specific tools and channels as structured in this Communication and Dissemination Plan (CDP). As this is an ongoing effort, it is foreseen that the strategy outlined in this document will be a subject of evolutionary progress and for this reason, also updates on a 12-18-month basis or as needed are foreseen, preferably in the form of a reflection within the EC reporting.

### Project Summary:

*The EDIH CTU represents a major European Digital Innovation Hub in the Czech Republic in the field of Artificial Intelligence (AI) and Machine Learning (ML) transferring trustworthy solutions and services to the industry, health, transportation and energy sectors. The EDIH CTU, with its vision "Inspire & Make the Czech AI-driven Industry", aims to become the innovation and technology leader in providing professional AI/ML services for the local SMEs, small mid-caps and public sector organizations concerning their digital and green transformation. The strong consortium partners representing academia, the business sector and key associations of enterprises in the Czech Republic provide sufficient know-how, expertise and state-of-the-art experimental facilities to serve the needs of the public and private sectors at the national and also international level. The major focus is on promoting digital transformation adoption, providing high-quality services, education and knowledge sharing, pursuing ecosystem development, and establishing strong inter-EDIH collaboration. The consortium builds upon already existing partnerships in AI and manufacturing enabling best practice sharing, expertise exchange, and joint activities seeking far-reaching synergies thus strengthening the far-reaching impacts of the European network of EDIHs.*

## 1. Introduction

The EDIH CTU project represents services of an artificial intelligence (AI) ecosystem, interconnecting the industry (in particular SMEs), universities, RTOs and public administration in the Czech Republic with the European research and technology transfer networks.

The EDIH CTU aims to provide exceptional and practical services in the field of AI/ML for the **industry, health and energy sectors as well as transportation** to all the **SMEs** and other companies interested to gain new know-how, technologies, and profits in the future. The Czech Republic, as an industrialized country with almost 40% share of value added in the economy needs to enhance the uptake of AI in its key sectors (advanced materials, technologies and systems; digitalization and automation; environmentally friendly, technologically advanced and safe transport; advanced medicine; digital economy) and participate in the European ecosystem of excellence and trust.

Therefore, it is essential to use and transfer the knowledge from cutting-edge research into business practice, support automation in companies, especially SMEs, and closely related issues of the qualified and retrained workforce. The Czech Republic can build on its industrial and entrepreneurial tradition and the high technological intelligence of the population in this respect.

The EDIH CTU vision is *"Inspire & Make the Czech AI-driven Industry"*.

The main objectives of the project are:

1. Providing reliable and trusted AI solutions and services in key areas (manufacturing, mobility, healthcare, energy sector, digital economy) following the European direction of human-centred artificial intelligence and AI ethical standard;
2. Enlarging the comprehensive ecosystem of Digital Innovation Hub Centres, sharing data, knowledge, know-how and cross-referrals to enhance Europe-wide competitiveness;
3. Promoting digital transformation, technology and innovation transfer from R&D to SMEs and raising awareness about novel digital solutions to public administrative bodies;
4. Supporting the development of new start-ups, spin-offs and further businesses with pan-European and global reach;
5. Providing business consultations to support the financing of high-tech and breakthrough disruptive innovations;
6. Enhancing retraining and increasing the level of digital skills of workers in fields with the highest potential for automation thus helping in the development of the innovation-based economy.

Besides the main objectives focused primarily on the Czech industry, the EDIH CTU has the potential to serve public administration and society in general. The driving force behind digital and AI transformation is the economy which can be strengthened by making available data, completing digital infrastructure, supporting the transformation of enterprises and introducing modern public administration services.

### 1.1 Purpose of this Document and Relation to the Work Plan

The Communication and Dissemination Plan (CDP) outlines the way to promote activities and disseminate the results of the EDIH CTU. This document frames the activities within the Work

Package 6 (WP6) Dissemination and communication to support and multiply synergies in communicating the activities and results of particular work packages, in particular WP3 Test before invest, WP4 Training, education and consulting, and WP5 Knowledge sharing and networking. These activities are based on the cooperation of all consortium partners and are strongly linked to the project objectives. The communication and dissemination activities will also boost the sustainability of the EDIH CTU outcomes beyond the project duration.

WP6 is dedicated to the maximization of EDIH CTU visibility, organization of major events and dissemination of project results to enhance their market uptake. The necessity of interactions and networking between EDIH CTU and the broad ecosystem of end-users and stakeholders on the regional, national, and international levels has been articulated in the work plan. These activities are addressed not only by WP6 but also in WP5. Within WP5, specific events such as Digital Transformation Accelerator (DTA) network activities, and matchmaking events to involve SMEs, technology providers, service users and capital providers will be organized. Moreover, both WP6 and WP5 shall ensure the establishment of the EDIH CTU brand, advocate digital transformation within the relevant target groups, promote EDIH CTU services and products and communicate its latest developments, as well as initiate, maintain and strengthen efficient inter-EDIH corridor collaboration. All of these aspects will be addressed in this deliverable that serves as a comprehensive document defining target audiences, types of topics and results for sharing and further dissemination as well as types of actions, activities and tools to promote EDIH CTU services and provide relevant information to the wider AI community.

Besides that, there is a strong linkage, especially to deliverables D1.2 Quality Management Plan and D3.1 EDIH Services. It follows up the D6.2 Project Website (delivered in M2) and paves the way for the deliverable D6.3 Promotional videos promoting the EDIH services (due in M9).



## 2. Methodology and Objectives

### 2.1 Communication and Dissemination

There is a clear distinction between the communication and dissemination activities. Communication focuses on promoting the project, its results, and actions by providing targeted information to multiple audiences (including the media and the public), strategically and effectively. Dissemination means sharing research results with potential users recruiting from the research field, industry, other commercial players and policymakers.

The communication goals can be structured as follows:

- **Maximise the impact** of actions and results/services developed by EDIH CTU;
- **Engage the stakeholders** in EDIH CTU – at local and international / at the individual and institutional level;
- **Inspire the communities** to implement new approaches and solutions;
- **Highlight the importance** of AI-driven solutions and open infrastructure;
- **Build an operational network** of all stakeholders to drive development, innovation and exploitation.

For EDIH CTU, dissemination contributes to community building and training and supports overall market uptake of the EDIH CTU results and services. For this, hands-on workshops, training courses, and other events will be organised. Within dissemination, connection to relevant initiatives incl. DTA will be made. Dissemination of time-bound testing of innovations in the form of regulatory (policy) sandboxing with the EU on a case-by-case basis will be established.

Communication focuses on the development and implementation of communication actions to maximize the project's visibility to target audiences, employing the most suitable channels and tools in line with a strong corporate identity. EDIH CTU online visibility incl. website, explanatory and testimonial videos, interviews on customer experience and reference solutions will be published.

The C&D planning reflects the following phases in the process of approaching the target audiences throughout the project duration:

#### **1) Awareness raising (continuously from M1 to M15)**

Raising awareness and engagement consist of continuous information about the clearly defined groups of stakeholders about the project mission, vision, goals, activities and services as well as achievements in the later phase of the project implementation, paying special attention to promoting the project impact on economy and society through dissemination of services. In this period, the EDIH CTU's messages will be created and spread broadly through both online (website, social media, articles) as well as offline tools (roll-ups, printed materials).

#### **2) Community and confidence building (continuously from M15 onwards)**

Community building aims to foster collaboration, networking, and trust among stakeholders within the digital innovation ecosystem. In the case of EDIH CTU, it involves actively engaging the stakeholders, encouraging their participation, and creating a sense of belonging. For this purpose, EDIH CTU will facilitate networking opportunities for stakeholders to connect, exchange knowledge, and collaborate on digital innovation projects. EDIH CTU will (co-)organize events where stakeholders can share experiences, ideas, and best practices,

fostering a collaborative culture. Engagement of the community will be fostered through tailor-made workshops and personal meetings. Building confidence and trust among stakeholders is crucial for the success of digital innovation activities supported by EDIH CTU. Follow-up communication after every activity will become an important element that will contribute to this effort by showcasing success stories. Moreover, with increasing consumption of EDIH CTU services, satisfied companies/customers can be engaged in dissemination activities with their customer experience and references. Support of the running projects, partners and organisations shall be made transparently with a clear emphasis on the benefits that EDIH CTU brings to the stakeholders. This will also contribute to the sustainability of the EDIH CTU ecosystem.

### 3) Action phase with the utilisation of the project results

Growing stakeholders' understanding and engagement in the long-term perspective will enhance the uptake of EDIH CTU's services offered. The second part of the project will focus on intensive dissemination and exploitation to maximize the impact of the project on the SMEs as well as public administration bodies. From the second year of the project, the dissemination activities will intensify through the concrete selection of services and open calls providing access to expertise, data, technologies, and funding opportunities to the particular target groups with the information tailored to their interests and through the channels suiting best the purpose of information delivery. The messages will highly articulate the assets and solutions that EDIH CTU offers to its clients, mainly SMEs. By empowering SMEs with the necessary knowledge and skills, EDIH CTU will contribute to building confidence in their ability to navigate and leverage digital technologies effectively.

**C&D planning** will be structured as follows:

- 1) **What** to disseminate (project assets and results)
- 2) To **whom** (target groups)
- 3) **By what** means (tools, channels for each target group)
- 4) **When** to disseminate (action plan)
- 5) **Quantitative targets**
- 6) **Monitoring and evaluation**
- 7) **Ad-hoc and on-demand actions** – agile approach when needed.

## 2.2 Communication and Dissemination Objectives

The EDIH CTU's C&D objectives can be summarised as:

- to create awareness and maximize the visibility among the target audiences and stakeholders;
- to disseminate activities, services and results of EDIH CTU through a set of tools, actions, and events;
- to contribute to strong and long-term community building with all levels of stakeholders (incl. policymakers and authorities at national and European levels);
- to contribute to the knowledge and best practice sharing and synergies in policy implementation among national and European EDIH ecosystems.

The objective of the CDP is to define clear objectives (adapted to various relevant target audiences) and to describe the timing for each activity to disseminate the EDIH CTU activities and results of the project to a large community of users from key stakeholders to the public at large and to create the largest possible awareness on the EDIH CTU with specific attention to SMEs as the customers of the EDIH CTU services and solutions.

The major focus of EDIH CTU is on promoting:

- digital transformation adoption,
- high-quality services,
- education and knowledge sharing,
- pursuing ecosystem development, and
- establishing strong inter-EDIH collaboration.

### 3. Target Audiences and Stakeholders

EDIH CTU primarily targets small and medium-sized enterprises (SMEs) at the regional and national levels. These SMEs may come from various industries and sectors, including manufacturing, healthcare, agriculture, transportation, or service providers such as marketing and finance. The main objective is to support the digital transformation and adoption of advanced digital technologies among these SMEs. EDIH CTU shall continuously work to identify and address issues such as lack of awareness, regulatory hurdles, funding constraints, and skill gaps. By actively tackling these barriers, EDIH CTU instils all confidence in SMEs to embrace digital innovation.

However, the target audience of EDIH CTU is not limited to SMEs alone as also start-ups and public sector entities can get assistance in their digital innovation efforts. Also, stakeholders from the area of small midcaps can benefit from EDIH CTU activities. The focus is on fostering collaboration, knowledge sharing, and technology transfer to enable these entities to leverage digital technologies effectively.

#### 3.1 SMEs and Start-ups

SMEs face both opportunities and challenges when it comes to adopting digital technologies to innovate their operations. In some cases, SMEs may rather prefer to focus on creating manufacturing capacities with a higher specialisation that may impact their business flexibility and higher risk exposure. While SMEs may face resource limitations, they also possess unique advantages such as agility, customer proximity, and a customer-centric approach. By strategically adopting and leveraging digital technologies, SMEs can innovate their operations, improve competitiveness, and drive growth in the digital era.

Some of the key specifics can be described as follows:

- **Limited resources** to implement their own RTD activities or to adopt modern technologies: SMEs often have limited financial and human resources compared to larger enterprises. This can pose challenges in terms of investing in and implementing digital technologies. SMEs need to carefully evaluate their budget and prioritize digital initiatives that offer the most significant impact on their operations.
- **Agility and flexibility** in comparison to larger business entities: SMEs can adapt quickly to changes and implement digital technologies at a faster pace. This agility allows SMEs to experiment with new tools and processes, iterate on their approach, and learn from their experiences.
- **Customer-centric approach** is given by having closer relationships of SMEs with their customers compared to larger companies. This proximity allows SMEs to better understand their customers' needs and preferences. By leveraging digital technologies, SMEs can gather and analyse customer data, personalize their offerings, and provide tailored experiences, enhancing customer satisfaction and loyalty.
- **Process optimization** is an aspect of digital technologies that SMEs appraise in their operation. For example, they are open to implementing cloud-based software solutions for inventory management, accounting, or project management, which improves efficiency and reduces manual errors. This optimization of internal processes can lead to cost savings and improved productivity, which are key elements for SMEs to stay competitive.

- **Enhanced market reach** through digital approaches provide SMEs with opportunities to expand beyond their local area, target broader audiences, attract new customers, and enter new markets without significant physical presence.
- **Access to data** and insights allows SMEs to collect and analyse data related to their operations, customers, and market trends. This data-driven approach enables SMEs to gain insights into their business performance, make data-informed decisions, and identify areas for improvement or innovation.
- **Upskilling and reskilling** employees to embrace digital technologies is a critical aspect for SMEs. Training programmes of EDIH CTU can help SMEs develop the necessary digital skills among their workforce. This empowers employees to effectively utilize digital tools and technologies and drive innovation within the organization.
- **Collaboration and partnerships** with other SMEs, start-ups, research institutions, or technology providers to access expertise, share resources, and jointly develop innovative solutions is a significant aspect for SMEs as a collaborative ecosystem enables SMEs to leverage external knowledge, accelerate innovation, and mitigate some of the resource constraints they may face individually.
- **Cybersecurity** is something that SMEs consider very sensitively. Protecting sensitive customer data, securing digital infrastructure, and implementing appropriate security measures become crucial to ensure trust and mitigate potential cybersecurity threats.

Czech SMEs are almost in line with the EU average on digital transformation. The country performs well in online sales but the turnover from e-commerce is stagnating. Czech enterprises are above the EU average in their use of cloud solutions. However, Czechia is below the EU average in using artificial intelligence and big data. According to a study by SAP and Ipsos, more than half of medium and large Czech enterprises have a team dedicated to digital transformation. The Czech start-up scene is growing. According to a report by Mavericks, 200 start-ups received venture capital investments in 2022.

*European Semester Report: Czech Republic 2023 (issued on 24 May 2023)*

If focusing on the main sector of manufacturing, the SMEs can be structured as follows:

- **End users (“market pull” actors):** Production specialists and technical managers tasked with the design of work-flows, operations/shop floor/resource planning in industrial businesses; often lacking the data-driven applications, thus seeking services on their path to the digital transformation, regardless of the manufacturing sector. The main motivation for these SMEs is to secure the capability of being flexible in the introduction of new products or changes in machinery caused by (un)expected developments in markets, changes in customer behaviour, or pandemic situations. Also, there is a big number of SMEs in the Czech Republic that collaborate with large corporates by becoming part of their supply chain. This involves supplying components, parts, or services to the larger company's manufacturing process. SMEs should focus on meeting the quality standards, delivery requirements, and cost expectations of the large corporation. Another aspect is that SMEs can provide specialized services or capabilities that complement the larger company's operations. SMEs need to showcase their expertise, reliability, and ability to deliver on time and within budget.

- *Facilitators of digital transformation or businesses* that may serve as partners/collaborators (“*market push*” actors) provide expertise and products in various aspects of digital transformation, helping manufacturing businesses leverage digital technologies effectively and drive innovation in their operations:
  - **Technology and ICT providers and developers** specialising in digital technologies and solutions, such as enterprise resource planning (ERP) systems, customer relationship management (CRM) platforms, cloud computing services, industrial automation, Internet of Things (IoT) providers, and artificial intelligence (AI) solution providers. These companies offer the necessary tools and expertise to enable digital transformation in manufacturing processes. Also, producers of smart devices and sensors for the machine, process data and quality monitoring.
  - **IoT System Integrators** with industrial IoT and Industry 4.0 focus with specialization in implementing, planning, optimisation, scheduling, testing, improving and maintaining IT systems.
  - **Service providers, process optimizers and consolidators**, software providers of available digitalization tools and innovators of these tools. Software and application developers and maintenance.
  - **Consultancy companies** with expertise in digital transformation, technology adoption, and process optimization that provide guidance and support to end-users and help assess the current state, develop digital strategies, identify suitable technologies, and provide implementation and change management assistance.
  - **Start-ups and scaleups** that offer innovative digital solutions and bring fresh ideas and agility to the digital transformation journey. Start-ups often specialize in emerging technologies and can provide niche solutions tailored to specific manufacturing challenges.
  - **Supply chain partners** driving digital transformation efforts, such as suppliers, logistics providers, distributors, and other stakeholders. By adopting digital technologies collectively, supply chain partners can achieve process integration, real-time data sharing, and improved collaboration

### 3.2 State and Public Administration Bodies and Public Organisations

Government and public institutions at regional and national levels are one of the main potential consumers of the EDIH CTU services. By leveraging these services, state and public administration bodies can benefit from the expertise, resources, and networks to drive digital transformation in public services, develop effective policies, and foster innovation within the public sector. Collaboration with EDIH CTU will enable them to tap into the knowledge and capabilities of the digital ecosystem and create a conducive environment for digital innovation.

In the Policy Statement of the Government of the Czech Republic, there are specific sections focused on digitization aimed esp. the public administration bodies. The Government’s strategy supports digital process transformation of the public administration, opening data of all relevant administration offices to commercial and non-profit sectors to faster development of digital public administration and private sector services, development of an Entrepreneur’s portal that would ease communication with the public administration, etc. The planned creation of a unified user-friendly API for online services will support the possibility of the commercial and non-profit sectors participating in the provision of digital services for citizens and entrepreneurs. Such a strategic plan for the development of digital public administration opens new pathways for EDIH CTU to provide training and share knowledge in the digitization process, open access to data, software interfaces and API specification, as well as enhance the digital skills of the office workers.

Czechia continues to make progress on the digitalisation of public services. A new government agency is expected to steer the digitalisation of the central administration. Czechia has 3 electronic identification (eID) means notified to the European Commission under the eIDAS Regulation. The country is following an ambitious strategy and is planning to increase the use and popularity of e-government solutions by allowing citizens to carry ID cards or driving licences in a mobile app instead of physical cards. However, the access to e-health records is low with a score of 47 out of 100, whereas the EU average score is 71.

*European Semester Report: Czech Republic 2023 (issued on 24 May 2023)*

The following aspects in delivering the services to public administration bodies shall be considered:

- **Policy and regulation development** that foster digital innovation and transformation can be enriched with the EDIH CTU's valuable insights, expertise, and data-driven recommendations to inform policy decisions and ensure they are aligned with the needs of businesses and the digital ecosystem.
- **Capacity building and training** offered by EDIH CTU in the form of training programmes, workshops, and capacity-building activities enhance the digital skills and competencies of the state and public administration bodies. Moreover, public bodies can partner with EDIH CTU to design and implement training programmes for government officials, public servants, and policymakers. These programmes can focus on understanding digital technologies, their implications, and best practices for fostering digital transformation.
- Within **funding and grants**, EDIH CTU impact on distributing resources to support digital innovation projects. EDIH CTU can provide expertise in evaluating project proposals, selecting recipients, and monitoring the progress of funded initiatives. EDIH CTU ensures that the resources are allocated effectively and generate tangible outcomes.
- **Digitalization of public services** is the main area where EDIH CTU can collaborate with state and public administration bodies to digitally transform public services. This can include developing digital platforms, improving citizen engagement through digital channels, implementing e-government solutions, leveraging AI technologies to enhance administrative processes and technical support in implementing these digitalization initiatives.
- **Data-driven decision-making** help state and public administration bodies in utilizing data analytics and insights to make informed policy decisions.

### 3.3 Other Stakeholders

- **Academic and Scientific Community:**

Research and Development Institutions: Universities, research centres, innovation hubs and scientific community especially in the area of AI/ML with linkage to the open-source community – both academics and non-academics. They can participate in the adoption of project outcomes and test their value and impact, also providing feedback. Related EU-funded projects and initiatives for seeking synergies can serve as collaborators in the digital

transformation of the manufacturing industry. They contribute technical expertise, research capabilities, and access to advanced technologies.

- **Business and Industry Associations and Multipliers:**

Collaborating with industry-driven networks, professional associations, and European technology platforms as well as industry associations and consortia provides access to a network of like-minded organizations in the manufacturing industry. These associations often facilitate knowledge-sharing, best practice dissemination, and collaborative projects focused on digital transformation. They can provide valuable resources, insights, and networking opportunities.

- **EDIH Community and EDIH Network:**

Collaborating with the EDIH community provides several benefits to EDIH CTU as the EDIH network consists of a wide range of hubs with diverse expertise and experience in digital innovation. By collaborating with the network, EDIH CTU can tap into this collective knowledge and share best practices across Europe, enabling collaboration on cross-border initiatives. It enables us to learn from other EDIHs' successes and challenges, gain insights into effective strategies, and exchange ideas for fostering digital transformation and innovation. Also, the EDIH network serves as a platform for collaboration and networking among different hubs, businesses, research institutions, and public sector organizations. EDIH CTU can engage in joint projects, and share resources. Being part of the EDIH network provides visibility and promotion opportunities for EDIH CTU. The network facilitates the exchange of information about the activities, services, and successes of each EDIH. This increased visibility can attract potential collaborators, investors, and businesses seeking digital innovation support. It helps position the EDIH CTU as a trusted partner for digital transformation initiatives. Collectively, the EDIH network represents a significant voice in advocating for digital transformation and shaping policies at the European level. By collaborating with the network, a particular EDIH can contribute to policy discussions, provide input on regulations, and influence the digital innovation agenda. This ensures that the interests and needs of the particular EDIH and its stakeholders are represented in relevant policy decisions.

- **Large Corporations and Original Equipment Manufacturers (OEMs):**

Established manufacturers or OEMs that have already undergone digital transformation can serve as collaborators or mentors for smaller manufacturing businesses. They can share their experiences, best practices, and lessons learned, providing guidance on technology adoption, operational improvements, and market strategies. EDIH CTU can organize knowledge-sharing events, workshops, or conferences where large corporates can participate as speakers, panellists, or industry experts. These events provide a platform for exchanging insights, experiences, and best practices related to digital innovation and transformation. Moreover, EDIH CTU can facilitate R&D partnerships between SMEs within their network and large corporates. While the direct services of the EDIH may not all be available to large corporates, the hub can act as a facilitator, connecting SMEs with the resources, expertise, and capabilities of large corporates for joint R&D projects. This collaboration allows SMEs to benefit from the knowledge, funding, and market access provided by large corporates. Moreover, EDIH CTU can facilitate joint piloting and testing initiatives between SMEs and large corporates. This collaboration allows SMEs to validate their digital solutions or prototypes in real-world environments before collaborating with large corporates. Large corporates benefit by gaining early access to innovative solutions developed by SMEs and can provide feedback to improve the products or services.



- **European Projects, Networks and Initiatives**

European networks, initiatives and communities are the main partners for EDIH CTU especially in the matchmaking, networking and best practice-sharing service category. The networking activities are built upon strategic partnerships within key European organizations in AI - CLAIRE and ELLIS, participation in EU projects focusing on AI, namely the European Networks of AI Centers of Excellence (AI4Media, HumanE-AI-Net, ELISE, TAILOR, ELSA, euROBIN), European partnership ADRA and various SME digitization projects such as DIH-World, DIH4AI etc. Specifically, EDIH CTU will also focus on collaboration with the ecosystem of EIT Manufacturing, as EIT Manufacturing has strong ties with industry partners across the manufacturing sector. Collaboration with EIT Manufacturing grants EDIH CTU access to these industry partners, opening up opportunities for collaboration, joint projects, and technology transfer.

There are mutual benefits of collaboration for these entities. They can engage in knowledge exchange activities to share insights, expertise, and best practices related to digital innovation and manufacturing technologies. This collaboration may involve joint workshops, roundtables, conferences, or training programmes where experts from both entities contribute their knowledge and experiences. Members of these ecosystems can join projects that can involve developing new technologies, testing innovative solutions, or conducting research in areas of mutual interest. On the other side, the members of these networks can leverage the funding opportunities and services provided by EDIH CTU. The networks can help with identifying and promoting these services to SMEs and other entities within their network. On the other hand, EDIH CTU can connect these networks and stakeholders with SMEs, research institutions, and technology providers already collaborating with EDIH CTU, thus enlarging access to potential business partners and innovation ecosystems. Collaboration with EDIH CTU provides the above-mentioned initiatives and networks with access to the digital innovation expertise and capabilities of the EDIH network. EDIH CTU's knowledge and experience in digital transformation complement for example EIT Manufacturing's focus on manufacturing excellence. EDIH CTU acts as a local point of contact, supporting SMEs and other stakeholders in their digital transformation journeys and through that, entities such as CLAIRE, ELLIS or EIT Manufacturing can reach a broader audience, disseminate knowledge, and support the adoption of digital technologies across different regions and industries.

- **Policy makers and stakeholders at national and EU levels**

On the policy level, EDIH CTU can provide input on the needs of SMEs, start-ups, and other stakeholders in terms of digital transformation and innovation, helping policymakers design effective policies that address these needs. This can be done at a variety of decision-making levels in relevant public authorities, industrial committees, ministries and regional councils. EDIH CTU can help policymakers to make informed decisions, enhance policy effectiveness, engage stakeholders, and foster economic growth through digital transformation and innovation. The expertise, data, and ecosystem connections provided by EDIH CTU can contribute to evidence-based policymaking and help policymakers stay at the forefront of digital innovation. Finally, EDIH CTU can support policymakers in evaluating the effectiveness and impact of existing policies related to digital transformation and innovation. Through its close interaction with businesses, start-ups, and research institutions, EDIH CTU will have multiple opportunities to gather feedback, monitor the outcomes of policy implementation, and provide insights on areas that may require adjustments or improvements. This would help policymakers make informed decisions based on real-world evidence.

- **Civil Society and General Public**

Through the EDIH CTU activities, civil society can indirectly benefit from access to digital skills, collaboration opportunities, access to the innovation ecosystem, and policy engagement. The involvement of civil society in the digital innovation ecosystem strengthens its capacity to drive positive social impact and shape the future of a digitally inclusive society. Civil society organizations can leverage their collaboration with EDIH CTU to contribute to policy discussions, provide input on regulations, and advocate for policies that align with their societal objectives. This engagement ensures that the perspectives and needs of civil society are considered in the formulation of digital innovation policies. In particular, civil society organizations may actively engage with EDIH CTU and participate in co-creation activities, such as hackathons, innovation challenges, or collaborative projects. This collaboration enables civil society to contribute their unique perspectives and expertise in solving societal challenges through digital innovation. Moreover, citizen initiatives as well as individuals dealing with green topics and sustainable development are important partners in the debates around known and unforeseen consequences when new technology is introduced to address as many beneficial results for the society as possible. Also, employees act as vital facilitators of digital transformation. Their willingness to learn new technologies, adapt to change, and embrace digital tools and processes contributes to the success of digital transformation initiatives.

## 4. Main Assets and Messages

In its C&D activities, EDIH CTU should tailor its messages and assets to the particular target audience, considering their specific needs, interests, and priorities. The messages should be clear, concise, and compelling, conveying the unique value proposition of the EDIH CTU and the benefits of engaging with its services and ecosystem. EDIH CTU will struggle to promote digital transformation adoption, pursue ecosystem development, and establish strong collaboration with particular stakeholders. For this, especially the SMEs and public administration bodies will be addressed with messages to raise awareness about novel digital solutions and opportunities for services and business consultations to support the financing of high-tech innovations as well as training and retraining programmes to increase the level of digital skills of workers to help them in the development of the innovation-based economy.

In general, the selected messages can be articulated as follows:

Type of Asset	Example of Message	Aspects
Expertise and Knowledge	EDIH CTU supports businesses and organizations in their digital journey	Presentation of the team's qualifications, experience, and track record as a trusted source of expertise
Supportive Ecosystem	EDIH CTU acts as a connector within the broader innovation ecosystem and provides you with opportunities for collaboration and knowledge exchange	Highlighting the network of partners and other stakeholders, with whom EDIH CTU collaborates
Access to Resources and Facilities	EDIH CTU provides resources and facilities that help you with digital innovation	Introduction of all tangible resources through EDIH CTU such as access to testbeds, prototyping labs, data repositories, software tools, or funding opportunities
Tailor-made Services	EDIH CTU provides customized support services to meet the specific needs of SMEs, start-ups, and other stakeholders	Presenting all services which EDIH CTU provides within the four categories preferably demonstrated on success stories, customer experience and references
Impact and Success Stories	EDIH CTU recorded positive outcomes achieved through the support made to businesses, organizations, and society.	Sharing concrete examples of how EDIH CTU supported digital transformation, accelerated innovation, or solved specific challenges to inspire and resonate with potential beneficiaries.
Collaborative Opportunities	EDIH CTU is open to collaboration and partnerships with various stakeholders, including businesses, research institutions, start-ups, civil society organizations, and public sector entities.	Communicating the potential for collaboration and the benefits it brings encourages engagement and fosters a sense of collective effort
Alignment with Policy Priorities	EDIH CTU's activities align with national and European policy priorities in the area of digital transformation, economic growth and sustainability	Focus on impact in line with broader policy objectives underlying the position of EDIH CTU as a strategic partner for policymakers
International Collaboration & Networking	EDIH CTU is a reliable partner in European initiatives and the broader European digital innovation ecosystem	Emphasizing international collaboration showcases the EDIH CTU's commitment to staying at the forefront of digital innovation

When formulating the messages, it is also important to frame them by topics related to AI in general, as AI can help in business fields of operation, where: a) relevant data is so big that it is not processable by standard statistical operations. b) recurring operations are set up so well

that they allow for robotization. c) required speed of operation does not allow for multicriterial decision matrixes. d) machine learning algorithms provide better image and data processing decision support.

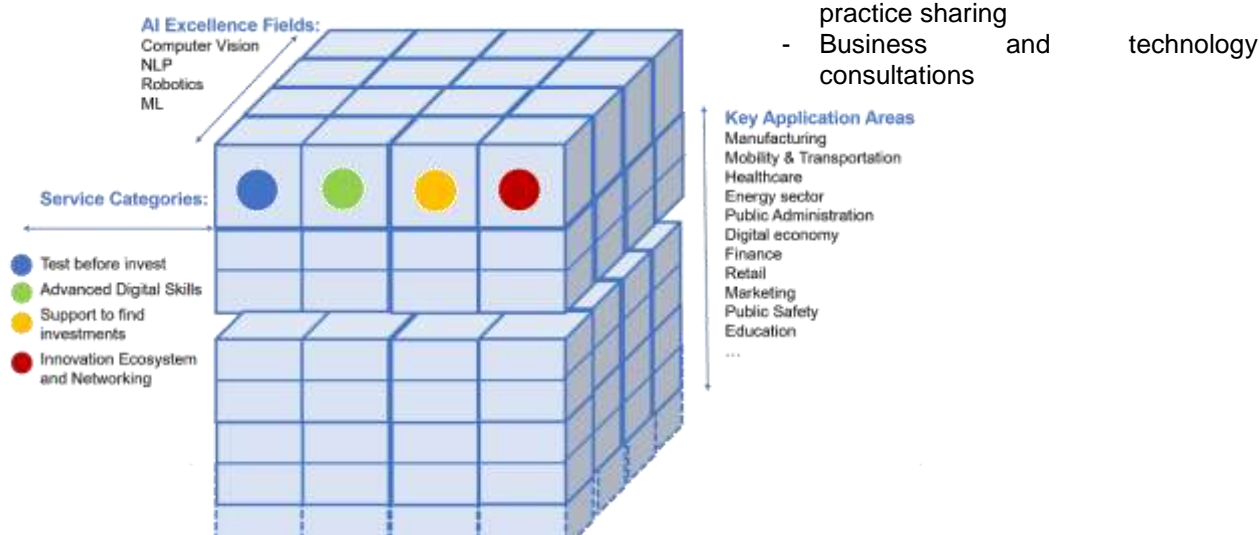
In particular, the EDIH CTU will communicate its developed services and solutions that bring value to the target audiences under the tagline of **“Czech AI-driven Industry”**.

The concrete EDIH CTU’s assets and messages that lay the ground for the C&D activities are framed with the services as outlined in Deliverable D3.1 EDIH Services. Among others, the access to finance possibilities (grants, VC, bank sector services), best practices (incl. IP & common business models), training and workshops, analysis, strategically relevant information with broader impact on economy and society, emphasizing the innovation acceleration and greening potential of modern technologies etc. will be articulated and disseminated.

Among others, the combination of core technologies covered by the EDIH CTU that distinguish the hub from others and create the USPs (Unique Selling Points) are CPS and IoT, robotics, additive manufacturing, AI, big data and data analytics, and simulation and modelling capabilities. The EDIH CTU also has a strong background in R&D and education.

The communication and dissemination shall reflect the core of EDIH services in the context of AI fields and application areas. This brings us to the following approach that demonstrates the variety of combinations of all these three aspects:

AI excellence fields	Key Application Areas	Services Categories
<ul style="list-style-type: none"> <li>• Computer Vision</li> <li>• Natural Language Processing</li> <li>• Robotics</li> <li>• Machine Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Manufacturing</li> <li>• Mobility &amp; Transportation</li> <li>• Healthcare</li> <li>• Energy sector</li> <li>• Public Administration</li> <li>• Digital Economy</li> <li>• Finance</li> <li>• Retail</li> <li>• Marketing</li> <li>• Public Safety</li> <li>• Education</li> </ul>	<ol style="list-style-type: none"> <li>1. Test before invest (Technology services)                         <ul style="list-style-type: none"> <li>- Lab &amp; Testbed Tours</li> <li>- Digital Maturity Assessment</li> <li>- Equipment and infrastructure rental</li> <li>- Consulting and technology services</li> </ul> </li> <li>2. Advanced Digital Skills, Training and Education                         <ul style="list-style-type: none"> <li>- Educational courses on digitalization and AI technologies</li> <li>- Training on human/soft skills</li> <li>- Technology courses and consultations</li> </ul> </li> <li>3. Support to find investments</li> <li>4. Innovation Ecosystem and Networking                         <ul style="list-style-type: none"> <li>- Matchmaking, networking, best practice sharing</li> <li>- Business and technology consultations</li> </ul> </li> </ol>



## 5. Main Communication and Dissemination Activities and Tools

EDIH CTU should adopt a multi-channel approach, combining several tools and channels to maximize its reach and engagement with the target audience. The selection of tools and channels depends on the specific target audience, the nature of the message, and the available resources. It is important to monitor the effectiveness of each channel and adapt the C&D plan accordingly to ensure the messages are effectively delivered to the intended audience.

Besides common channels, each EDIH CTU's partner will use their dissemination networks to further publicize EDIH CTU and ensure maximum visibility and impact at a regional, national, and EU level. Specific dissemination and engagement activities will be activated to target ecosystems of national partnering networks (National Centre for Industry 4.0, AMSP, SPCR, VUPI/HK, prg.ai as well as CzechInvest, EEN/TC AV CR etc.) and abroad (EIT Manufacturing, CLAIRE, ELLIS, Echalliance Network). Additional dissemination paths will be leveraged also by partners involved in DIH ecosystems and networks (DIH4AI marketplace, DIH4CPS, and other EDIHs).

Among the most effective way of communication, direct outreach and networking activities, such as attending local business networking events, industry-specific meetups, and conferences, participating in relevant working groups, and establishing personal connections with potential beneficiaries and stakeholders will be fertilized. These personal interactions help build trust, strengthen relationships, and create opportunities for collaboration. All these routes present a direct personalised outreach to SMEs and midcaps. Identifying key SMEs in the EDIH CTU's target market will be continuously done to reach out to them personally. The offerings to these SMEs must be personalised and react to their specific needs highlighting how the EDIH CTU can support them.

### 5.1 Online Communication Tools

#### 5.1.1 Website

A well-designed and informative website serves as a central hub of information about the EDIH CTU. As already outlined in the Deliverable D6.2 Project Website, a well-structured source of comprehensive information on the EDIH CTU's services, news, references and testimonials, EDIH CTU's partners, events, all electronic materials, videos, feedback form, repositories will be continuously updated on the EDIH CTU website. It is a core tool for enhancing EDIH CTU's reputation and visibility at the national and international levels.

The website is available both in Czech and English on two interconnected domains concerning the target audience:

- [www.edihctu.eu](http://www.edihctu.eu) - main domain
- [www.edihcvut.cz](http://www.edihcvut.cz) - secondary domain especially for the Czech audience and communication in the Czech environment. This domain is redirected to the main domain.

The EDIH CTU website represents one of the main tools in the C&D activities. The aim is to create a well-structured source of comprehensive information on the EDIH services, expertise, news, references and testimonials, EDIH partners, events etc. The EDIH CTU website shall serve as a repository and hub for a variety of electronic materials such as tutorials, info materials on EDIH CTU services and best practices, and both promotional and explanatory

videos or podcasts. Through the EDIH CTU website, visitors will also get to the regulatory (policy) papers incl. sandboxing at the national and European levels relevant to the domain. The website will continuously publicize calls-to-action for SMEs to reach out and engage with EDIH CTU.

The EDIH CTU website will play a major role in the dissemination of particular open calls in the run of the project. Specific resources of information such as guidelines, concrete rules and conditions, eligibility criteria, deadlines for submission as well as links to the submission forms will be collected and available on the website and communicated via appropriate channels and social media.

The website will be also an important element in the dissemination of EDIH CTU services and contribute to community building and training. For this purpose, all outreach events, as well as hands-on workshops, training courses, open days, B2B networking events and hackathons, will be published and promoted through the website as the core source of the information incl. registration forms.

Finally, the EDIH CTU website shall contribute to knowledge and best practice sharing by publishing reference models and case studies relevant to the particular target audience.

The aim is to continuously develop and share valuable content such as blog articles, case studies and videos on the EDIH CTU website as the key element of digital content marketing.

### 5.1.2 Electronic Newsletter and Email Marketing

Newsletters can help EDIH CTU to inform the target group about recent activities, upcoming events, achievements and important news in the field. The newsletters may be in electronic format and will both be sent via email and displayed on the website with visually appealing design and valuable content. The newsletter can serve as a form of connection that includes links to resources, webinars and opportunities to get involved.

The EDIH CTU partners already have well-developed distribution lists and regularly scheduled newsletters, in particular, the National Centre for Industry 4.0 (regular mailing campaigns as well as Bulletin - <https://www.ncp40.cz/bulletin>), the prg.ai Newsletter (<https://prg.ai/en/tag/newsletter-en/>) as well as other partners. In particular, the regular emailing tools of the National Centre for Industry 4.0 – and ad hoc Newsletter or Bulletin published 8 times in the year - are distributed to over 8 000 subscriptions of the news from NCI4.0, mainly companies interested in the topics related to Industry 4.0. In cooperation with the NCI4.0 team, it is also possible to make a pre-selection from the mailing lists or members of the NCI4.0.

If feasible, the EDIH CTU news may be incorporated into these already established newsletters and regular mailings of the EDIH CTU partners. EDIH CTU announcements can be concentrated in one section, prominently labelled and visually separated from other content. If feasible and appropriate, the messages will be selected and compiled to match the thematic focus of the particular electronic periodical or the target audience. The most crucial point is to build an email list by offering valuable resources or incentives for SMEs and public administration to subscribe to the EDIH CTU updates. Regular contact with the audience is important for increasing the impact and outreach. Preferably, any direct mailing marketing shall be done via personalised emails to address specific pain points and interests of SMEs and public administration.

### 5.1.3 Social Media

Social media platforms offer effective channels for EDIH CTU to engage with the target audience. Updates, success stories, relevant news, upcoming events, and useful resources will be shared through social media.

The main focus will be on LinkedIn through a newly established profile at <https://www.linkedin.com/company/EDIHCTU> as this platform belongs to the most frequently used by the professional community that also offers a personalised and engaging approach. For communication with the general public, Facebook and Twitter will be covered mainly through partners' institutional profiles to increase outreach. All partners will be encouraged to post and share the information directly.

A community YouTube channel will be created for sharing promotional and tutorial videos and virtual content of events. It is important to know that social media platforms also allow for two-way communication, enabling the hub to respond to inquiries, gather feedback, and foster discussions.

When communicating on social media platforms in a distributive way, each partner will follow the common sense of communication and use the same layout of social media cards/banners and hashtags #edihctu or #edihcvut. The template for the social media cards will be prepared and shared with all partners to ensure that the messages and announcements will be identifiable and recognisable across the social media channels and feeds.

### 5.1.4 Media Outreach and Online Platforms

EDIH CTU will engage with local, national, and industry-specific media outlets to raise awareness about its activities and impact. Press releases, interviews, and articles about significant milestones, partnerships, or success stories will be disseminated through traditional media channels or online platforms to reach a wider audience. Interviews with the EDIH CTU's team members as well as customers will be distributed to newspapers, specialized online portals or e-magazines. EDIH CTU will also activate its visibility on topic-specific innovation portals and online forums and collaborate with journalists, bloggers, and influencers who cover topics related to digital innovation and entrepreneurship. In this regard, especially the interviews and references with companies and beneficiaries of the services provided by EDIH CTU will create the core of the content, accompanied by professional insights of the EDIH CTU's experts and partners involved.

### 5.1.5 Promotional and Testimonial Videos

The promotional videos are the subject of deliverable D6.3 Promotional videos due in month 9. In general, the videos will be gathered on the EDIH CTU's YouTube channel which will also serve as a repository of all AV content. The videos should be engaging, visually appealing, and concise, conveying key messages and effectively communicating EDIH CTU's services and value proposition. They should focus on showcasing the benefits and impact of the EDIH CTU's services and activities and inspiring viewers to act. The videos can introduce EDIH CTU, its services and the support provided to the target audience in digital transformation and innovation. The most influential is sharing compelling success stories and case studies of businesses or organizations that have benefited from the support of the EDIH CTU. Video content shall highlight how the EDIH CTU can help stakeholders overcome challenges, accelerate innovation, and achieve tangible outcomes in their digital transformation journeys. The success stories shall showcase the impact of the EDIH CTU's support and how it can be a powerful tool for demonstrating the value and effectiveness of particular services. These

stories can be disseminated through the website, social media, newsletters, and other relevant channels as well as during presentations at events, exhibitions and trade fairs. The length of particular videos will be modified according to the channel and purpose.

Another topical video shall also focus on showcasing the expertise, collaboration as well as testbeds and facilities available within the EDIH CTU's partnering network. The video shall focus on emphasizing the collaborative nature of the EDIH CTU and its ability to connect businesses with the right expertise, technology providers, and research institutions to drive innovation. Concrete demonstrators and specific examples of how businesses have utilized the access to infrastructure and facilities within EDIH CTU can serve as an effective call to action for testing the digital solutions by SMEs.

### 5.1.6 EDIH Catalogue at the EDIH Network Platform

The visibility of EDIH CTU must be regularly updated in the [EDIH Catalogue](#) which is an interactive online directory of all EDIHs made available in the Digital Transformation Accelerator (DTA) web portal and has been built upon the pre-existing European catalogue of DIHs. The EDIH Catalogue is used for identifying EDIHs in a specific region or country as well as technology field, sector, keywords etc. The EDIH CTU profile includes general information on the activities, products, services, facilities, technological expertise and capabilities.

## 5.2 Offline Communication Tools and Materials

The choice of offline tools will depend on the specific context, audience preferences, and available resources. Integrating offline tools with online efforts ensures a comprehensive and well-rounded communication strategy. While online communication tools are essential for reaching a broader audience, offline communication tools still hold value in certain contexts.

**Brochures and rather concise printed materials** can be distributed at events, conferences, and networking sessions. These materials provide an overview of the EDIH CTU's services, expertise, success stories, and contact information. They can be easily carried out and shared with potential collaborators, stakeholders, and decision-makers together with takeaways appealing to the EDIH CTU's common visual identity.

**Presentations and slide decks** allow EDIH CTU to deliver engaging talks and workshops at events, conferences, or stakeholder meetings. Providing printed copies or USB drives with the presentation files allows attendees to reference the information afterwards.

**Roll-ups** have versatile use, for example during exhibitions in relevant trade shows, events, and conferences. They complement the physical presence of EDIH CTU's team where they can showcase services relevant to particular attendees and interact with potential clients.



## 6. Dissemination Activities - Events

EDIH CTU will organize or participate in events, workshops, seminars, and conferences relevant to the particular target audience. These events provide opportunities to showcase expertise, share knowledge, and connect with businesses, researchers, policymakers, and other stakeholders. Virtual events can also be leveraged to reach a broader audience. In particular, webinars and online training sessions allow EDIH CTU to provide educational content, share best practices, and discuss emerging trends in digital innovation. These virtual sessions can be recorded and made available for on-demand access, ensuring wider dissemination of valuable information.

In general, the onsite events will provide opportunities for networking and collaboration among participants. By bringing together stakeholders from different sectors, organizations can identify potential partnerships, collaborative projects, and areas for future cooperation to drive digital innovation forward.

It is envisaged that EDIH CTU will organise a wide range of events in both WP6 and WP5, whereas the training events and courses will be developed and organised within WP4. The events arising from the cooperation with Digital Transformation Accelerator are also linked to WP1. The outputs of WP3 will provide a set of themes for specific demonstration and technology-focused events.

The events as tools for dissemination of services related to knowledge sharing will be the subject of the deliverable D5.2 due in month 12 – an annual report comprising trainings, workshops and info-days planned in WP5 and focusing on the innovation ecosystem and networking. These events aim to create a connection of all members of the innovation ecosystem, support sharing services/events with other EDIHs, exchange and pitching technology ideas for effective start-up incubation and acceleration as well as to leverage the dissemination of the EDIH CTU results aggregating EDIH CTU services.

Whenever feasible, it is recommended to multiply synergies and co-locate the events with high-visibility events established within the ecosystem. Also, a thematic EDIH CTU Annual Conference will be organised for larger community building (see the next sub-section).

In the following table, the non-exhaustive overview of selected types of events according to the service categories is listed:

Type of Event	Specification
<b>Innovation ecosystem and networking</b>	
Matchmaking events	Bringing together start-ups, investors, industry experts, and other key stakeholders. These events facilitate knowledge exchange, partnership building, and business opportunities.
Roundtables	Thematically focused interactive discussion events that are structured and facilitated while involving key stakeholders from various sectors to exchange insights, knowledge, and experiences.
Information Days	These events provide platforms for showcasing innovative technologies, sharing insights, and discussing industry trends. They provide an overview of the EDIH CTU's services, resources, and support programmes presenting the various funding mechanisms available to support digital innovation projects. This helps participants understand the range of opportunities and resources offered by the EDIH CTU.
Hackathons and pitch competitions	Entrepreneurs and innovators can present their digital solutions or work on solving specific challenges. EDIH CTU can leverage such events to

Type of Event	Specification
	identify promising digital innovations, establish collaborations, and potentially connect SMEs with accelerators or investors.
Workshops and training sessions	Providing capacity-building support to SMEs and other stakeholders, enabling them to develop digital skills, understand emerging technologies, and adopt innovative practices.
Events on best practice sharing	Events focusing on pitching technology ideas and matchmaking services. Also, sharing success stories, testimonials, and case studies of organizations that have embraced EDIH CTU's services can inspire other businesses to adopt similar practices and engage with the EDIH CTU to explore new opportunities.
International visits	The visits will be complemented mainly with guided tours of the EDIH CTU premises, namely testbed facilities and coworking labs. This allows visitors to get a first-hand experience of the infrastructure, resources and expertise available.
Open-door customer days	The "AI Open Days" or "Open-door Customer Days" for EDIH CTU customers and visitors can provide a unique personal opportunity to gain insights into the services, facilities, and expertise offered by the EDIH CTU. Guided tours, showcases of success stories incl. partner spotlights and concrete demonstrations will create the main part of the programme. Expert one-on-one consultations from the EDIH CTU will be the benefit for visitors that offer tailored guidance to their needs. Also, panel discussions or expert talks on relevant topics related to digital innovation, industry trends, or policy developments will be on the agenda. The Open-door days will be designed for industry leaders, domain experts, policymakers, as well as academia representatives to share their insights, experiences, and future outlook.
<b>Advanced Digital Skills and Training</b>	
Educational courses	The development of skills and training events is the main objective of WP4. They will be impactful tools for enhancing the dissemination activities of EDIH CTU and overall awareness about AI and its benefits mainly to start-ups and spin-off companies. The seminars will be focused both on advanced digital skills, namely on digitalization and AI technologies, and on technical and soft skills, in particular on work, business and financial topics.
<b>Support to find investments</b>	
Joint events with investors	Matchmaking events that bring together technology providers, potential users, technology vendors and investors to explore partnership opportunities in innovative solutions to reduce the risks.
Policy matchmaking events with the EU	In cooperation with relevant initiatives such as AI4EU OSAI and Adopt AI. These events can be enriched with one-on-one or group advisory sessions where businesses can receive guidance and feedback from EU experts on available funding for their digital projects.
EDIH Matchmaking event in Brussels with support of CLAIRE's Innovation Network	An event will be organised in Brussels with the help of the CLAIRE office for both national/international audiences. This collaboration is based on MoU signed that outlines the joint organisation of the event in Brussels with the support of CLAIRE's Innovation Network, the Belgian CLAIRE Office and the Brussels EDIH SustAIIn.Brussels.
<b>Test before invest</b>	
Innovation challenges	Focusing on specific industry sectors or digital innovation themes, encouraging start-ups, SMEs, and researchers to participate by submitting their innovative ideas or prototypes. The selected participants can then receive support from the EDIH CTU to test and validate their solutions before making investment decisions.
Hands-on workshops	The participants will be guided through the process of developing their solutions, providing them with frameworks, methodologies, and expert advice on how to design and execute successful projects with the help of EDIH CTU's services.

Type of Event	Specification
Sandbox demonstrations	Dedicated sessions or open days where participants can explore and experiment with various technologies, allowing them to understand the capabilities, limitations, and impact of these solutions before investing further.
Pilot project showcases	The best promotion is the one made by successful clients - businesses that have participated in pilot projects and can showcase their results and experience. This allows them to demonstrate the value and benefits of piloting new technologies or innovations before scaling up. Other organizations can learn from these showcases and consider adopting similar pilot approaches to engaging the EDIH CTU.
Webinars and expert talks	With a clear focus on the importance of testing and validation before investment - experienced entrepreneurs, industry leaders, and subject matter experts shall be invited to share their insights, success stories, and best practices.

## 6.1 EDIH CTU Annual Event for National Entities

The EDIH CTU Annual Event will serve as the main showcase of the EDIH CTU's achievements with a focus on dissemination of EDIH CTU's results and community building.

These conferences will provide a **diverse and engaging programme** that includes:

- **Keynote speeches** by renowned experts or influential figures in the field of digital innovation can provide inspiring talks, share visionary insights, and offer strategic perspectives on the future of digital transformation. Keynote addresses can set the tone for the conference and generate excitement and enthusiasm among the attendees.
- **Panel discussions and roundtables** on specific topics can also contribute to the development of policy recommendations or action plans for advancing digital innovation in the region or sector. Through collaborative discussions, participants can identify common challenges, potential barriers, and policy gaps in the digital transformation agenda.
- **Breakout sessions** provide an opportunity for more topic-specific discussions, interactive activities, Q&A and open dialogue, and in-depth exploration of specific topics. These sessions allow participants to delve deeper into particular areas of interest and engage in hands-on activities. The breakout sessions may begin with expert-led presentations or talks that provide an overview of the topic and highlight key concepts, trends, or case studies. These presentations set the foundation for the subsequent discussions. Break sessions may also include small group activities or exercises where participants work together to solve problems, analyse case studies, or brainstorm ideas related to the session's topic.
- **Hands-on workshops** led by experts to provide practical skills, methodologies, or tools relevant to digital innovation. These sessions can address topics like design thinking, agile methodologies, data analytics, cybersecurity, or emerging technologies. Interactive workshops allow participants to actively engage, learn new skills, and apply them in their organizations.
- **Interactive activities** such as exhibition areas or demo spaces where national entities, start-ups, and relevant stakeholders can showcase their products, services, and innovative solutions. This provides an opportunity for attendees to explore emerging technologies, interact with demonstrations, and engage directly with the entities driving digital innovation.
- Guided tours in the EDIH CTU's facilities, namely the industrial testbed and labs ensure maximum visibility and engagement

**Programme and Content:** Industry experts, thought leaders, representatives from successful digital innovation projects, and relevant stakeholders will be involved as speakers and panellists. The programme should cover a range of topics related to digital innovation, emerging technologies, sector-specific challenges, and policy trends. The themes can be structured reflecting specific digital innovation topics or challenges relevant to the region or sector. The topics could range from emerging technologies (e.g., artificial intelligence, blockchain, Internet of Things) to sector-specific challenges (e.g., healthcare, manufacturing, public administration) or cross-cutting themes (e.g., data privacy, cybersecurity, skills development).

**The community-building** aspect will be secured through sessions and showcases of activities that promote **collaboration and networking among participants**. This will include structured networking breaks, matchmaking sessions, or themed networking activities to facilitate connections between national entities, start-ups, SMEs, research institutions, policymakers, investors, and other relevant stakeholders. The aim is to encourage selected entities to present their digital transformation journeys, highlighting their achievements, lessons learned, and their impact on their organizations or sectors. These sessions can inspire and provide practical insights actionable strategies, and potential solutions to other participants, fostering a sense of community and encouraging knowledge sharing.

Important elements of the organisation of the Annual EDIH CTU event:

- **Promotion of the conference** - a comprehensive marketing and communication strategy for each annual event will be developed to ensure high visibility for the conference in a particular year and within the whole series. Various channels such as social media, newsletters, press releases, and partnerships with media outlets will be utilised to reach the target audience. For this purpose, a visually appealing conference sub-page will be developed to provide detailed information, registration, and updates on the agenda and speakers.
- **Using digital technology platforms or mobile event apps** will be considered to enable attendees to connect and engage before, during, and after the conference. During the conference, such platforms can be used for features such as, e.g., live polling, Q&A sessions, virtual or augmented reality experiences, and gamification elements. The participants will be encouraged to actively use these platforms to network, ask questions, and provide feedback.
- **Evaluation and feedback** from participants after the conference to assess its effectiveness and identify areas for improvement is a crucial aspect of event management. Surveys and online forms can be used to gather insights into the content, organization, and overall experience. This feedback can help refine future conferences and ensure continuous improvement.

## 6.2 Third-Party Events and Synergic Activities

Co-organisation of or participation in specialized third-party events leverages networking activities and outreach at both national and European levels. The support of all EDIH CTU partners is the prerequisite for a successful presentation, especially at the EC events.

Main aspects of participation at third-party events:

- Matchmaking events, including cross-regional cooperation.
- Organising training, events and supporting activities.
- Facilitating start-up pitches.
- Participation in online events of the New European Bauhaus initiative.

- Development of collaboration based on project cooperation (DIH4AI).
- Establishing and management of cross-EDIH customer referral and shared services administration.

### 6.2.1 European Level: Events by Digital Transformation Accelerator (DTA)

The Digital Transformation Accelerator (DTA) has the objective to foster networking, cooperation and knowledge transfer activities between EDIHs, SMEs and mid-caps, the public sector and the other relevant stakeholders and initiatives. At the European level, the DTA manage the web presence of the EDIH network, hosting appropriate software platform and tools and including an up-to-date online catalogue of EDIHs.

The EDIH Network is currently comprised of 152 EDIHs that are co-funded by the European Commission's Digital Europe Programme and 76 EDIHs with a Seal of Excellence. The DTA contract has been awarded to a consortium including Consultores de Automatización y Robótica, S.A. (CARSA), Steinbeis Europa Zentrum, Netcompany-Intrasoft and Cecoforma. They will support and coordinate the consolidation and extension of the European DIH network through community-building events and activities, training sessions, collection and analysis of impact indicators, and by taking care of the online presence and external communication of the network.

Main DTA activities comprise of:

- Community building and training, including guidance for EDIHs, provisioning of training services and materials, and community building events.
- Connection to relevant initiatives, providing to interested EDIHs the possibility to engage with regional, national and European relevant initiatives.
- Impact assessment and road mapping: collection and analysis of the key performance indicators (KPI) defined for the EDIHs.
- Online presence, external communication, tools and support.
- Management of the interactive catalogue of European Digital Innovation Hubs and other digital capacities funded by the Digital Europe Programme.

DTA provides also a Digital Maturity Assessment tool that will be also introduced at a specific webinar for training. DTA can support EDIH CTU also in promoting specific events or news that are either of general interest or involve several EDIHs.

The main events that DTA organises and where EDIH CTU shall participate:

- **Community building events and networking** - It is expected that EDIH CTU will participate 2-4 times a year at DTA events, mainly remotely.
  - **Annual Summit** – The first edition was held from 31 May to 1 June in Brussels. The main purpose of this regular event is networking and gathering with other initiatives, promoting community-building, collaborations, matchmaking and best practice sharing for strengthening the EDIH Network.
  - **Working Groups** and other community-building events:
    - Objectives:**
      - Mutual inter-EDIH collaboration
      - Effective representation of each EDIH
      - Discussion on key issues and state of play for SMEs
      - Offering the insights into latest trends in policy and regulation
    - Types of WGs:**
      - a) Country Working Groups
      - b) EDIHs Council: National Representatives Working Group

- c) Thematic Working Groups – on shared interest, sector, geographical proximity, technological focus
- d) Board of Coordinators
- **Train the trainer Programme** - Participation in at least 20 events organized by DTA (online or in person), adopting online guides and training.
- **Training sessions for EDIHs** – online technological and non-technological training sessions and webinars on topics such as legal aspects of cooperation, webinars on the DMA tool etc.

### 6.2.2 Collaboration with Enterprise Europe Network, Startup Europe and ESA BIC

The EDIH CTU and the Technology Centre of the Czech Academy of Sciences, the coordinator of the Enterprise Europe Network (EEN) in the Czech Republic, signed a Memorandum of Understanding detailing the pathway to provide growth-oriented, innovation and support services. The foreseen complementary and cooperative work encompasses the co-organization of events focused on enhancing advanced digital skills and knowledge about AI-based solutions for SMEs, building up the client referral system, participating in joint awareness raising, matchmaking and investor-related events, as well as best practice sharing concerning digital assessment services.

The activities of the ESA Business Incubation Centre (ESA BIC) Prague and Startup Europe in the Czech Republic are managed by the Business and Investment Development Agency CzechInvest which expressed its support to the EDIH CTU application in a Letter of Support. The envisaged cooperation comprises participation in specific networking events, offerings of joint business development training and financial consulting services, common awareness raising about access to finance possibilities as well as cross-referrals of SMEs and start-ups.

This can include connecting start-ups with relevant networks, matchmaking events, business support services, or mentoring programmes that are offered by these organizations. Similarly, EEN, Startup Europe, and ESA BIC can refer businesses to EDIHs for specific digital innovation support. The collaboration can be further leveraged while involving the organisation of joint workshops or webinars where experts from each organization share insights and expertise in relevant areas.

EDIH CTU can also collaborate with these organizations to provide tailored support and guidance to businesses seeking funding for their digital innovation initiatives as well as mentoring and business support services to start-ups and entrepreneurs. This can involve joint mentoring programmes, incubation support, business coaching, or access to networks of mentors and industry experts. Collaboration with ESA BIC can help EDIH CTU and start-ups in the space and technology sectors to access expertise, resources, and support in space-related innovation and technology transfer. This collaboration can involve knowledge sharing, joint initiatives, and leveraging the capabilities and infrastructure provided by ESA BIC.

### 6.2.3 Presentation at Trade Fairs

Sector-oriented trade fairs create an effective opportunity to reach out to a larger audience in one spot. Events such as roundtable discussions, hands-on training or specific workshop co-located within the accompanying programme of the fair might work well for both EDIH CTU and the organiser of the trade fair as it is an impactful way how to enrich the content of the trade fair. Also, a joint presentation in the form of a booth with other EDIHs shall be considered.

The presentation of EDIH CTU might be possible for example during the Brno Engineering Fair together with CTU partners on the university booth, or, more fittingly, to join the booth of NCI4.0 together with other industry stakeholders within the Digital Factory 2.0 area which is already a well-established part of the trade fair focusing on latest technology solutions in line with Industry 4.0. Success stories and concrete solutions for the digital transformation of Czech companies and demonstrators can be showcased. Also, one-to-one consultations and meetings can be co-located at the booth. It is also possible to take part in panel discussions within a “DigiStage” broadcasting. All these elements will lead to high visibility of EDIH CTU which might be implemented in a very cost-effective way.

Selected trade fairs to be considered:

City	Title	Focus	Month
Brno	MSV International Engineering Fair in Brno <a href="http://www.bvv.cz/msv">www.bvv.cz/msv</a>	One of the most important industrial fairs in Central Europe. The majority of visitors are professionals. Nearly 80% of those in attendance exert influence on business investment and one-third form part of the top management of their firms. All key fields of the machinery and electrical engineering industry are represented, with a primary focus on machining and forming. MSV's spotlight is Industry 4.0 and Digital Factory, i.e. digitisation in production, one of the key trends of the innovation process.	October
Brno/ Prague	Amper <a href="http://www.amper.cz">www.amper.cz</a>	International trade fair for electrical engineering and electronics in the Czech Republic and Slovakia. Within its specialised AMPER STARTUP section, young companies presented their innovative projects and technologies from the fields of electrical power engineering, installation systems and building control and security systems, automation, control and regulation, and measurement and testing technologies.	March/April
Brno	IBF – International Building Fair Brno <a href="http://www.bvv.cz/stavebni-veletrh-brno">www.bvv.cz/stavebni-veletrh-brno</a>	The Building Fair Brno presents a cross-section of the entire construction industry. It covers building construction, building crafts and technologies, building materials and products, building structures and technical equipment of buildings.	April

## 7. C&D Activities in the Context of the STDC Marketing Model

Concerning the complexity of the objectives and target groups that have to be comprised by the EDIH CTU communication strategy, the progressive attitude can be adopted with a certain level of generalization - the target-group-oriented See-Think-Do-Care Framework that is commonly used in digital marketing and was originally introduced by Avinash Kaushik in 2013.

This model creates a new, simpler look at all EDIH CTU activities while comprising the multiple aspects of all objectives, target groups and outcomes to deliver effective results (both in terms of communication and business). The basis for the See-Think-Do-Care framework is focused on the point of view of the target audience in four basic consideration stages that are the foundational elements of the framework.

The stages can be defined as follows:

- **See** - drive awareness and reach a broad audience that is qualified
- **Think-drive** engagement (i.e., consideration and influence) and education to an audience that has been defined by interaction.
- **Do** - drive conversion and enable a seamless path to act (in business - purchase or convert) by appealing to a granular defined audience with a strong intent to the activity
- **Care** - drive loyalty to existing customers through “remarketing” and retargeting (similar audiences) as well as cross-selling efforts.

The foundation of communication success is to ensure that there is attractive content/information/product (or service) for the target audiences to engage with in each of the four stages: See-Think-Do-Care.

Following this framework, the engagement points are set perfectly suited for each audience consideration stage, no matter which stage it is. Even if the audience is not ready to be engaged with EDIH CTU, we get a relationship even if it is tentative initially.



This simple yet insightful framework allows us to look at all marketing efforts with this structure and:

1. identify gaps in the engagement/channel strategy of a particular communication tool;



2. truly reflect on whether the communication and marketing initiatives are broad enough and optimized enough for each target audience consideration stage;
3. select the suitable channel for a particular audience in the concrete stage of the consideration;
4. set the KPIs and measurements of efficiency optimally according to the selected channel.

## 7.1 Synergic and Strategic Collaborations

The networking activities are built also upon strategic partnerships of the EDIH CTU coordinator within key European organizations in AI - the Confederation of Laboratories for Artificial Intelligence Research in Europe (CLAIRE), the network of digital innovation hubs in AI, and the European Laboratory for Learning and Intelligent Systems (ELLIS); participation in 3 EU projects Centers of Excellence in AI (TAILOR, ELISE, VISION) and SME digitization projects (DIHWorld, DIH4AI) can also bring desired results. The EDIH CTU received MoU from CLAIRE supporting the project by 1) access to expertise via the CLAIRE community, 2) exchange and information sharing between EDIH & CLAIRE events, and 3) organisation of the yearly EDIH Matchmaking event in Brussels with support of CLAIRE's Innovation Network, The Belgian CLAIRE Office and the Brussels EDIH proposal SustAIIn.brussels. Moreover, both scientific and administrative staff at CIIRC CTU are active in CLAIRE daily, incl. membership in the extended leadership team of CLAIRE.

EDIH CTU through CIIRC CTU and NCI4.0 together with the Faculty of Mechanical Engineering is also active as the EIT Manufacturing Hub for the Czech Republic, representing the major European initiative in the field of innovation that connects more than 80 full members - leading manufacturing actors, universities and research organisations from 17 countries – EIT Manufacturing. EIT Manufacturing was established in 2018 and represents financing of more than EUR 400 mil. until 2026. EIT Manufacturing is a diverse and multidisciplinary community that put together a growing network of top-tier industrial partners, leading academic and research institutions from across the region and innovative start-ups, scaleups and SMEs. EDIH CTU will leverage the synergies in terms of already established ties between CTU and SMEs, putting special focus on bringing solutions to high-value manufacturing challenges as well as top-end R&D infrastructure.

EDIH CTU foresees close collaboration with the successful project “AI Manufacturing Testing and experimenTation network For EuRopean industrieS” (AI-MATTERS) supported in the Digital Europe Programme call on Testing and Experimentation Facilities (TEF). The CIIRC CTU Prague, together with the Brno University of Technology (BUT) and Technical University in Ostrava (TUO) - represent the Czech node of this sectoral TEF for Manufacturing. The synergies can be developed especially in join events facilitating the application process and leveraging the capabilities of TEF facilities towards expanding the range of services provided by EDIH. This collaboration strengthens the digital innovation ecosystem by combining the resources and expertise of both initiatives to drive the growth and success of innovative companies.

## 8. Overview of C&D Actions

The communication roadmap outlines the EDIH CTU activities and gives guidance for the most important activities during the timeframe 2023 to 2025. The communication roadmap serves as a guide to effectively communicate the activities, services, and values of the EDIH CTU to its stakeholders. It helps ensure a consistent and targeted approach, enhancing the visibility, engagement, and impact of the EDIH's initiatives in the digital innovation ecosystem.

### C&D-related Key Performance Indicators:

KPI	KPI Title	Means of verification
KPI 6	# of successful participants in educational and training courses	List of participants in professional development courses, training on human/soft skills, technology courses and other education/training activities.
KPI 13	# of organized events (related to Innovation ecosystem and networking services)	List of participants; Publishing on the website
KPI 15	# of shared services/events triggered based on international collaboration	List of inter-EDIH activities and/or joint activities with the EC published on the EDIH CTU website

### C&D-related Milestones:

Milestone	Milestone Title   Link to WP	Means of verification	Due month
MS#12	A first inter-EDIH event realized   WP 5 A joint event of partnering EDIHs	Meeting minutes published on the website	M20
MS#14	The first annual EDIH Matchmaking event organised will be organised in Brussels with the help of the CLAIRE office for both national/international audience	Presentations, Participation lists	M10
MS#15	First AI Open Day organised   WP 6 An outreach event towards industrial stakeholders also serves as a networking platform	Photos, Invitations, and Articles published on the website	M14
MS#16	The website is up and running The project website is the main place for the promotion of all project activities including offered services	The website is up and running	M2

### Timeline - Stages of Dissemination Activities:

- Early phase: Needs and requirements of the industrial stakeholders – interactive dialogue, participation in international events, creating EDIH CTU's service catalogue. Events: Information days, joint events with other EDIHs, seminars co-located with events such as trade fairs etc.
- In the run of the EDIH CTU implementation: Sharing results, demonstrations, and interactions with the research community – publishing of results, presentation in high-ranked scientific conferences, and online communication.
- Close to the end of the EDIH CTU project: Final conference, project outputs, lessons learnt, benefits to civil society, follow-up actions.
- Beyond the EDIH CTU funding: Sustainability, adoption of the results.

## 9. Principles and Procedures of Organisation of C&D Actions

### 9.1 Cooperation and Coordination among EDIH Partners

The EDIH CTU consortium is composed of eight beneficiaries jointly offering testing, training, networking and business consultation services. Each partner has dedicated personnel who collaborates with the coordinator and EDIH Office on a day-to-day basis, thus helping with managing provided services, communication, dissemination and exploitation. The individual partners jointly create an ecosystem suitable for services, offering, provision, and management, and thus cover all basic needs for the EDIH CTU activities:

- **The Czech Technical University (CTU)** - dispose of exceptional research facilities and expertise and as a coordinating organisation with experience in managing large-scale projects and seat of national offices of European networks, namely CLAIRE Office, ELLIS Unit, EIT Manufacturing Hub Czechia, it contributes to the networking at national and European levels and international outreach. At the national level, CTU is a seat of the academia-industry platform National Centre for Industry 4.0 (NCI4.0) reaching out to both large corporates as well as SMEs. NCI4.0 which supports the digital transformation of Czech SMEs expanded to include other services and also new members. The tight links of NCI4.0 create an effective tool to reach out to a wide audience among Czech manufacturing companies. Joint activities such as seminars, workshops, training, articles and open days will be organised.
- **The Association of Small and Medium-Sized Enterprises and Crafts (AMSP)** is a leading association of companies, sole traders, professional associations and organizations directly focused on supporting SMEs. AMSP awards its prizes such as the Equa Bank Family Business of the Year or Get Started. AMSP is also the organiser of thematically focused work skills projects including on-site excursions and events (e.g. workshops, working breakfasts, meetings). It distributes newsletters regularly to a wide ecosystem of members. AMSP's main role is at the local level of networking and dissemination.
- **prg.ai** is an NGO established in 2019 by academics from the Czech Technical University, Charles University, and the Czech Academy of Sciences, with a significant contribution by the City of Prague to make full use of local potential and transform Prague into a European centre of artificial intelligence. prg.ai will support the EDIH CTU in the area of C&D activities developing valuable connections between academia and industry and promoting Czech success stories in AI and digital transformation to the Czech as well as international audience. Its actions — including the contact database — contribute to building, developing, and interconnecting an innovation ecosystem in Prague and beyond.
- **The Confederation of Industry of the Czech Republic (SPCR)** is the largest employers' association representing a decisive part of the Czech industry and transport. With the support of other partners - especially NCI4.0 of CTU, AMSP, and VUPI/HK, SPCR will interconnect partners to maximize the use and support of AI and build a national AI ecosystem along the provided know-how and technologies Czech success stories in AI to the Czech as well as international audience. Its outreach to potential users of EDIH CTU's services is substantial.
- **Research Institute for Business and Innovation of the Chamber of Commerce (VUPI/HK)** aims to foster technology transfer and qualified and educated employees who will be ready to respond flexibly to the changing labour market, applying various methods including implementing virtual and augmented reality into requalification and

upskilling. As the lead of WP4 on Training, education and consulting, VUPI/HK will be the main actor in dissemination through the training events, educational courses and seminars.

- VUPI/HK and SPCR, will also contribute to a wide promotion in the market bringing the benefits of novel AI-based solutions to SMEs and start-ups. Those associations will, together with the non-profit initiative prg.ai, promote EDIH services to SMEs.
- **Innovation Centre of the Ústí nad Labem Region (ICUK), Prague Innovation Institute (PII), and Czech-Moravian Centre for Breakthrough Technologies (CCPT)** represent regional actors and innovation entities helping SMEs to obtain assistance in finding investments via, e.g., innovation regional vouchers to projects focused on digitalization, automation and robotization, providing information on further subsidies and projects, etc. Those partners complement the EDIH CTU with business and consultation services, training and networking activities, enabling seeking customers and service users in specific industrial regions as well as across borders. They act as the academia-industry connectors contributing to effective dissemination at regional and local levels.

All partners will collaborate on joint marketing initiatives, co-host events, and share resources through their networks. Cross-promotion of each other's activities to reach a wider audience of SMEs is a substantial part of this joint effort. All project partners undertake to work together to ensure the smooth running and organisation of dissemination activities within the deadline specified.

## 9.2 General Aspects of Organisation of Joint Activities and Events

Overall, the joint dissemination activities of EDIH CTU shall be planned and organised concerning the EDIH CTU's goals, resources available, and legal obligations on institutional, national, and European levels concerning the public procurement rules and contracting when cooperating with external partners and suppliers. It is recommended to start the internal planning 10-12 months in advance in case of larger events such as the EDIH CTU Annual Event or 6-7 months in case of events involving external partners and guests (roundtables, workshops etc.).

### Organising Team

Each partner is responsible for the local event implementation within its given budget and resources whereas marketing and promotion shall be supported with the help of all EDIH CTU partners. Particular EDIH CTU partners can also provide necessary support in terms of promotion and communication of events via online channels of each institution; EDIH CTU Office secures promotion via its channels, especially website and social media profiles. In the case of joint events, it is important to establish effective channels of communication with the partners involved, incl. a clear definition of roles, responsibilities, and expectations for each partner. Regular meetings and communication about the event planning, coordination, and execution shall be set.

If the scale of the event and the type of audience invited will exceed the local level, it is recommended to set up an *organising committee*, formed by representatives of the EDIH CTU consortium or the EDIH CTU communication team. It is more feasible to divide the organisational tasks between 2-3 partners: the local partner will be responsible for the physical organisation of the event on-site (technical issues, catering, etc.), while the programme can be prepared in cooperation with several partners - i.e., selecting and inviting speakers and experts from the Czech Republic and abroad. External experts and persons from academia and

industry may also be invited to join the organising committee. The organizing committee may also be involved in recommending and selecting speakers and exhibitors for the event. Speakers are mainly invited on a personal selection basis, but if a review selection occurs, members of the organising committee collaborate in the review process of speakers.

The organising team shall clearly define the objectives of the joint event, determine what is aimed to achieve collectively and how the event aligns with the goals of the EDIH. This will help in shaping the event's content, format, and target audience. The organising team shall also determine the budget available for the activities provided by the EDIH CTU or other sources. The budget shall be allocated and managed effectively to ensure transparency and accountability among partners regarding financial contributions and expenses.

In general, the following elements and resources shall be also identified:

- Identification of business partners for cooperation in the field.
- Database of contacts for company representatives.
- Creating a programme based on cooperation with EDIH CTU partners as well as clients.
- Feedback evaluation.
- Documentation and reporting incl. contracts, financial records, marketing materials, attendee lists, and post-event reports.

### **Programme of the Event**

The EDIH CTU partners, and the organising team respectively, shall collaboratively design the event's content and agenda while identifying relevant topics, presentations, panel discussions, workshops, or demonstrations that highlight the digital innovation capabilities and expertise of the EDIH CTU and its partners. It is important to ensure a balance of informative, engaging, and interactive sessions.

Great speakers play a critical role in the success of every event and can make the event attractive to attendees. It is recommended that the speakers will be acquired rather at a personal level based on individualized contacts than within open calls to invite the best personalities in the field. Establishing the value proposition for the speaker is crucial to determine how the speaker benefits from speaking at the event.

Once the programme and the speakers are confirmed, it is effective to engage them in joint communication as also their shares and comments on their social media profiles contribute to the exposure of the event. It is recommended to introduce either 1-2 particular topics or 1-2 speakers per week. Every speaker gets her/his post with the name and title of the presentation, preferably as a direct quotation. In this way, the complete programme can be advertised. Similarly, the most important and attractive demonstrators, case studies or success stories can also be communicated.

### **Marketing and Communication of the Event**

Members of the organising team responsible for the marketing of the event shall develop a comprehensive marketing and promotion strategy to utilize various channels, including websites, social media, newsletters, press releases, and partner networks, to raise awareness, attract participants, and generate interest. Activities that encourage active participation and engagement from attendees must be considered and planned. This could include interactive sessions, networking opportunities, Q&A sessions, or hands-on workshops.

Marketing activities comprise:

- Content management of the EDIH CTU website, coordination of the visibility on the websites of the EDIH CTU's partner. Event-specific sub-page with a registration form can be established.
- Social network administration - creating posts on the particular EDIH CTU partner's Social Media as well as on the EDIH CTU profiles.
- Creation and supervision of event visuals and graphics that can be unique incl. graphic support according to the EDIH CTU's corporate visual identity.
- Sends SAVE THE DATE to selected contacts incl. follow-up invitations: Promoting the event and distribution of invitations through direct mailing campaigns, and newsletters to the database of contacts of the EDIH CTU's partners and their ecosystems. It is also possible to publish a video with recommendations or alerts of selected experts and namely the keynote speakers as an invitation before the event.
- Press releases, news and promotional texts.
- Leveraging digital tools and platforms to facilitate interaction and collaboration during and after the event.
- Preparation of marketing and informative materials for the participants incl. takeaways. Especially for specific events such as information or open-door day, a booklet with slides and profiles of the speakers shall be considered. It is also an appropriate tool for companies' presentations as well as for sponsors' showcases in the form of one- or half-page adverts. The booklet can be either provided in print or as an online digital catalogue of the talks, demos and case studies. If in print, it is useful to keep space next to each speaker's presentation for notes of the visitor that can be taken during the talks.
- Promotion of outputs of the event afterwards incl. links to recordings and other material, incl. photo gallery.
- Post-event networking, knowledge-sharing, and partnerships among participants and partners to foster long-term relationships and collaborations beyond the event itself.

### **Event Management - Execution**

The organising team, in particular the event coordinator shall develop a detailed plan outlining the event's logistics, such as the date, time, duration, venue, and required resources. Factors such as technical requirements, catering, accommodation (if applicable), transportation, and accessibility shall be considered to ensure a smooth experience for participants.

The following actions and organisational aspects shall be taken into consideration while preparing and executing a seamless flow of the event:

- Management of the event schedule (e.g., preparation plan, implementation plan, evaluation) incl. a list of responsible experienced persons and their tasks in the form of the minutes of the day to proactively avoid problems before they happen.
- Supervision of the quality of the event.
- Creating name tags, and gift bags and printing a programme for participants.
- Budgeting and cost analysis.
- Equipment needs and transportation (chairs, tables, podiums etc.).
- Audio-visual needs and technical equipment for presentations.
- IT support and preparation of presentations.
- Photographer/videographer.
- Preparation of the premises, and setup of both the conference and exhibition rooms.

- Food and beverage – planning and scheduling of catering services.
- Optional activities (gala dinner, awards ceremonies etc.).
- Onsite reception desk with registration/attendees check (attendance list, badges, conference swag packages) – security on site is a must but the pre-entry requirements shall be as simple as possible to speed up the registration on site.
- Further in-print materials: evaluation forms, Press kits for media, GDPR announcement.

### **Evaluation and Follow-up**

For each event, metrics and evaluation methods must be defined to assess the success of the activity. Feedback can be gathered from participants, partners, and stakeholders to identify areas of improvement and capture valuable insights for future collaborations. It is important to convert the goals into clear performance indicators that can be measured against the budget invested, such as:

- New business contacts established as a result of the event,
- Media appearance,
- Number of shares and likes on social media,
- Rise in the visits to the website,
- Number of downloads of the programme or slides,
- Number of views of the event teaser or video.

The contentment and engagement of audiences on the side of the visitors, speakers, and exhibitors can be detected through a customised feedback form that serves to understand and measure the extent to which an event has succeeded in achieving its purpose. Attendees shall be also asked to make recommendations about how an event might be improved for the next time to meet their expectations. Tutorials of selected speakers and attendees of the open days can be used in further communication and promotion of the next open day's event.

Analysis and description of procedures for feedback and evaluation concerning the particular target groups shall be assessed and revised according to the indicators, targets and means of verification.

The following questions shall be answered:

- Have goals and objectives been reached?
- What lessons have been learned?
- What improvements should be made?

Conducting dissemination without evaluation is insufficient. Ongoing, successful dissemination efforts are shaped not only by what happens now but also by what is learned from previous efforts. Therefore, EDIH CTU evaluation of dissemination efforts is critical to identifying how and why certain activities work better than others. Evaluation should focus on processes and short-term outcomes that can be measured easily, are sensitive to change, and are tailored to suit the particular context and circumstances. Evaluation of dissemination activities includes active participation by stakeholders. The evaluation shall be designed individually before the activity and incorporate the measurement of target audiences-centred outcomes, identify potential long-term outcomes, and include a plan to provide ongoing feedback to inform future efforts.

### 9.3 Corporate Identity, Graphic Design & Communication Style

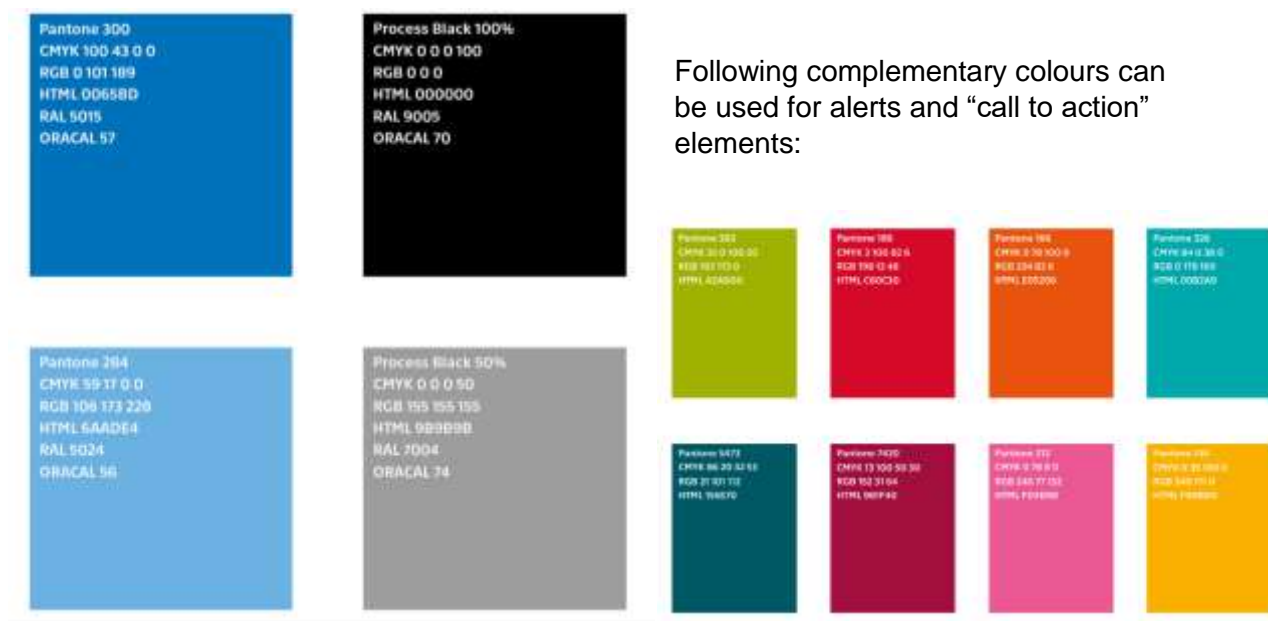
The corporate design and identity (CD/CI) represent the corporate design of EDIH CTU. The consistent design and publication of all those elements in all different communication channels lead to a uniform appearance of EDIH CTU. This, in turn, results in a recognition value, which is essential to form the brand EDIH CTU. Just as importantly, the corporate design must not only be communicated externally but must also be used in internal communication. This contributes to the fact that the project members identify themselves even more with the project and also carry the image of EDIH CTU to the outside. Corporate design is a core of the broader corporate identity and serves as a cornerstone of brand building.

Corporate design assets:



To some extent, the EDIH CTU follows the CTU brand manual and leverages some of the main graphic elements such as the main colour pallet, fonts and parts of the CTU symbol.

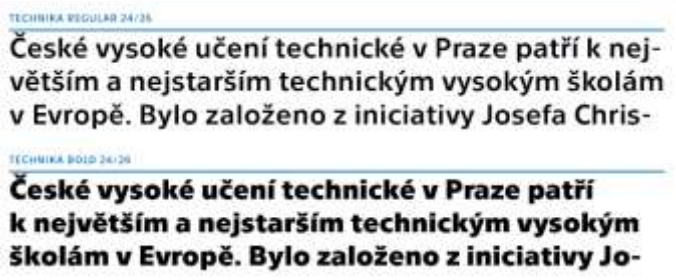
The main colours of EDIH CTU are the same as the main colour pallet of CTU – i.e. blue, mild blue, black and grey.



Following complementary colours can be used for alerts and “call to action” elements:

As for the font, the original CTU typeface - the font Technika which is available in four different stroke weights - Light, Book, Regular, Bold; and was created exclusively for the use of the CTU, is copyrighted and licensed to the CTU, can be used only in particular cases such as headlines.





For the partners and all futures contributors to EDIH CTU, a set of rules for general and common representation of EDIH CTU will be provided:

- Official internal and external communication based on the defined CD/CI and provided templates (e.g. reports, minutes, invitations, etc.);
- Representation of EDIH CTU at events by using the officially provided materials, e.g., base presentation or presentation CD/CI, displays, flyers, etc.;
- Official materials have to be requested by the communication team and be acknowledged by management;
- Each partner distributes official EDIH CTU news using its channels and based on its capabilities after internal approval and publication;
- The official language is both Czech and English depending on the topic and target audience.

#### 9.4 Logo

The development of CD/CI is the subject of the upcoming period and will be developed continuously, based on the main elements as stated in the previous chapter as well as on the EDIH CTU logo. This was inspired by the shape of the CTU lion's mane, which is the symbol of the Czech Technical University since its establishment in 1707.



Czech version of the logo (vertical and horizontal):



English version of the logo (vertical and horizontal):



### 9.5 Acknowledgement and Obligatory Publicity

As specified and implied in the Grant Agreement (Article 17) and the EU communication rules, any communication or dissemination activity related to EDIH CTU must display the European emblem/ flag (both in English and Czech) and funding statement incl. indication of the following disclaimer:



*Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them*

The obligatory logos for the national complementary funding will be displayed accordingly:



As the project also received RRF funding the appropriate logo to be used is “Funded by the European Union NextGeneration EU”.



Additionally, EDIH CTU aims to identify itself as a member of the Network. For these purposes, in materials and channels such as website or presentations and offline materials, these logos will be also displayed:

Logo main version:



Applicable colours for the logo:

					
#0068FF	#FF6869	#FFD000	#8A4F50	#004494	#FFFFFF
C85 M60 Y0 K0	C0 M72 Y48 K0	C0 M18 Y93 K0	C32 M67 Y51 K34	C100 M77 Y7 K0	C0 M0 Y0 K0

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## 10. Conclusion and Outlook

Communication and Dissemination planning is a work in progress and shall flexibly respond to the needs of the project and gradual increase in activities, outputs and achievements that need to be communicated and disseminated towards the target audiences. Based on that, we expect that it will be evaluated, adjusted and developed continuously and regularly, preferably on a 12-18-month basis. Therefore, this document outlines only the initial set of the most significant elements of any communication and dissemination activities that are in the pipeline of EDIH CTU.

Leveraging diverse communication channels, both traditional and digital, to reach and engage various target audiences must be considered in any updates to this document. This includes utilizing social media, websites, newsletters, events, and partner networks to disseminate information and foster engagement. The iterative nature of the C&D Plan implies the need for and importance of regular monitoring, evaluating, and refining communication strategies based on feedback and changing needs to ensure the plan remains effective and aligned with the EDIH CTU's evolving goals.

Most importantly, effective communication is the backbone of successful collaboration and engagement within the EDIH CTU. It plays a pivotal role in aligning partners, disseminating information, and fostering strong relationships with stakeholders. Comprehensive C&D planning that is tailored to the unique needs and objectives of the EDIH CTU and its stakeholders is crucial as it provides a roadmap for clear, consistent, and targeted messaging to various audiences, ensuring maximum impact.

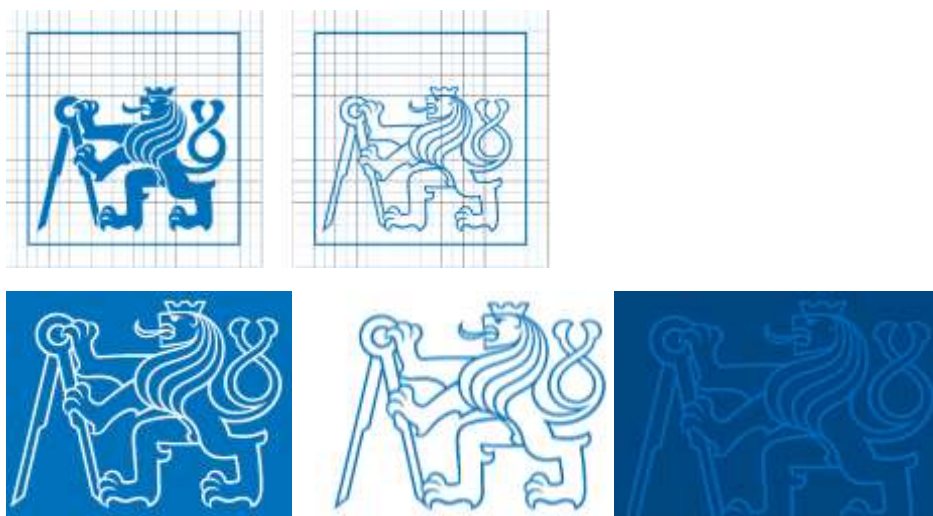
Above all, the importance of collaboration and coordination among the EDIH CTU partners is the necessary prerequisite for all C&D activities. Effective communication facilitates seamless information exchange, and alignment of efforts, and leverages the diverse expertise and resources within the network. It will be then on each of the EDIH CTU partners to actively engage stakeholders, including businesses, research institutions, government entities, and the broader community and jointly help build awareness about EDIH CTU, promote participation, and create a supportive ecosystem for digital innovation.

All EDIH CTU partners are key elements in the successful implementation of the C&D plan, therefore they are collectively responsible to contribute to the success of the EDIH CTU through open communication, collaboration, and knowledge sharing.

## Annexe: Selected Elements of Corporate Identity

### CTU Symbol:

The most visible element that is used also on the website is the CTU logo symbol of the lion. This emblem is linked to the CTU since its establishment at the beginning of the 18<sup>th</sup> century, i.e. for more than three-hundred-year history. It presents the Czech lion with an unfurled pinnacle, which follows the coat of arms of Benedict Ried, a prominent Czech architect of German origin that was famous for the structural complexity of his gothic buildings and vaults in the 15<sup>th</sup> century. The current design respects the traditionally established drawing, which has been graphically modified, unified in shape and detailed.



### Icons and Pictograms:

A set of illustrative pictograms will be used on the website for easier understanding of the messages delivered to particular target audiences. Especially, those icons representing the main four types of services will be used whenever needed for better context, categorisation and navigation:

