

D1.4 Templates for marketing materials

Due date of deliverable	M4
Actual submission date	9.01.2023
Organisation name of lead beneficiary for this deliverable	UTC
Dissemination Level	PU
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Duration	36 months

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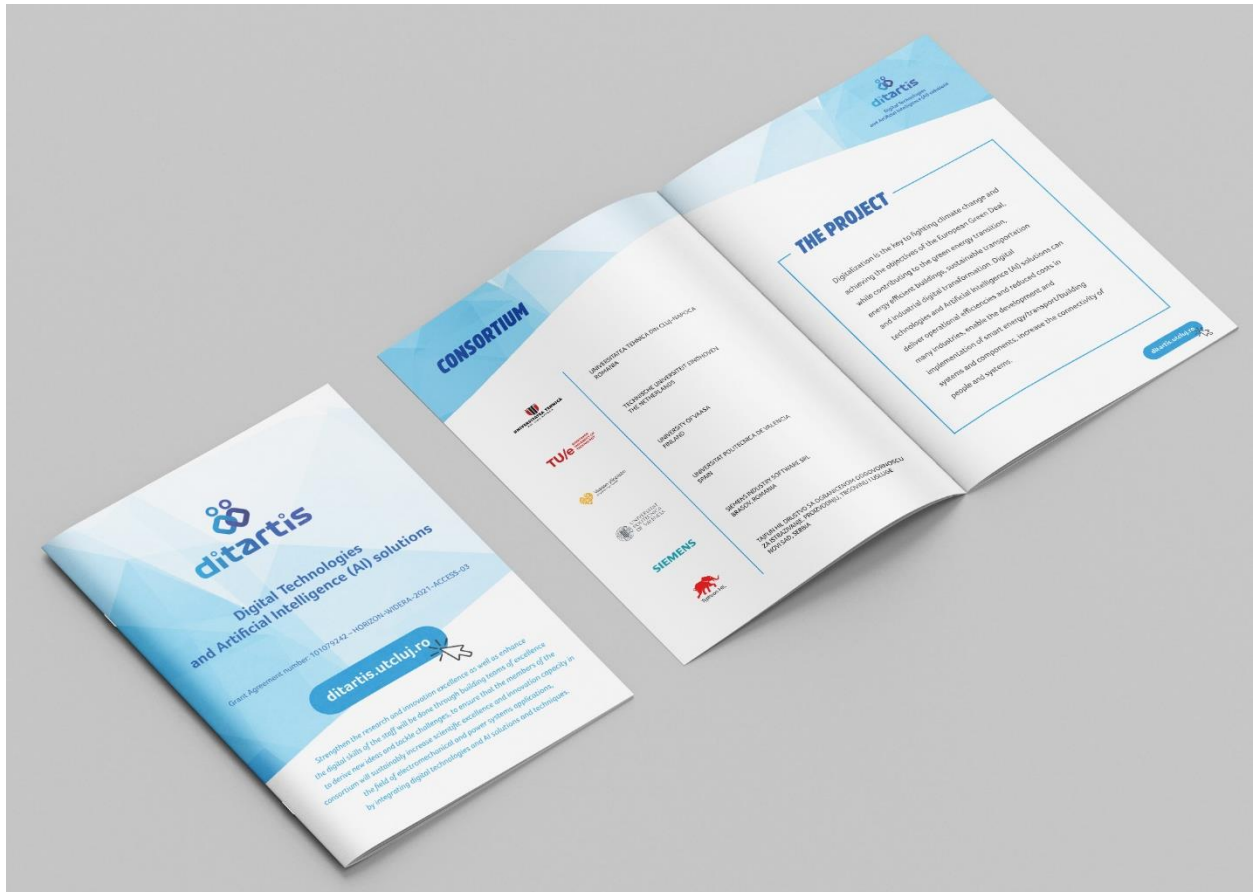
1. HISTORY OF CHANGES

No.	Chapter	Change	Page
1.			

2. INTRODUCTION

The templates for the initial marketing materials (brochure, flyer, poster, rollup) are inserted below

2.1 Brochure - A5 - format (8 pages)



**ditartis**

Digital Technologies and Artificial Intelligence (AI) solutions

Grant Agreement number: 101079242 – HORIZON-WIDERA-2021-ACCESS-03

ditartis.utcluj.ro



Strengthen the research and innovation excellence as well as enhance the digital skills of the staff will be done through building teams of excellence to derive new ideas and tackle challenges, to ensure that the members of the consortium will sustainably increase scientific excellence and innovation capacity in the field of electromechanical and power systems applications, by integrating digital technologies and AI solutions and techniques.

CONSORTIUM



UNIVERSITATEA TEHNICĂ DIN CLUJ-NAPOCA
ROMANIA



TECHNISCHE UNIVERSITEIT EINDHOVEN
THE NETHERLANDS



UNIVERSITY OF VAASA
FINLAND



UNIVERSITAT POLITÈCNICA DE VALENCIA
SPAIN



SIEMENS INDUSTRY SOFTWARE SRL
BRASOV, ROMANIA



TAJFUN HIL DRUSTVO SA OGRANICENOM ODGOVORNOSCU
ZA ISTRAZIVANJE, PROIZVODNJU, TRGOVINU I USLUGE
NOVI SAD, SERBIA



Digital Technologies
and Artificial Intelligence (AI) solutions

THE PROJECT

Digitalization is the key to fighting climate change and achieving the objectives of the European Green Deal, while contributing to the green energy transition, energy efficient buildings, sustainable transportation and industrial digital transformation. Digital technologies and Artificial Intelligence (AI) solutions can deliver operational efficiencies and reduced costs in many industries, enable the development and implementation of smart energy/transport/building systems and components, increase the connectivity of people and systems.

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RESEARCH STRATEGY

The project is built around two challenging research topics, aligned to the Horizon Europe Pillar 2 (Global Challenges and European Industrial Competitiveness)/Climate, Energy and Mobility and Digital, Industry and Space clusters and to the Romanian national smart specialization.

TOPIC R1

Digital transformation for green energy transition

RS1. Flexible and adaptable AI & digital solutions for renewable-based electrical energy sources, storage, and smart household and building equipment and devices integration in smart building, houses and nanogrids;

RS2. AI-based demand side management (DSM) architecture based on virtual energy community and living labs in compliance with the national and European regulations and markets;

TOPIC R2

AI and digital solutions for EMS and PS

RS3. AI-based electrical machines and drives (design, analysis, control, testing)

RS4. Data driven condition monitoring and predictive maintenance in EMS

RESEARCH STRATEGY

The goal of the mentorship program is to accelerate the personal and professional development of young researchers, inside and outside the consortium. This will be achieved by providing the young researchers with guidance, advice and feedback from mentors with more experience.

**Each mentees will be asked to enroll in at least two of the programme components.*

DURATION

18 months

TARGET GROUPS

Target group 1: at least 18 young researchers coming from UTC and twinning partners interested in developing their career path.

Target group 2: at least 6 young researchers coming from other countries (including third countries) interested in international mobility in European countries.

Target group 3: highly skilled researchers from UTC and twinning partners (6 to 8 mentors) interested in supporting in guiding career development and/or integration of young researchers in the research teams.

THE PROGRAM

- A **short-term publication review program**, designed to help a mentee with a specific article submission,
 - A **short-term grant review program**, designed to help a mentee with a specific grant submission
 - A long-term program, which facilitates the establishment of **longer-term mentor-mentee relationship to aid in career development.**

TRAINING PROGRAM

The goal of the training program is to accelerate the personal and professional development of young researchers, inside and outside the consortium.

FIRST EVENT

- A one-day workshop on **Introduction to Artificial Intelligence**.
- A half a day workshop on **Research data management and Open science**.

SECOND EVENT

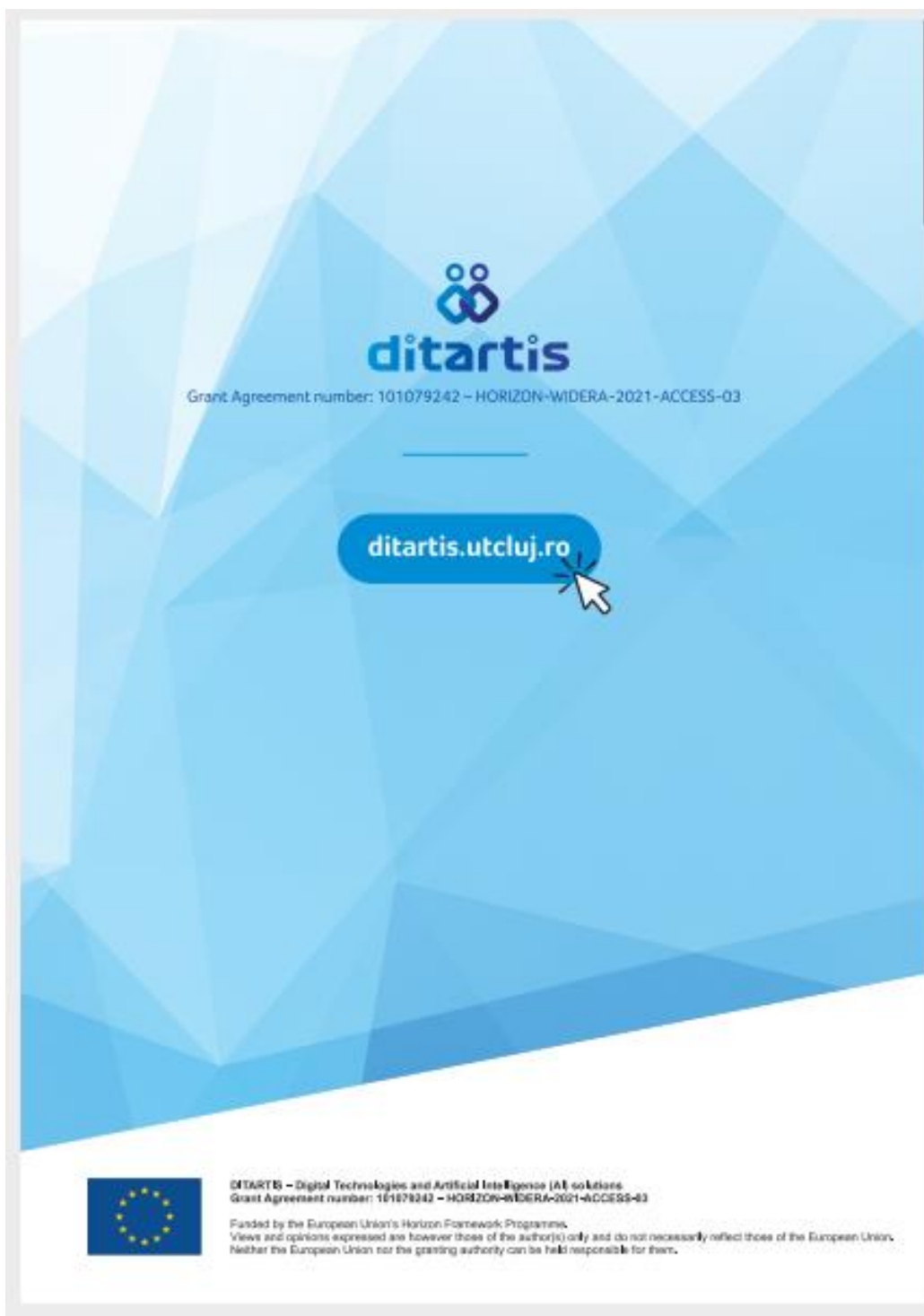
- One-day workshop, focused on **Digital Twin**, as a central concept in digital transformation.
- A half-day workshop on **Management of Technology transfer & Innovation and Entrepreneurship**.

THIRD EVENT

- Training module on **Cybersecurity and Resilience of Digital Energy Systems Training Module**.
- Training module on **AI Applied to the Design Optimization of Electrical Machines, Drives and Solid-State Transformers**.
- A half-day training workshop in the **development of business models** for enabling scaling-up and market replication of digital solutions in smart power systems.

FOURTH EVENT

- A one-day workshop addressing **Advanced tools for condition monitoring and fault diagnosis of electromechanical devices**.
- A workshop on **Entrepreneurship and industrial marketing**.



2.2 Flyer – A5 format (2 pages)



The flyer features a blue geometric background at the top. The ditartis logo is centered, with the text "ditartis" below it. The main title "Digital Technologies and Artificial Intelligence (AI) solutions" is prominently displayed. Below the title, the grant agreement number "101079242 – HORIZON-WIDERA-2021-ACCESS-03" is provided. A large blue button with the URL "ditartis.utcluj.ro" is shown with a mouse cursor clicking on it. A central paragraph describes the project's goals: "Strengthen the research and innovation excellence as well as enhance the digital skills of the staff will be done through building teams of excellence to derive new ideas and tackle challenges, to ensure that the members of the consortium will sustainably increase scientific excellence and innovation capacity in the field of electromechanical and power systems applications, by integrating digital technologies and AI solutions and techniques." The bottom section, titled "CONSORTIUM", lists the participating organizations: Universitatea Tehnică din Cluj-Napoca, TU/e Eindhoven University of Technology, Vaasan yliopisto University of Vaasa, Universitat Politècnica de València, SIEMENS, and Typhoon HL.

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ditartis.utcluj.ro

Strengthen the research and innovation excellence as well as enhance the digital skills of the staff will be done through building teams of excellence to derive new ideas and tackle challenges, to ensure that the members of the consortium will sustainably increase scientific excellence and innovation capacity in the field of electromechanical and power systems applications, by integrating digital technologies and AI solutions and techniques.

CONSORTIUM

UNIVERSITATEA TEHNICĂ DIN CLUJ-NAPOCA

TU/e Eindhoven UNIVERSITY OF TECHNOLOGY

Vaasan yliopisto UNIVERSITY OF VAASA

UNIVERSITAT POLITÈCNICA DE VALÈNCIA

SIEMENS

Typhoon HL

THE PROJECT

Digitalization is the key to fighting climate change and achieving the objectives of the European Green Deal, while contributing to the green energy transition, energy efficient buildings, sustainable transportation and industrial digital transformation. Digital technologies and Artificial Intelligence (AI) solutions can deliver operational efficiencies and reduced costs in many industries, enable the development and implementation of smart energy/transport/building systems and components, increase the connectivity of people and systems.

RESEARCH STRATEGY

The project is built around two challenging research topics, aligned to the Horizon Europe Pillar 2 (Global Challenges and European Industrial Competitiveness)/Climate, Energy and Mobility and Digital, Industry and Space clusters and to the Romanian national smart specialization.

MENTORSHIP PROGRAM

The goal of the mentorship program is to accelerate the personal and professional development of young researchers, inside and outside the consortium. This will be achieved by providing the young researchers with guidance, advice and feedback from mentors with more experience.

TRAINING PROGRAM

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DITARTIS – Digital Technologies and Artificial Intelligence (AI) solutions
Grant Agreement number: 101079242 – HORIZON-WIDERA-2021-ACCE86-03

Funded by the European Union's Horizon Framework Programme.
Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union.
Neither the European Union nor the granting authority can be held responsible for them.

2.3 Poster A3 format



The poster features a blue geometric background. At the top center is the ditartis logo and the text "Digital Technologies and Artificial Intelligence (AI) solutions". Below this is a blue rounded rectangle containing the website "ditartis.utcluj.ro" with a mouse cursor icon pointing to it. The main content is organized into three columns. The left column is titled "THE PROJECT" and contains text about digitalization and AI solutions. The middle column contains three sections: "RESEARCH STRATEGY", "MENTORSHIP PROGRAM", and "TRAINING PROGRAM", each with a brief description. The bottom section is titled "CONSORTIUM" and lists the logos of the participating institutions: Universitatea Tehnică din Cluj-Napoca, TU/e University of Technology, Viașan glogăști, Universitat Politècnica de València, SIEMENS, and Typhoon HIL. At the very bottom, there is a small European Union flag and the project details: "DITARTIS – Digital Technologies and Artificial Intelligence (AI) solutions | Grant Agreement number: 101079242 – HORIZON-MSCA-2021-ACCESS-03".

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Digital Technologies and Artificial Intelligence (AI) solutions

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2.4 Rollup




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