trinity **ENGAGE WITH AGILE MANUFACTURING**

D8.5. TRINITY Final Event Report

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WP Leader	**CECIMO (WP8)**
Authors	**O. Hunchak**
Contributors	**All partners**
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1 Introduction

The main objective of this document is to report on the TRINITY Final Event, titled "Agile Manufacturing and Standardization," which was organized by CECIMO and supported by all TRINITY partners. The event took place at BluePoint Brussels on February 8, 2023, and included an on-site visit to Audi Brussels on February 9, 2023. Over 50 attendees participated, representing stakeholders from the advanced manufacturing community, SMEs, Digital Innovation Hubs (DIHs), policymakers, research centers, universities, and industrial associations.

This report aims to evaluate the overall organization and success of the event by assessing performance indicators such as the number of attendees, the target audience, the choice of speakers, the thematic focus of sessions and panel discussions, networking opportunities, and the increase in project visibility on LinkedIn and Twitter (reflected by follower count). The analysis will determine the successful execution of the TRINITY Final Event, highlighting the achieved goals.

To compile this report, we gathered information summarizing TRINITY's activities before, during, and after the event. Consequently, the report consists of three main pillars: Organization of the Event, Promotion of the Event, and Reached Goals.

2   Objectives of the Final Event

The main objective of the TRINITY Final Event was to raise awareness among relevant stakeholders about the project's Technical Solutions, Agile Manufacturing, and Standardization. The conference aimed to share significant success stories, present the results of the TRINITY project, and highlight standardization opportunities for technological innovations. Additionally, the event sought to engage sectoral stakeholders in addressing the most compelling issues facing the manufacturing industry.

By organizing the conference in Brussels, featuring multiple panel discussions and a networking setup, it provided an opportunity to bring together high-level policymakers, industrial actors, research institutions, and other relevant stakeholders to exchange views on the pressing issues related to advanced manufacturing. To enhance the project's visibility, a booth was set up at the fair, allowing visitors to observe TRINITY demonstrators and obtain firsthand information about the project.

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3 Agenda and Organization of the Final Event

The "Agile Manufacturing and Standardization" conference was held on Wednesday, February 8, 2023, from 8:30 to 16:00 at BluePoint Brussels in Brussels. CECIMO took the lead in organizing the entire event and prepared the program in collaboration with Tampere University and all TRINITY partners.

The conference was structured into three main sessions, each featuring four panel discussions:
1. The first panel discussion, **"TRINITY Technical Solutions and Success Stories,"** focused on showcasing two success stories from the project's demonstration programs, highlighting their achievements and technological solutions.

2. The second panel discussion, **"TRINITY Network: the Importance of Collaboration to Lead Innovation,"** centered around the EU policy context relevant to the TRINITY project, agile manufacturing, and emerging technologies. This panel emphasized the significance of fostering collaboration among projects like SOPHIA and RIMA, as well as organizations, to drive innovation.

3. The third panel discussion, **"Setting the Standards for Innovation,"** explored the standardization landscape related to the TRINITY project and digital technologies. It emphasized the crucial role of the industry in European and international standard-setting processes.

4. The final panel discussion, **"Regulating the Future of European Industry,"** provided insights into how European institutions develop a legislative framework for advanced manufacturing, considering the needs of the European industrial ecosystem. Important regulations discussed included the Machinery Regulation, Artificial Intelligence Act, and the Cyber Resilience Act, which are particularly relevant to the TRINITY project.

The conference began with a welcoming presentation by Prof.Dr. Minna Lanz, the coordinator of the TRINITY project at Tampere University, highlighting the project's achievements over the past 4 years. Following the introduction, each session lasted approximately 60 minutes, focusing on presenting the project's innovative solutions, sharing success stories, raising awareness about the standardization process, and explaining the EU regulatory framework for TRINITY's technological solutions.

To encourage interaction and foster productive discussions, the sessions were designed to actively engage the audience. Attendees had the opportunity to ask questions at the end of each session, facilitating a fruitful exchange of ideas on the aforementioned topics.

Image 1 – Agenda

4 Promotion of the Event

4.1 Promotion Before the Event

For the successful promotion of the Agile Manufacturing and Standardization event, CECIMO developed a detailed dissemination campaign to effectively expand the TRINITY network and disseminate the knowledge and state-of-the-art technical solutions generated in the project to a wide audience. The promotional campaign successfully brought together industry professionals, experts, universities, research centres, the Advanced Manufacturing community, industrial enterprises, Digital Innovation Hubs, Clusters, policymakers, research centres, universities, and industrial associations, showcasing the valuable networking, knowledge-sharing, and professional growth opportunities offered by the TRINITY community.

To maximize reach and engagement, CECIMO utilized various marketing channels such as Twitter, LinkedIn, the TRINITY website, and partners' websites, along with email communication. All project partners actively utilized social media platforms like LinkedIn and Twitter to share engaging content, including speaker announcements (with official pictures and short biographies), panel discussion details, and event highlights. Eye-catching TRINITY graphics were created by CECIMO and shared across these social media channels to captivate the target audience's attention.

In addition, email marketing campaigns were implemented to communicate with registered attendees and potential participants, delivering personalized updates and reminders regarding the TRINITY Final Event. The conference was also promoted through announcements on the EFFRA - European Factories of the Future Research Association and RODIN project, further extending its reach to a broader audience.
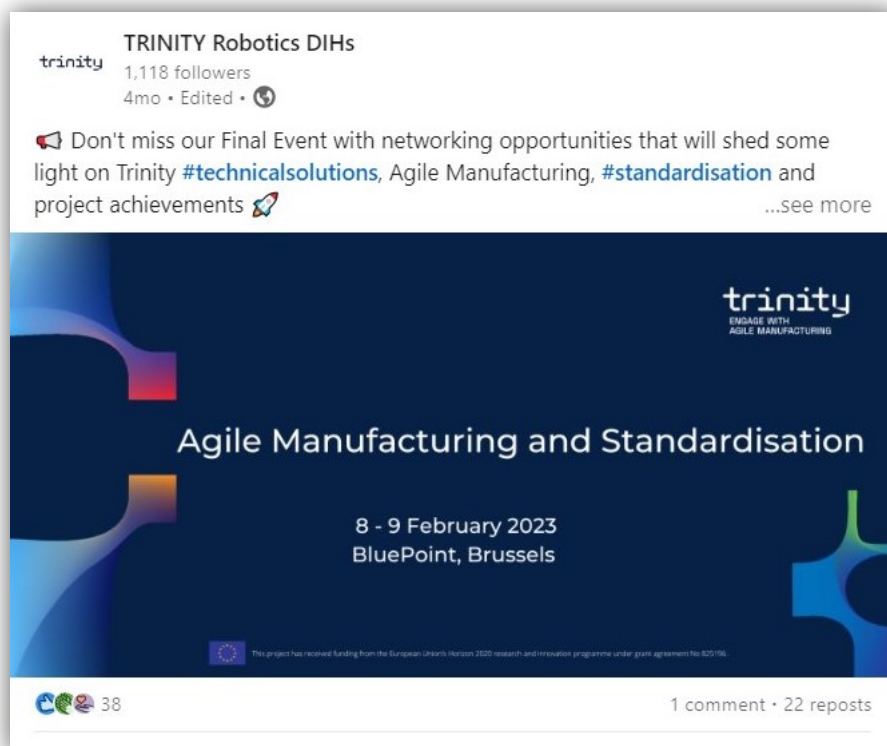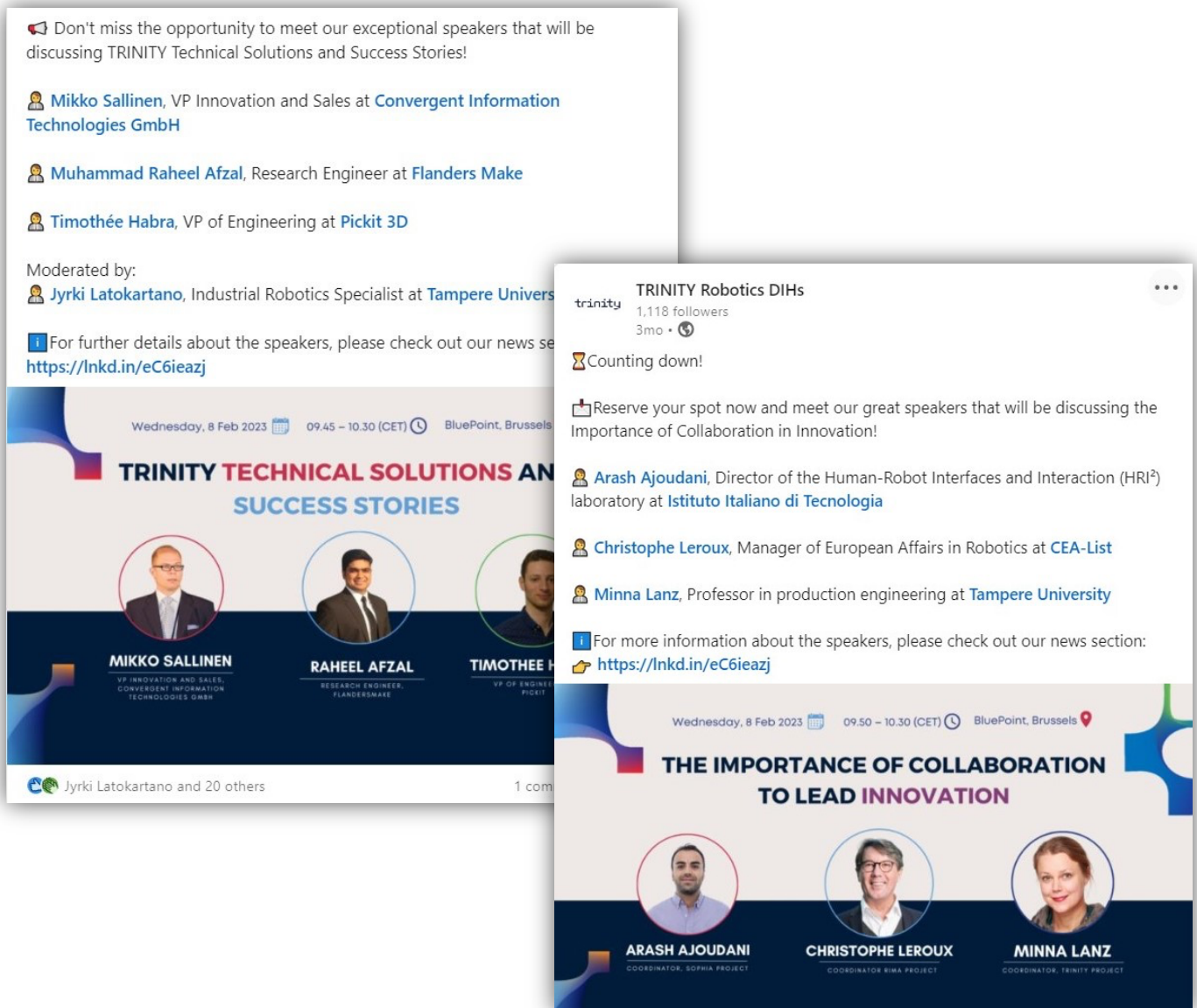
Image 2 - LinkedIn posts

Furthermore, CECIMO prepared the main social media banner highlighting the key topic of the event, along with four other banners that outlined the speakers for each panel discussion. These graphic materials were effectively disseminated to the TRINITY network, including its partners, throughout January and February leading up to the event.

4.2   Promotion During the Event

The promotional activities during the TRINITY Final Event were highly effective in raising awareness, engaging attendees, and expanding the event's reach. The strategically placed TRINITY branding within the event venue enhanced the visibility of its network and created a cohesive atmosphere. Similarly, the utilization of trending hashtags such as #robotics, #manufacturing, and #innovation, along with targeted tags of speakers, ensured real-time updates and photos were shared on LinkedIn and Twitter platforms, resulting in a dynamic and immersive experience for attendees. These hashtags and tags significantly contributed to increased traffic on TRINITY's platforms.

Both the LinkedIn and Twitter platforms were actively utilized during the one-day conference, commencing with a warm welcome by Dr. Minna Lanz, followed by the first session and panel discussion on TRINITY Success Stories. TRINITY's social media channels published over 20 posts, highlighting key messages and highlights from each speaker, accompanied by their respective photos
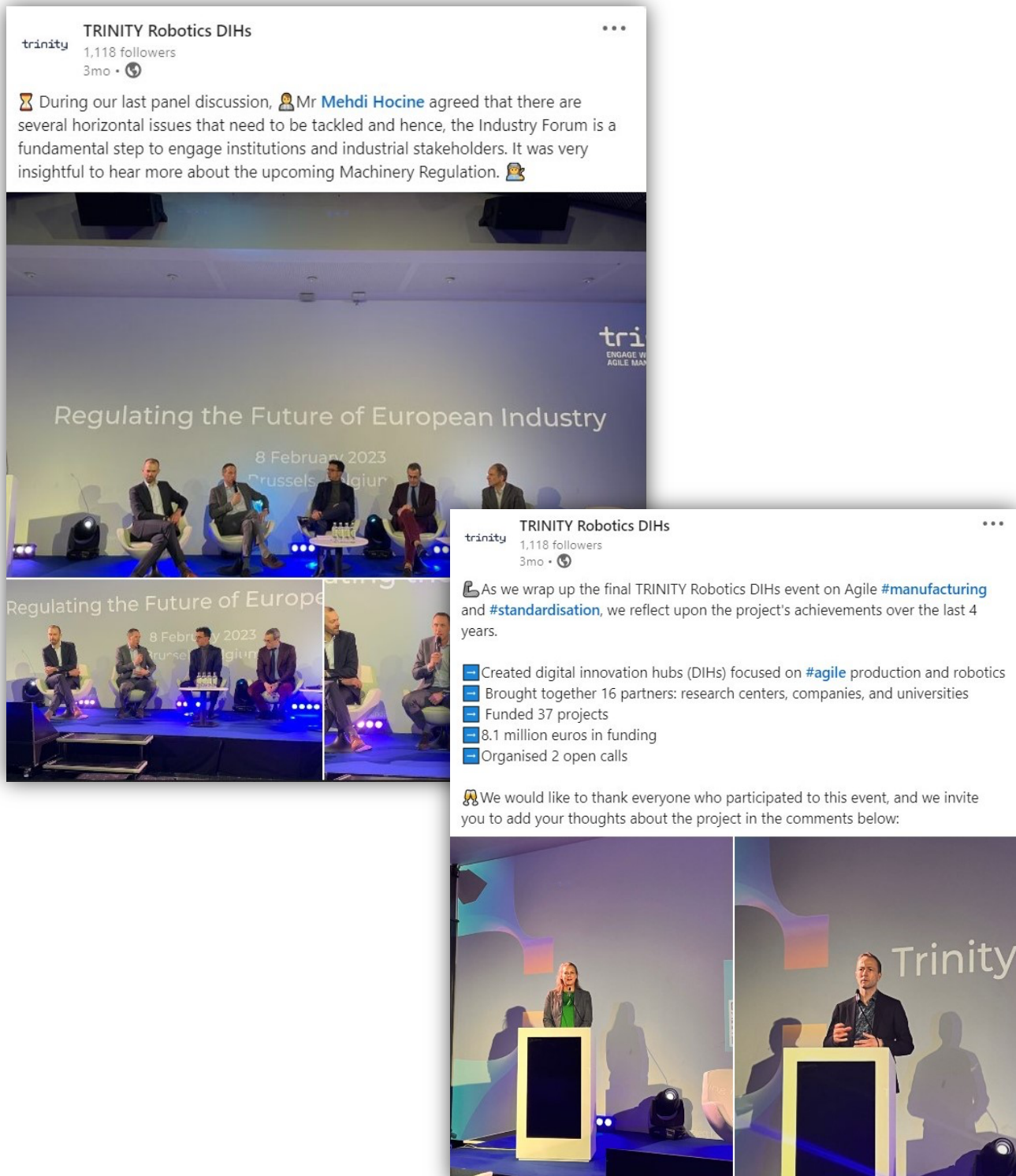

Image 3 – Panel Discussions

Image 4 – Social Media Posts

5 Key Takeaways

The Agile Manufacturing and Standardization Event highlighted the importance of providing technical support for SMEs related to the EU funding opportunities and emphasized the goals of the SOPHIA and RIMA projects. It also explored the relationship between standardization and innovation and stressed the significance of leveraging the digital transition while fostering collaboration within the industry.

The key takeaways from the event include:

- **Trinity Technical Solutions and Success Stories:** Recognizing the need for technical support, the event emphasized the importance of guiding SMEs through EU-funding dynamics and disseminating relevant information explicitly to European SMEs.

- **The Importance of Collaboration to Lead Innovation:** The SOPHIA Project showcased how cooperative robotic systems can enable modularity and reusability in manufacturing processes. The RIMA Project aimed to bridge gaps in robotics inspection and maintenance through the establishment of a network of Digital Innovation Hubs, providing support for the adoption of robotic solutions.

- **Standardization and Innovation:** The panelists discussed the rapid pace of innovation compared to standardization and legislative processes. It emphasized the role of large organizations in bridging the gap between standardization and innovation.

- **Regulating the Future of European Industry:** Recognizing the digital transition as an opportunity, the event highlighted the importance of linking it to machinery regulation for significant benefits. It also stressed the necessity of engaging and fostering cooperation between institutions and industrial stakeholders for successful implementation.

Overall, the conference covered various aspects, from benefits of the EU open calls and innovation projects to the relationship between standardization and innovation, and the integration of the digital transition with machinery regulation, while emphasizing the significance of collaboration within the industry.

6 Conclusions

The promotional campaign for the Agile Manufacturing and Standardization Event was highly successful, achieving exceptional results in expanding TRINITY's network and bringing together stakeholders from various industries, research centres, universities, and Digital Innovation Hubs. The campaign's success was measured through metrics such as website traffic, social media engagement, email open rates, event registrations, and attendee satisfaction, all of which met the consortium's expectations.

Strategic use of marketing channels proved effective in promoting the TRINITY event and increasing its visibility among stakeholders. TRINITY's social media accounts gained over 50 followers and consistently maintained high engagement metrics, including likes, shares, and comments. Additionally, participants expressed satisfaction with the overall organization of the conference, as they had the opportunity to explore different perspectives from high-level speakers and engage in networking activities, enabling them to exchange contacts and expand their professional networks.
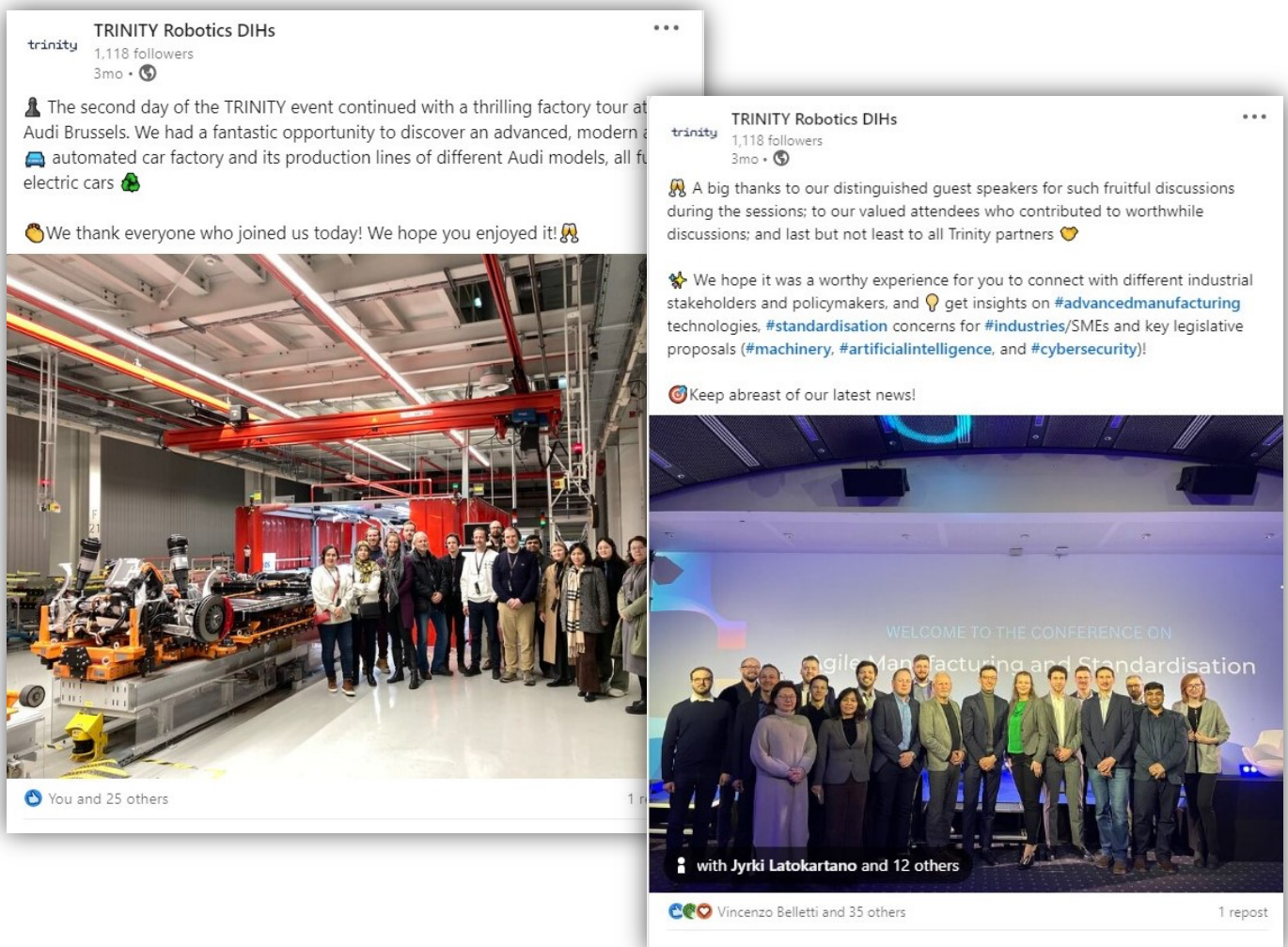

Image 5 - TRINITY partners