



AI4ED

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

Deliverable

D7.5 - Report on the PUDF including a long-term action plan for the progressive roll-out of project results Final version

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EXECUTIVE SUMMARY / ABSTRACT

Abstract	This report is part of the deliverables under Work Package 7 – <i>Impact, Dissemination, Communication</i> – specifically Deliverable D7.3: Public Use and Dissemination Framework (PUDF). The document outlines the strategic approach adopted by the AI4ED consortium to ensure the effective dissemination, exploitation, and sustainability of project results. It presents the key mechanisms, tools, and actions implemented to raise awareness of the project's objectives and outcomes among relevant stakeholders at local, regional, national, and European levels.
Keywords	Communication, Dissemination, Event, News

1 Introduction

The report defines the roles and responsibilities of each partner in dissemination and communication activities, in alignment with the overall impact strategy. It introduces the structure of the platform of the project, which functions as a central space for knowledge sharing, stakeholder engagement, and long-term exploitation of results. Furthermore, the report includes an outline of the consortium's plan for the use of project results (foreground), the establishment of protocols for data and results sharing, and the design of a long-term action plan for mainstreaming AI4ED outputs.

This deliverable is a critical component of the project's broader commitment to ensuring that its results are not only visible and accessible but also used and sustained beyond the project's lifetime.

This plan provides a comprehensive framework for the exploitation, dissemination, and future use of the AI4ED project results by the consortium and individual partners. It serves as a foundation for the effective use of project outcomes (foreground), supports the implementation of the consortium's exploitation strategy, and outlines any necessary agreements to ensure sustained impact.

The results of AI4ED, along with the specific needs and expectations of each partner, are presented within this strategy. It also identifies the most appropriate mechanisms to further develop and scale these results across different levels—local, regional, and national.

A key component of this task is the design of a long-term action plan to support the progressive roll-out of project results following the project's completion. This includes strategies for their integration into existing practices, systems, or policies, contributing to long-term sustainability and mainstream adoption.

The consortium has produced a wide range of relevant and high-quality materials upon the conclusion of the project. These will form a solid foundation to support future exploitation activities, as well as stimulate continued use and development of the project outcomes beyond the funding period.

2 Dissemination, Communication and Events activities

A comprehensive strategy, accompanied by a structured plan and appropriate tools for documenting dissemination activities, was established to ensure consistent implementation across both local and international contexts. This Public Use and Dissemination Framework (PUDF) was jointly developed and agreed upon by all consortium partners, fostering a coordinated and transparent approach to communication and impact monitoring throughout the project lifecycle.

Table 3 - Outline plan for the communication of AI4Ed results to the different target audiences

Activities / Tools	Target Group	Responsible	Monitoring	Evaluation Methods
Project website (and web2 tools-blogs, wikis, apps, virals, etc.)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Monthly	No of stakeholder consultations during the project lifetime
	3 - General public and users	IMH		No. of hits on the project website
Project website (and web2 tools tailored for young people—AI4Ed young bloggers, AI4Ed apps, e-videos, virals, etc.)	4 - Young people, early stage researchers	IMH		No. of followers on social media
Leaflets Posters	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Quarterly	No. of articles published
	2 - Policy Makers, Standards Bodies	IMH		No. face to face meetings
	3 - General public and users	IMH		No of leaflets delivered
Mailings and e-mailings	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	CENFIM	Biannual	No sent/delivered and frequency (PHP list)
	2 - Policy Makers, Standards Bodies	CENFIM		No. of policy makers reached
Exhibition stands and display materials (Educational Trade Shows)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Biannual	No of events and no of persons attended
	3 - General public and users	IMH		No. of hits on the project website
	4 - Young people, early stage researchers	IMH		Speaker/exhibitor opportunities at events
Project logo and branding tools	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	IMH	Quarterly	
	3 - General public and users	IMH		
	4 - Young people, early stage researchers	IMH		No. of users of AI4Ed blogs (specifically targeted at young people)
Social Media (twitter, facebook, etc.) - Videos and CDs -	3 - General public and users	CENFIM	Quarterly	Following on social media networks
	4 - Young people, early stage researchers	CENFIM		No. of users of AI4Ed blogs (specifically targeted at young people)
Articles (open access)	1 - Education stakeholders from EU value chain: Teachers; Students; Education institutions; (Universities, VET&HMET institutions); SMEs; Other sectors where AI4Ed material could be applied	CENFIM	Quarterly	No. of papers
Press Releases and Articles Press (TV and radio)	3 - General public and users	IMH	Biannual	No. of press releases, articles published and TV and radio interviews
User groups and other networks, NGOs, etc. (such as AI associations, etc.)	3 - General public and users	IMH	Biannual	
Events (Young Scientist, etc.)	4 - Young people, early stage researchers	IMH	Biannual	No. of engagements with teachers/ curricula builders and impacts for enriching curricula
Competitions (e.g. to design a Project poster)	4 - Young people, early stage researchers	IMH	Biannual	No of competitions and how many young people reached

During the first year of the project, dissemination activities were relatively limited due to the project's early developmental stage, which focused primarily on establishing its foundational elements—namely, the core methodologies, resources, and strategic framework. As a result, the scope for sharing validated content was constrained. Nonetheless, the dissemination actions carried out during this period are listed below. A significant increase in dissemination impact was made in 2024, aligned with the production and testing of materials, methodologies, and tangible results, as the project entered its operational phase.

In the final period, 1st 5 months of 2025, dissemination efforts were considerably expanded. A number of activities were undertaken, particularly through active participation in events aimed at promoting the project's key outputs and demonstrating how these contribute to the data and practices being implemented in the pilot phase. These events provided valuable opportunities to engage with stakeholders, raise awareness of the project's aims, and foster dialogue around its innovative contributions.

The overall dissemination and communication activities carried out throughout the project are summarised in the table below.

Dissemination

Partner	Link	Activity	Date	Audience	Objective
IMH	https://www.ai4ed-project.eu/	Project website	31/01/2023	General public	A broader vision of the project within the young people audience.
CENFIM	https://odoo.elesarinnova-tion.com/web#id=262&action=543&active_id=20&model=project.task&view_type=form&cids=1&menu_id=384	Leaflets Posters	06/03/2023	Young people	
IMH	https://www.itb.uni-bremen.de/ccm/projects/projekte/ai4ed.de	Project website	21/03/2023	General public	General project information
IMH	https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2023/ai4ed-metals.de	Project website	22/05/2023	General public	General information
UBREMEN	https://odoo.elesarinnova-tion.com/web#id=269&action=542&active_id=20&model=project.task&view_type=form&cids=1&menu_id=384	Events	24/02/2023	Larger Audience	Cooperation with another AI project
UBREMEN	https://odoo.elesarinnova-tion.com/web#id=269&action=542&active_id=20&model=project.task&view_type=form&cids=1&menu_id=384	Events	26/04/2023	Young people	Presentation of project to upcoming VET-teachers
IMH	https://odoo.elesarinnova-tion.com/web#id=263&action=542&active_id=20&model=project.task&view_type=form&cids=1&menu_id=384	Articles	12/01/2023	General public	Dissemination of the Kick-off
IMH	https://www.imh.eus/en/news/ai4ed-project-second-meeting-in-bremen-germany?set_language=en	Articles	09/05/2023	General public	Dissemination of the meeting in Bremen
UNIZAR		Exhibition stands	01/05/2023	Larger Audience	Signature of education agreement with responsible of University of Warsaw. In this meeting we presented AI4Ed project.

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UNIZAR	https://odoo.elesarinnova-tion.com/web#id=262&action=543&active_id=180&model=project.task&view_type=form&cids=1&menu_id=384	Exhibition stands	20/07/2023	Larger Audience	Meeting with teachers and researchers of Technion – Technological Institute located in Israel. They are involved in many technical research projects with AI, and we presented the goals and objectives of AI4Ed. The session was held at the University of Zaragoza
SCSKZ	https://www.sc-konjice-zrece.si/index.php/component/content/article/94-projekti/projekti-v-izvanju/614-projekt-ai4ed?Itemid=217	Project website	11/01/2023	Larger Audience	January 2023 was a milestone for the AI4ED Erasmus project. 18 partners gathered at the IMH premises in Elgoibar (Spain) for the opening meeting. You can also follow the project on the website of the project https://www.ai4ed-project.eu/ which is financed by the EU Commission in the framework of Erasmus +."
SCSKZ	https://odoo.elesarinnovation.com/web#action=543&active_id=20&cids=1&id=262&menu_id=384&model=project.task&view_type=form	Project website	14/01/2024	Young people	AI4ED project meeting at CENFIM headquarters in Lisbon. The main topics discussed were the training program of the project, with detailed specifications of cases that are interesting for training in youth programs.

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SCSKZ	https://www.sc-konjice-zrece.si/index.php/component/content/article/94-projekti/projekti-v-izvanju/708-usklajevalni-sestane-projekta-ai4ed-na-sedezu-cenfim-v-lizboni-november-2023?Itemid=217	Project website	14/01/2024	Larger Audience	AI4ED project meeting at CENFIM headquarters in Lisbon. The main topics discussed were the training program of the project with detailed specifications of cases that are interesting for training in youth programs.
SCSKZ	https://www.sc-konjice-zrece.si/Gimnazija/PDF/Le-topis2023-2.pdf	Articles	15/07/2023	Young people	Information about project activities, and meaningful integration of AI into the school environment
UBREMEN	https://www.dsc-ub.de/en/news_detail.php?id=240	Articles	09/11/2023	Larger Audience	Article about the workshop held in Lisbon concerning training
CENFIM	https://www.facebook.com/reel/3714236805487213	Exhibition stands	08/03/2024	Young people	Educational Fair Training, Youth and Employment - Exhibitions aimed at the young public in Porto
CENFIM	https://www.instagram.com/reel/C4vqbmztNU3/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Exhibition stands	20/03/2024	Young people	Education, Training & Employability - Exhibitions aimed at the young public in Lisbon
CENFIM	https://fb.watch/rx_z9DIPhK/	Project logo and branding tools	18/04/2024	General public	Project video in PT posted in CENFIM's social media
CENFIM	https://www.ai4ed-project.eu/communication-material/	Leaflets Posters	22/04/2024	Young people	Educational Fair
CENFIM	https://www.ai4ed-project.eu/communication-material/	Leaflets Posters	22/04/2024	Young people	Educational Fair at Lisbon - Futurália on the 23 and 24th March 2024

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					This event is a unique opportunity for all employees and researchers to come together and share insights on the challenges and best practices in handling research data.
UBREMEN	https://www.bremen-research.de/en/research-data-day-2024	Leaflets Posters	18/06/2024	General public	
SCSKZ	https://www.sc-konjice-zrece.si/index.php/component/content/article/94-projekti/projekti-v-izva-janju/614-projekt-ai4ed?Itemid=217	Project website	16/05/2024	General public	Project meeting, working session
SCSKZ	https://online.fliphtml5.com/kunnp/fgba/#p=61	Project website	11/07/2024	Larger Audience	članek za šolsko glasilo/letopis
SCSKZ	https://scskz-my.sharepoint.com/:v:/g/personal/jas-minam2_sc-konjice-zrece_si/EWZW35IJ4xJvZdMIOT-wtxYB7E6VZfHLNRVJGEaVgaXEGA?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcmI2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldYIiIsInJlZmVycmF-sTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=xZe646	User groups and other networks	05/11/2024	General public	Partner's video about AI4ED, description of the project, role of the partner, short presentation/invitation to join to educational program
SCSKZ	https://scskz-my.sharepoint.com/:v:/g/personal/jas-minam2_sc-konjice-zrece_si/EZm8bu-BSlt-DjaZdBvXxzfEBoNCpTwIFfOMHUFY6ICrwig?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcmI2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldYIiIsInJlZmVycmF-sTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=ESRJoN	User groups and other networks	05/11/2024	General public	desiminacija, partners video
SCSKZ	https://www.sc-konjice-zrece.si/index.php/component/content/article/94-projekti/projekti-v-izva-janju/614-projekt-ai4ed?Itemid=217	Project website	27/11/2024	General public	Project meeting, Training programme
UBREMEN	https://www.itb.uni-bremen.de/ccm/navigation/studium/bachelor-berufliche-bildung/index.de	Events	05/06/2024	Young people	Update students (6th semester, future VET-teachers)

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UBREMEN	https://www.itb.uni-bremen.de/ccm/navigation/studium/bachelor-berufliche-bildung/index.de	Events	09/10/2024	Young people	Update students (1st semester, future VET-teachers)
IMH	https://www.imh.eus/en/news/the-13th-graduating-class-of-the-bachelor-of-engineering-on-the-move	Events	12/09/2024	Young people	To present to students of Dual Engineering School the project and ask them to take part in the experience
UNIZAR	Presentation to Haifa University	Events	10/07/2023	University Teachers	To show a group of university professors the objectives and contents of the project.
UNIZAR	Presentation to Warsaw University	Events	06/05/2023	University Teachers	To show a group of university professors the objectives and contents of the project.
UNIZAR	Presentation to teachers and the general public	Events	20/09/2023	University Teachers and the general public	To show the objectives and contents of the project (CIFICE - UNIZAR)
UNIZAR	https://cifice.unizar.es/noticia/que-es-ai4ed	Article	06/05/2025	General public	Blog about AI4Ed project in AlchemyML web site
ALCHEMYML	Blog about AI4Ed project in AlchemyML web site		2024		Integrated in some talks about IA targeted to industrial entrepreneurs and the general public
ALCHEMYML	Announcing final event (project closing) https://www.imh.eus/en/about-imh/communication/events/ai4ed-towards-an-ai-driven-educational-process	Conferences related with IA	2024		Announcing final event (project closing)
IMH		Website event	8/4/2025	General public	

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IMH	https://www.linkedin.com/feed/update/urn:li:activity:7315439981693485056	linkedin	8/4/2025	General public	Announcing final event (project closing)
IMH	https://www.instagram.com/p/DIMk0smRvx6/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Instagram	8/4/2025	General public	Announcing final event (project closing)
IMH	https://www.instagram.com/p/DIRgXHCi6gB/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Instagram	10/4/2005	General public	New training programme
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7316135146422702080	Linkedin	10/4/2025	General public	New training programme
IMH	https://www.instagram.com/reel/DIbFra-MWb1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Instagram	14/4/2025	General public	Free online course for trainers and students of universities VIDEO
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7317474218030366721	Linkedin	14/4/2025	General public	Free online course for trainers and students of universities VIDEO
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7317864838255263744	Linkedin	15/4/2025	General public	Registration open for final event, with the programme
IMH	https://www.instagram.com/p/DId0V29lr4n/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Instagram	15/4/2025	General public	Registration open for final event, with the programme

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		g_web_copy_link&igsh=MzRIODBiN-WFIZA==			
IMH		https://www.instagram.com/p/DJEHTY8p7tB/?utm_source=g_web_copy_link&igsh=MzRIODBiN-WFIZA==	Instagram	30/04/2025	General public
					Last days to enroll the event
IMH		https://www.linkedin.com/feed/update/urn:li:activity:7323254424594731011	Linkedin	30/04/2025	General public
					Last days to enroll the event
IMH		https://www.linkedin.com/feed/update/urn:li:activity:7326648921034801152	Linkedin	09/05/2025	General public
					Report of final event and project closing meeting
IMH		https://www.instagram.com/p/DJclSJBx94D/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Instagram	09/05/2025	General public
					Report of final event and project closing meeting
IMH		https://www.instagram.com/p/DJoC-MDxyFc/?utm_source=g_web_copy_link&igsh=MzRIODBiN-WFIZA==	Instagram	14/05/2025	General public
					Participation of Engineering Dual School students in the final event, as study case
IMH		https://www.linkedin.com/feed/update/urn:li:activity:7328333503442386944	Linkedin	14/05/2025	General public
					Participation of Engineering Dual School students in the final event, as study case
IMH		https://www.linkedin.com/feed/update/urn:li:activity:7333898303270498304	Linkedin	29/05/2025	General public
					Closing event summary video

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IMH	https://www.instagram.com/reel/DKPrXEFJ5u/?utm_source=ig_web_copy_link&igsh=MzRlODBiN-WFIZA==	Instagram	29/05/2025	General public	Closing event summary video
IMH	Project information in +INDUSTRY international fair in BILBAO	Event	4/06/2025	General public	To show a group of university professors the objectives and contents of the project.
IMH	https://www.imh.eus/eu/albisteak/industry-n-imh-campuseko-proiektuak-ezagutarazi-ditugu	web	5/06/2025	General public	Project information in +INDUSTRY international fair in BILBAO
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7336417572201885696	Linkedin	5/06/2025	General public	Project information in +INDUSTRY international fair in BILBAO
IMH	https://www.instagram.com/p/DKhqg7nxGcO/?utm_source=ig_web_copy_link&igsh=MzRlODBiN-WFIZA==	Instagram	5/06/2025	General public	Project information in +INDUSTRY international fair in BILBAO

Events (conferences and congresses)

Partner	Link	Type	Theme	Place	Date	Attendees
IMH	https://www.ai4ed2023.org/index.html	Conference	AI	Tokyo	03/07/2023	
SCSKZ	https://odoo.elesarininnovation.com/web#action=543&active_id=20&cids=1&id=264&menu_id=384&model=project.task&view_type=form	Conference	AI Training, debate	Slovenia Slovenske Konjice	12/11/2023	22
SCSKZ	https://www.sc-konjice-zrece.si/index.php/component/content/article/94-projekti/projekti-v-izvajanju/707-predstavitev-aktivnosti-in-strokovna-debata-na-projektu-ai4ed-konferenca-na-sc-slovenske-konjice-zrece?Itemid=217	Conference	AI, training	Slovenia Slovenske Konjice	12/11/2023	22
IMH	https://www.imh.eus/en/news/airinvest-ai4ed-and-yml-projects-presentation-in-32biemh-fair	FAIR	Advanced and Digital Manufacturing	Bilbao BEC – International fair- BIEMH	07/06/2024	100
IMH	https://www.imh.eus/en/news/the-13th-graduating-class-of-the-bachelor-of-engineering-on-the-move	Conference	Beginning week of Dual Engineering new students	Dual Engineering School, IMH Campus, Elgoibar	07/12/2024	50
CENFIM	(trans) FORMAR	Conference	(AI) Artificial Intelligence, (EQ) Emotional Intelligence	Portugal Coimbra	26/10/2024	200
SCSKZ	Towards Web4.0 and Virtual Worlds Conference Bled, Slovenia 30.9.-1.10.2024	Conference	AI, XR	Slovenia Bled	01/10/2024	150
UBREMEN	https://eera-ecer.de/conferences/ecer-2024-nicosia	Conference	European Conference on Educational Research	Cyprus Nicosia	27/08/2024	40
UBREMEN	https://bice.mpt.bme.hu/#home	Conference	Conference on Education	Hungary Budapest	28/11/2024	20
UNIZAR	https://www.aeop.es/congreso-de-orientacion-a-lo-largo-de-la-vida/	Congress	Conference on Education	Spain San Sebastián	22/02/2024	300

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UNIZAR	https://www.congresocied.es/inicio-congreso2024/	Congress	Conference on Education	Spain Teruel	10/04/2024	350
IMH	https://www.imh.eus/en/news/ai4ed-project-summary-of-the-closing-event	Closing Event	Final event	Presen- tial+onli ne	07/05/2025	30
UNIZAR	https://univ-unita.eu/Sites/	Conference	Training for teachers	Online	08/05/2025	25
UBREMEN	https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2025/ai4ed.en	Conference	Final Event for DE teachers	Bre- men/onl ine	28/05/2025	32
UBREMEN	https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2025/ai-pioneers.en	Confer- ence, pa- per ac- cepted	Final Event of AI_pioneers pro- ject	Bremen	22+23/09.2 5	30
IMH	https://www.imh.eus/en/news/presentation-of-imh-campus-projects-at-industry	+INDUSTRY Fair	Presentation of the project	BILBAO	3+4+5/06.2 025	100

AIED 2023 – Artificial Intelligence in Education Conference

Date/Location: 3 July 2023, Tokyo, Japan

Partner: IMH

Link: <https://www.aied2023.org/index.html>

Type: International academic conference

Focus: Artificial Intelligence in Education

Purpose: Presentation and early dissemination of AI4ED's concept, pedagogical framing, and ethical approach.

Justification: This high-level scientific conference offered an opportunity for early positioning of the AI4ED initiative in the global education and AI research landscape, even before full technical results were available. IMH shared insights on the project's vision and ethical AI integration in teaching and learning.

AI Training and Debate Conference – Slovenia

Date/Location: 12 November 2023, Slovenske Konjice, Slovenia

Partner: SCSKZ

Link: [Internal project reference \(ELESAR Odoo\)](#)

Type: National conference and stakeholder engagement event

Focus: AI in training, debate on educational innovation

Purpose: Raise awareness of AI4ED tools among educators and institutional decision-makers; gather input on integration challenges and training needs.

Justification: This conference created an important national platform for presenting the chatbot's educational applications and discussing generative AI's impact on teaching and learning. It also served as a forum to initiate the Train-the-Trainers wave at SCSKZ and collect early user feedback on the platform's deployment.

AI4ED Conference: Presentation of Activities and Expert Debate – Slovenske Konjice

Date/Location: 12 November 2023, Slovenske Konjice, Slovenia

Partner: SCSKZ

Link: <https://www.sc-konjice-zrece.si/.../707-predstavitev-aktivnosti-in-strokovna-debata-na-projektu-ai4ed-konferenca-na-sc-slovenske-konjice-zrece>

Type: National education and innovation conference

Focus: AI in education and training; implementation of AI4ED tools

Purpose: Public presentation of AI4ED activities at the national level and professional debate with teachers, training providers, and stakeholders about generative AI's pedagogical potential.

Justification: The event marked a key milestone in local dissemination, combining awareness-raising with expert engagement. SCSKZ presented its pilot use case, demonstrated the AI4ED chatbot, and initiated institutional training aligned with the Train-the-Trainers model.

BIEMH 2024 – International Advanced and Digital Manufacturing Fair

Date/Location: 7 June 2024, Bilbao BEC (Spain)

Partner: IMH

Link: <https://www.imh.eus/en/news/airinvet-ai4ed-and-yml-projects-presentation-in-32biemh-fair>

Type: International industrial fair

Focus: Advanced manufacturing, digital transformation, vocational innovation

Purpose: Disseminate AI4ED results to an audience of industrial and training stakeholders, including SMEs, education providers, and regional innovation actors.

Justification: As part of IMH's strategy to bridge industrial and educational innovation, AI4ED was presented alongside AIRINVET and YML projects. The fair provided strong visibility to the AI chatbot and training tools, particularly in the context of workforce upskilling and dual VET transformation. It also supported long-term sustainability goals by connecting with industrial training networks.

Presentation of AI4ED during the Induction Week – IMH Dual Engineering School

Date/Location: 12 July 2024, IMH Campus, Elgoibar (Spain)

Partner: IMH

Link: <https://www.imh.eus/en/news/the-13th-graduating-class-of-the-bachelor-of-engineering-on-the-move>

Type: Academic event – student orientation

Focus: Dual Engineering, AI in education, student onboarding

Purpose: Introduce AI4ED tools and objectives to the incoming cohort of engineering students and tutors; promote awareness of personalised AI-supported learning during the academic onboarding process.

Justification: The session enabled early exposure of new students to the AI chatbot and training model. It also helped IMH collect feedback on expectations and digital readiness, reinforcing student-centred innovation at the start of the dual learning journey.

(trans)FORMAR 2024 – Conference on Artificial and Emotional Intelligence in Education

Date/Location: 26 October 2024, Coimbra, Portugal

Partner: CENFIM

Type: International education and innovation conference

Focus: Artificial Intelligence, Emotional Intelligence, VET and lifelong learning

Purpose: Disseminate AI4ED results to education professionals, training institutions, and policy stakeholders, with a focus on the integration of generative AI in VET and continuous education systems.

Justification: This high-visibility event provided an opportunity to present the pedagogical foundations and pilot results of AI4ED to a broad European audience. It also fostered dialogue on aligning emotional intelligence with AI-driven education, and showcased the chatbot's implementation in

vocational contexts. The conference reinforced AI4ED's positioning at the intersection of technological and human-centric educational innovation.

Towards Web4.0 and Virtual Worlds Conference

Date/Location: 30 September – 1 October 2024, Bled, Slovenia

Partner: SCSKZ

Type: International technology and education conference

Focus: AI, XR (Extended Reality), Virtual Learning Environments

Purpose: Present AI4ED's generative AI modules and discuss their potential convergence with immersive learning technologies (e.g. XR, VR, Web4.0 applications) in vocational education.

Justification: This event offered an opportunity to position AI4ED within a broader ecosystem of digital transformation technologies. SCSKZ presented its use case and engaged in expert discussions on the future of virtual and AI-augmented educational platforms. The conference also supported outreach to tech-savvy educators and innovation-focused institutions across Central Europe.

ECER 2024 – European Conference on Educational Research

Date/Location: 27 August 2024, Nicosia, Cyprus

Partner: UBREMEN

Link: <https://eera-ecer.de/conferences/ecer-2024-nicosia>

Type: European academic and policy research conference

Focus: Educational innovation, research on pedagogy, digital transformation

Purpose: Share AI4ED's pedagogical framework and pilot results with researchers and policymakers in education. Engage in discussion on the implications of generative AI for curriculum design and teacher development.

Justification: ECER provided a key platform for presenting the academic and evidence-based aspects of AI4ED. UBREMEN contributed insights from the AM pilot and technical implementation of the chatbot, linking these to broader debates on educational research and AI ethics in Europe.

BICE 2024 – Budapest International Conference on Education

Date/Location: 28 November 2024, Budapest, Hungary

Partner: UBREMEN

Link: <https://bice.mpt.bme.hu/#home>

Type: International conference on educational practice and innovation

Focus: Digital education, AI, active learning

Purpose: Present AI4ED's implementation results and training framework to a mixed audience of educators, researchers, and innovation practitioners.

Justification: BICE 2024 provided a platform to reflect on the practical outcomes of AI4ED's pilot activities and the integration of generative AI in teaching. UBREMEN contributed lessons learned from the additive manufacturing use case and training deployment, highlighting the effectiveness of the Moodle-based chatbot model and KPI-based learning analytics.

Congreso de Orientación a lo Largo de la Vida – AEOP 2024

Date/Location: 22 February 2024, San Sebastián, Spain

Partner: UNIZAR

Link: <https://www.aeop.es/congreso-de-orientacion-a-lo-largo-de-la-vida/>

Type: National congress on education and lifelong guidance

Focus: Lifelong learning, digital guidance, AI in education

Purpose: Disseminate AI4ED's personalised feedback systems and their potential for student guidance, dropout prevention, and inclusive education.

Justification: The event gathered over 300 guidance professionals and educators, offering a prime opportunity for UNIZAR to present how AI4ED's generative modules (especially the chatbot) can support decision-making and personalisation in diverse educational pathways. The congress reinforced AI4ED's relevance beyond formal education into the lifelong learning and guidance ecosystem.

CIED 2024 – Congreso Internacional de Educación Digital

Date/Location: 10 April 2024, Teruel, Spain

Partner: UNIZAR

Link: <https://www.congresocied.es/inicio-congreso2024/>

Type: International congress on digital education

Focus: AI in education, digital pedagogies, innovation in teaching

Purpose: Present the design and implementation of AI4ED's generative modules for personalised tutoring, active learning, and educational guidance.

Justification: With over 350 attendees, CIED 2024 provided a strong platform to disseminate the project's pedagogical innovations, especially the integration of AI chatbots in Moodle. UNIZAR showcased key findings from WP2 and WP3 and demonstrated the training programme's alignment with emerging digital education frameworks in Spain and Europe.

AI4ED Final Event – Project Closing Conference

Date/Location: 7 May 2025, Elgoibar (Spain) – IMH Campus + Online

Partner: IMH

Link: <https://www.imh.eus/en/news/ai4ed-project-summary-of-the-closing-event>

Type: Project closing conference (hybrid format)

Focus: Project outcomes, generative AI deployment, sustainability and roll-out strategy

Purpose: Present and consolidate the results of the AI4ED project, showcase the chatbot and toolkit, and discuss long-term sustainability strategies with stakeholders.

Justification: This event served as the official conclusion of the project, enabling partners to share achievements with educators, policymakers, and the public. The hybrid format allowed for extended participation, and the agenda included live demonstrations, reflections from pilot partners, and a forward-looking discussion on exploitation and institutional integration.

UNIV-UNITA Training Session – AI4ED Programme for Teachers

Date/Location: 8 May 2025, Online

Partner: UNIZAR

Link: <https://univ-unita.eu/Sites/>

Type: Online conference/workshop for educators

Focus: Generative AI, personalised learning, teacher training

Purpose: Deliver a specialised training session on AI4ED tools to teachers affiliated with the UNITA European University Alliance. Topics included the pedagogical use of generative AI, implementation of the chatbot in Moodle, and ethical use of learner data.

Justification: This event extended AI4ED's impact into the broader European Higher Education Area. It allowed UNIZAR to train external educators using the Moodle-based AI modules and demonstrate the modular reuse potential of the training programme. The session also reinforced the sustainability and transferability strategy detailed in the PUDF.

AI4ED Final Training and Dissemination Event – Germany

Date/Location: 28 May 2025, Bremen (Germany) + Online

Partner: UBREMEN

Link: <https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2025/ai4ed.en>

Type: National teacher-focused training and dissemination event

Focus: Use of generative AI in education, chatbot deployment, Moodle integration

Purpose: Present AI4ED outcomes to German vocational and higher education teachers; demonstrate the chatbot's application for adaptive tutoring and collect user feedback.

Justification: As a complementary closing event for the German-speaking education community, this session enabled UBREMEN to share hands-on results, promote the training platform, and ensure the continuation of AI4ED outcomes within local educational institutions and networks.

AI_Pioneers Final Conference – Research Dissemination Event

Date/Location: 22–23 September 2025, Bremen (Germany)

Partner: UBREMEN

Link: <https://www.itb.uni-bremen.de/ccm/main/archiv/mitteilungen/2025/ai-pioneers.en>

Type: Academic conference – paper presentation

Focus: Generative AI in education, research on AI-enhanced learning environments

Purpose: Disseminate AI4ED research findings in synergy with the AI_Pioneers project; compare project approaches; present a paper accepted for conference proceedings.

Justification: UBREMEN's participation strengthened AI4ED's academic visibility and demonstrated its contribution to the European research ecosystem on responsible AI in education. The paper presentation will allow for peer validation and critical exchange with other EU-funded initiatives focused on AI-enhanced pedagogy.

+INDUSTRY 2025 – Project Presentation at Industrial Innovation Fair

Date/Location: 3–5 June 2025, Bilbao (Spain)

Partner: IMH

Link: <https://www.imh.eus/en/news/presentation-of-imh-campus-projects-at-industry>

Type: Industrial fair and innovation showcase

Focus: AI for education and workforce transformation, digital skills, smart learning tools

Purpose: Present AI4ED to industry stakeholders, SMEs, education centres, and digital innovation networks; promote the application of AI training tools for upskilling in industrial sectors.

Justification: As part of IMH's dissemination and sustainability strategy, AI4ED was featured at this high-profile industrial fair alongside other campus projects. The event reinforced the project's relevance to digital and green transitions in VET and highlighted the practical applications of the chatbot and training toolkit for lifelong learning and reskilling in industry.

Communication

Partner	Link	Date	Target Audience	Channel	Outcome
IMH	Kick-off meeting https://www.imh.eus/en/news/ai4ed-project-kick-off-meeting	12/01/2023	General public	Website	Social media
UBRE-MEN	News article	15/05/2024	General public	Website of Data Science Center of the University of Bremen	
IMH	Presentation of the project in BIEMH advanced and digital manufacturing International fair: https://www.linkedin.com/posts/imhcampus_workinn-biemh-talento-activity-7204415941760159747-Kxpj?utm_source=share&utm_medium=member_desktop&rcm=ACoAAATeSe8Bnl0wObNC3qOM0n5diGnBMAEQOsA	07/06/2024	General public	Linkedin	Social media
IMH	BIEMH International advanced and digital manufacturing FAIR https://www.instagram.com/reel/C73pu0Ns-gG/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	07/06/2024	General public	Instagram	Social media
IMH	Presentation New academic course beginning Dual Engineering School https://www.linkedin.com/posts/imhcampus_steamyml-steameuskadi-activity-7239979728143560704-dLdo?utm_source=share&utm_medium=member_desktop&rcm=ACoAAATeSe8Bnl0wObNC3qOM0n5diGnBMAEQOsA	12/09/2024	Engineering students	Linkedin	Social media

D7.5 - Report on the planned and implemented dissemination and communication activities

	Presentation New academic course beginning Dual Engineering School https://www.instagram.com/p/C_OHGEjIJ8s/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==				
IMH		12/07/2024	General public	Instagram	Social media
UBRE-MEN	Article about project meeting in Zaragoza on LinkedIn profile (Heike Thöricht)	11/11/2024	General public	LinkedIn Profile of Data Steward of the Data Science Center of University of Bremen	Social media
SCSKZ	Productive AI4Ed partnership meeting in Spain	27/11/2024	General public		Press release
SCSKZ	AI4Ed partnership meeting in Spain	27/11/2024	General public		Press release
SCSKZ	Productive AI4Ed partnership meeting in Spain	27/11/2024	General public		Press release
SCSKZ	AI4Ed partnership meeting in Spain	27/11/2024	General public		Event
UNIZAR	Podcast for Aragon Radio	06/06/2023	General public		Press release
ALCHE-MYML	https://www.linkedin.com/feed/update/urn:li:activity:7260326456843530240	07/11/2024	General public		Training/workshop IA for ADEGI
ALCHE-MYML	https://www.linkedin.com/feed/update/urn:li:activity:7260690007915450368	08/11/2024	General public		AI4Ed partnership meeting in Zaragoza
ALCHE-MYML	https://www.linkedin.com/feed/update/urn:li:activity:7326632752613646337	09/05/2024	General public		AI4Ed partnership meeting in Elgoibar
IMH	Announcing final event (project closing) https://www.imh.eus/en/about-imh/communication/events/ai4ed-towards-	8/4/2025	General public		Social Media

D7.5 - Report on the planned and implemented dissemination and communication activities

	an-ai-driven-educational-process		
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7315439981693485056	Social Media	
	8/4/2025 General public		
IMH	https://www.instagram.com/p/DIMk0smRvx6/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Social Media	
	8/4/2025 General public		
IMH	https://www.instagram.com/p/DIRgXHCi6gB/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Social Media	
	10/4/2005 General public		
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7316135146422702080	Social Media	
	10/4/2025 General public		
IMH	https://www.instagram.com/reel/DIbFraMWb1/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Social Media	
	14/4/2025 General public		
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7317474218030366721	Social Media	
	14/4/2025 General public		
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7317864838255263744	Social Media	
	15/4/2025 General public		
IMH	https://www.instagram.com/p/DId0V29lr4n/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Social Media	
	15/4/2025 General public		
IMH	https://www.instagram.com/p/DJEHTY8p7tB/?utm_source=ig_web_copy_link&igsh=MzRIODBiN-WFIZA==	Social Media	
	30/04/2025 General public		
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7323254424594731011	Social Media	
	30/04/2025 General public		

D7.5 - Report on the planned and implemented dissemination and communication activities

IMH	https://www.linkedin.com/feed/update/urn:li:activity:7326648921034801152	Social Media
	09/05/2025 General public	
IMH	https://www.instagram.com/p/DJcISJBx94D/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==	Social Media
	09/05/2025 General public	
IMH	https://www.instagram.com/p/DJoC-MDxyFc/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==	Social Media
	14/05/2025 General public	
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7328333503442386944	Social Media
	14/05/2025 General public	
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7333898303270498304	Social Media
	29/05/2025 General public	
IMH	https://www.instagram.com/reel/DKPrXEfJ5u/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==	Social Media
	29/05/2025 General public	
IMH	Project information in +INDUSTRY international fair in BILBAO	Social Media
	4/06/2025 General public	
IMH	https://www.imh.eus/eu/albisteak/industry-n-imh-campuseko-proiektuak-ezagutarazi-ditugu	Social Media
	5/06/2025 General public	
IMH	https://www.linkedin.com/feed/update/urn:li:activity:7336417572201885696	Social Media
	5/06/2025 General public	
IMH	https://www.instagram.com/p/DKhgg7nxGcO/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==	Social Media
	5/06/2025 General public	

2.1. Dissemination

1. **The website of the project** was created on 31/01/2023 - <https://www.ai4ed-project.eu/> - by IMH, aimed at the General public and users. It has been disseminated by all the partners through the usual channels, partners' websites, social media, and any dissemination event concerning Education and AI.
2. **Leaflets and Posters**, to present the project in youth fairs and other events, aimed at the young people, early-stage researchers, and the target public of the project, available via: <https://ai4ed-project.eu/communication-material/>.
3. **Articles** concerning the main themes of the project and dissemination of activities aimed at the general public and users: <https://ai4ed-project.eu/press-release/>.
4. **Events (Conferences and congresses)**: <https://ai4ed-project.eu/events/>.

3 Social Media

3.1. The social media to promote and disseminate the project are:

Facebook

<https://www.facebook.com/projai4ed>

Instagram

<https://www.instagram.com/ai.4edu/>

Youtube

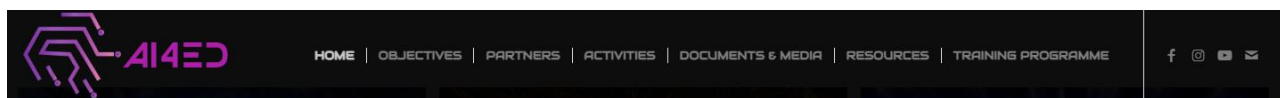
<https://www.youtube.com/channel/UCzGAMP7HNMnUvjEvU2jCscw>

Website

<https://www.ai4ed-project.eu/>

4 Activities

1. The site <https://ai4ed-project.eu/> is divided into sections that contain all the activities and outcomes developed within the project:



It also includes the social media created for the project.

2. Work packages and the outcomes at <https://ai4ed-project.eu/activities/#toggle-id-7>, for further application the toolkit is recommended:

Toolkit development and Use Case Implementation <https://ai4ed-project.eu/ai4ed-toolkit/>.

3. DOCUMENTS & MEDIA developed within the project <https://ai4ed-project.eu/documentsmedia/>:
 - a. Dissemination materials on Communication and Media <https://ai4ed-project.eu/communication-material/>,
 - b. Press Release <https://ai4ed-project.eu/press-release/>.
 - c. Deliverables <https://ai4ed-project.eu/deliverables/>.
 - d. Events (conferences, congresses) <https://ai4ed-project.eu/events/>.
 - e. Multimedia <https://ai4ed-project.eu/multimedia/>.
4. **The Training Programme** – available at <https://ai4ed-project.eu/resources/training-programme/>, offers open access to the educational content developed within the AI4ED project. Interested participants can explore the curriculum and enrol directly through the platform to benefit from the project's training materials and resources.

All sections are publicly accessible to maximise outreach and engagement with the target audience. This ensures that educators, trainers, and other relevant stakeholders can freely consult and use the resources.

5 Long-term action plan for the progressive roll-out of project

The AI4ED project has laid the foundation for the integration of generative AI into teaching and learning processes within vocational education and training (VET). As the project moves into its post-implementation phase, the partners are committed to ensuring the continuity, sustainability, and progressive expansion of the AI modules and tools developed—particularly those focused on personalised tutoring, active learning, and dropout prevention.

All VET partners involved in the project have confirmed their intention to continue using the AI modules in their regular teaching activities. Having experienced the benefits of these tools in pilot contexts, the partners plan to integrate them into an increasing number of courses and learning units over time. The goal is to normalise the use of AI in day-to-day instructional design and delivery, building the capacity of teaching teams to adapt the tools to their learners' needs.

In the context of the chatbot and its use in Moodle courses, it is essential to ensure that its implementation is accessible and sustainable for all partners, enabling them to configure and deploy it in any course they wish to integrate it into. The chatbot has proven to be highly appreciated and well-received among the partners involved; however, its current deployment process requires a certain level of technical expertise that could pose a barrier to its widespread adoption and utilization. This section outlines the challenges identified in the current deployment process and presents the actions planned to facilitate the use of the chatbot across different courses, ensuring its effective integration into the educational ecosystem.

The challenge arises because the chatbot must be provided with information from each course in order to function meaningfully within that context, equipping it with the relevant knowledge and question stack to test the students. To prevent this from limiting the benefits of the project, several actions are planned to empower center staff to effectively deploy and utilize the chatbot in any course deemed appropriate. Staff should also be able not only to activate the chatbot in other courses but also to update its knowledge base for each course in which it is deployed.

The first step is to deploy the backend on the institution's own servers. To facilitate this, access has been granted to the code repository on Bitbucket. Each center's IT personnel will be responsible for executing the code on their local server. Subsequently, they must edit the plugin code to point to the address of the new server.

A technical guide will be drafted to define and explain the steps required to prepare the chatbot for different courses. This guide will cover the basic concepts of the chatbot's operation and will provide a detailed, step-by-step procedure. These steps will include preparing the Excel files (a task already carried out by the partners during the workshops) and executing specific commands to, on the one hand, prepare the question stack and, on the other, store this information in the chatbot's database. Additionally, it will be necessary to provide the chatbot with information about the target course, such as the identifier, name, description, language, and the desired disclaimer. To perform these operations, it will be necessary to access the server's command console and run commands in the terminal, requiring the person executing them to have at least basic IT knowledge.

Simultaneously, a plan will be devised to add to the plugin's configuration screen the necessary fields and options to carry out these tasks without requiring technical knowledge. This will enable partners to configure and deploy the chatbot in any course they choose, without the need for technical assistance.

In parallel, the training programme developed within the project to support teachers in integrating AI into their pedagogical practice will remain available as a free, open-access course on Moodle. This training covers the basics of AI in education, practical use cases, and specific guidance on how to work with generative

AI tools, including the chatbot. By making this resource available to the broader education community, the project aims to ensure that the knowledge and skills developed do not remain limited to the initial consortium but continue to benefit a wider group of educators and institutions.

Dissemination activities will continue beyond the end of the project to promote the tools and share the results with the broader VET community. These will include conference presentations, peer-to-peer training opportunities, webinars, and collaboration with policy and practitioner networks. The goal is not only to sustain the use of the developed tools but to contribute to the broader digital transformation of education in Europe by showcasing concrete, replicable, and pedagogically grounded AI applications.

Through a combination of institutional commitment, practical technical guidance, capacity-building, and strategic dissemination, the AI4Ed project sets a clear path for the long-term integration of AI into teaching and learning. The tools developed are not only functional but adaptable, and their progressive roll-out will be supported by an infrastructure that enables sustainability, autonomy, and scalability.

In parallel, the consortium recognises that while the AI4Ed project has taken important first steps, several open questions remain—particularly concerning how to meaningfully and ethically embed generative AI throughout the entire teaching and learning process. Questions related to long-term pedagogical integration, institutional strategies, learner agency, and the evolving role of the teacher in AI-mediated environments require further exploration. To address these, the partners will actively seek additional funding opportunities at national and European levels. The goal is to build on the foundations laid by AI4Ed and to continue developing research, tools, and practices that support the effective, inclusive, and responsible use of AI in education.

6 Conclusions

As previously outlined, during the first year of the project's implementation, many of the strategies, resources, and methodologies were still under development and only reached a consolidated form toward the end of the reporting period. This situation posed challenges to the execution of dissemination and communication activities, primarily due to the limited availability of validated content suitable for external sharing.

Nevertheless, with the project's core activities advancing and the development and testing of key outputs taking place in 2024, this period marked a notable intensification of dissemination and communication efforts. These activities were strategically oriented to enhance the project's visibility and impact across local, regional, and transnational levels, in line with Erasmus+ priorities.

Despite the early limitations, the project's progress and objectives were consistently shared through various dissemination events and communication channels involving all consortium partners. These initiatives provided valuable opportunities to present, clarify, and promote the project's goals, ongoing work, and expected results to a broader audience.

Furthermore, the consortium developed and adopted a formal protocol agreement, outlining the terms for the use and dissemination of results and data collected during the pilot testing phase and the training programme. This agreement reinforces the partners' shared commitment to ensuring the effective exploitation and sustainability of the project's outcomes beyond its implementation period.