DELIVERABLE D3.1

PROJECT WEBSITE

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Executive Summary

This deliverable presents the project website which is setup at the following URI https://www.aiotwin.eu/. The project website is the main AIoTwin communication channel used to provide information about project activities and achievements, as well as to disseminate project results. The project website is the primarily source of information for promoting all project activities and results to all target groups, i.e., the research community, the industrial sector, computer science and engineering students, and the general public. All communications posted via social media and other channels will link to news or further information provided on the website. We report on the structure and organisation of the AIoTwin website, which is designed to raise awareness and interest in project activities and outcomes so that further engagement and interest of target groups can be attained, in line with the dissemination and communication strategy outlined in the Grant Agreement.

1 Introduction

1.1 Deliverable Context and Description

The overall goal of WP3 – *Networking, Visibility and Dissemination* is to improve the scientific output, visibility and networking of IoTLab by strengthening the links with the research and industrial community. This deliverable is prepared under Task 3.4 – *General dissemination (web, social networks)* which includes the setup and maintenance of AIoTwin communication channels, with the project website identified as the main communication channel for the wide dissemination of information about project activities and results. Dissemination activities will be carefully planned and targeted to specific audiences. The main target audiences are: 1) the research community at the international level, 2) the industrial sector: both large companies and SMEs with interest in IoT innovations, especially in Croatia and the EU, 3) computer science and engineering students, and 4) the general public.

Dissemination activities will consider the following project outcomes and impacts directly affected by the communication activities:

1. enhancement of the reputation, research profile and attractiveness of IoTLab and UNIZG-FER,
2. internationalisation of research at UNIZG-FER, and
3. increased outreach of all consortium members internationally.

The dissemination goals are the following:

1. creating public awareness and generating scientific interest in the project,
2. engaging key stakeholders from research and industry who are interested in AIoTwin results,
3. disseminating the knowledge, methods and technologies created and tested in the project, and
4. maximising the impact of project results.

The AIoTwin dissemination plan is structured into three phases shown in Figure 1. In the first 6 months of the project, we will setup the communication channels and focus on creating public **awareness** among identified D&C target groups. In the next phase (M7 to M18), D&C activities will be intensified to generate **interest** among the target audience, and in the final phase (M19 to M36), the focus will be on **engagement** to achieve project objectives and promote project outcomes and impacts.

Figure 1. Three phases of the dissemination plan

From the outlined dissemination plan, it is clear that the project website will be the main source of information about the project from the very start, initially to communicate the project objectives and report on project activities aimed at all target audiences. Communication activities will also make extensive use of the potential of social media to defuse information and encourage all target groups to visit the project website. The website plays the central role for D&C activities throughout the entire project and will be continuously updated and maintained by UNIZG-FER.

1.2 Deliverable Outline

This document is organised in the following way. Section 2 provides an overview of the AIoTwin's website. It is divided into two subsections. The first subsection provides a description of the structure of the website, while the second subsection describes site pages with screenshots. Section 3 provides a description of the planned website management activities and maintenance policy. It also outlines the promotional plan for various types of project activities. The document includes a list of acronyms, figures and tables.

2 AIoTwin Website

The AIoTwin project website has been setup to serve as the main D&C platform and entry point integrating all project-relevant information for all target groups. The official website is established at https://aiotwin.eu/ and was made publicly available in March 2023. The website contains several menu items covering all types of project activities, in particular:

- basic project information with objectives,
- overview or research domains relevant to the project,
- overview of project activities including organised events, and
- overview of project results and outputs (publications, deliverables, technical blog posts).

The home page of the AIoTwin website is shown in Figure 1 and is designed to be responsive.

Figure 2. AIoTwin website: Home page (https://www.aiotwin.eu/)

2.1 Website Structure

The structure of the website is hierarchical and is divided into seven sections starting from the Home page, as listed in Table 1. Each section (except News) has several subsections as is extendable (new subsections can be added).

Table 1. Website sections with short description

Section	Description of Content
Home	Welcome page • research areas • news headlines
About	Project • context • project details
	Consortium • partners ○ short overview about each partner
Research domains	Edge computing and orchestration
	Federated and decentralized ML
	AI for robust and energy-efficient IoT
	DLT for IoT
News	News items
Activities	Summer schools • information about organised summer schools
	Short term staff exchange • overview of organised short term staff exchanges with video reports following the exchange
Results	Publications • list of published scientific papers
	Deliverables • list of deliverables
	Blog • technical blog posts reporting experts visits and hands-on training to bring interesting research results closer to interested audiences (simplified style of writing compared to scientific papers)

Contact	Contact information (project leader) • e-mail address • phone number • address

The listed sections are accessible from seven basic menu options, as shown in Figure 3.

Figure 3. AIoTwin website: Main menu and search utility

2.2 Website Content

Specifically, the AIoTwin website has the following characteristics:

- The domain name is owned by UNIZG-FER for 10 years starting in 2023.
- It is hosted and maintained by the UNIZG-FER Support Centre.
- The content is published and updated by UNIZG-FER staff.
- It has several menu options and buttons covering all types of project activities.
- It provides contact information that directly addresses the Project Coordinator.

The website is intuitive, compact, and comprehensive to meet the objectives of the AIoTwin project. It is divided into seven basic menu items, as shown in Figure 4: Home, About, Research Domains, News, Activities Results, and Contact.

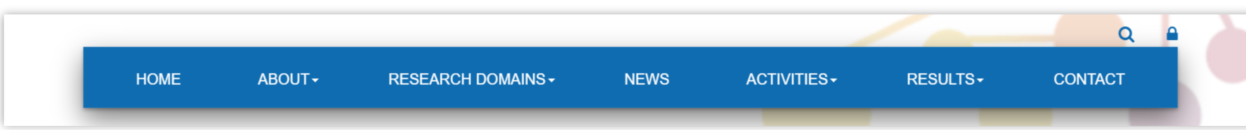

Figure 4. AIoTwin website: Navigation on Home page

On each page of the website, the footer is the same as shown in Figure 5. The footer contains the essential project information and details such as the type of action, call and funding information, and links to the UNIZG-FER Internet of Things Laboratory's social media accounts (website, LinkedIn page, Twitter profile, YouTube channel).

Figure 5. AIoTwin website: Footern shown on every page

2.2.1 Home

The Home page shown in Figure 2 is the main page of the website that provides information about the project, its partners, the project's research areas, project news, project activities, and contact options that attract the user's attention and make them curious to learn more about the AIoTwin project's activities and results. The homepage contains three main sections (see Figure 6):

- Research domains,
- News, and
- Partners.

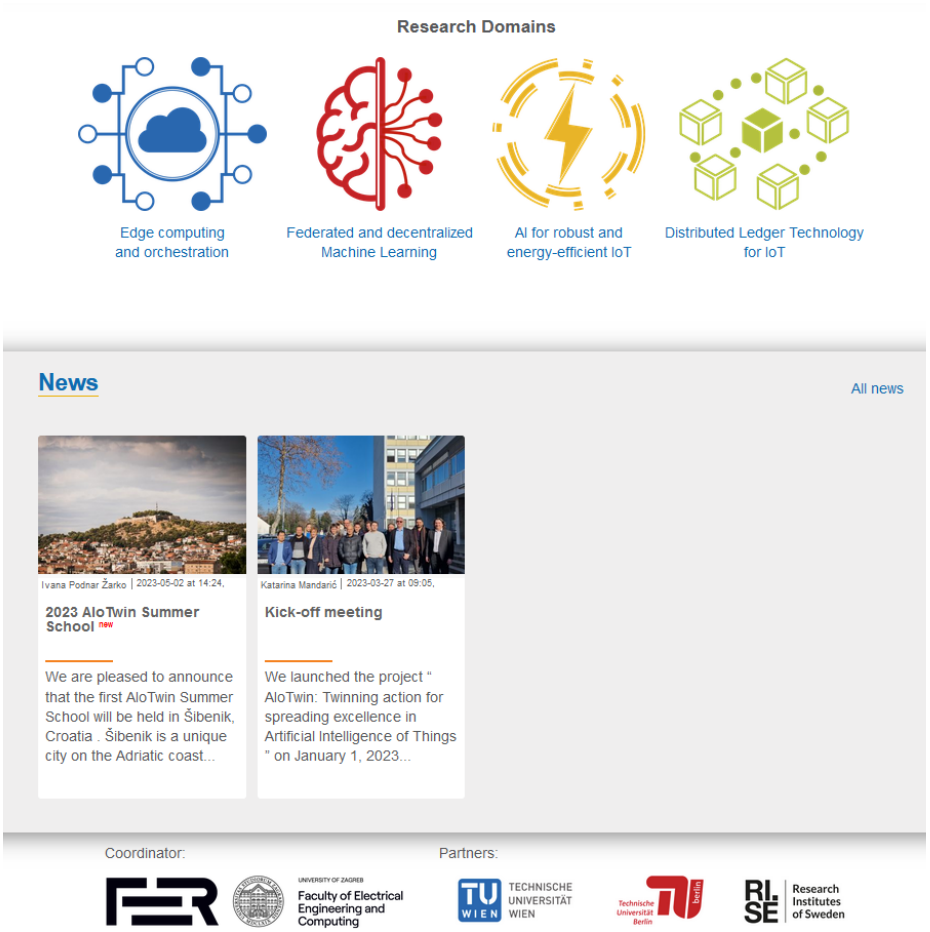

Figure 6. AIoTwin website: Home page - research domains, news, and partners sections

2.2.2 About - Project

This page provides a clear overview of the project and its objectives. It presents the main goal of the project, comments on project activities to achieve the goal, and lists the research domains of the project. At the end is a table containing project essential project information, as shown in Figure 7.

HOME ABOUT RESEARCH DOMAINS NEWS ACTIVITIES RESULTS CONTACT

Home / About / Project

Login

AIoTwin

Twinning action for spreading excellence in Artificial Intelligence of Things

AIoTwin is a twinning coordination action for spreading excellence in **Artificial Intelligence of Things**, bringing together researchers from four European instititutions (three universities and one research institute):

- University of Zagreb - Faculty of Electrical Engineering and Computing (UNIZG-FER),
- Technische Universität Wien (TUW),
- Technische Universität Berlin (TUB),
- Research Institutes of Sweden (RISE).

The **strategic objective** is to significantly strengthen the scientific excellence and innovation capacity of UNIZG-FER in the area of the **Internet of Things (IoT)** and **Artificial Intelligence (AI)** through knowledge transfer and networking activities between UNIZG-FER researchers and world-class scientists from leading EU institutions. This will be achieved through an elaborate work plan and a comprehensive set of activities that will increase the mobility of researchers and improve the scientific and innovative capacities as well as the attractiveness and visibility of UNIZG-FER in the European Research Area.

AIoTwin identifies **four research domains (RDs)** relevant to AI for IoT:

1. **Edge Computing and Orchestration**,
2. **Federated and Decentralised Machine Learning**,
3. **AI for Robust and Energy-Efficient IoT**, and
4. **Distributed Ledger Technology (DLT) for IoT**.

These RDs align well with the current research directions leading to the **Next-Generation IoT**. The knowledge gained through the networking activities in the RDs will be the driving force for conducting a **joint research project on data-driven orchestration middleware for energy-efficient IoT supporting ML workflows**. The middleware will be tested on a selected use case using the consortium's shared infrastructure. In addition, the project will **strengthen the research management and administrative skills of UNIZG-FER staff**.

AIoTwin provides a unique opportunity for UNIZG-FER researchers to work closely with leading international researchers to develop new ideas, foster creativity, and strengthen the impact of all participating partners on an international level. It will contribute to strategically **reduce disparities between Croatia and other EU Member States participating in the Horizon Europe programme**.

Project details

Project title	Twinning action for spreading excellence in Artificial Intelligence of Things
Acronym	AIoTwin
Grant agreement ID	101079214
Project duration	1 January 2023 - 31 December 2025 (36 months)
Project leader	Prof. Ivana Podnar Žarko, PhD
Fact sheet	https://cordis.europa.eu/project/id/101079214

Figure 7. AIoTwin website: About project page

2.2.3 About - Consortium

The project's consortium is presented on the About the Consortium page. Each institution is briefly and informatively described, as shown in Figure 8. In addition, the name and logo of each consortium member is a hyperlink to the consortium member's website, where visitors can learn more about each consortium member.

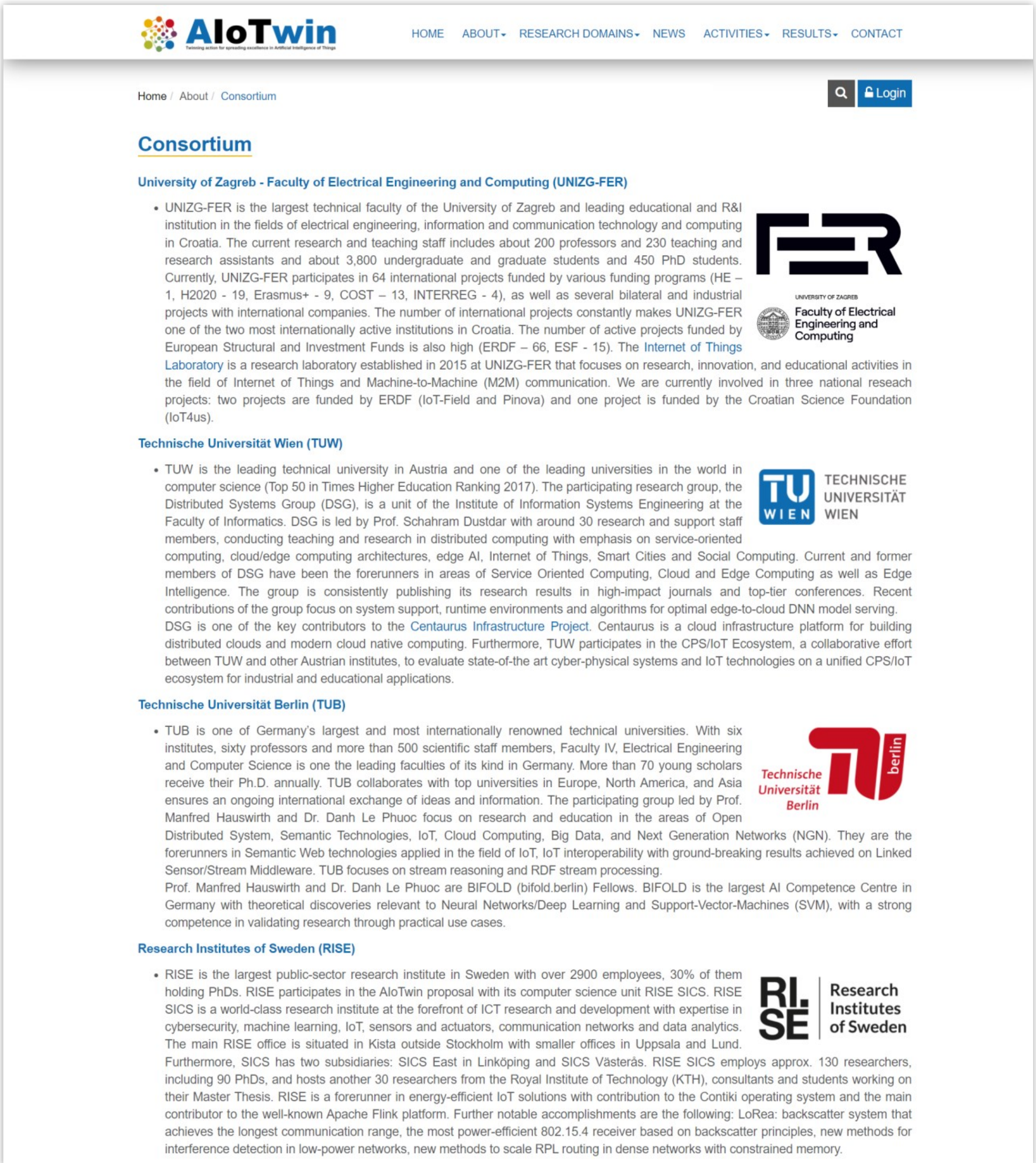

Figure 8. AIoTwin website: About consortium page

2.2.4 Research Domains

Each of the four research domains has its own page devoted to describing the research area in an interesting and engaging way to highlight the need for further research activities in that area. The page for the "Edge computing and orchestration research" domain is shown in Figure 9. The pages describing the research domains will be updated as the project progresses to highlight project findings and new results.

Figure 9. AIoTwin website: Research domain page example for edge computing and orchestration

2.2.5 News

The News page shown in Figure 10 contains regular updates including project events such as summer schools and short-term staff exchanges, expert visits, results, news, new blog posts, highlights and other project-related news. The news articles are sorted from the newest at the top to the oldest at the bottom. The most recent news items are also displayed on the Home page, as mentioned earlier.

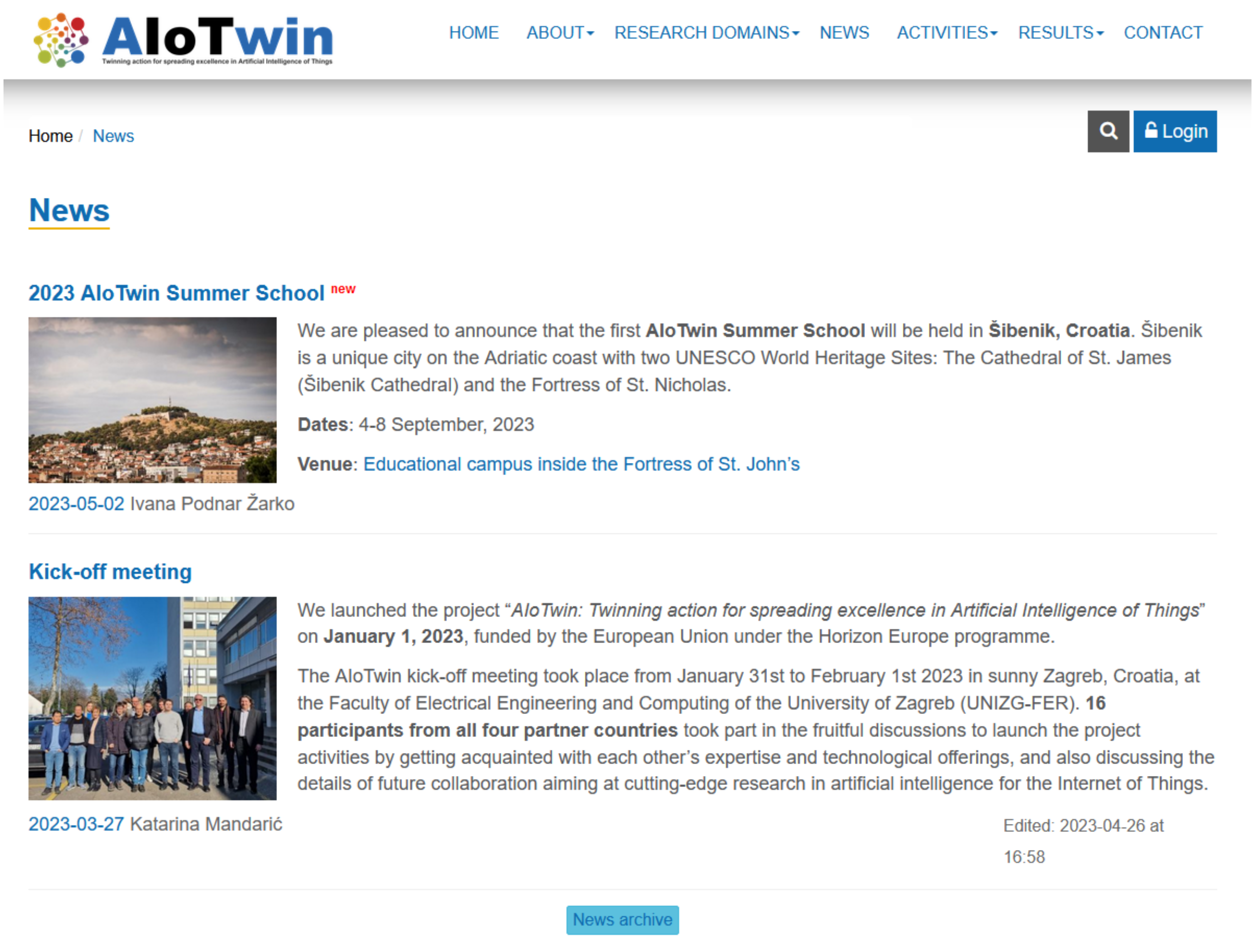

Figure 10. AIoTwin website: News page

2.2.6 Activities

The Activities page tree currently contains two subpages:

- Summer schools, and
- Short term staff exchange.

The summer schools page will contain extensive information about the AIoTwin summer schools. Currently, it only contains the announcement of the future event which will be organised in 2023, as shown in Figure 11. The short-term staff exchange page is currently empty, but it will report interesting information and provide links to videos on staff exchange.

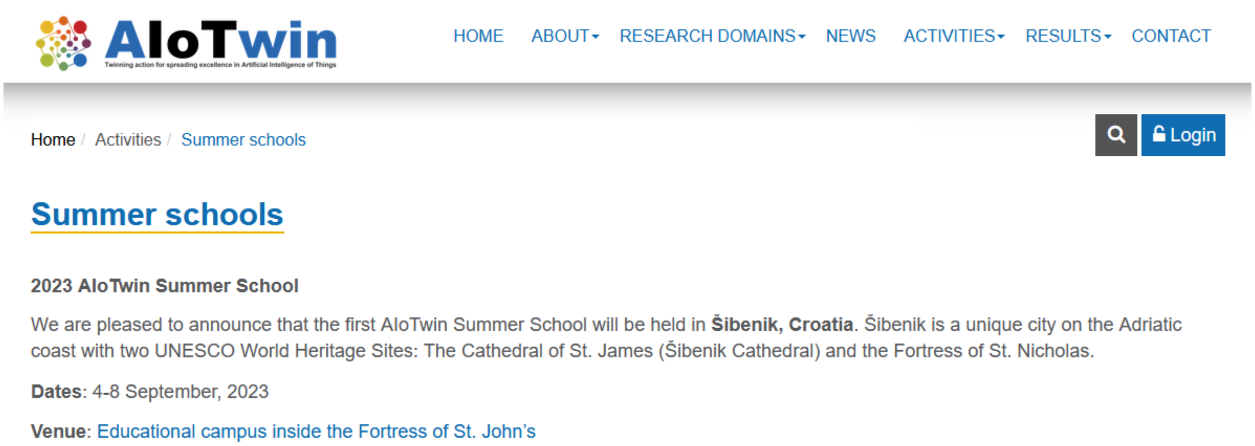

Figure 11. AIoTwin website: Activities - Summer schools

The drop-down menu listing two subpages for project activities is shown in Figure 12. It can be extended by additional subpages, e.g., Expert visits, if needed.

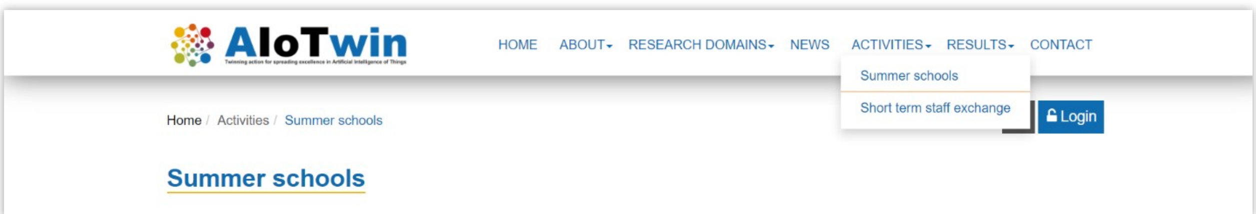

Figure 12. AIoTwin website: Activities drop down menu

2.2.7 Results

The Results page tree contains three subpages, as shown in Figure 13 with the drop-down menu:

- Blog,
- Publications, and
- Deliverables.

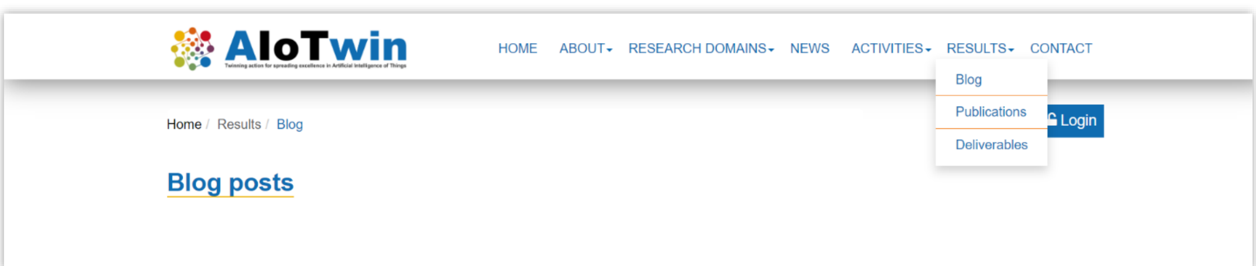

Figure 13. AIoTwin website: Blog posts page with opened Results drop down

The technical blog posts, reporting on expert visits and hand-on trainings, aim to bring interesting research results closer to the interested audience in a simplified writing style compared to scientific papers. The Publications page will contain a list of published scientific papers as a result of the project's research activities. The Deliverables page will list all public deliverables accessible to visitors of the website.

Two additional subpages will be added to the Results page tree: the first additional Results subpage will be dedicated to the dissemination of open-source software (OSS) created during the project, and the second additional page will report on open data created during the project.

2.2.8 Contact

The Contact page contains contact information for the project cooridnator prof. Ivana Podnar Žarko from the University of Zagreb Faculty of Electrical Engineering and Computing, as shown in Figure 14.

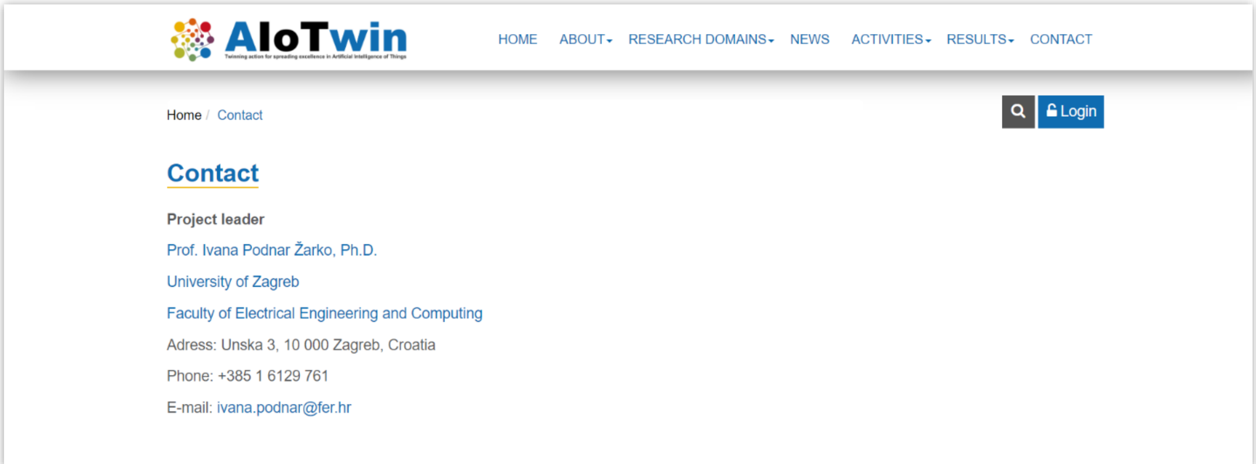

Figure 14. AIoTwin website: Contact page

3 Website Management and Updates

The AIoTwin website will be regularly updated, with frequency depending on project activities. For example, for each organised activity, news and posts will be regularly published on the project website, while social media channels will be used to promote the content, linking it to the AIoTwin website.

For organized events open to interested parties, these news and posts will include for example:

- announcement of an event for a targeted audience,
- opening of the registrations for the event,
- announcement of the start/close of the event,
- report on the event.

For other activities which are not open to interested parties, such as a short-term staff exchange, promotional news will include:

- announcement of the event while it is being held or after it has completed,
- post-event news summarising the event,
- other applicable means of promotion.

Announcements will be posted under the "News" section and additional information will be provided in the appropriate subpage of the website after the event has concluded. Abbreviated news stories will be posted on all social media channels with a link to the website to generate interest. The planned social media channels include Twitter, LinkedIn, and Facebook. In addition, relevant news stories will be posted on partner institutions' websites with a link to the project website.

We are also planning to continuously track and record the number of visitors to the website. This feature will be set up in early May 2023 in collaboration with the UNIZG-FER Support Centre, to track the number of unique visits to the website and display this information in the website footer.

4 Conclusion

This deliverable presents the project website which is setup at the following URI https://www.aiotwin.eu/. We present the website structure and content, as well as the maintenance policy. Further details about the website evolution will be provided in D3.7 – *Initial plan for Dissemination, Communication, and Exploitation*, which will be regularly updated as a living document and monitored in M6 and M21.

5 Acronyms

AI	Artificial Intelligence
AIoT	Artificial Intelligence of Things
D&C	Dissemination and Communication
IoT	Internet of Things

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