



AI4ED

**TOWARDS AN AI DRIVEN EDUCATIONAL PROCESS
INTEGRATING MODERN CAREERS IN THE EDUCATIONAL
SYSTEM**

Deliverable

D7.1 - AI4Ed Promotional material: Project Website, social media, project leaflet and poster

Deliverable Lead: IMH
Deliverable due date: 31/12/22
Actual submission date: 27/02/23
Dissemination level: PU
Version: COMPLETE



This project receives funding from the European Commission's Horizon 2020 Research Programme under Grant Agreement Number 869991.

The information contained in this report is subject to change without notice and should not be construed as a commitment by any members of the AI4ED Consortium. The information is provided without any warranty of any kind.

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the AI4ED Consortium. In addition to such written permission to copy, acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

© COPYRIGHT 2023 AI4ED Consortium.

All rights reserved.

Document Control Page	
Title	AI4Ed Promotional material: Project Website, social media, project leaflet and poster
Creator	IMH
Description	Promotional material of AI4Ed Project.
Contributors	All partners
Creation date	01/01/2023
Type	Website
Language	English
Audience	<input checked="" type="checkbox"/> public <input type="checkbox"/> confidential
Review status	<input type="checkbox"/> Draft <input checked="" type="checkbox"/> Assigned Reviewer accepted <input type="checkbox"/> Coordinator accepted
Action requested	<input type="checkbox"/> to be revised by the Assigned Reviewer <input type="checkbox"/> for approval by the Project Coordinator <input checked="" type="checkbox"/> for acknowledgement by Partners

Revision history

Version	Author(s)	Changes	Date
V0	IMH	Document creation	15/01/2023
V1	CENFIM	Document reviewed by CKP	01/02/2023
V2	IMH	Document shared with the consortium	17/02/2023
V3	CENFIM	Document reviewed and approved by CKP	20/02/2023

Table of Contents

1	Introduction	4
2	Public access	5
2.1	The AI4ED Home	5
2.2	Objectives.....	6
2.3	Partners	7
2.4	Activity and WorkPackages.....	10
2.5	Resources.....	10
2.6	Documents & Media.....	11
2.7	News	14
2.8	Contact.....	14
3	Updates and Maintenance.....	15
3.1	Maintenance during project.....	15
3.2	Post-project maintenance	16

EXECUTIVE SUMMARY / ABSTRACT

Abstract	<p>This report is part of the deliverables of Work Package 7 (Impact, Dissemination, Communication and EDEHub), D7.1 AI4Ed Promotional material: Project Website, social media, project leaflet and poster. The report aims to summarize the main contents of the web page and promotional material of the AI4ED project.</p> <p>The report is divided into three parts: (i) a brief introduction of the report contents, (ii) web page contents of public access and (iii) website maintenance.</p>
Keywords	Website, Communication material, Dissemination, Event, News, Description, Objectives, Consortium

I Introduction

A website for the AI4ED project has been set up at www.ai4ed-project.eu for public access. The website is a tool for dissemination, information sharing, and contact of the consortium with the rest of the community. For such purpose, the website is divided into different public access sections, as defined below:

- **Public access:** Several links will form this part with public information related to the AI4ED project, a summary of the project, objectives, partners, activities developed, demonstrators...etc. The sections listed below are included in the webpage:
 - The Project
 - Objectives
 - Partners
 - Activities developed
 - Resources generated during the implementation of the project
 - Documents&media
 - Contact

Direct access to project's social media (Facebook, Youtube and Instagram) are embedded in the page header.



TOWARDS AN AI DRIVEN EDUCATIONAL PROCESS

INTEGRATING MODERN CAREERS IN THE EDUCATIONAL SYSTEM

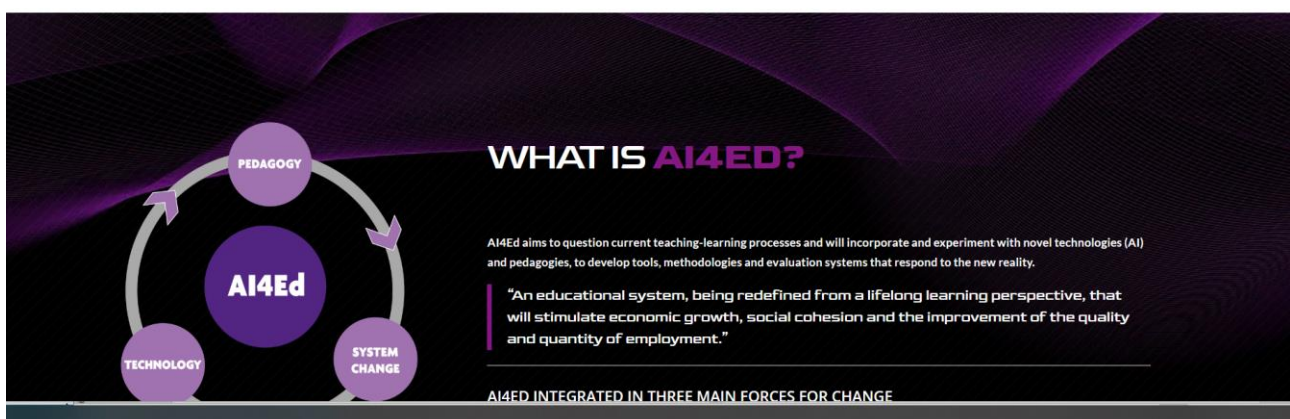


Figure 1. Home page of the AI4ED website.

The Image used as the header of the webpage is composed of the project logo and different sections that are included in the website. The following image is shown the header of the AI4ED web.

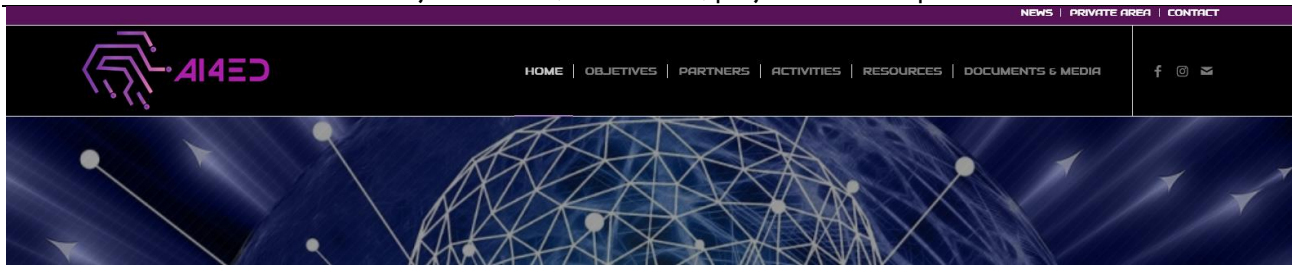


Figure 2. Website header image.

The footer of AI4ED website includes the acknowledgement of the funding of the European Union and project information, as the ERASMUS + Call and grant agreement number.



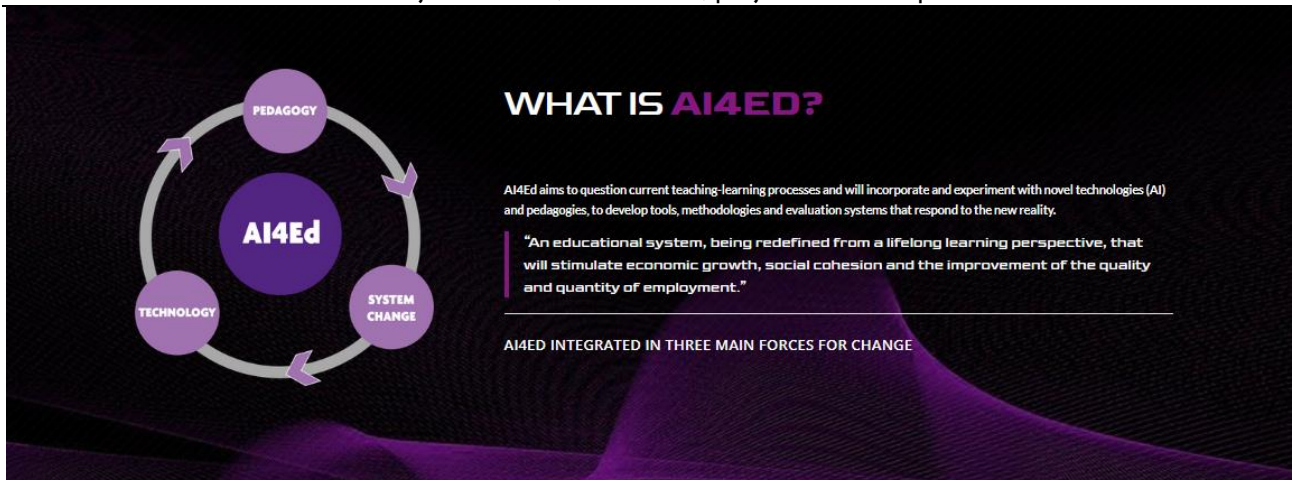
Figure 3. Website banner

AI4Ed consortium expresses the gratitude to the funding received from the European Union.

2 Public access

2.1 The AI4ED Home

The “The AI4ED Home” page works as the welcome for the visitor. Three different subsections are included here: ‘The AI4ED Project’, ‘Objectives’ and ‘Latest News’. The text in this section gives a general overview of the project and its objectives, and reads as follows:



OBJETIVES



Figure 4. AI4ED Project description and introduction to objectives.

2.2 Objectives

A detailed description of the project objectives is part of the "objectives" page. With links to the different AI modules that will be developed during the implementation of the project. These sections will be updated during the project's lifetime.



OBJETIVES.

WHAT IS AI4ED LOOKING FOR?

AI4Ed seeks to promote the development of key, transversal and future skills, develop a culture and learning dynamics, the skills of learning to learn and sense of initiative, promote learning possibilities and scientific, technical and social skills that respond to new challenges and future expectations, improve training and professional orientation that make viable the incardination of the competencies of people and the needs of companies, promote developed learning processes, the future work and its associated competencies.

- **Design the strategy/methodology** for an AI based training process, with problem-based and project-based learning at its core and which focuses on collaborative learning taking into account the promotion of multilingualism and cultural diversity.
- **Design and develop 3 AI** (transparent and ethical) models integrating the critical KPIs governing the processes for **personalised tutoring, active learning and dropout prevention**.
- **Generate digital content** for personalised tutoring, active learning, and dropout prevention under the guidance of an effective Data Management Plan (DMP) for the treatment of all data.
- **Design and deploy a pan-European training** framework that will support a "train the trainers" approach for AI4Ed skill development.
- **Develop a toolkit to use as guideline** on the tested process to ensure mainstream uptake by the community of AI in education, identifying the steps towards developing a full AI approach and ensuring a gradual transformation of the education.



CONTACT US



Figure 5. Project objectives.

2.3 Partners

A detailed description of each consortium member, its logo and its web page are provided in this section, for publicizing each member's activity and capability. The included information for some partners is shown below.

PARTNERS.







 <p>IMH – FABRIKAZIO AURRERATUAREN ETA DIGITALAREN CAMPUSA</p> <p>READ MORE</p>	 <p>INSTITUT TECHNIK UND BILDUNG (ITB)</p> <p>READ MORE</p>
 <p>ALCHEMYML ALCHEMY MACHINE LEARNING</p> <p>READ MORE</p>	 <p>CENFIM CENTRO DE FORMAÇÃO PROFISSIONAL DA INDÚSTRIA METALÚRGICA E METALOMECÂNICA</p> <p>CENFIM</p> <p>READ MORE</p>
 <p>NOVICE</p> <p>READ MORE</p>	 <p>UNIZAR</p> <p>READ MORE</p>


Figure 6. Consortium section view.

PARTNERS.




IMH – FABRIKAZIO AURRERATUAREN ETA DIGITALAREN CAMPUSA

[READ MORE](#)



INSTITUT TECHNIK UND BILDUNG (ITB)

[READ MORE](#)




ALCHEMYML | ALCHEMY MACHINE LEARNING

[READ MORE](#)

Alchemy Machine Learning' is a spin off of 'Skootik', a company with almost 10 years of experience integrating AI solutions in different sectors. From this expertise, a few years ago it began to develop an AI product, which was supported by Bic Gipuzkoa and the Provincial Council of Gipuzkoa, and which would lead to the creation of the company Alchemy Machine Learning S.L. in 2018. In this company it was intended to shape an Artificial Intelligence and Machine Learning tool, to put it at the service of companies.

AlchemyML SL has inherited Skootik's years of experience in the field of Machine Learning. Learning through data will be the key aspect for companies to compete in a dynamic environment. Artificial Intelligence, and specifically Machine Learning (ML), are the technological trends that will enable this and will have the ability to revolutionize many industries. Today, in addition to working on its own product, AlchemyML develops AI solutions for companies in many different environments, such as energy, industry and education.

AlchemyML is based in the Science and Technology Park of Gipuzkoa, where it interacts with the innovative ecosystem of the Basque Country, being able to find synergies and funding.



CENFIM

[READ MORE](#)

Vocational Training Centre for the Metallurgy and Metalworking Industry, was created in January 1985 in Portugal, under an agreement between the IEFP – Employment and Training Institute (representing the Portuguese Government), AIMMAP- Association of Metallurgical, Metalworking and Related Industries and ANEME - National Association of Metallurgical and Electromechanical Companies, (representing the Portuguese Employers Associations from Metallurgical, Metalworking and Electromechanical Industrial Sectors). CENFIM is a non-profit organization acting at a national level with a network of 13 regional Centres covering the whole country.

CENFIM runs training courses for Apprentices (Initial training mainly in dual certification) and Workers (lifelong learning programs, mainly modular training), in technical and management areas. Its connection with the Companies of the sector is very strong and extensive, with whom it seeks to have a direct contact through its regional training centers that are spread throughout the country. In 2021 there were 15.869 trainees, which attended 1.082 training courses with a total of 218.894 hours of training.

Since 1996 CENFIM cooperates in a continuous base in the framework of the vocational training with the PALOP'S (Portuguese Speaking African Countries) – mainly in Angola and Mozambique. CENFIM participates in a regular way in the WorldSkills championship, where several medals have been proudly achieved by our students, and where CENFIM Technical board are member of the jury in the different professional skills in all the events.

Starting in 1989 with its first European project, as coordinator and Partner, has participated in more than 100 Projects with more than 200 partners in different European Programmes such as Petra, Force, Euroform, Now, ADAPT, Youthstart, Connect, Leonardo da Vinci, Socrates, EQUAL and Lifelong Learning Programme – Comenius, Grundtvig, and since 2014 in Erasmus+. Its participation has focused in several areas, in the pedagogical, but also in technology, new and innovative approaches and trying to be focused on the interconnection and intervention with Enterprises which it serves.

Figure 7. Partners information.

2.4 Activity and WorkPackages

This section presents the main activities and innovations of the project, gathering attention to the breakthroughs that are expected to achieve with AI4ED.

ACTIVITIES.

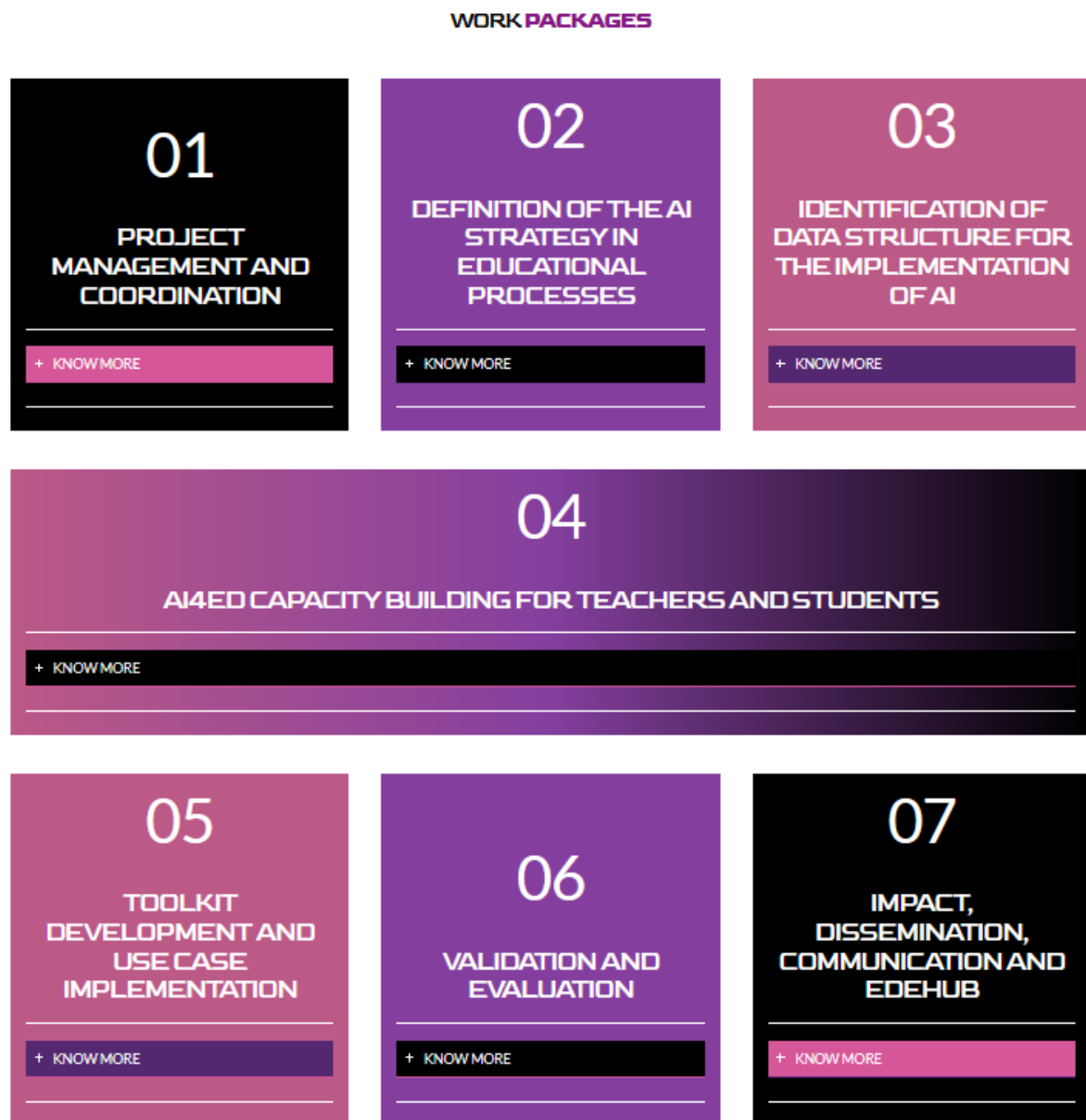


Figure 8. Activities and WorkPackages section view.

2.5 Resources

This page will collate the main AI4ED project results, namely:

- E-learning Train the trainers' program
- Information on the 3 developed AI models
- A Toolkit to ensure the uptake of these results

RESOURCES.



Figure 9. AI4ED resources.

2.6 Documents & Media

This dynamic area will be updated during the development of the project. It contains different sections that are self-explanatory:

DOCUMENTS & MEDIA.

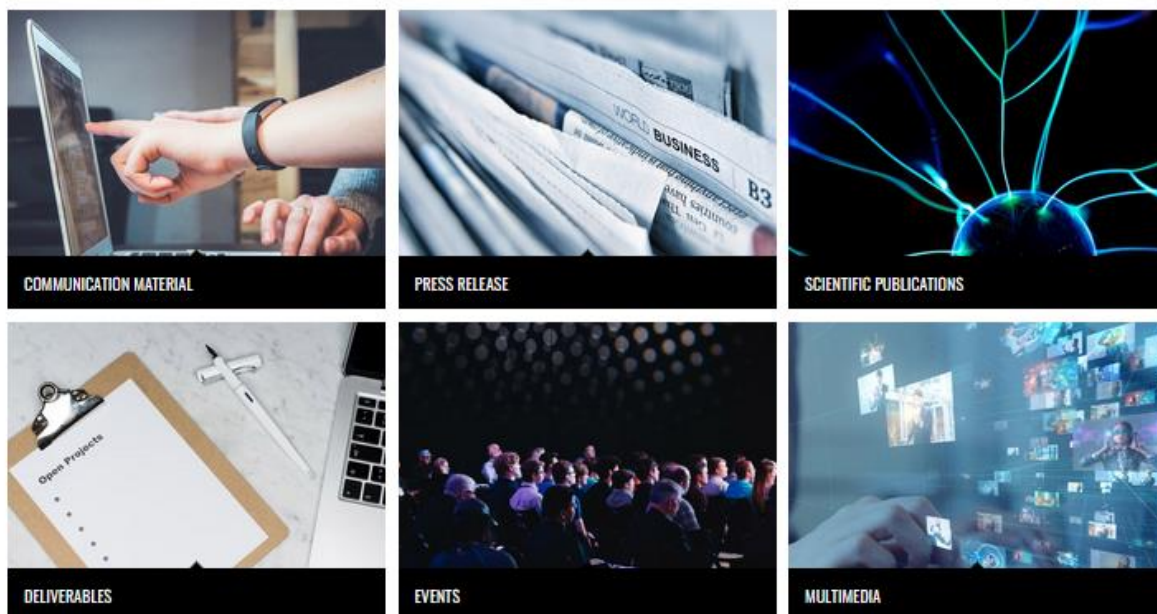


Figure 10. AI4ED-related documentation and media.

- **Events:** information about future events related to the project (meetings, forums, congresses...).

D7.1 AI4Ed Promotional material: Project Website, social media, project leaflet and poster

- **Press release:** recent achievements, or innovations in the same field of this project.
- **Scientific publications:** scientific publications from the project will be uploaded here.
- **Communication material:** posters, leaflets and project videos will be included here.
- **Deliverables:** all public deliverables will be made available in this subsection.
- **Multimedia:** all videos and related media will be made available in this subsection

A promotional leaflet has already been published.



The promotional leaflet is divided into two main sections. The top section features a large graphic with the AI4ED logo and the text "WHAT IS AI4ED?". Below this, it includes the Erasmus+ logo. The bottom section contains a detailed description of AI4Ed's goals, a list of partners, a disclaimer, and a timeline of the project.

TOWARDS AN AI DRIVEN EDUCATIONAL PROCESS - INTEGRATING MODERN CAREERS IN THE EDUCATIONAL SYSTEM

What is AI4Ed?
AI4Ed aims to question current teaching-learning processes and will incorporate and experiment with novel technologies (AI) and pedagogies, to develop tools, methodologies and evaluation systems that respond to the new reality. "An educational system, being redefined from a lifelong learning perspective, that will stimulate economic growth, social cohesion and the improvement of the quality and quantity of employment."

AI4Ed integrated in three main forces for change

Diagram illustrating the three main forces for change: Pedagogy, Technology, and System Change, all centered around AI4Ed.

AI4Ed Promotes:
The development of key, transversal and future skills.
The development of a culture and learning dynamics.
The skills of learning to learn and sense of initiative.
Learning possibilities and careers, technical and social skills that respond to new challenges and future expectations.
Training and professional orientation that make visible the possibilities of the competences of people and the needs of companies developing learning programs for the future work and its associated competencies.

PARTNERS:
Logos of partners: UCLM, Universidad de Murcia, EdTechMag, E-learning, SC, Universidad Europea.

DISCLAIMER:
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA), neither the European Commission or EACEA can be held responsible for them.

This project has received funding from the European Union's Erasmus + programme under grant agreement No 101087543

Co-funded by the European Union

Timeline: 6 PARTNERS - 4 COUNTRIES - 6.8M€ FUNDING - 24 MONTHS

Figure 11 - Promotional Leaflet

And a roll-up poster for future events has been designed.



Figure 12 - Promotional RollUp Poster

2.7 News

News on the project will also be present on the website. The first news related with the KO meeting is already published.

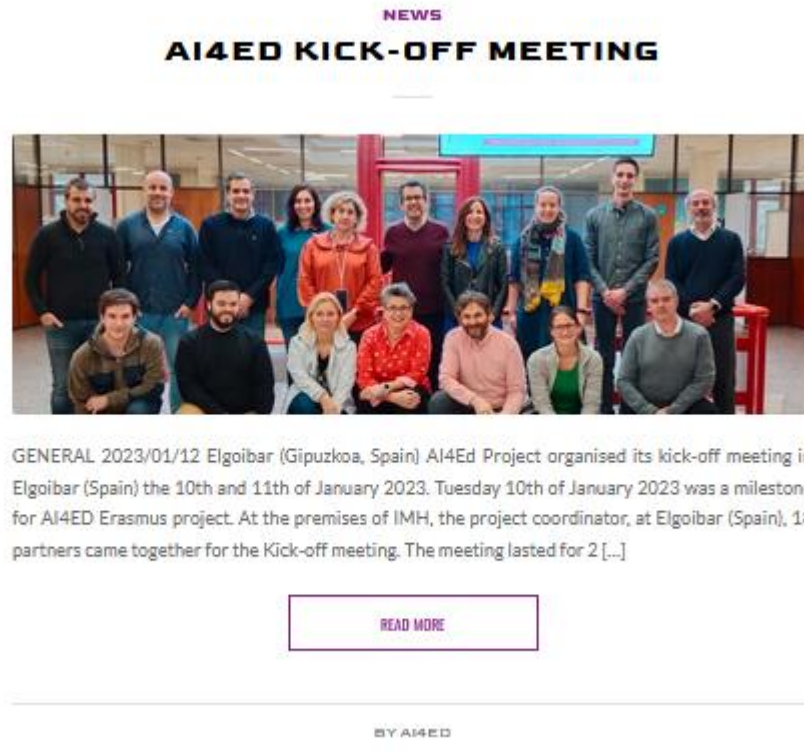


Figure 13. AI4ED news.

2.8 Contact

This section provides contact information to the visitor for contacting the Project Coordinator via a contact form.

CONTACT.

CONTACT US AND WE WILL HELP YOU DELIGHTED

Name* E-mail*

Subject*

Message*

I have read and accepted [the terms and conditions](#) *

Please prove that you are human by solving the equation *

3+0=?



Figure 14. Project contact form.

3 Updates and Maintenance

The partner responsible for the management and update of the contents on the AI4ED project website is CENFIM. All consortium partners will support CENFIM by providing contents for the website.

3.1 Maintenance during the project

Over the course of the project, the website will be regularly updated. Namely, all the news related to the project will be published in the “News & Events” section, on separate pages.

The consortium partners are welcome to prepare news, articles, posts, amendments to the website contents and suggestions concerning the improvement of the design. All this information should be sent to the responsible partners, CENFIM (Dissemination) and IMH (Website design), who will make changes to the website, including:

- Deliverables and Milestones
- Key Project Results
- Attendance of Conferences and Workshops

3.2 Post-project maintenance

After the project is completed, the maintenance of the AI4ED website will be reduced to a minimum. With the publication of the last public deliverable, the website will start functioning as an informational resource. Neither news nor events announcements will be published any more. The AI4ED website will stay available for at least five years upon the project's completion.