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

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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

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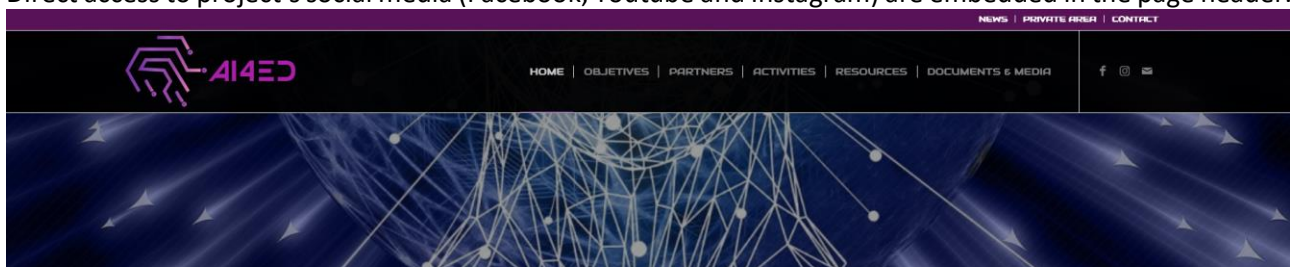
EXECUTIVE SUMMARY / ABSTRACT

Abstract	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. 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.
Keywords	Website, Communication material, Dissemination, Event, News, Description, Objectives, Consortium

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1 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.
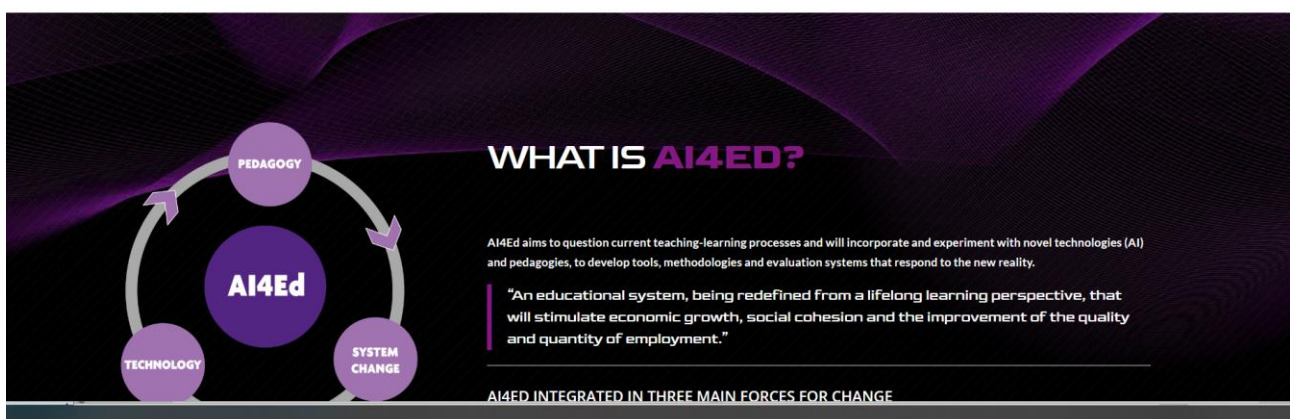

Figure 1. Home page of the AI4ED website.

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.
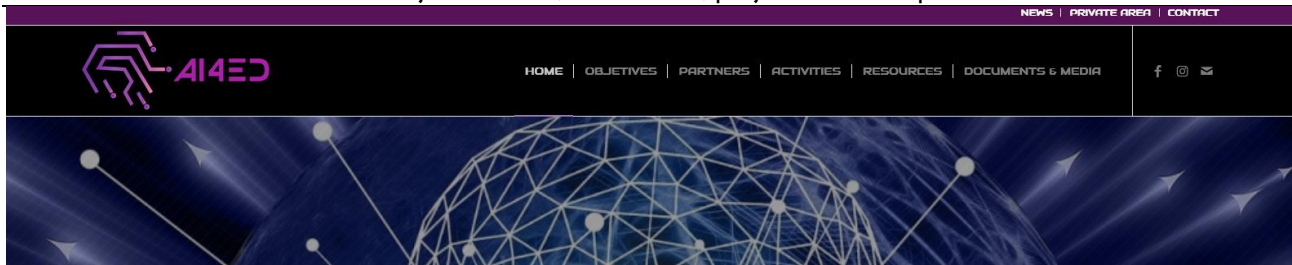
Figure 2. Website header image.

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.
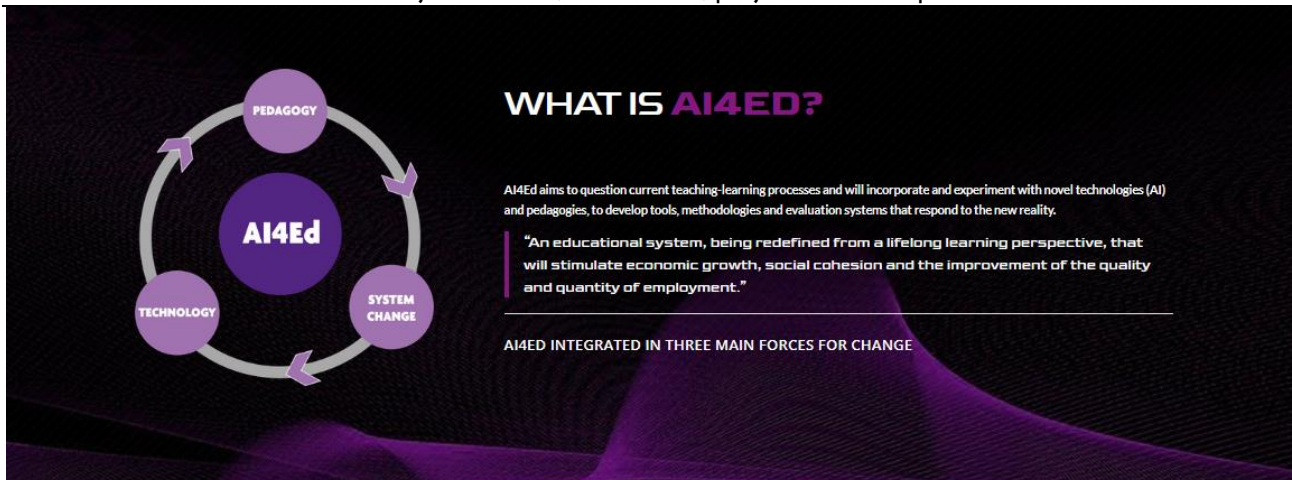

Figure 3. Website banner

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:

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.
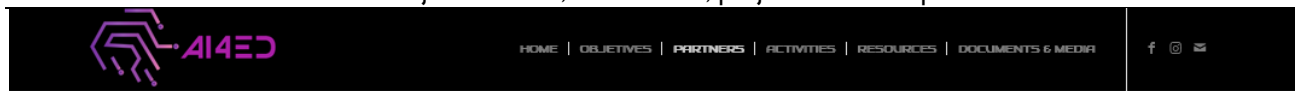
Figure 5. Project objectives.

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.

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.
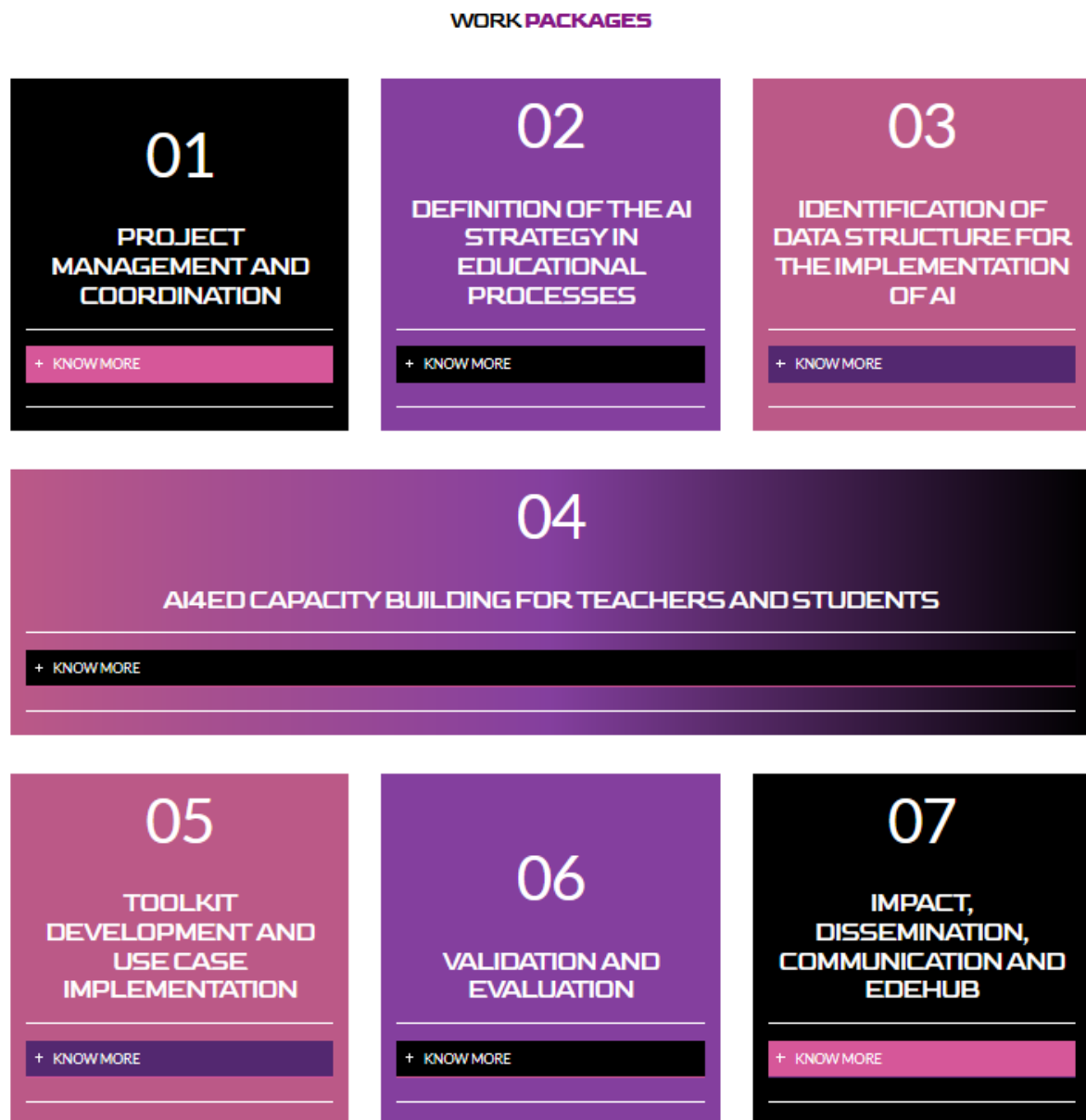

Figure 8. Activities and WorkPackages section view.

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:
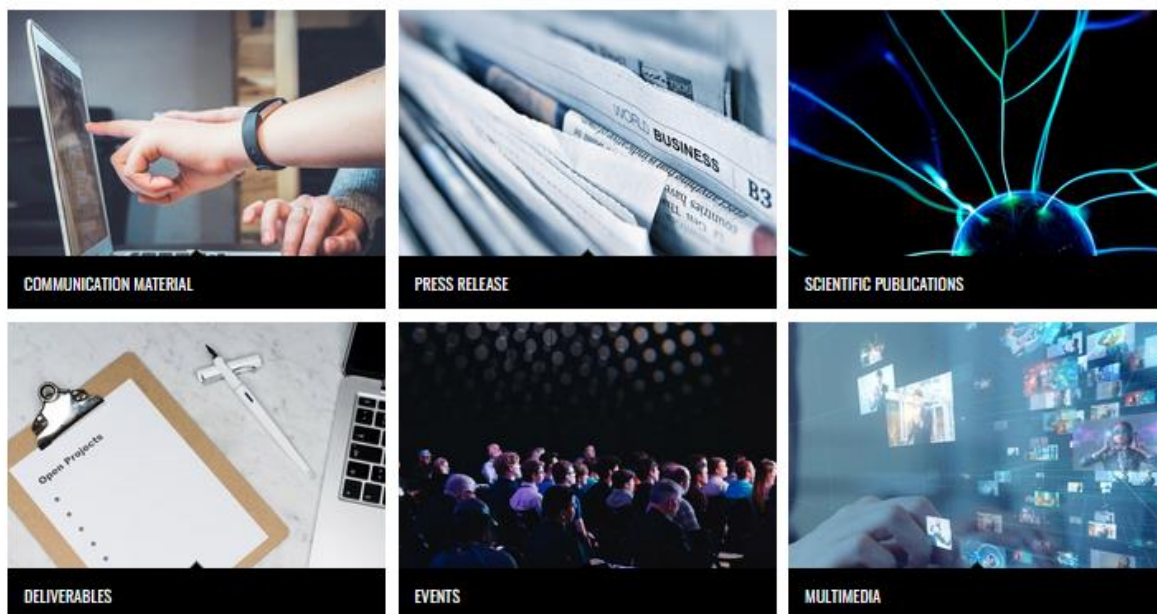
DOCUMENTS & MEDIA.

Figure 10. AI4ED-related documentation and media.

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

- **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.

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.

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.