D1.4 Templates for marketing materials

Due date of deliverable	M4
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Organisation name of lead beneficiary for this deliverable	UTC
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Duration	36 months

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Version:	1

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Contents

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1. HISTORY OF CHANGES

No.	Chapter	Change	Page
1.			

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2. INTRODUCTION

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

2.1 Brochure - A5 - format (8 pages)

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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

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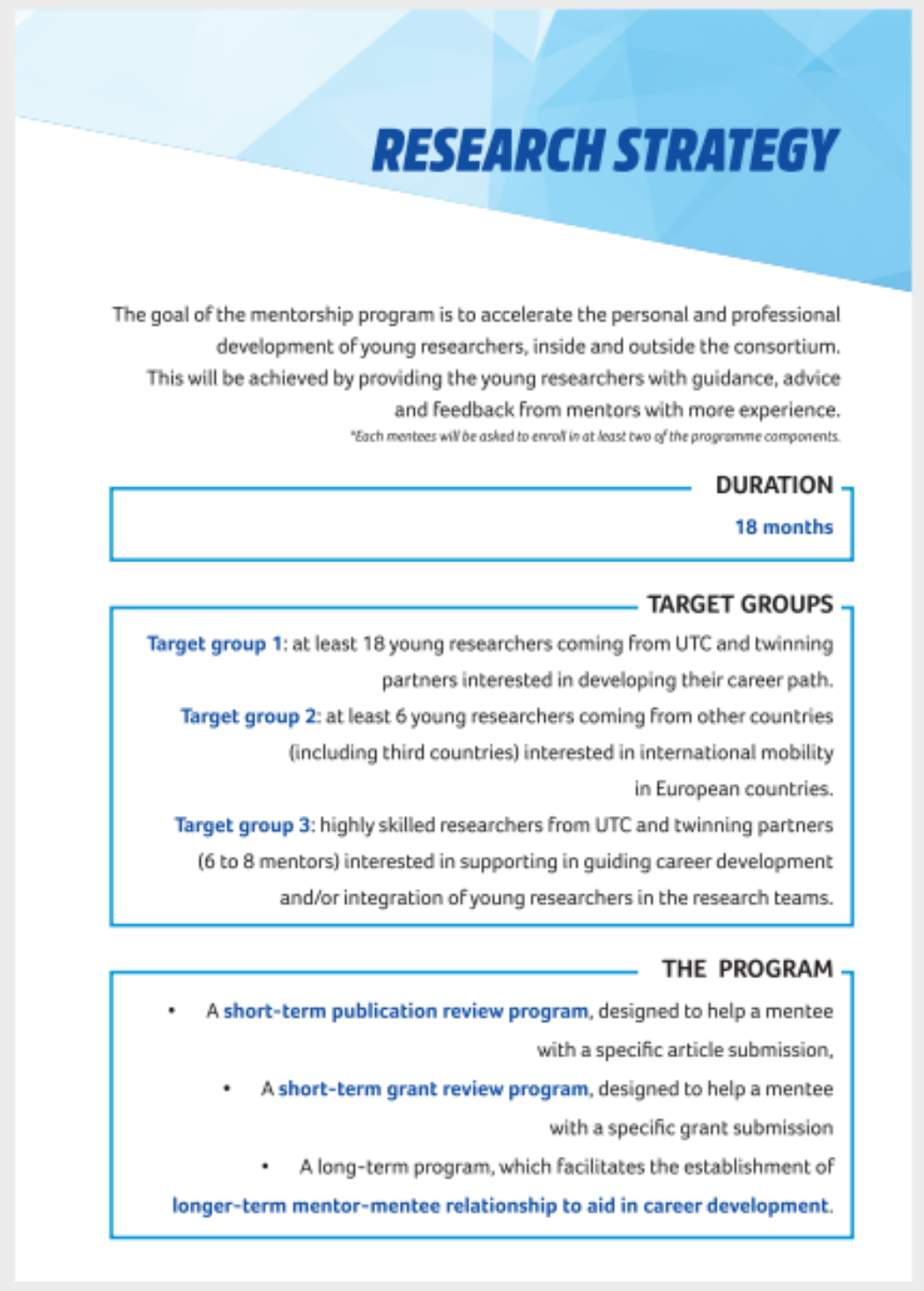

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TRAINING PROGRAM

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.**

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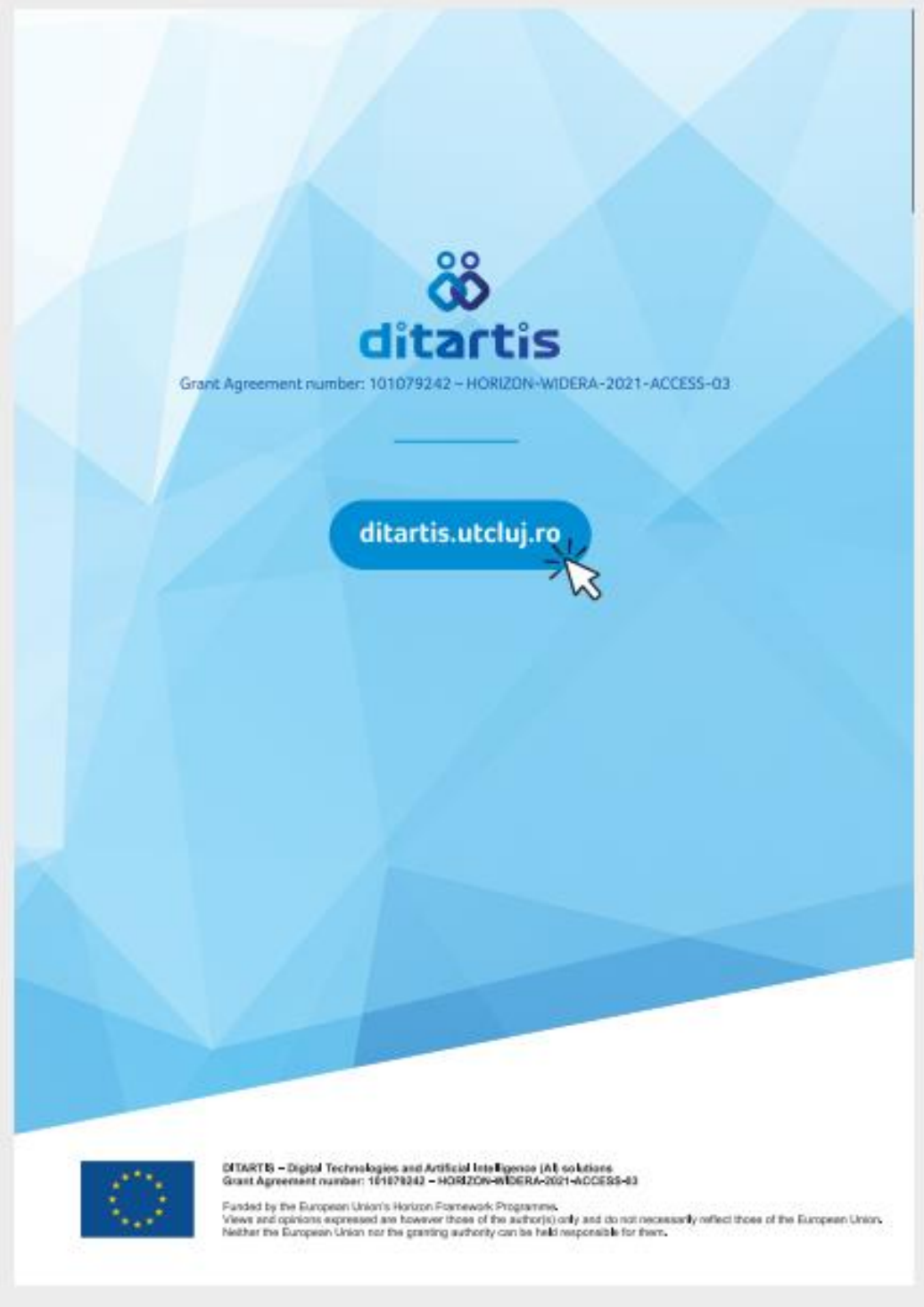

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2.2 Flyer – A5 format (2 pages)

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2.3 Poster A3 format

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2.4 Rollup

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