



# AIPlan4EU

Bringing AI Planning to the  
European AI On-Demand Platform

D.1.1. Project Communication Platform and  
Archive

March 31<sup>st</sup> 2021



Project funded by the European Commission within the Horizon 2020 Programme		
Dissemination Level		
PU	Public	<input checked="" type="checkbox"/>
CO	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
CL	Classified, as referred to in Commission decision 2001/844/EC	<input type="checkbox"/>

Deliverable number:	D.1.1.
Deliverable name:	Project Communication Platform and Archive
Work package:	WP1. - Management
Lead WP:	FBK
Lead Task:	FBK



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## Document Revision History

Date	Issue	Author/Editor/Contributor	Summary of main change
March 12 2021	V1	Paola Baruchelli	First version of the deliverable
March 22 2021	V2	Andrea Micheli	Document finalization



## Abstract

Automated Planning and Scheduling is a central research area in AI that has been studied since the inception of the field and where European research has been making strong contributions over decades. Planning is a decision-making technology that consists in reasoning on a predictive model of a system being controlled and deciding how and when to act in order to achieve a desired objective. It is a relevant technology for many application areas that need quick, automated and optimal decisions, like agile manufacturing, agri-food or logistics. Although there is a wealth of techniques that are mature in terms of science and systems, several obstacles hinder their adoption, thus preventing them from making the footprint on European industry that they should make. For example, it is hard for practitioners to find the right techniques for a given planning problem, there are no shared standards to use them, and there is no easy access to expertise on how to encode domain knowledge into a planner.

The AIPlan4EU project will bring AI planning as a first-class citizen in the European AI On-Demand (AI4EU) Platform by developing a uniform, user-centered framework to access the existing planning technology and by devising concrete guidelines for innovators and practitioners on how to use this technology. To do so, we will consider use-cases from diverse application areas that will drive the design and the development of the framework, and include several available planning systems as engines that can be selected to solve practical problems. We will develop a general and planner-agnostic API that will both be served by the AI4EU platform and be available as a resource to be integrated into the users' systems. The framework will be validated on use-cases both from within the consortium and recruited by means of cascade funding; moreover, standard interfaces between the framework and common industrial technologies will be developed and made available.



## Executive summary

FBK as responsible of WP1. Management oversees the first definition of the Communication Plan of the AIPlan4EU project, but all the consortium partners will be involved in it.

This deliverable includes the initial version of Project website and communication channels (social channels like Instagram, Twitter, LinkedIn page, etc.), to provide early information about the project and that will be evolved as part of WP8. – Dissemination and in D8.2. AIPlan4EU Dissemination and Communication Plan (UNIBAS).

Main objective of this deliverable is to detail strategic and targeted measures for promoting the project itself and its results to a multitude of audiences, including the media and the public. According to the Art.38 of the Grant Agreement, communication activities will inform and reach out to society, showing the benefits of the project itself.

The present document is a live one that will be updated according to the evolution and revision of the communication tools and actions that will accompany the project life.

Main instruments and activities identified are:

1. the **AIPlan4EU brand**, i.e.: project logo, templates for Web presence, brochures, periodical project factsheet, newsletters, posters and presentations to be used throughout the project.
2. the **AIPlan4EU Web site and Web presence** to disseminate idea of the project to the wider community, publishing documents and news articles. The website will be continuously updated to ensure that it adequately reflects the work being undertaken in the project. An 'Events & News' section on the website will be updated regularly and will be fully aligned with the project e-newsletter and contains supplementary information on all items highlighted in the newsletter.
3. **AIPlan4EU-Newsletter**: a quarterly Project e-Newsletter to increase the visibility of the project but also the opportunity to be part of the AIPlan4EU Community, to participate in the AIPlan4EU events and open calls, to know more about the research and market potential of AI planning.
4. **Engagement with the research Community, stakeholders and citizens** coming from all around Europe and worldwide. AIPlan4EU should prove beneficial to researchers, entrepreneurs and citizen wishing to obtain an overview of current challenges and progress in AI and AI Planning in Europe. Local TV magazine and partners YouTube channels will be used locally to rise interest in the project activities and research field.



## 1. Introduction

The AIPlan4EU project will bring AI planning as a first-class citizen in the European AI On-Demand (AI4EU) Platform by developing a uniform, user-centered framework to access the existing planning technology and by devising concrete guidelines for innovators and practitioners on how to use this technology.

The AIPlan4EU Communication Plan aims at raising awareness of as many relevant actors as possible on the project activities and results. The channels and activities considered in the plan are as follows: develop the project brand, set-up an official Web site, design promotional materials, newsletter, media relations, and produce email marketing (considering also the promotion of the open calls) to better engage the research Community, stakeholders and citizens.

It is worth noting that in order to protect the commercial interests of the participants, the publication of the materials will be selective, except for submission of contractually required reports and information to the Commission. In this case, partners decide which part of the projects' information is to be protected by copyright or trade secrets and which part of the above information is suitable for communicating widely.

All the actions will consider EC recommendations explained in the Participant Portal H2020 Online Manual section on project communication ([https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)).

## 2. Key messages

According to the Article 38 of the signed Grant Agreement, this Communication Plan has the main objective to promote the AIPlan4EU project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Stakeholders were identified, actions were carefully designed and tailored for each of them (see Audience paragraph) and adapted to the different channels chosen.

The messages that AIPlan4EU will address to stakeholders are:

- Automated Planning and Scheduling is a central research area in AI;
- Planning is a decision-making technology relevant for many application areas that need quick, automated and optimal decisions, like agile manufacturing, agri-food or logistics;
- AIPlan4EU project brings AI planning as a first-class citizen in the European AI On-Demand (AI4EU) Platform by developing a uniform, user-centered framework to access the existing planning technology and by devising concrete guidelines for innovators and practitioners on how to use this technology;
- AIPlan4EU considers use-cases from diverse application areas that will drive the design and the development of the framework and include several available planning systems as engines that can be selected to solve practical problems. The framework will be validated on use-cases both from within the consortium and recruited by means of cascade funding;
- AIPlan4EU will offer a new perspective on planning making it more relevant and easy-to-use for companies and practitioners;
- AIPlan4EU offers the opportunity to collaborate in this change by means of competitive open-calls targeted at both planning experts and practitioners in domains where planning could make impact;
- the project is funded by the European Commission.

These key messages were defined in pertinent messages for all audiences, both specialized and non-specialized, in a way that they can understand actions and results of the AIPlan4EU project.

## 3. Audience

As represented in the following picture, main stakeholders interested in AIPlan4EU results are:



1. Industry and SMEs, i.e.:

- Developers that are high-tech SMEs and industry working on Robotics, AI, Warehouse Logistics, Intelligent Factories, Smart Agriculture) will be involved as technology integrators, providing the needed bridges between the domain-independent UPF and their industrial technologies. In this way, the technologies they sell will be enriched with planning capabilities.

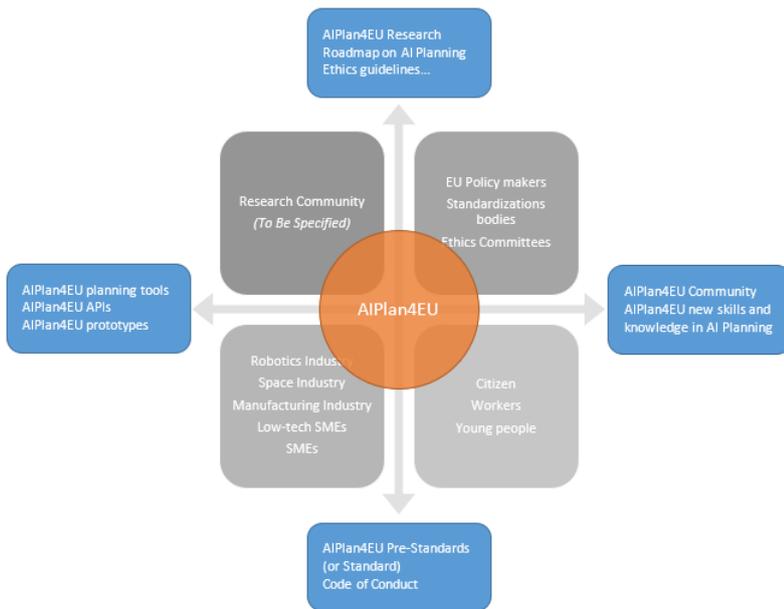


Figure 1. Stakeholders involved

- Final users/adopters that are (possibly low-tech) SMEs and industry working in fields such as Agriculture, Logistics and Manufacturing. The AI4EU platform will allow them to assess the potential of planning for their use-cases based on the example use-cases and an overview of the variety of systems that are covered by the UPF. They can then implement planning techniques in their business themselves, with an easy start due to the documentation and training material resulting from this project and an effortless access to different planning systems on the AI4EU platform. Alternatively, they can use off-the-shelf technological solutions integrating planning (the TSBs) developed as project results.

2. the Planning Research Community

that is centered around the International Conference of Automated Planning and Scheduling (ICAPS) but also comprises other areas in which planning technology is exploited and developed, such as robotics or Operations Research (OR) (in particular, CPAIOR is a community grouping together Planning, OR, and other related areas of AI). This field of research will benefit from the project results in two ways. First, those who work on the development of new planning technologies can make them accessible and easily deployable by integrating it in the UPF, reaching a wider audience of possible users.

3. EU, national and local policy makers, Standardization bodies and Ethics Committees that will use AIPlan4EU results as examples and good practices to define new roles and indications on behaviors in the field of Artificial Intelligence, following trustworthy and human-centered approaches;
4. Citizens in general better knowing potential and opportunities offered by the Artificial Intelligence and planning tools. In particular, workers and young people will be interested in new knowledge and skills needed to work on AI Planning, and in particular using the services proposed.

Other interested stakeholders will be the community of reference for the AI4EU project, and the other projects funded under the topic ICT-49-2020.

### 4. Channels

AIPlan4EU will use a wide range of channels and actions for the communication activities from the identification of the project brand, the setting up of the project Web site and using promotional materials (especially for the promotion of the open calls).

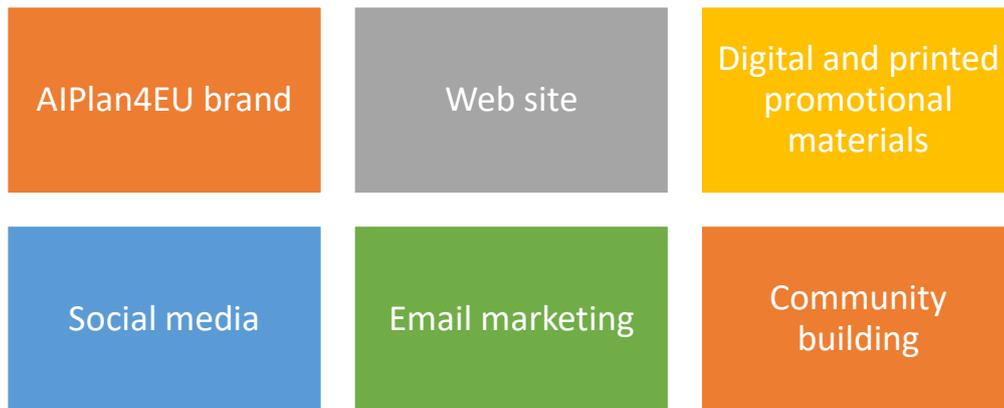


Figure 2. AIPlan4EU communication channels

#### 4.1. AIPlan4EU brand

The AIPlan4EU brand includes the project’s logo, a Power Point template, Word templates for project activities and a visual identity standards guidebook, defining and outlining how to use identifying elements pertaining to AIPlan4EU including logos, colors, fonts, stationery, and some marketing advertising materials.

##### 4.1.1. AIPlan4EU Logo

AIPlan4EU logo aims to represent the different concepts surrounding the project. As pictured in figure 3, the AIPlan4EU logo shape suggests the different possible choices that a planner needs to consider and automatically optimize. The colors reflect those of the AI4EU project on whose platform the results of AIPlan4EU will be shared. Moreover, we added the stars of the EU flag to signify the EU support the project receives.



Figure 3. Full color version of the logo

##### 4.1.2. Word templates

FBK has prepared two Word templates, which have been shared with partners: one for deliverables and another one to be used for minutes, meetings’ agenda and other purposes. These materials will be used throughout all the project’s execution to maintain a coherent and consistent image.



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**AIPlan4EU**  
Bringing AI Planning to the European AI On-Demand Platform

[deliverable title]  
[date]

Project funded by the European Commission within the Horizon 2020 programme	
EU	Commission Level
Public	0
Confidential, only for members of the consortium (including the Commission Services)	0
Classified, as referred to in Commission decision 2015/1844/EC	0

Deliverable Summary	
Deliverable Name	Deliverable Type
ICT1	
ICT2	
ICT3	
ICT4	
ICT5	

**Executive summary**

Automated Planning and Scheduling is a central research area in AI that has been studied since the inception of the field and where European research has been making strong contributions over decades. Planning is a decision-making technology that consists in reasoning on a predictive model of a system being controlled and deciding how and when to act to achieve a desired objective. It is a relevant technology for many application areas that need quick, automated, and optimal decisions, like agile IT, thus preventing them from making the footprint on European industry that they should make. For example, it is hard for practitioners to find the right techniques for a given planning problem, there are no shared standards to use them, and there is no easy access to expertise on how to encode domain knowledge into a planner.

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**AIPlan4EU**  
Bringing AI Planning to the European AI On-Demand Platform

[deliverable title]  
[date]

**Abstract**

Automated Planning and Scheduling is a central research area in AI that has been studied since the inception of the field and where European research has been making strong contributions over decades. Planning is a decision-making technology that consists in reasoning on a predictive model of a system being controlled and deciding how and when to act to achieve a desired objective. It is a relevant technology for many application areas that need quick, automated, and optimal decisions, like agile manufacturing, agriculture, or logistics. Although there is a wealth of techniques that are mature in terms of science and systems, several obstacles hinder their adoption, thus preventing them from making the footprint on European industry that they should make. For example, it is hard for practitioners to find the right techniques for a given planning problem, there are no shared standards to use them, and there is no easy access to expertise on how to encode domain knowledge into a planner.

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Figure 4. View of some pages of the project deliverable template



**AIPlan4EU**  
Bringing AI Planning to the European AI On-Demand Platform

[meeting title]  
[date]

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Meeting minutes	7
[Title 1]	7
[Title 2]	7

Attendance			
Number	Partner short name	Partner name	Attendance
1	AI4EU	AI4EU	[Status of the attendance]
2	ANL	ANL	[Status of the attendance]
3	AVL	AVL	[Status of the attendance]
4	BMW	BMW	[Status of the attendance]
5	ENR	ENR	[Status of the attendance]
6	ENR	ENR	[Status of the attendance]
7	ENR	ENR	[Status of the attendance]
8	ENR	ENR	[Status of the attendance]
9	ENR	ENR	[Status of the attendance]
10	ENR	ENR	[Status of the attendance]
11	ENR	ENR	[Status of the attendance]
12	ENR	ENR	[Status of the attendance]
13	ENR	ENR	[Status of the attendance]
14	ENR	ENR	[Status of the attendance]
15	ENR	ENR	[Status of the attendance]
16	ENR	ENR	[Status of the attendance]

Document Revision History			
Date	Issue	Author/Editor/Contributor	Summary of main change



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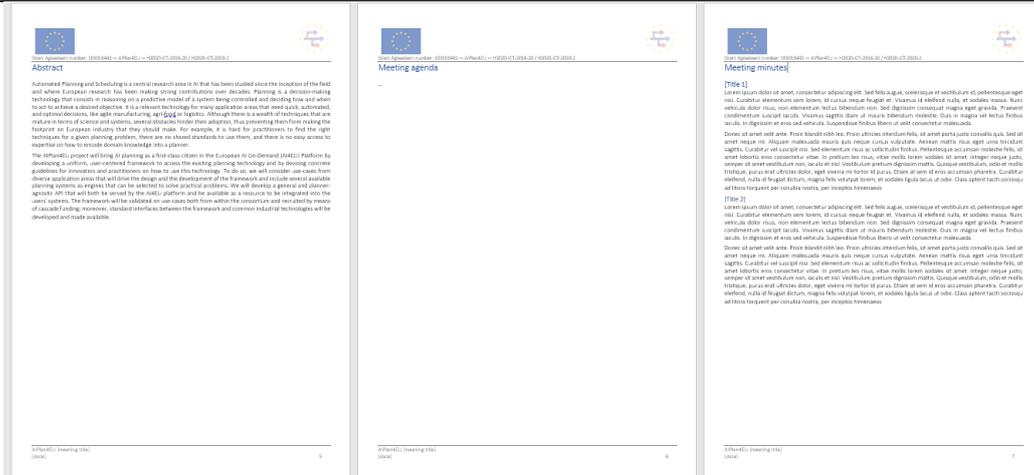


Figure 5. View of some pages of the minute meeting template

### 4.1.3. Power Point Template

A Power Point template has been designed to be used for all project’s internal and external presentations.

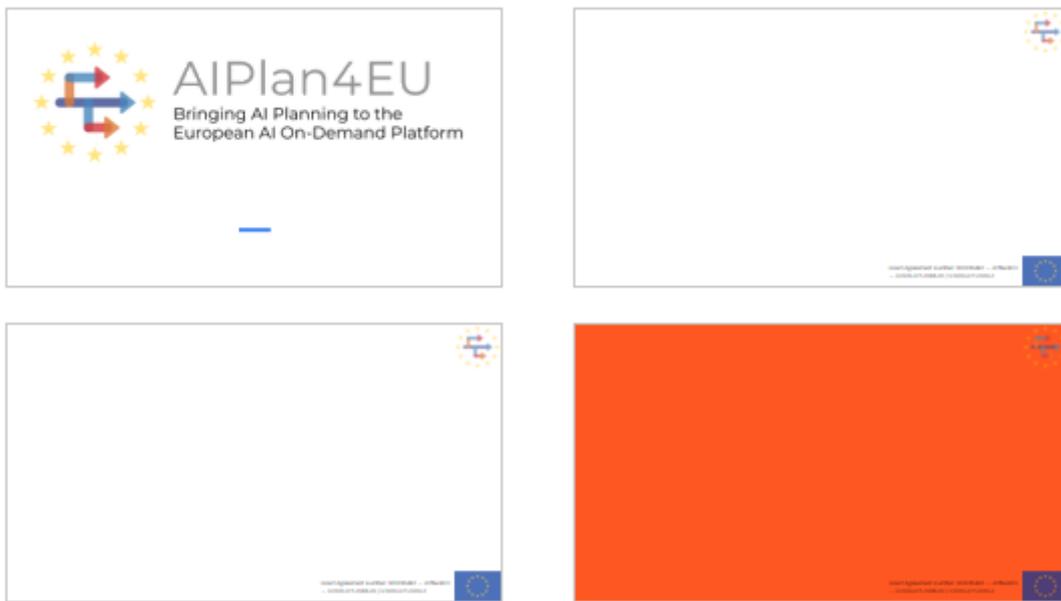


Figure 6. Slide Power Point template

### 4.2. Web site

According to the workplan, FBK - as responsible of the task – implemented and designed the official AIPlan4EU website, launched on M02 (February 2021) at: <https://aiplan4eu.fbk.eu/>.

Main objective of the Web site is to disseminate the project idea to the wider community, publishing documents and news articles. The website will be continuously updated to ensure that it adequately reflects the work being undertaken in the project. It acts as a useful outreach tool, disseminating information about the project and keeping interested members of the wider community up-to-date with the project progress. The website serves as a repository for project information and a dissemination channel for project outputs. On the private side of the website, sensitive and confidential documentation are stored and shared among the partner consortium and the EC; documents for discussion are submitted to a protected area. On the public side of the website, all public project deliverables are made available. An ‘Events & News’ section on the website is updated regularly and will be fully aligned with the project e-newsletter and contains supplementary information on all items highlighted in the newsletter.



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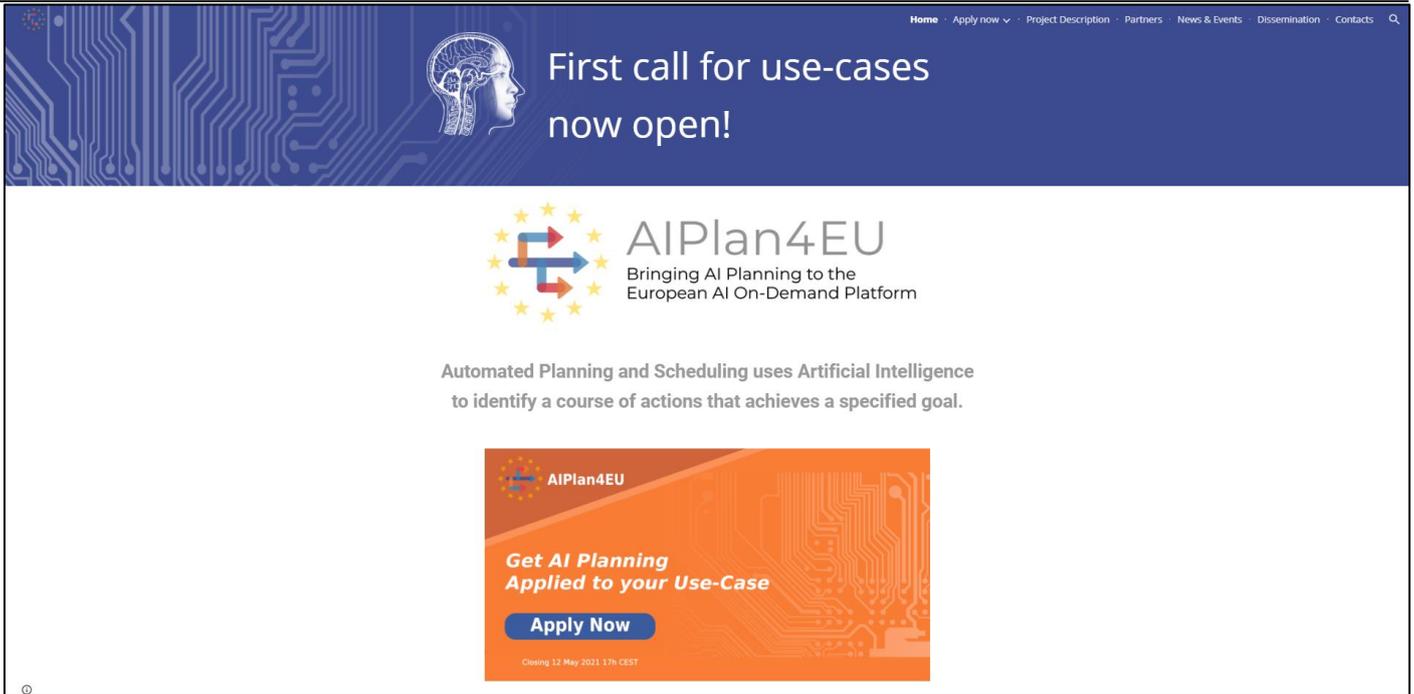
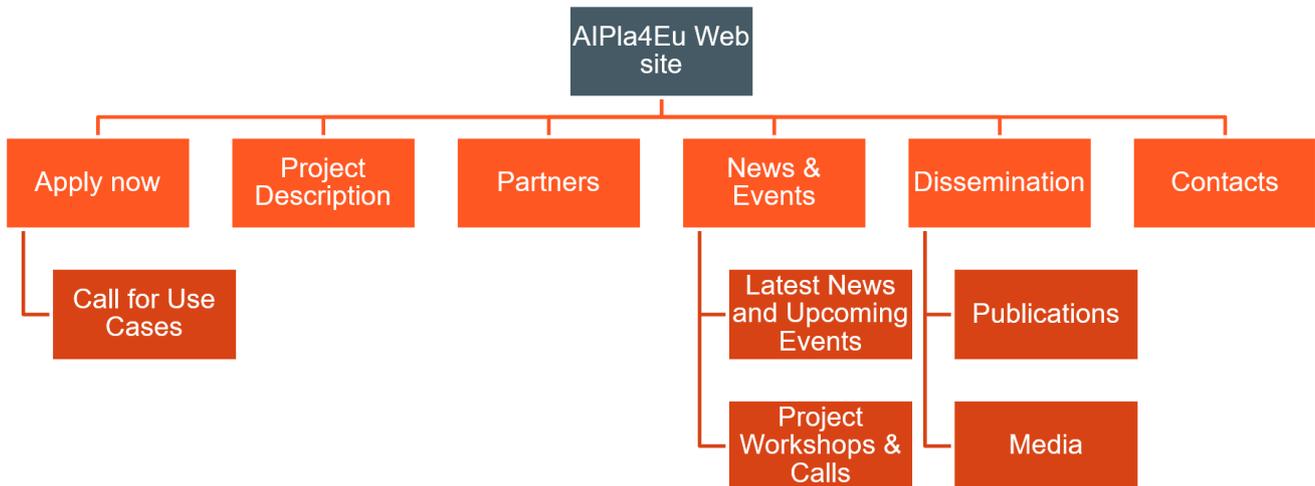


Figure 7. AIPlan4EU Web site home page

#### 4.2.1. Web site structure



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Figure 8. AIPlan4EU Web site structure



## 4.2.2. Contents

### 4.2.2.1. Home

The Home page shortly describes the vision and the objective of the AIPlan4EU project, as reported below:

## Our vision

The AIPlan4EU project will make modern planning technology applicable for everyone.

## How do we achieve this?

-  **Scout real-world use-cases**  
from our partners and from you via the open calls
-  **Establish a general planner-agnostic API for planning systems**  
and support the new unified planning framework in the planners provided by our partners
-  **Connect planners and use-cases via the new API**  
using technology-specific bridges
-  **Spread the knowledge**  
via webinars and guidelines
-  **Integrate planning in the European AI4EU Platform**  
making it available on-demand

## How can you benefit and contribute?

We seek funded contributions from individuals and SMEs to the use-cases and from innovators who want to integrate their planning technology or develop technology-specific bridges. There will be several [open calls](#) for this purpose during this project.

Since we are still at the beginning of the project, there is nothing ready to use, yet. If you are interested into using planning technology in the future, please subscribe to our newsletter and we will keep you updated about the progress of the project and upcoming webinars.

### 4.2.2.2. Apply Now

This is the section of the Web site dedicated to the Open Calls that will be organized and launched during the project. Currently, the first Open call for Use Cases was launched. So, the page reports the introduction to the call and the possibility to download the necessary documentation.



# Get AI Planning Applied to your Use-Case

## Call for Use-Cases

The AIPlan4EU open calls aim to upgrade thirty parties' capacity to leverage AI planning technology in various sectors and offer financial support for European SMEs and innovators to experiment in highly innovative, cross-border experiments.

Open Call 1 for Use-Cases provides equity-free funding to attract, select and fund the most motivated external partners to develop AI planning use-cases and implement them in other project open calls.

Applications now open | Closing 12 May 2021 17h CET

[Apply to AIPlan4EU at F65](#)

### Who are we looking for?

AIPlan4EU is currently looking for individuals and SMEs to provide AI Planning Use-cases.

### How does Call 1 for Use-Cases work?

This first open call will fund 5 use-case proposals.

The use-case winner will also be funded to support the use-case implementation foreseen in the future open calls. Therefore, the participants should demonstrate their long-term commitment to the AIPlan4EU research and innovation agenda.

### What will you receive?

1. Funding **€1500** per individual/SME in Open Call 1 for Use-Case.
2. Funding up to **€30.000** to support the use-case implementation in the future open calls, including supporting the evaluation phase of these open calls.
3. Opportunities to connect with users and suppliers from various industries.
4. Access to a sustainable ecosystem of stakeholders active in multiple AI Planning domains.

### Where can you read all open call details?

Make sure to read carefully the documentation kit (includes the programme guidelines) before applying.

- [Annex 1: Open Call Text](#) (PDF)
- [Annex 2: Guide for Applicants](#) (PDF)
- [Annex 3: Use-Case Template](#) (PDF)
- [Annex 4: Applicant Declaration of Honour \(SME\)](#) (PDF)
- [Annex 5: Applicant Declaration of Honour \(natural persons\)](#) (PDF)
- [Annex 6: Declaration on information on the SME qualification](#) (PDF)
- [Annex 7: Bank Account Information](#) (PDF)
- [Annex 8: Sub-grant Agreement Template](#) (PDF)

Have questions? Get in touch to find out more. We will gladly answer any questions and support you through the whole process.

[aiplan4eu\\_support@fbk.eu](mailto:aiplan4eu_support@fbk.eu)



The AIPlan4EU project is funded by the European Commission - H2020 research and innovation programme under grant agreement No 101016442.



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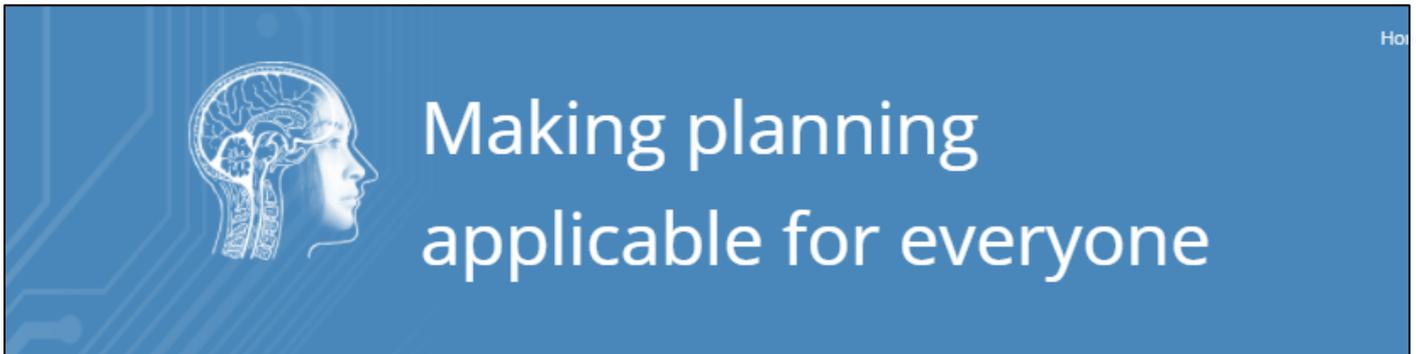
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### 4.2.2.3. Project description

The page describes objectives and work plan of the AIPlan4EU.



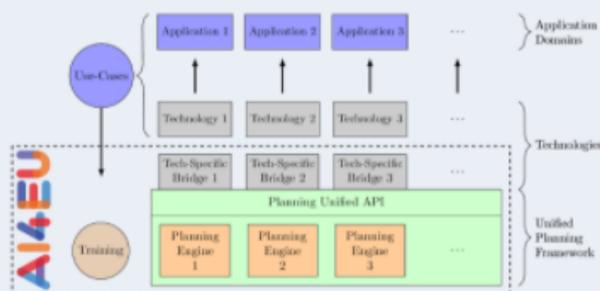
## Project Description



### AIPlan4EU: Bringing AI Planning to the European On-Demand AI Platform

Automated Planning and Scheduling is a central research area in AI that has been studied since the inception of the field and where European research has been making strong contributions over decades. Planning is a decision-making technology that consists in reasoning on a predictive model of a system being controlled and deciding how and when to act in order to achieve a desired objective. It is a relevant technology for many application areas that need quick, automated and optimal decisions, like agile manufacturing, agrifood or logistics. Although there is a wealth of techniques that are mature in terms of science and systems, several obstacles hinder their adoption, thus preventing them from making the footprint on European industry that they should make. For example, it is hard for practitioners to find the right techniques for a given planning problem, there are no shared standards to use them, and there is no easy access to expertise on how to encode domain knowledge into a planner.

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The overall AIPlan4EU vision



## Objectives

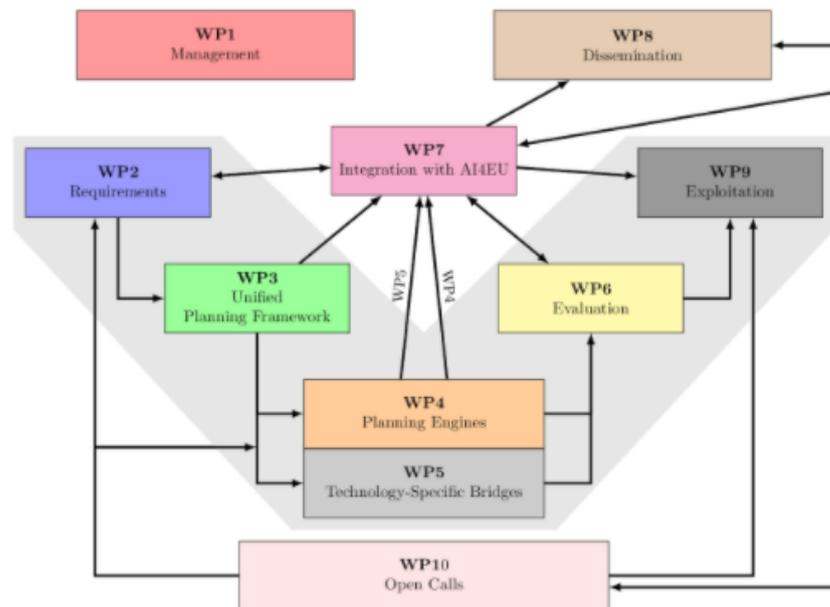
AIPlan4EU is centered around 6 ambitious objectives:

- O1: Making planning accessible to practitioners and innovators
  - WP3 and WP4
- O2: Facilitate the integration of planning and other ICT technologies
  - WP5
- O3: Making planning relevant in diverse application sectors
  - WP2, WP6 and WP9
- O4: Seamlessly integrate planning within the AI4EU platform
  - WP7
- O5: Facilitate learning of planning for reskilling and lower the access barrier
  - WP3 and WP8
- O6: Standardize and drive academic research towards applications
  - WP8



## Work Packages

To reach these objectives AIPlan4EU is organized in 10 work packages:





#### 4.2.2.4. Partners

The project consortium and the geographical coverage are presented in this page.



# We turn AI Planning into a first-class citizen

Home

## Partners



### The Consortium

The project consortium is based on several research groups and companies from EU countries.

<p><b>Research Centers:</b></p> <ul style="list-style-type: none"> <li><a href="#">FBK (Italy)</a></li> <li>LAAS-CNRS (France)</li> <li>DFKI (Germany)</li> <li>Örebro University (Sweden)</li> <li>Basel University (Switzerland)</li> <li>University of Brescia (Italy)</li> <li>"La Sapienza" University (Italy)</li> </ul>	<p><b>Companies/SMEs</b></p> <ul style="list-style-type: none"> <li>Airbus SAS (France)</li> <li>Agrotech Valley Forum (Germany)</li> <li>EasyMile (France)</li> <li>F6S (Ireland)</li> <li>Magazino (Germany)</li> <li>Meritor (Sweden)</li> <li>Procter &amp; Gamble Services (Belgium)</li> <li>Saipem (Italy)</li> <li>Trasys International (Belgium)</li> </ul>
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#### 4.2.2.5. News & Events

The page is dedicated to the collection of the events and news related to the evolution of the AIPlan4EU project. Currently, only information about the kick-off meeting is present.

Hon

## News & Events



### Latest News & Upcoming Events

- **Kick-Off meeting**, Online event, Trento, 21 January 2021



### Project Workshops & Calls

- To be announced



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### 4.2.2.6. Dissemination

The page is dedicated to the collection of dissemination materials produced by the AIPlan4EU project. At the moment, a video and a slideshow are present to introduce the AIPlan4EU project.

## Dissemination



### Publications

Still nothing, but we are working hard to innovate with the very best AI Planning technologies, stay tuned!



### Media



**AIPlan4EU Introduction Video**

The video is in Italian, but English subtitles are available



**AIPlan4EU Introduction Presentation**



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#### 4.2.2.7. Contacts

This page reports the main contacts in FBK – as project coordinator - for the AIPlan4Eu project.

## Contacts



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#### 4.2.3. Layout

The choice in the definition of the AIPlan4EU Web site layout was for a very simple and clear one that allow an easy navigation and a complete information about the project.



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In the **Header** the complete menu and the AIPlan4EU logo are always present to allow the visitors to navigate all the pages. The **Footer** reports the official information about the EC funding and the link to the social media (LinkedIn, Twitter and Facebook) dedicated to the AIPlan4EU project.

The EC logo was used according to the rules declared in the Art 38.1.2 Information on EU funding — Obligation and right to use the EU emblem of the Grant Agreement.

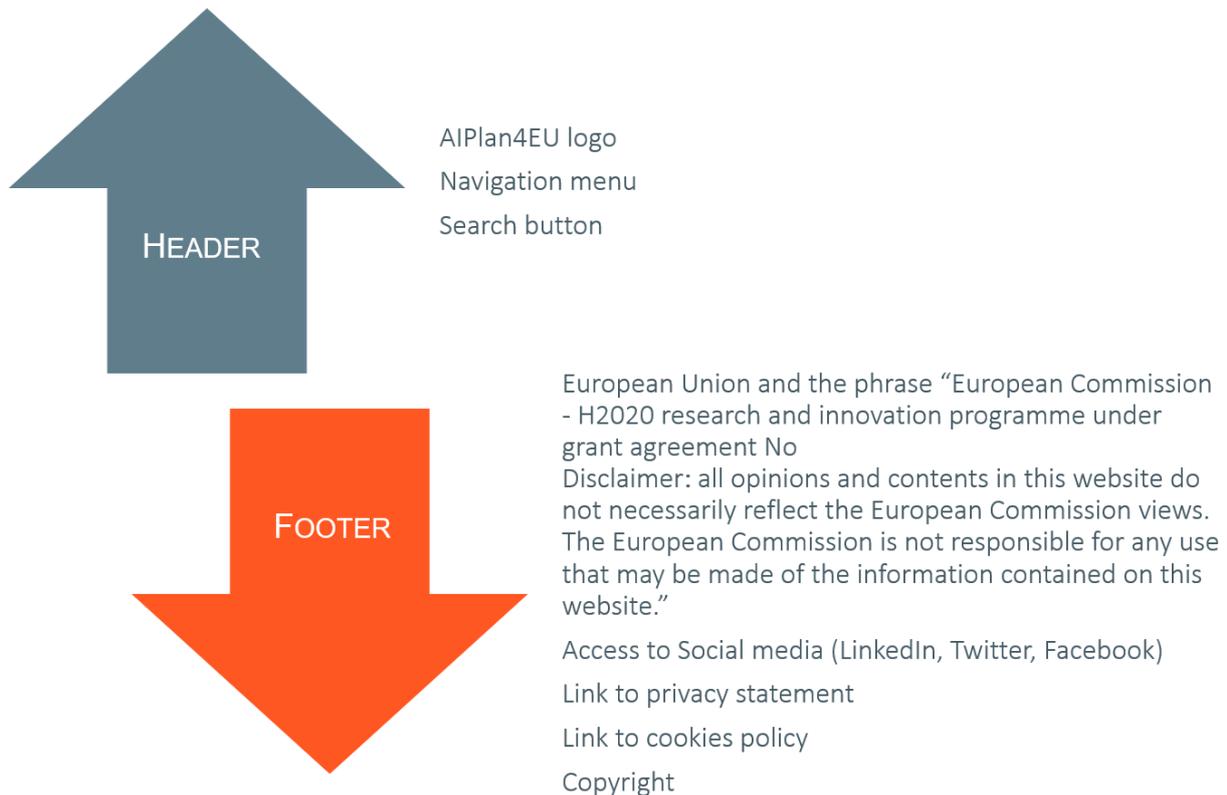


Figure 9. Header and Footer structure

#### 4.2.4. Managing and updating policy

The AIPlan4EU Web site was developed by FBK in collaboration with all partners, and in particular with UNIBAS, as leader of the work package Dissemination and F6S as leader of the work package dedicated to the open calls.

FBK, in collaboration with all partners, and in particular UNIBAS and F6S, will periodically update the Web site, every time dissemination action is done, a result was achieved, or there is other news or achievement to be published.

Deliverables and achievements will be published as:

- a summary after the partner consortium approval;
- As complete content when they will be approved by the European Commission, according to the level of confidentiality identified in the Grant Agreement (e.g., pdf of the deliverable if it is a public one).

#### 4.2.5. Analytics

Periodical analytics on the navigation, traffic, use and performance of the AIPlan4EU Web site will be done to monitor declared KPIs and plan possible improvements if necessary. The monitoring tool used is Google Analytics

#### 4.2.6. Site hosting, installation and maintenance

FBK is responsible for setting up the website (domain purchase, hosting and configuration), as well as creating content and design the fixed sections. As the WP1 leader, FBK in collaboration with UNIBAS (WP Dissemination leader) will be responsible for maintaining the site until the project end and until five years after and adding content to the website.



#### 4.2.7. Data protection

The Privacy Policy (see Annex 1) of the AIPlan4EU Web site regulates the data protection.

#### 4.3. Digital print and printed materials

Currently, contents and graphics of digital print and printed materials are under discussion and preparation.

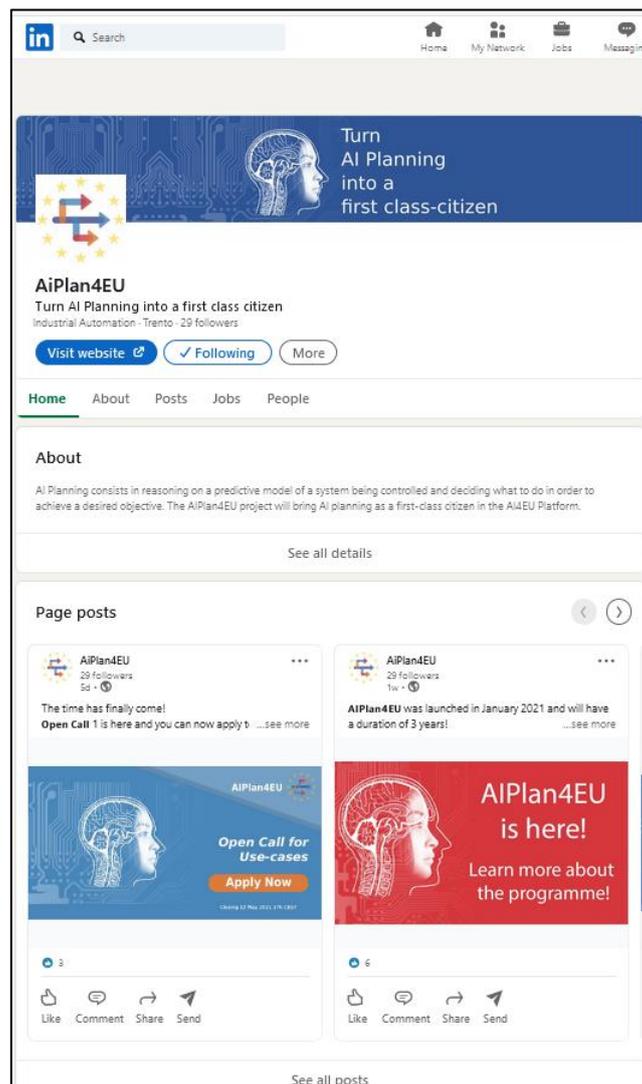
#### 4.4. Social Media

To allow the meeting and the networking of the virtual community, AIPlan4EU will use the Social media. F6S created and manages the Social Media dedicated to the AIPlan4EU project: LinkedIn (<https://www.linkedin.com/company/aiplan4eu>), Twitter (<https://twitter.com/AIPLAN4EU>) and Facebook (<https://www.facebook.com/AIPlan4EU/>).

Partners will contribute to promote the AIPlan4EU project throughout their Social media channels.

##### 4.4.1. LinkedIn

LinkedIn has more than 500 million of active users in the world that can represent an important and interested audience for the AIPlan4EU project. General information about the project and the first open call was shared. These will be updated according to the evolution of the project.

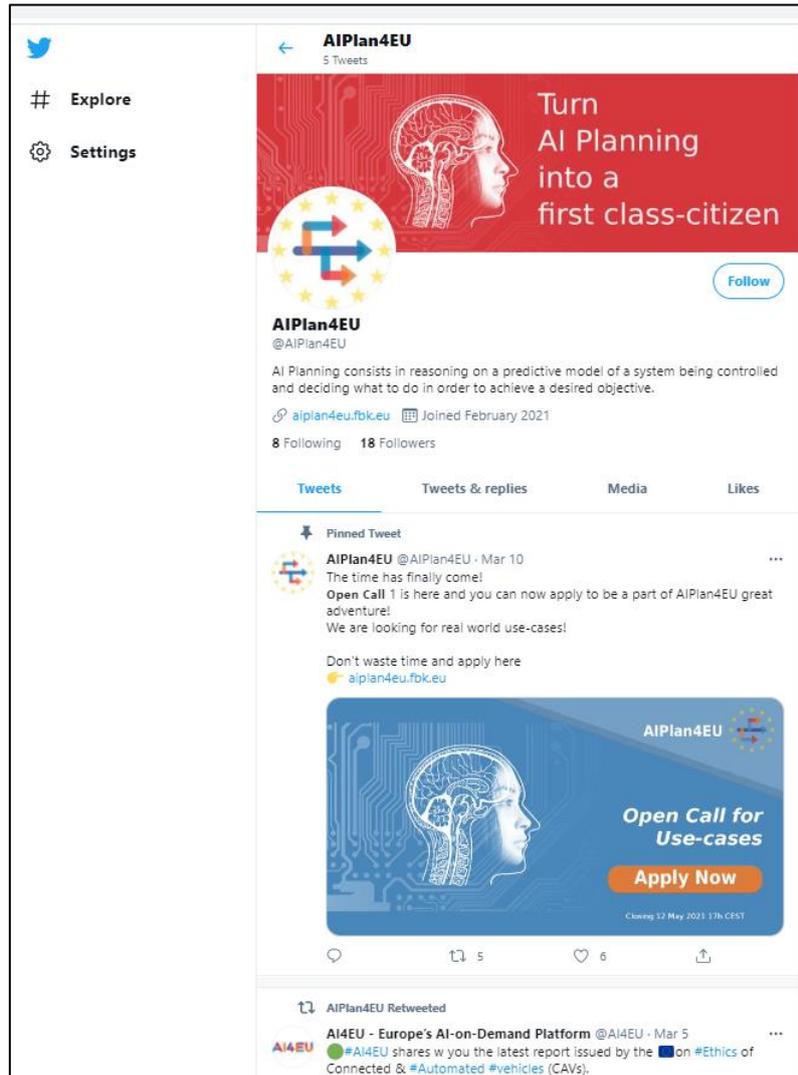




#### 4.4.2. Twitter

Twitter allows to interact in real time with the users, promoting contents, answering to questions and sharing open context accessible to all. These are important opportunities for the AIPlan4EU project and the promotion of the foreseen open calls. Also, the European Commission chose this tool to disseminate the H2020 programme.

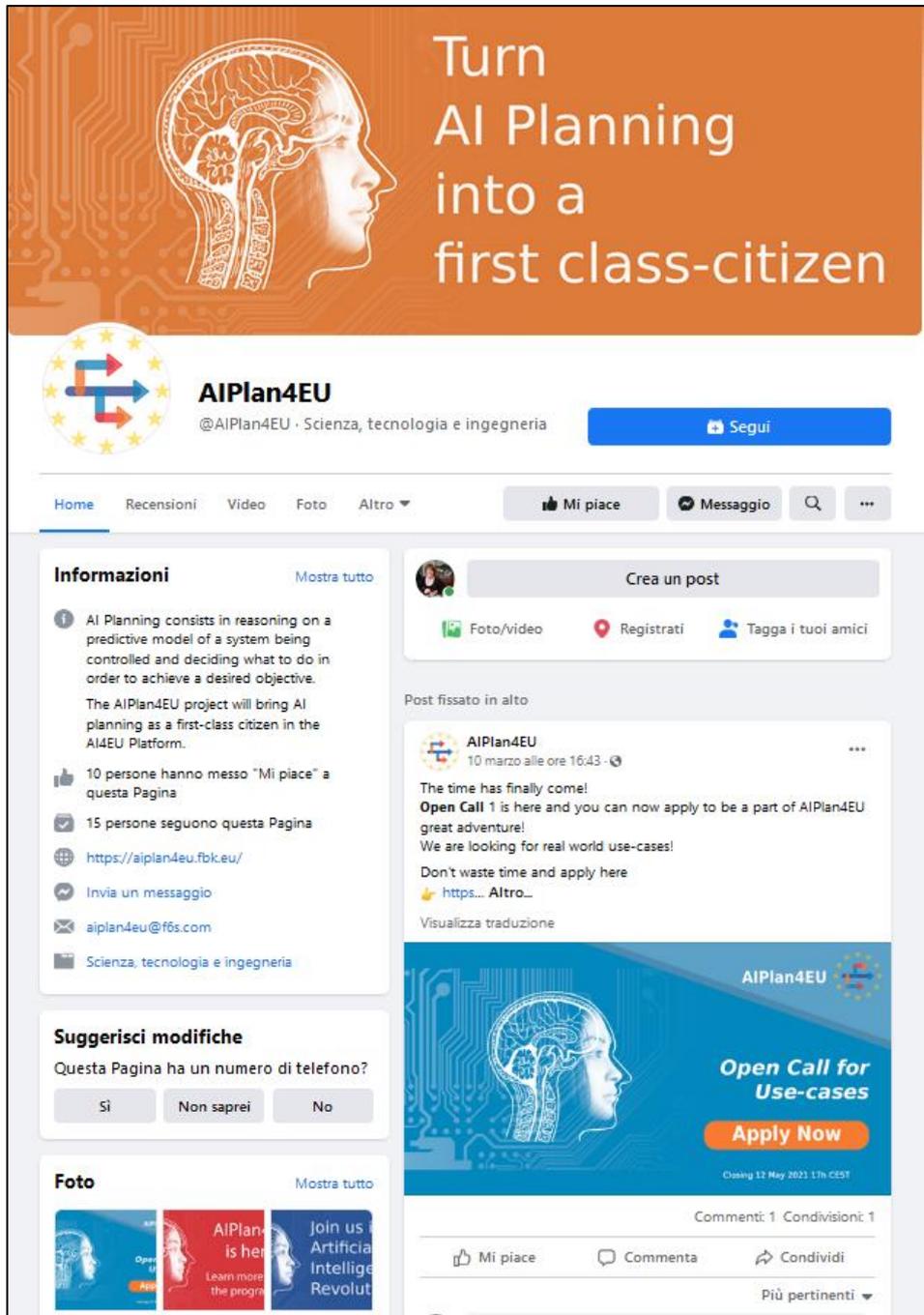
FBK opened an account for the project and start to promote contents and open calls, supported by UNIBAS and F6S. The account will be used by the project partners throughout the whole duration of the project to promote and discuss the evolution of research and results.





#### 4.4.3. Facebook

A page dedicated to the AIPlan4EU project was created by FBK in Facebook with the main objectives to promote the project, its results and open calls and to update about the evolution of its results.



#### 4.4.4. Partners' channels

Each AIPlan4EU project partner will promote news and results through their corporate social media accounts (LinkedIn, Twitter, Facebook), including press releases, notices about open calls, events, promotional materials and other contents published on <https://aiplan4eu.fbk.eu>.



## 4.5. Email marketing

First tool to be used for the email marketing will be the AIPlan4EU-Newsletter: a Project e-Newsletter to be quarterly published to increase the visibility of the project but also the opportunity to be part of the AIPlan4EU open calls, Community, to participate in the AIPlan4EU events and projects, to know more about the research and market potential of AI planning. The e-newsletter will highlight the project latest activities as well as providing information about relevant upcoming project, related events and open calls.

Specific email marketing actions will be planned by F6S for the promotion of the AIPlan4EU open calls.

## 4.6. Community building

All these actions and channels will support the engagement with the research Community, stakeholders and citizens: interested in AI in general and AI Planning in particular (robotics, space and AI companies, manufacturing industries, SMEs, low-tech enterprises and SMEs, researchers in AI, public administration, etc. but also citizen) coming from all around Europe and worldwide, from the start of AIPlan4EU. As such, it should prove beneficial to researchers, entrepreneurs and citizen wishing to obtain an overview of current challenges and progress in AI and AI Planning in Europe. Local TV magazine and partners YouTube channels will be used locally to rise interest in the project activities and research field.

## Communication KPIs

Action/Tool	Indicator	Means of verification	Target by the end of the project
Project Web site	Project website	Realization of the AIPlan4EU project Web site	1
		Analytics about the website visits	500 website visits per project year
	Number of social media used Number of activities done	Proof of the presence on most known social media	use 4 different social media and reach 100 activities for each social medium
Newsletter	Number of newsletters published	Proof of the publication and sending of the newsletters	9 newsletters
	Number of stakeholders achieved	Analytics about the stakeholders achieved	100 newsletter addresses.
Engagement with the research Community, stakeholders and citizens	Number of participations in local TV broadcasts	Video recording of local TV broadcasts	8 participations in local TV broadcasts
	Number of YouTube videos published	Videos published on YouTube	20 YouTube videos published
	Number of articles in local magazines	Collection of articles published on local magazines	20 articles in local magazines



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	Number of public events organized	Proof of the organization of in public events	Participation in the European Researcher's Nights Least 2 events with at least 40 participants each organized
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## Calendar

Activities	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36		
Project Logo	X																																					
Web site creation	X																																					
Word and Power Point templates		X																																				
Twitter channel creation		X																																				
LinkedIn page creation		X																																				
Facebook page creation		X																																				
D.1.1. Communication Plan			X																																			
General project presentation			X																																			
Info sheet				X																																		
Brochure				X																																		
Rollup				X																																		
Poster Layout				X																																		
Newsletter signup form creation					X																																	
1 <sup>st</sup> project newsletter					X																																	
Web site update					X																																	
2 <sup>nd</sup> project newsletter											X																											
Web site update											X																											
3 <sup>rd</sup> project newsletter												X																										
4 <sup>th</sup> project newsletter																		X																				
Web site update																		X																				
1 <sup>st</sup> Project event																		X																				
5 <sup>th</sup> project newsletter																					X																	





## Annex 1. Privacy Policy

The AIPlan4EU project is committed to protecting your privacy and is developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the website of the H2020 AIPlan4EU project (Grant Agreement No 101016442) and governs data collection and usage. By using the website of the AIPlan4EU project, you consent to the data practices described in this statement.

### 1. COLLECTION OF YOUR PERSONAL INFORMATION

The AIPlan4EU project collects personally identifiable information, to allow you to join the activities of the project. The AIPlan4EU project encourages you to review the privacy statements of the websites you choose to link to from this website, so that you can understand how these websites collect, use and share your information. The AIPlan4EU project is not responsible for the privacy statements or other content on websites outside this domain.

### 2. USE OF YOUR PERSONAL INFORMATION

The AIPlan4EU project does not sell, rent or lease its contact lists to any other third parties.

The AIPlan4EU project does not use or disclose sensitive personal information.

### 3. USE OF COOKIES

The website of the AIPlan4EU project uses “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a webpage server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. When you return to the website of the AIPlan4EU project, the information you previously provided can be retrieved, so you can easily use the website features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of this website.

### 4. SECURITY OF YOUR PERSONAL INFORMATION

The AIPlan4EU project secures your personal information from unauthorized access, use or disclosure. The AIPlan4EU project secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure.

### 5. CHANGES TO THIS STATEMENT

The AIPlan4EU project will occasionally update this Statement of Privacy to reflect consortium and customer feedback. The AIPlan4EU project encourages you to periodically review this statement to be informed of how the AIPlan4EU project is protecting your information.