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Deliverable D6.3

Portfolio of performed activities, First Report

Work Package 6

Communication, Dissemination & Exploitation

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DOCUMENT HISTORY

Version	Date	Changes	Stage	Distribution
1.0	21/09/2023	First Draft	Internal	CECIMO Staff
2.0		Second Draft – Proofread and edited	Confidential	EARASHI Consortium

EXECUTIVE SUMMARY

The aim of the Portfolio of Performed of Activities is to report every activity within the first year of the EARASHI project M1-M12 concerning the communication, dissemination, and exploitation actions. The report intends to provide the list of key outcomes, products, services, and knowledge generated within the project, that were exploited during the defined period.

The document is structured in two main parts: the first one focuses on the EARASHI events and the second one focuses on the EARASHI publications. The first part also includes an explicit overview of the performed events conducted within EARASHI Consortium as well as by the EARASHI Partners independently online and on-site. The first part constitutes of the sub-section focused on the dissemination activities conducted through the trade fairs. The second part of the report is related to the publications, in this sub-section, the document includes the overview of the EARASHI publications on social media platform such as: LinkedIn, Twitter, YouTube and EARASHI project website, as well as gives an overview on the promotional materials used for the performed activities. In addition, this section provides results of the EARASHI Partners actions on publications among its social media platforms.

TABLE OF CONTENTS

INTRODUCTION & SCOPE	4
1. EARASHI CHANNELS OF ACTIVITIES	4
1.1 Project Website.....	5
1.2 Project Newsletter & E-Mail	6
1.2.1 PARTNERS NEWSLETTER	7
1.3 Social Media publications	9
1.3.1 LINKEDIN.....	9
1.3.2 TWITTER (X).....	11
1.3.3 YouTube.....	13
2. PARTNERS SOCIAL MEDIA PUBLICATIONS	13
2.1 Scientific publication	14
2.2 Events.....	14
2.2.1 ON-LINE WEBINARS.....	14
2.2.2 PARTNERS EVENTS	18
3. PROMOTIONAL MATERIALS FOR PERFORMED ACTIVITIES.....	19
3.1 Roll-ups.....	19
3.2 Brochures and Flyers.....	20

INTRODUCTION & SCOPE

EARASHI aims to improve working conditions, trust, and acceptance of collaborative embodied AI in robotic systems. This will be achieved by supporting Industry, especially start-ups and SMEs, in the uptake of advanced digital and eco-responsible technologies (AI, data, and robotics). The present document constitutes Deliverable 6.3 ‘Portfolio of Performed Activities, First Report’ and is part of WP6 ‘Communication, Dissemination & Exploitation’. The aim of the deliverable is to provide a comprehensive overview of the conducted activities which were set by the Dissemination and Communication Plan - Deliverable 6.2 in order to achieve the maximum impact of the Project goals.

The strategy which was defined at the beginning of the projects allowed an impactful result on the further development of the project activities. The Dissemination plan established the main steps and objectives to ensure the efficient communication of project goals to the defined stakeholders like industries, R&D Communities and Policymakers and institutions. During the first year, the focus of the dissemination and communication activities laid into the spectrum on raising awareness among the target audiences on the project’s overall concept and objectives like getting to know the consortium, promoting the First Open Call, and highlighting the defined building blocks and challenges for the applicants to tackle. The project decided to perform its activities both online and on-site for broader dissemination and communication opportunities. During the first year of the project, the project was promoted both through EARASHI channels and EARASHI Consortium channels and platforms. Total numbers of performed activities constitutes of 18 events including trade fairs, conferences, networking events and 12 online events. The project also reached the number of 171 followers on LinkedIn, 32 on Twitter and 7 on YouTube, published 2 scientific publications. During the M1-M12 of the project the Consortium decided to keep the mixed way of activities performance, both online and onsite which allowed to bring various defined stakeholders and raise the awareness of the project through different segments of communications and dissemination activities. As a result, the goals which the project achieved during the reporting period M1-M12 included:

- Increase awareness through the communication actions on the project’s objectives with the aim set up the right process development of defined goals.
- Dissemination of the EARASHI project results among defined stakeholders.
- Creation of a strong base for partnerships, collaboration, and information exchange between relevant communities of stakeholders with the aim of supporting the continuation of the EARASHI objectives after the end of the project.

1. EARASHI CHANNELS OF ACTIVITIES

The project consortium has identified a series of tools and channels that can be used to effectively reach the target audience and convey the project’s key messages. The overall aims defined in the dissemination strategy was implemented by using a multi-channel approach. Each channel proved to have its advantages, and aimed for the goal of creating an audience flow between the different channels, benefiting differently from each of the platforms. The main communication and dissemination channels that have been identified and were actively used by the consortium are:

- Project website

- Project newsletter & E-Mail
- Social media Publications (LinkedIn, Twitter and YouTube)
- Events (i.e., industry fairs, conferences, workshops)
- On-line webinars

1.1 Project Website

A public project website (www.earashi.eu) has been set up in M3. The website proved to be the key channel to get information about the project. It includes information about the project’s objectives, open calls, application experiments, news, and events as well as the call-to-action to register for the project’s newsletter and an inquiry form redirected to the project’s email. The website has developed the Frequent Asked Questions (FAQ) section which consists of the most relevant answers which may arise through the Open Call Application process.

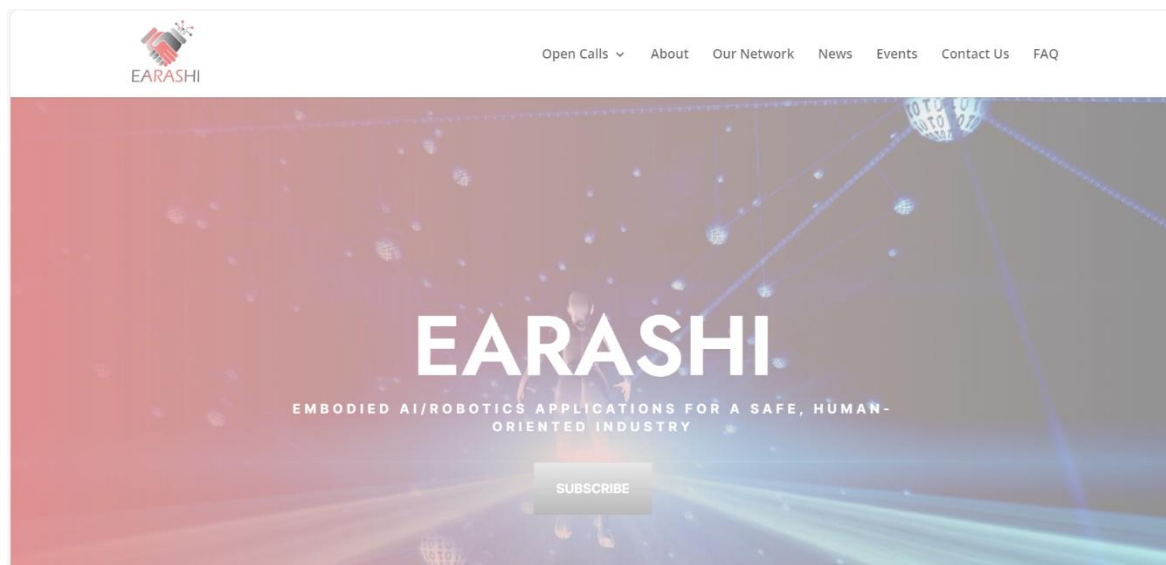


Figure 1: Website Homepage

In addition to the main pages of the website, the project developed the section on Open Call 1 -Selected Projects based on the results of the Open Call 1. This publicly available information gives both impetuses for the project communication/dissemination strategy delivery on showcasing demonstrations and the project funding applicants dissemination activities. The project website is managed by WP6, however, it proved to be flexible based on the requests from the Consortium.

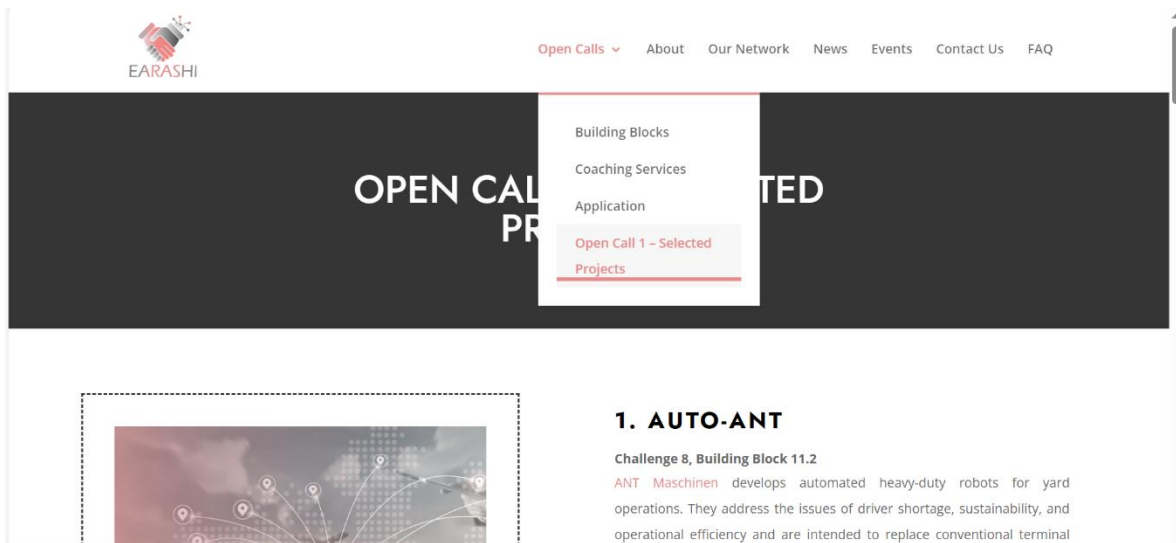


Figure 2: Website Open Call 1 -Selected Projects Page

1.2 Project Newsletter & E-Mail

According to the Deliverable D6.2, the project newsletter represents one of the key communication points between EARASHI and stakeholders. The newsletter aims to be delivered every quarter of the project year. The first newsletter has been delivered in M9 with the main accent on the Open Call 1 closure and main results achieved from M1-M9. The subscription to the newsletter is done through the project website ([News - EARASHI](#)) which linked to the Mailchimp platform. The project website and the Mailchimp platform keeps confidential and according to IP and GDPR rights the information such as Name and E-mail. Once the Name and Email received by Mailchimp platform, the receiver receives quarterly the newsletter from the EARASHI E-Mail account. The E-Mail of the project (info@earashi.eu) constitutes one of the important milestones within dissemination and communication strategy between Consortium and main audience. This includes information on the upcoming webinars, follow-ups, newsletter distribution, general questions on the project objectives, coaching services, website navigations and personal assistance in the matters of funding applications.

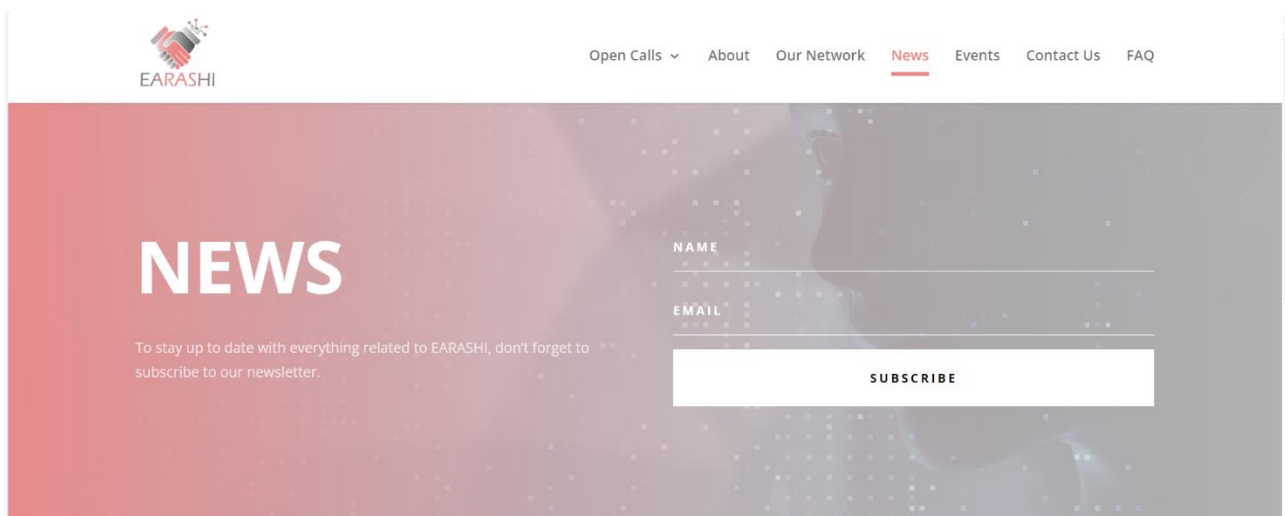


Figure 3: Website Newsletter Subscription

EARASHI NEWSLETTER #1

EARASHI Project May 2023
Newsletter



Dear Innovators,
We are happy to inform you that the EARASHI Open Call#1 is now finalised!
The submission confirmation email is sent out to your inboxes📧
You will receive the results by the end of July!
Congratulations on your Submission!

Figure 4: EARASHI Newsletter No 1

1.2.1 PARTNERS NEWSLETTER

EARASHI partners have been actively engaged in the dissemination activities of the project through publications EARASHI news on its own newsletter. This proved to be an extra source of public and relevant stakeholders engagement.



EARASHI

EARASHI vise à **améliorer les conditions de travail (santé et sécurité), la confiance et l'acceptation de l'intelligence artificielle collaborative intégrée dans les systèmes robotiques**. L'objectif sous-jacent est de créer une compréhension commune entre les utilisateurs et les fournisseurs de technologie, et de favoriser leur interaction afin d'améliorer l'adoption de technologies et de solutions centrées sur l'humain.

Deux open calls seront mis en place, visant à soutenir 10 projets au total, à hauteur de 200 K€ maximum par projet et par entreprise (taux de financement : 100% pour les start-up, 70% pour les PME). Ainsi, au moins 10 bénéficiaires des projets auront accès à des technologies de pointe et à des installations de test des centres de recherche et des partenaires industriels, à un accompagnement business, à du mentoring par des pairs industriels, ainsi qu'un accompagnement en éthique, intégration système et acceptation des utilisateurs.

Thématiques : Intelligence Artificielle, Robotique, Data

Durée : 42 mois (septembre 2022 - février 2026)

Budget : 5 M€ dont 2 M€ de cascade funding - Financé dans le cadre de l'appel à projets Horizon Europe Numérique 2021, Digital Emerging

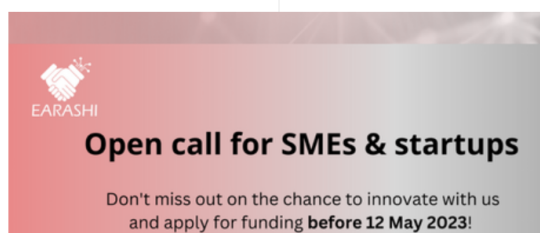
MINALOGIC from 20 October 2023 <https://www.minalogic.com/minalogic-remporte-3-nouveaux-projets-europeens/>



Ouverture de l'Open Call n°1 du projet européen EARASHI (AI, Data, Robotics)

22/02/2023

INNOVATION



MINALOGIC from 22 February 2023 <https://www.minalogic.com/ouverture-de-lopen-call-n1-du-projet-europeen-earashi-ai-data-robotics/>



Le premier des deux appels à projets EARASHI vient de se clôturer

14/06/2023

INTERNATIONAL



MINALOGIC from 14 June 2023 <https://www.minalogic.com/premiere-cloture-earashi/>



STEINBEIS EUROPA ZENTRUM NEWSLETTER | AUGUST 2023 KÜNSTLICHE INTELLIGENZ FÜR BADEN- WÜRTTEMBERGISCHE UNTERNEHMEN

In der [Juli-Ausgabe](#) unseres Newsletters haben wir Sie über die aktuellen Bestrebungen der EU zum Thema Künstliche Intelligenz informiert. Heute möchten wir insbesondere den Mittelstand und KMU mit den Potenzialen der KI -Nutzung vertraut machen. Das Steinbeis Europa Zentrum hat in den letzten Jahren aktiv daran gearbeitet, europäische Gelder für die Förderung von KI-Anwendungen in Unternehmen und öffentlichen Organisationen nach Baden-Württemberg zu holen. Zum Beispiel wirken wir an der Europäischen Digital Innovation Hub-Initiative und bei der Vanguard Initiative mit.

Als Partner in den Projekten AI REGIO, AI REDGIO und EARASHI bieten wir Finanzierungen und Zugang zu Anwendungsexperimenten für KMU. Informieren Sie sich in diesem Newsletter und lassen Sie sich von der Erfolgsgeschichte des baden-württembergischen Start-ups Robotextile inspirieren.

Dr. Meike Reimann und Sabine Hafner-Zimmermann

SEZ from August 2023 archive.newsletter2go.com/?n2g=893uevrn-qj6crv8h-aw

1.3 Social Media publications

Social media channels played a major role in interacting with our target audiences throughout the duration of the project. They play an active role in fueling the conversation and engaging our audience as well as constantly directing the traffic to the project's website. Visual features such as videos and images related to events or achievements were used in social media posts. In combination with the project website and the newsletter, social media channels it is not only help in the initial dissemination period but also lead to the creation of an interactive ecosystem aimed at exploiting EARASHI results. In terms of social media channels, EARASHI relies on the following:

1.3.1 LINKEDIN

LinkedIn ([EARASHI Project: Company Page Admin | LinkedIn](#)) serves as first networking site for professionals, which is used for EARASHI dissemination purposes and is helping to established the necessary network. The platform has been serving since the beginning of the project as the sufficient social media. LinkedIn is actively used for publishing updates, webinars announcements, videos and partners activities. The platform reached **56 posts, 171 followers and in total got 800 visitor** for the first year of the project. The major part of followers have increased in March 2023 with the first dissemination campaign on the Open Call 1.

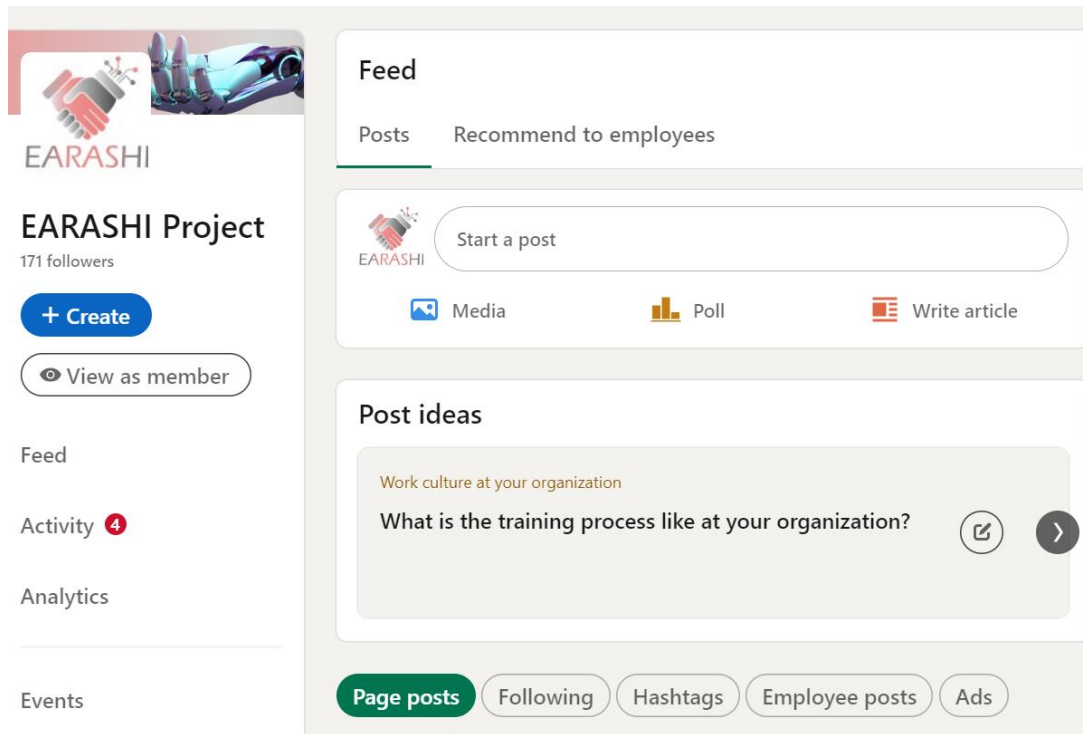


Figure 5: EARASHI LinkedIn Page

Follower metrics ?

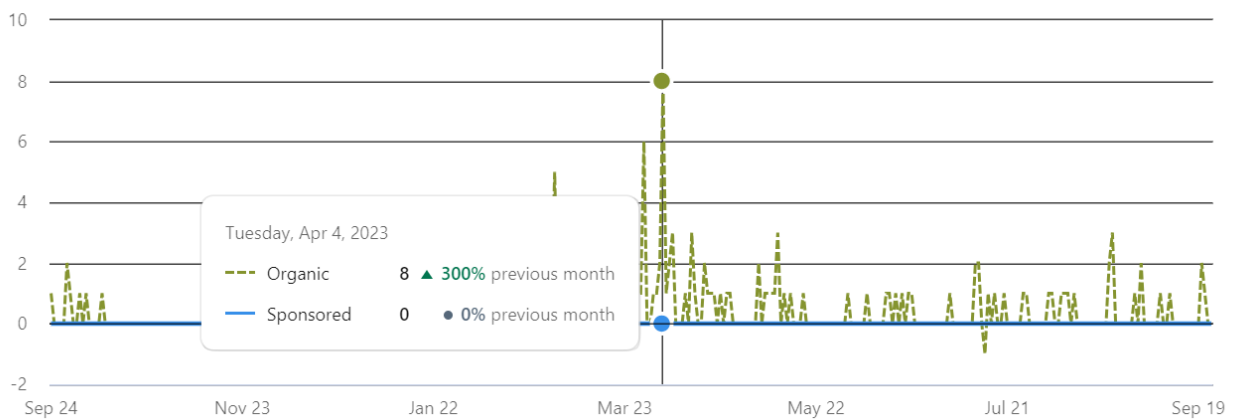


Figure 6: LinkedIn Analytics

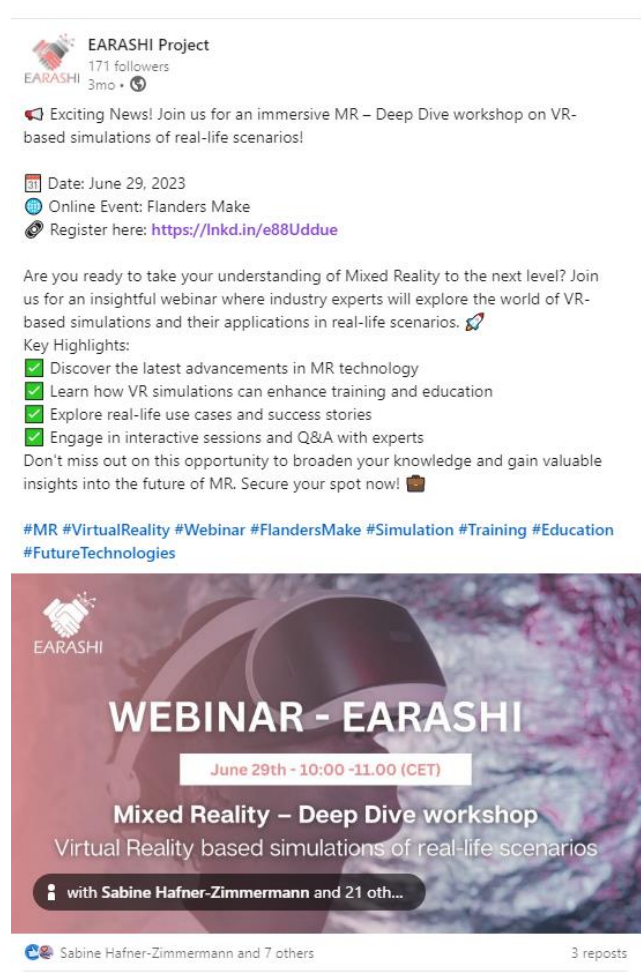


Figure 7: Example of EARASHI LinkedIn Publications

1.3.2 TWITTER (X)

Twitter ([\(1\) EARASHI \(@EARASHI2022\) / Twitter](#)) proved to be another effective social media channel to reach wide audiences including the EARASHI target audience. In general term Twitter is replicating the LinkedIn content while using less characters. Twitter was used for straightforward communication, flash news as well as to share short comments, make announcements that can reach a large audience, or retweet relevant content from related accounts. Since the start of the project Twitter reached **32 followers and 47 posts**. The limited interaction on the platform signifies its development stage which directly depends on the ecosystem engagement.



Figure 8: EARASHI Twitter (X) Page

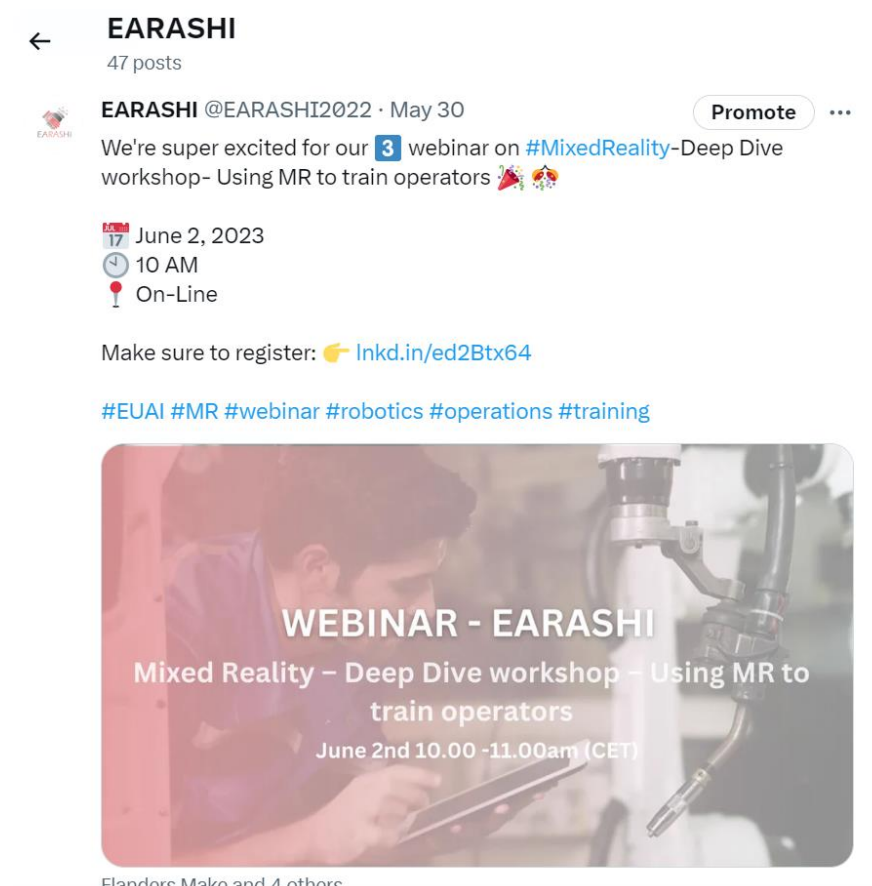


Figure 9: Example of EARASHI Twitter (X) Publication

1.3.3 YouTube

The YouTube channel named @EARASHIRobotics ([\(1\) EARASHI Robotics Channel - YouTube](#)) foreseen to allow the wider public to access the videos of the performed webinars and share them with the further chain of relevant stakeholders. Currently, the channel **consists of 7 followers** and for the reporting period **had 7 videos**. The channel videos also available through EARASHI website Event page which is linked to each webinar recording.

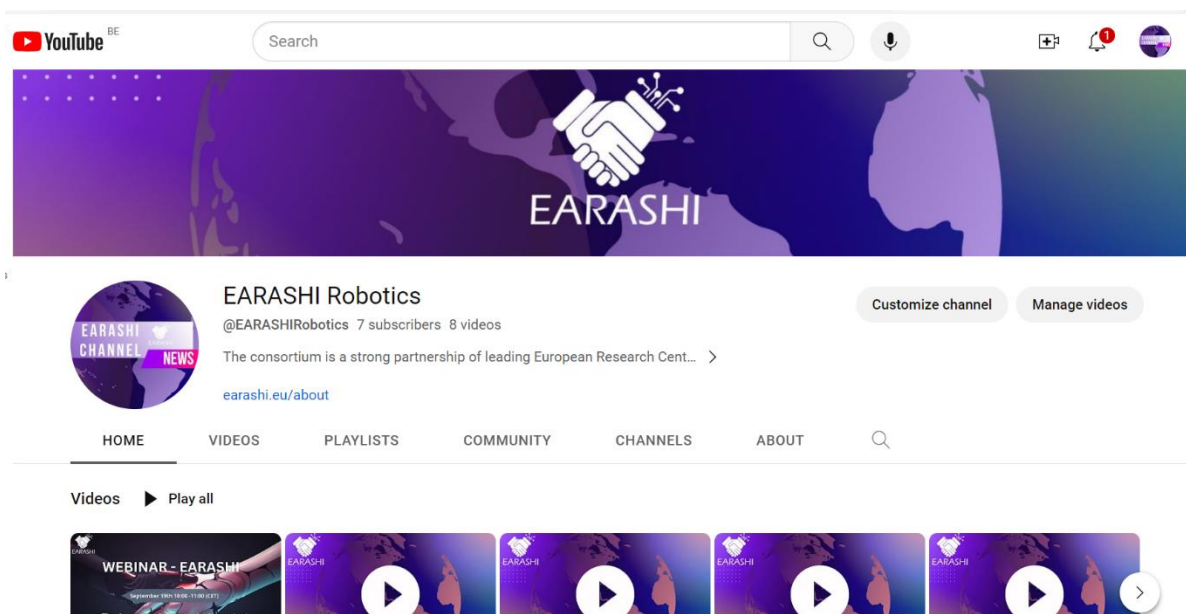


Figure 10: EARASHI YouTube Channel

2. PARTNERS SOCIAL MEDIA PUBLICATIONS

Partners have used their social media and respective website for the active promotion of EARASHI webinars, news and updates which helped to raise the project awareness and attract stakeholders as well as potential Open Call 1 applicants. The following table consolidates the work done by the Partners in addition to the EARASHI publications.

Table 1: EARASHI – Partner social media publications

Partner (s)	Publication	Title	Date	Link to Website
SEZ	Website	EARASHI project presentation	01/01/2023	Embodied AI and Robotics Applications for a Safe, Human-oriented Industry (EARASHI) - Steinbeis EN (steinbeis-europa.de)

Partner (s)	Publication	Title	Date	Link to Website
MINALOGIC	LinkedIn	We are happy to announce the launch of our first #opencall.	01/02/2023	https://www.linkedin.com/posts/minalogic_opencall-technologies-ai-activity-7036730086288420864-2jt6/?utm_source=share&utm_medium=member_desktop
MINALOGIC	Website	Ouverture de l'Open Call n°1 du projet européen EARASHI (AI, Data, Robotics)	22/02/2023	https://www.minalogic.com/ouverture-de-lopen-call-n1-du-projet-europeen-earashi-ai-data-robotics/
SEZ	LinkedIn/Twitter/S EZ website	EARASHI first open call promotion	22/02/2023	https://www.linkedin.com/feed/update/urn:li:activity:7033363317947559938?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7033363317947559938%29
MINALOGIC	Website	1er Open call Projet EARASHI	01/04/2023	https://wam.minalogic.com/article/13606
MINALOGIC	Website	Appel à Projet européen EARASHI	01/04/2023	https://wam.minalogic.com/article/13594
SEZ	LinkedIn/Twitter	EARASHI pitch training	04/04/2023	https://www.linkedin.com/feed/update/urn:li:activity:7047501398367694848?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7047501398367694848%29
SEZ	LinkedIn/Twitter	Webinar on Introduction to the EU Cybersecurity Requirements	13/04/2023	https://www.linkedin.com/feed/update/urn:li:activity:7049320457849708546?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7049320457849708546%29

2.1 Scientific publication

Availability of scientific publications plays a relevant role for the project development in order to edify the objectives and the goals, which are crucial in expanding and facilitating the desired project outcomes as well as reaching to defined stakeholders. Currently, the EARASHI project possess 2 scientific articles. This limited number of scientific articles has its causes in the newness of the project.

Table 2: EARASHI – Scientific publications

Title	Main Author	Journal	Pages	Date	Link to Website
Diversity, accessibility and inclusive design of work environments in Industry 5.0	Arantxa González De Heredia López De Sabando, Ganix Lasa Erle; Maitane Mazmela Etxabe; Amaia Beitia Amondarain; Amaia Echave Antia	27th INTERNATIONAL CONGRESS ON PROJECT MANAGEMENT AND ENGINEERING (Donostia - San Sebastián, 10 - 13 July 2023)	8	12/07/2023	https://congresos.aepro.com/
Mapping Human Factors in Virtual Reality: VRUX	Oscar Escallada Lopez, Ganix Lasa; MaitaneMazmela, Martin L. Leturia Ugarte; Miia Lammi	27th INTERNATIONAL CONGRESS ON PROJECT MANAGEMENT AND ENGINEERING (Donostia - San Sebastián, 10 - 13 July 2023)	10	11/07/2023	https://congresos.aepro.com/

2.2 Events

2.2.1 ON-LINE WEBINARS

During the reporting period M1-M12 EARASHI Consortium conducted 9 on-line webinars ([Our Events - EARASHI](#)) with the purpose of giving clear ideas and further perspectives for Open Call applicants. Out of which 2 Frequently Asked Questions sessions, were conducted with great success as the strong demand for further guidance for applicants was needed. The online webinars are conducted with the help of Eventbrite.com platform for attendees' registrations, which further provides a direct access link to Microsoft Teams tool. The tool is a comfortable platform which allows us to track number of attendees, share Power Point presentations and actively engage with the attendees. The technical organization of the webinars are

conducted under WP6, this includes active dissemination of the webinar, its registration page and at the end the follow up by e-mail to the attendees. In addition, the webinars were recorded and published on YouTube. The link to the YouTube webinar is attached to the Events page of each webinar.



Open Call Webinar (2)

Our second webinar focused on mixed reality.



Open Call Webinar

In case you missed our webinar, you can watch the recording below:

**Figure 11:(1) Open Call Webinar from May 12th 2023
(2) Open Call Webinar 2 on Setting the Mixed Reality Scene from April 3rd 2023**



Open Call FAQ#1

Don't miss out this FAQ session on the scope of Open Call 1.



Open Call Webinar (3)

Don't miss out this session on pitch training!

**Figure 12: (3) Open Call Webinar 3 on Pitch Training Session from April 4th 2023
(4) Open Call Webinar on FAQ session from April 7th 2023**



Open Call - Webinar (4)

Don't miss out this webinar on the EU Cybersecurity Requirements on the scope of Open Call 1.



Open Call - Webinar (5)

Don't miss out this webinar on Enhancing the Mixed Reality with Effective User Experience Scene in the scope of Open Call 1.

**Figure 13: (5) Open Call Webinar 4 on Introduction to EU Cybersecurity Requirements from April 19th 2023
(6) Open Call Webinar 5 on Enhancing Mixed Reality with Effective User Experience from April 24th 2023**



Open Call - FAQ#2

Don't miss out the second FAQ in a scope of of Open Call 1.

[+REGISTER HERE++](#)

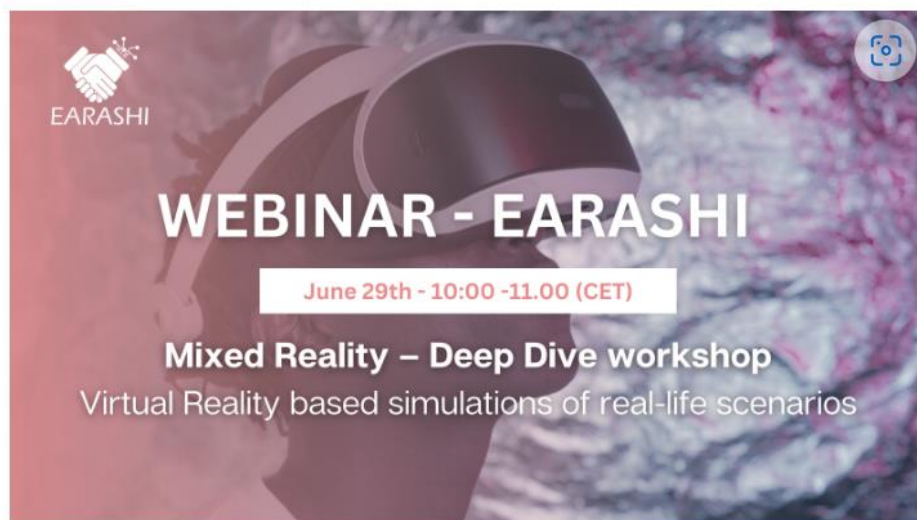


Mixed Reality - Deep Dive workshop - Using MR to train operators

Register to our Webinar on Mixed Reality

[+WATCH THE RECORDING ++](#)

**Figure 11: (7) Open Call Webinar FAQ Session from April 28th 2023
(8) Open Call Webinar 7 on Mixed Reality -Deep Dive Workshop -Using MR to train operators from June 2nd 2023**



Mixed Reality – Deep Dive workshop – Virtual Reality based simulations of real-life scenarios

Register to our 4th Webinar on Mixed Reality

Figure 14: (9) Open Call Webinar 8 on Mixed Reality -Deep Dive Workshop -Virtual Reality based simulations of real-life scenarios from June 29th 2023.

The attendance report of the above-mentioned webinars has been exported from Eventbrite.com portal on 21/09/2023:

Table 3: EARASHI webinars - Attendance

Event	Date	Attendance
EARASHI Open Call #1 Presentation	Thursday, March 16, 2023 10:00 AM	32
EARASHI OC1 Setting the Mixed Reality Scene	Monday, April 3, 2023 4:00 PM	10
EARASHI Open call 1 Pitch training session	Tuesday, April 4, 2023 12:00 PM	8
EARASHI Open call 1FAQ session #1	Friday, April 7, 2023 10:00 AM	4
EARASHI: Introduction to EU Cybersecurity Requirements	Wednesday, April 19, 2023 10:00 AM	13
Enhancing Mixed Reality with Effective User Experience	Monday, April 24, 2023 4:00 PM	10
EARASHI Open call 1FAQ session #2	Friday, April 28, 2023 10:00 AM	20
Mixed Reality Deep Dive workshop Using MR to train operators	Friday, June 2, 2023 10:00 AM	10
MR Deep Dive workshop VR based simulations of real-life scenarios	Thursday, June 29, 2023 10:00 AM	26

2.2.2 PARTNERS EVENTS

In addition to EARASHI webinars, partners also aimed at participating in events organized by other third parties linked to the objectives and themes covered by the project. Emphasis was put on participation in events of different natures and audiences, so to maximize the outreach of EARASHI to all different types of stakeholders. Consequently, partners were participating in networking events, trade fairs, forums and conferences which aimed to increase EARASHI objectives among relevant stakeholders. Some key events in which partners have participated can be found in the following table:

Table 4: EARASHI – Partners’ events

Partner(s)	Type of event	Title	Date	Venue	Link to Website
CEA	Networking event	Horizon Europe AI & Robotics Launch event	October 17th, 2022	on line	https://adra-e.eu/events/paving-way-towards-next-generation-ri-excellence-ai-data-and-robotics
CEA	Networking event	EF ECS 2022	November 24-25, 2022	Amsterdam (NL)	https://efecs.eu/
CEA	Communication event	Journée Ambition Europe	November 29, 2022	Lyon (France)	https://www.auvergnerhonealpes-entreprises.fr/event/journee-ambition-europe-recherche-et-innovation-2022-11-29-8337/register
CEA	Showcase brokerage event	DigiFed, Showcase your Innovation, Digitizing the industry	November 30, 2022 - 1 December 2022	Grenoble (France)	https://server.matchmaking-studio.com/en/DigiFed2022/
FM, CECIMO, CEA	Networking event	TRINITY Final event: Agile Manufacturing and Standardisation	8-9 February 2023	Brussels, Belgium	https://trinityrobotics.eu/events/trinity-final-event/
FM, CECIMO, CEA, ALL	EARASHI - Open Call 1 Presentation	EARASHI - Open Call 1 Presentation	16/03/23	Online	EARASHI – Open Call #1 Presentation - EARASHI
FM, CEA, CECIMO	European Robotics Forum	FEASIBILITY OF AGILE MANUFACTURING, WHAT REALLY MOVES SMES	13-17 March 2023	Odense, Denmark	https://erf2023.sdu.dk/timetable/event/feasibility-of-agile-manufacturing-what-really-moves-smes/
SEZ	meeting	EDIH AICS kick-off meeting	04/04/23	Karlsruhe	n/a
SEZ	congress	Open Innovation Kongress Baden-Württemberg	06/03/23	Stuttgart	Detailseite Wirtschaft Digital BW (wirtschaft-digital-bw.de)
SEZ	Fair	Hannover Messe	18/04/23	Hannover	HANNOVER MESSE
SEZ	Congress	Digitalgipfel Baden-Württemberg	22/06/23	Stuttgart	Digitalgipfel BW 23 (digitalgipfelbw-2023.de)
CEA	Webinar Auvergne-Rhône-Alpes Entreprises	European Financing: EARASHI open call promotion	20/06/23	online	https://auvergnerhonealpes-entreprises.fr/
CEA	EPoSS annual event	Abstract accepted "EARASHI open call, a new funding opportunity for Start-up and SME" Presentation and 2nd open call promotion	July 4-7, 2023	Graz, Austria	https://www.smart-systems-integration.org/event/eposs-annual-forum-2023

Partner(s)	Type of event	Title	Date	Venue	Link to Website
IKERLAN	Conference	EARASHI second open call promotion	14/06/23	Bilbao, Spain	https://agenda.spri.eus/es/internacionalizacion/internacionalizacion-de-la-idi-opportunidades-para-las-pymes-a-traves-de-la-financiacion-en-cascada/
SEZ	Conference	Digitalgipfel Baden-Württemberg	22/07/23	Stuttgart, Germany	Digitalgipfel BW 23 (digitalgipfelbw-2023.de)
SEZ	Meeting	EEN Sector Group electronics Meeting	9-12 May 2023	Vilnius, LT	Enterprise Europe Network Enterprise Europe Network (europa.eu)
SEZ	Network event	EDIH Network Annual Summit	31/5-1/6 2023	Brussels, Belgium	EDIH Network Annual Summit European Digital Innovation Hubs Network (europa.eu)
SEZ	Conference	Digitalgipfel Baden-Württemberg	22/06/23	Stuttgart, Germany	Digital Summit 2023 - Business 4.0 BW Wirtschaft Digital BW (wirtschaft-digital-bw.de)
SEZ	Conference	EFFRA Manufacturing Partnership Day	26/09/23	Brussels, Belgium	The Manufacturing Partnership Day European Factories of the Future Research Association on Glue Up
SEZ	Conference	AI REGIO final Event	27/09/23	Brussels, Belgium	EVENTS AI REGIO (airegio-project.eu)
SEZ	Conference	Lateinamerika-Tag	12-13/10/2023	Stuttgart, Germany	Lateinamerika-Tag 2023 Lateinamerika Verein e.V.

3. PROMOTIONAL MATERIALS FOR PERFORMED ACTIVITIES

3.1 Roll-ups

EARASHI developed a Roll-up graphic which has been shared among partners help to attract stakeholders and promote the EARASHI brand recognition. [earashi roll-up.pdf](#)



Figure 15: EARASHI roll-up

3.2 Brochures and Flyers

A one-page information flyer has been developed and was actively used by the partners in their contacts with stakeholders or for any kind of internal and external event where EARASHI was promoted.



Figure 16: First EARASHI Flyer