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ARISE

**Advanced AI and Robotics for autonomous task
pErformance**

D2.1

PROJECT WEBSITE AND PROMOTIONAL MATERIAL

Document Info

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¹ Please indicate the type of the deliverable using one of the following codes:

R = Document, report

DEM = Demonstrator, pilot, prototype, plan designs

DEC = Websites, patents filing, press & media actions, videos

DATA = data sets, microdata

DMP = Data Management Plan

² Please indicate the dissemination level using one of the following codes:

PU = Public

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1.3	05/04/2024	Updated version of the hydroponic farm picture on promotional material and web	Eirini Angeli (THL)
1.4 Final version	08/04/2024	Final editing review	Anna Tsabanakis (THL)

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1 Introduction

1.1 Purpose of the document

The ARISE deliverable "Project website and Promotional material" includes all the essential information about the project website, the different elements that constitute its brand visual identity (logo, colours, typeface), as well as all the promotional collateral (brochure, flyer, banner, newsletter, poster) that will communicate its mission and disseminate its results to the ARISE target audiences. Another important aspect of this deliverable is the presentation of the different social media platforms (LinkedIn, Twitter, YouTube), where ARISE will have a consistent, informative presence throughout its four-year course.

As this report is submitted, the official website is live, the project's brand visual identity has been formulated, the social media accounts have been established, and the first version of the promotional material has been created.

1.2 Structure of the document

This deliverable provides a general overview of the elements that make up the ARISE brand identity and the encompassing dissemination and communication efforts that will promote its research purpose, technical developments, and product outcomes.

Therefore, the document is divided into the following sections:

- ✓ Presentation of the ARISE brand visual identity.
- ✓ Presentation of the project website.
- ✓ Presentation of the social media channels.
- ✓ Presentation of the first project's promotional material.

1.3 Relation to other tasks and deliverables

The D2.1 deliverable is part of WP2 "Dissemination & Exploitation", active throughout the 4-year duration of the project [M1-M48]. It is linked to Task 2.1 Dissemination and Communication Activities.

1.4 Objectives of the Deliverable:

- Provide comprehensive information about the project website, including its purpose, structure, and functionalities.
- Present the brand visual identity of the ARISE project, encompassing the logo, colors, and typeface, to ensure consistency across all communication channels.
- Showcase the promotional collateral, such as brochures, flyers, banners, newsletters, and posters, designed to effectively communicate the project's mission and disseminate its results to the target audiences.
- Introduce the social media platforms (LinkedIn, Twitter, YouTube) utilized by ARISE for maintaining a consistent and informative presence, facilitating engagement and interaction with stakeholders.

1.5 How to use this document:

- Access the document to gain insight into the project website's features, navigation, and content organization.
- Familiarize yourself with the brand visual identity guidelines to ensure adherence to the project's branding standards in all communication materials.

- Utilize the provided promotional collateral templates to create engaging and informative materials for dissemination purposes.
- Explore the established social media platforms to stay updated on project developments, share relevant content, and engage with the project community.
- Regularly review and update the promotional material and social media content to reflect the latest project achievements, activities, and milestones, ensuring continued relevance and impact throughout the project duration.

2. Logo, Colour Palette and Typeface

2.1 Logo

TWI Hellas created the project logo (Figure 1 & 2) which was selected among several options by all consortium partners. The ARISE logo was conceptualised as a resemblance of the **solar panel installation** (ARISE use-cases 1,2,3) and a **leaf**, representing the agriculture field and hydroponic lettuce application (ARISE use-cases 4,5) on which the project focuses by aspiring to advance innovation and **a part of a robot**, representing our work towards elevating both industries, namely Energy and Agriculture, with the use of AI and Robotics. Since the ARISE project aims to introduce a combination of perception and control modules around a reconfigurable robotic manipulator that will enable a step change in the level of automation of complex manipulation tasks in the fields of renewable energy and agriculture, the preferred logo was a fitting choice.



Figure 1 - ARISE project logo vertical.



Figure 2 - ARISE project logo horizontal.

In the project's early beginnings, the logo had a different colour palette. The initial proposed logos were broader in spectrum and did not include both use cases that project ARISE is exploiting throughout the project duration (Figure 3).



Figure 3 - ARISE project older logo versions.

2.2 Colour Palette & Typeface

To create a balanced palette, the main point of inspiration was renewable energy, agriculture (these are traditionally represented by the colour green) and robotics (broadly represented by darker colours such as black and grey). Therefore, the palette comprised shades of green contrasted with shades of black and grey (Figure 4).



Figure 4 – ARISE colour palette & typeface.

The darkest one is called "Eclipse" (#3A3A3A). The colour #3A3A3A is a great dark shade. This is an ideal choice since it emits an industrial sense, recalls technological innovation and simulates the parts of robots.

The middle hue is called "Mantis" (#7DBF6D), a great combination of blue but mostly green. It is a hue that symbolises growth and progress while hinting towards cleanliness and harmony. The above attributes characterise ARISE since the project will develop technologies that bring balance and order to renewable green energy and agriculture with significant economic and environmental benefits.

The final touches to the ARISE palette are given through one relatively light shade of grey, known as "Light Grey" (#D2D2D2) hue that is modern and elegant while conveying calmness and balance.

The preferred typeface of the logo is ALISEO Regular (Figure 4). Aliseo is a strong and clean sans serif font. It's a versatile font family designed for strong, classic branding. Aliseo works great in any branding, and it is ideal for the copy of clean-cut and minimalistic websites.

3. Website

Especially created for the project, TWI Hellas designed and developed the official public ARISE website. This online space will be the basis of the project's brand image as it will inform visitors of the project missions, objectives and technologies that concern the Horizon Europe initiative.

The website will also pose as a communication hub around event news, technical developments, significant publications, scientific results and noteworthy achievements. More specifically, website visitors will be able to access public deliverables and promotional material, from videos, presentations, and posters to publications and newsletters. The ultimate goal of all digital dissemination and communication activities is to attract stakeholders, inform them about the project activities and keep their interest peaked throughout the project duration.

In parallel to its public character, the website will also help the partners easily access a private area where confidential documents will be stored. Therefore, through the ARISE website, partners will have access to the public space, as everyone will, but also to the private area, accessible only to them.

Finally, the website will be under continuous development to stay up to date with project progress throughout the project and will also serve exploitation purposes after the completion of the project.

3.1 Website Domain

The website was built in the <https://arise-robotics.eu/> domain. This domain name was chosen for the ARISE project website for several reasons, based on several factors. Firstly, the domain name "arise-robotics" effectively communicates the project's focus on robotics. This clarity helps visitors immediately understand the nature of the project when they see the website URL. Secondly, the ".eu" extension signifies that the project is based in Europe, aligning with the project's regional focus, and potentially attracting European stakeholders. Additionally, the domain provides a professional and trustworthy appearance, which is crucial for establishing credibility with project partners, stakeholders, and the wider audience. Lastly, the chosen domain was available and suitable for registration, making it a practical choice for hosting the project website. Our aim is for the domain selection to align with the project's branding, objectives, and regional context, contributing to the effectiveness of the project's online presence.

3.2 Website Development

On the ARISE website, React is used as a front-end JavaScript framework. React (also known as React.js or ReactJS) is a prevalent, open-source JavaScript library for creating user interfaces and websites. The choice of React was based on the fact that it is lightweight in terms of both file size and operation speed, making it an excellent choice for fast web applications and websites. The website has UK English as its standard language.

3.3 Website Structure

The ARISE website aims to provide a comprehensive look into the project's mission and activities through a responsive design and a user-friendly structure. As seen below in Figure 5, the sitemap includes extensive information about the project and is easy to navigate. In the below section, the ARISE website parts will be broken down and analysed as to the different focuses and purposes they serve.

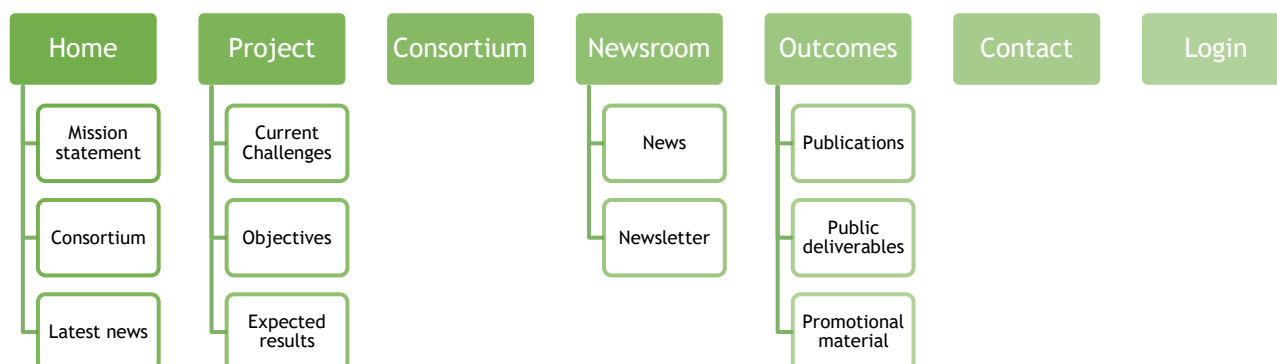


Figure 5 – ARISE website Sitemap.

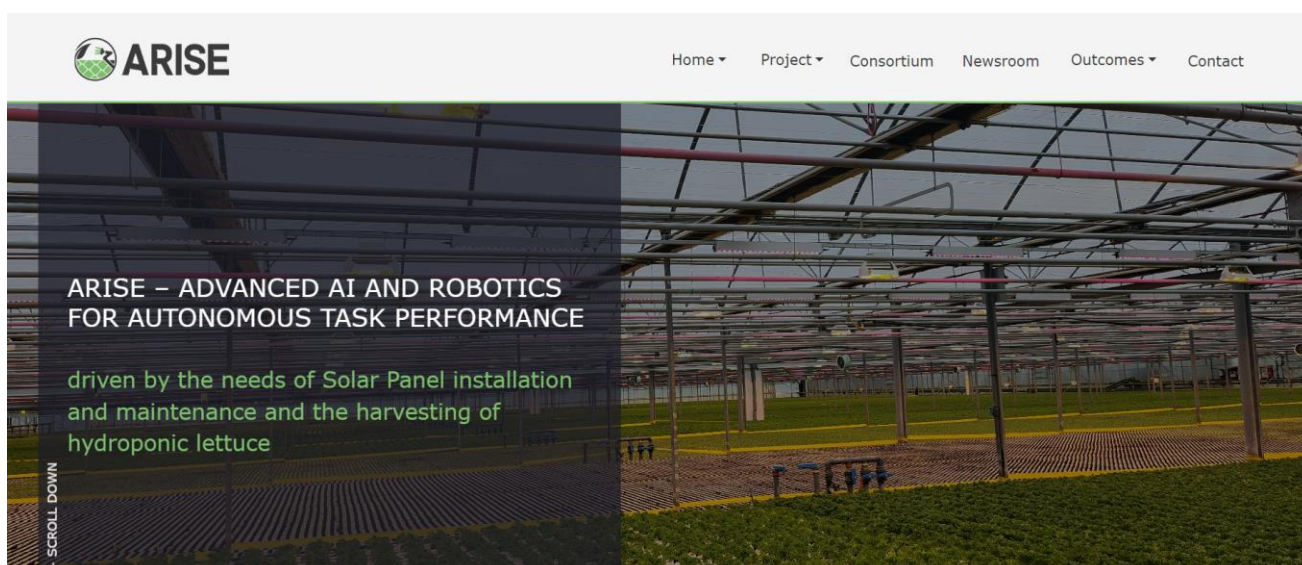


Figure 6 – ARISE website Homepage.

Home Page	
Website main block (Image Slideshow/ Tagline)	A reel of images around the renewable energy/agricultural systems and AI/Robotics that the ARISE project addresses
Mission Statement	A brief description of the project's primary purpose of existence
Our Consortium	A quick look at the consortium Only partners' logos and a map showing an overview of the participating countries

Home Page	
Latest News	The three latest news pieces about ARISE will appear in this section
Newsletter Subscription Form	The website visitors will be able to submit their email addresses to receive the ARISE newsletter and remain informed about the latest project advancements.
Contact	This section contains a contact form so that interested parties will be able to reach out to the consortium.
Footer	The EU logo and the acknowledgement of the EU funding appear. The footer is present in every public page of the website.

Table 1 – ARISE Homepage breakdown.

Project Page	
Current Challenges	An account of the targeted problem, the project's targeted industries and the needs on each one of them
Objectives	A list that specifies the objectives throughout the project's course
Expected Results	A list of the project's expected results

Table 2 – ARISE Project Page breakdown.

Consortium Page	
All project partners are presented thoroughly with logos and descriptions	
• TWI – HELLAS • Hellenic Mediterranean University • Sant' Anna – School of Advanced Studies – Pisa • Technical University of Darmstadt • CEA • ALSYMEX	

Consortium Page	
	• Plaixus • Bendabl • CERTH • Spanish National Research Council (CSIC) • UBITECH Hellas • PROBOTICA • TELEKINESIS UG • ELVAN • University of Essex – Innovation Centre • JEPCO

Table 3 – ARISE Consortium Page breakdown.

Newsroom	
News	News pieces on the latest project developments, from publications and conference participation to new dissemination material, demos and milestones
Newsletter	All the project newsletters will be in one place so that website visitors can find them and get fast and easy info about the project's progress

Table 4 – ARISE Newsroom Page breakdown.

Outcomes Page	
Publications	This section will keep track of the ARISE research journey in the form of journals, conference presentations, research posters, invited talks and colloquia, as well as magazines, press and media coverage.
Public Deliverables	Public project deliverables will be stored in this section so that the public can access them
Promotional Material	This section will include brochures, posters and any other promotional material about ARISE

Table 5 – ARISE Outcomes Page breakdown.

Contact
This section contains a contact form so that interested parties will be able to reach out to the consortium. The contact form complies with GDPR, and the information collected will not be used for commercial purposes or communicated to third parties

Table 6 – ARISE Contact page.

Login
This private section is only accessible to consortium partners

Table 7 – ARISE Login page.

3.4 Website Security, Monitoring and Content Management

Aim: TWI Hellas will be managing and providing the technical support and maintenance needed for the website from the moment it goes live on the web. The project website will also be continually updated with fresh content and be closely managed to avoid any technical issues or downtime. The website will also be monitored by a web analytics tool to gather data relevant to the project KPIs, i.e., the number of visitors per country, the monthly site visits, and the number of downloads per month. Finally, Search Engine Optimisation (SEO) techniques will be implemented to gain extra visibility and help the website rank better in Google. A GDPR-compliant cookie policy has been arranged on the website.

In detail, TWI will lead the website monitoring to ensure:

- **Technical Support and Maintenance:** TWI Hellas will provide ongoing technical support and maintenance for the project website, ensuring that it functions smoothly and securely from the moment it goes live on the web.
- **Content Management:** The website will be regularly updated with fresh and relevant content to keep visitors engaged and informed about project activities, progress, and outcomes.
- **Monitoring:** Utilizing web analytics tools, the website will be monitored to gather data on key performance indicators (KPIs), such as the number of visitors per country, monthly site visits, and downloads per month. This data will provide valuable insights into the effectiveness and reach of the website.
- **Search Engine Optimization (SEO):** SEO techniques will be implemented to improve the visibility of the website and enhance its ranking in search engine results, thereby increasing its accessibility to target audiences and stakeholders.
- **GDPR Compliance:** A GDPR-compliant cookie policy will be implemented on the website to ensure the protection of user data and compliance with relevant regulations.

4. Social Media Channels

The ARISE project will extensively employ social media channels to spread the word about the project's mission and work. Increasing the visibility of the project through social media improves the chances that a solid online technical and scientific community will form around ARISE, so the communication and dissemination of the project's progress and results will receive greater exposure and have a more significant impact.

To stay relevant in the online community, the selected social media accounts will be consistently populated with new content around development news, paper publications, conference participations and important sector news from peer research institutions, universities, stakeholders, manufacturers, and policymakers. The different posts, videos and visuals will be developed and supported by the consortium. Every consortium member will share social media posts and videos to help the project get exposed to their respective networks.

4.1 LinkedIn

LinkedIn is the No1 professional social network, ideal for career advancement and business ventures of any nature including science, technology, economy and sustainability. As expected, research projects found a fitting place in this platform and fertile ground to communicate with peer initiatives, industry players, and scientific and technology communities. In this context, the project's LinkedIn account (<https://www.linkedin.com/showcase/arise-robotics/>) intends to draw attention to the pressing issues in agriculture and renewable energy in Europe that AI and robotics aim to solve, and inform audiences about the ARISE sustainable solution through project updates, sector news, technical discussions and, finally, results.

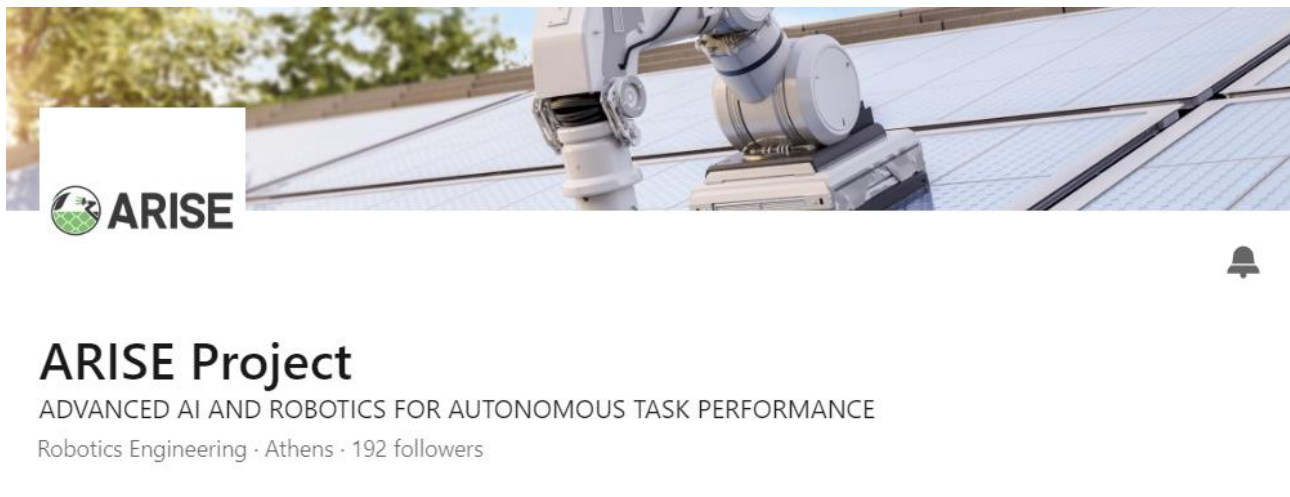


Figure 7 – ARISE LinkedIn page.

4.2 Twitter

Twitter poses as an online diary with its tweets and is appreciated by research institutions and technology companies striving to reach out to its young demographics. The ARISE Twitter account (<https://twitter.com/ARISERobotics>) will seek extra exposure to the research community and the industrial world by selecting the right hashtags to help the project content travel further into the social media platform.



ARISE_Project

@ARISERobotics

Advanced AI and Robotics for autonomous task performance

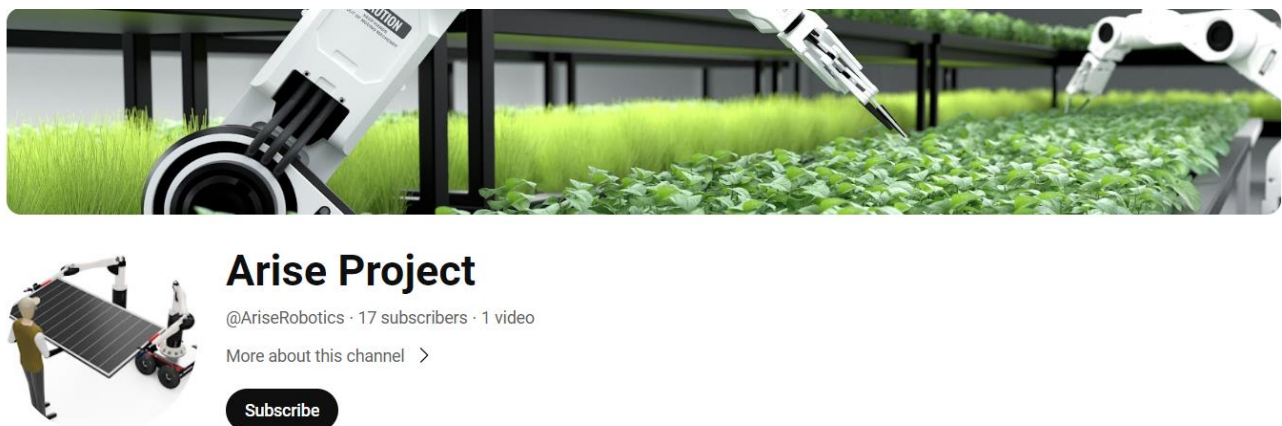
 Science & Technology  Greece  Joined January 2024

90 Following 26 Followers

Figure 8 – ARISE Twitter page.

4.3 YouTube

YouTube is the ultimate online channel for videos; thus, the ARISE project account (<https://www.youtube.com/@AriseRobotics>) will be hosting audio-visual material, from demos and presentations to use cases and workshop videos. For extra exposure, all the videos on YouTube will be part of news pieces on the official ARISE website and shared on the project's LinkedIn and Twitter accounts.



Arise Project

@AriseRobotics · 17 subscribers · 1 video

More about this channel >

Subscribe

Figure 9 – ARISE YouTube channel.

5. Promotional Materials

To properly kickstart the project, the first series of promotional materials has been developed, namely a brochure and a poster. During the project, these materials will be updated to serve the purposes of the project outcomes. They will be available online on the ARISE website and shared on communication channels. They will also be available in printed format to be distributed in conferences, workshops and in-person participation in various events.

5.1 Newsletters

The project progress will be communicated to key stakeholders via digital newsletters that will be issued regularly. Arrangements have been made to link the ARISE website with the platform Mailchimp to get as many subscribers as possible to the ARISE newsletter. This way, all interested parties will be receiving the latest updates around the ARISE research developments.

5.2 Brochure, Flyer, Banner, and Poster

General Aim: The first versions of the ARISE brochure, flyer, banner, and poster aim to inform the whole spectrum of potential stakeholders, such as the scientific and technological community, companies active in the agriculture and renewable energy sectors and policymakers. The brochure, flyer, banner, and poster will be showcased and distributed respectively in exhibitions, conferences, fairs, and other physical events. At the same time, both promotional materials employ attractive visuals to achieve greater exposure to a broader audience. All promotional material will be included in the project website as well. In detail, they present the project's mission, objectives, and facts, as well as the project technologies summarised and the introduction of the consortium partners.

Objectives:

- Inform stakeholders about the mission and objectives of the ARISE project.
- Highlight key facts and technologies involved in the project.
- Showcase the consortium partners and their contributions to the project.
- Create awareness and generate interest in the project among target audiences.

Purpose: These promotional materials will be used during exhibitions, conferences, fairs, and other physical events where stakeholders from relevant industries and sectors are likely to be present. They serve as tangible assets for disseminating information about the project and attracting attention to its goals and outcomes.

Audience: The primary audience for these promotional materials includes:

- Members of the scientific and technological community.
- Companies operating in the agriculture and renewable energy sectors.
- Policymakers and government representatives involved in energy and agricultural policies.
- Potential collaborators, investors, and stakeholders interested in sustainable technologies.

Information presented in the developed Promotional Materials:

- ARISE Mission and Objectives: Clear and concise statements outlining the goals of ARISE.
- Key Facts and Technologies: Highlights of the innovative technologies and methodologies being developed.
- Consortium Partners: Profiles of the organizations participating in the project.
- Project Summaries: Brief overviews of project activities, achievements, and expected outcomes.
- Visuals: Engaging graphics, images, and designs to enhance the attractiveness and readability of the materials and to leave a lasting impression on the audience.



Advanced AI and Robotics for autonomous task pErformance

Powering Up Agriculture and Green Energy with AI and Robotics



Problem Statement

In Energy and Agriculture, physically demanding and dangerous tasks have led to massive labour shortage, thus obstructing the ambitious EU targets of >55% greenhouse gas emissions reduction by 2030 and a 25% increase of organic farming land.

Workforce Forecasting:

Solar Industry: 5m workers predicted gap, only in Germany

Agriculture: A staggering 28% reduction, by 2030

Our Solution

ARISE aims to develop an advanced robotic platform to...

- strengthen Agriculture and Energy, two industrial sectors integral to the progress of the European Green Deal.
- offer unparalleled versatility in terms of autonomously or collaboratively performing long-horizon tasks, due to a toolchain of Robotic and AI/ML modules.
- contribute to the streamlined deployment of containerised AI-powered applications, by using an Edge-AI platform*

Targeted Industrial Applications

ARISE toolchain will be tested on five Use Case Scenarios (UCS) within the Energy and Agriculture sector:

Solar panel installation and repair

- Navigation along the solar panel row, identifying backsheet cracks and deploying repairs.
- Navigation and Rack Bolt fastening.
- Picking up and carrying a solar panel in collaboration with a human worker.

Hydroponic lettuce transplanting and harvesting

- Lettuce transplanting.
- Lettuce harvesting.




ARISE Technologies

- A novel, pneumatic-based reconfigurable manipulator, with advanced soft end-effectors.
- A Hierarchical Imitation Learning module.
- An Ontological framework for Knowledge Representation.
- A cognitive algorithm module encompassing Active Perception, Semantic Mapping and Localisation capabilities.
- An edge-native, resource-optimised and automated computing infrastructure.

Expected Impact

- Achieve substantial "next step autonomy" in robots, undertaking non-repetitive tasks.
- Accelerate enabling conditions essential for the diffusion of robots in various industries.
- Enable a step-change with respect to science towards the automation of manual tasks.
- Deliver a step change in autonomy, handle tasks autonomously for a long periods of times.
- Improve performance by reducing errors and increasing speed and productivity.








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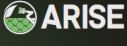
Figure 10 - ARISE Poster

Our Consortium

Our consortium brings together partners from eight countries namely Greece, Italy, Spain, Germany, France, Croatia, Cyprus and UK. Four research centres (CERTH, THL, CEA and CSIC), four universities (SSSA, TUDa, HMU, ESS), one highly prominent industrial company (ALS), five high-tech SMEs (BBL, PLX, UBT, PRO, TEL) and two end-users (ELVAN, JEPED).



ARISE partners are all extremely prominent in their respective fields, contributing to the constant evolution of autonomous robots by leveraging the capabilities of robotic systems combined with the technological innovations of AI, hardware, and network technologies and forming modular systems to speed up their integration in industrial processes.



CONTACT



Email: arise@coo.twi.gr

ARISE FACTS

Starting date: 1st January 2024
Duration: 48 months
Coordinator: TWI Hellas
Consortium: 16 partners from 8 EU countries

This project has received funding from the European Union's Horizon Europe programme under Grant Agreement N° 101135959.



ARISE

Advanced AI and Robotics for autonomous task pErformance

Powering Up Agriculture & Green Energy with AI & Robotics

Figure 11 - ARISE Brochure External Pages

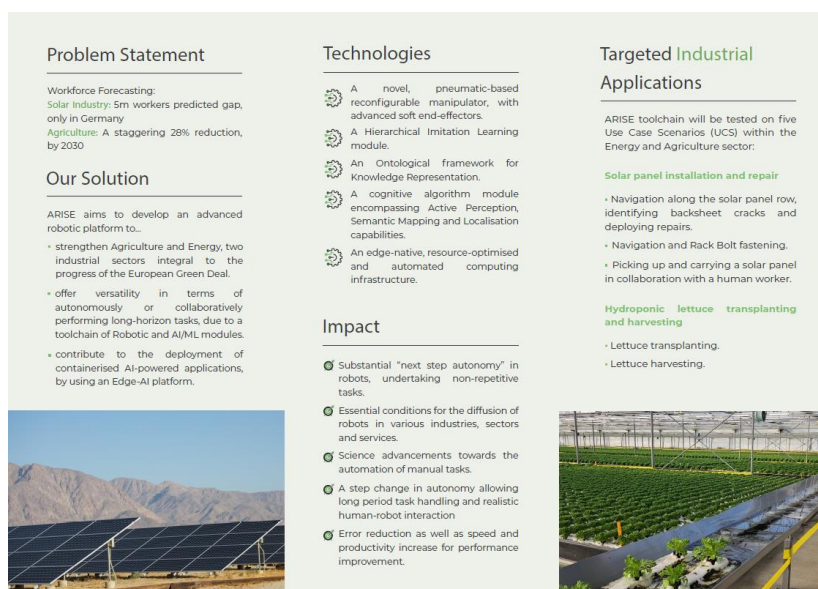


Figure 12 - ARISE Brochure Internal Pages



Figure 13 - ARISE Flyer



Figure 14 - ARISE Banner

5.3 Presentation Template

Aim: Project presentation templates were designed to ensure that all documents produced have the same design and consistency with the project's image. They are created to be used as the basis for ARISE presentations in various contexts, from project meetings to conferences and workshops to innovation launches. Taking into serious consideration the Horizon Europe programme and support, the acknowledgement of European funding is permanently embedded in the slides.

In detail, the ARISE presentation template will promote the project's:

- Professionalism: We aim to maintain a polished and cohesive appearance, enhancing the credibility of the project and the presenter.
- Consistency: The template ensures consistency in branding, layout, and design across all project presentations, regardless of the presenter or content.
- Clarity: A clear layout can help presenters effectively communicate complex information.
- Efficiency: We aim to save time and effort for presenters while maintaining high-quality output.
- Engagement: Visual elements and formatting options included in the template aim to engage audiences and enhance comprehension of the presented material.

The Heading Slide and examples of designed presentation slides can be found below:

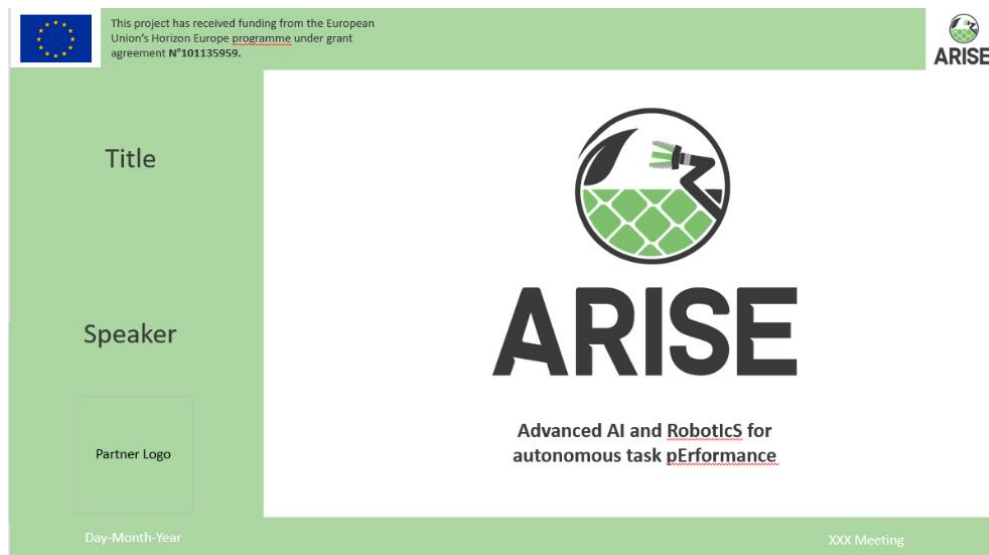


Figure 15 – ARISE presentation template front page.

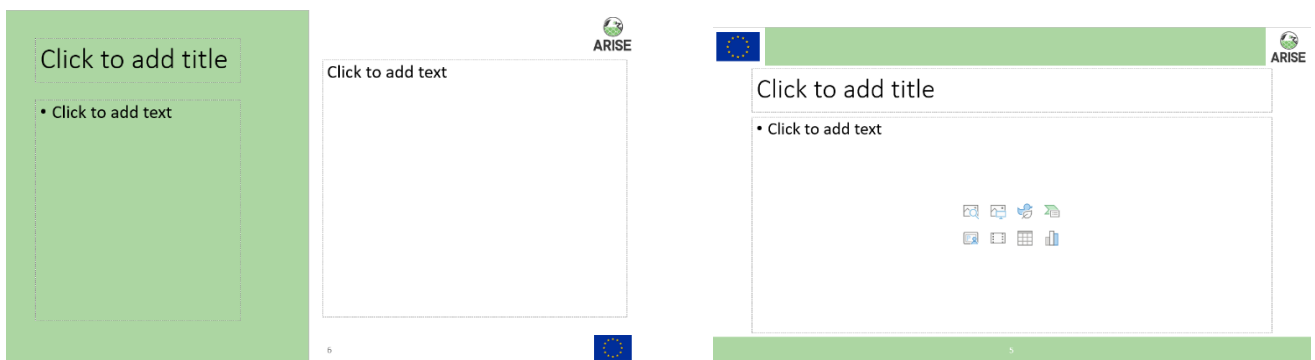


Figure 16 - ARISE presentation template middle-slides.



Thank you for your attention!



Figure 17 - ARISE presentation template final slide.

5.4 Deliverable Template

A template format for project deliverables has also been created, as seen below.

ARISE template serves as a valuable tool for project teams to:

- Ensure uniformity across all project deliverables, regardless of the nature or complexity of the output.
- Streamline the process of creating, reviewing, and approving deliverables by providing predefined sections and guidelines.
- Facilitate communication and collaboration among project stakeholders when presenting information in a structured and easily accessible format.
- Enhance the quality and professionalism of deliverables, adhering to established formatting and content standards.
- Enable efficient tracking and management of deliverables throughout the project lifecycle, from creation to final submission.



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DELIVERABLE
X.X...

Document Info

Deliverable Number	
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Version - Status	

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1.0	dd/mm/yyyy	First draft	
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X. Appendix	9

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Figure 18 - ARISE Deliverable Template

6. Conclusions

Building the ARISE project brand identity has been an inspiring and crucial journey. The consortium will use all the different brand elements (logo, colours, typeface) and the first promotional material (brochure, poster, flyer, and banner) to support the project's public image and communicate its mission. As the project's research progresses, the consortium will create more specialised material as well as implement changes to existing promotional material.

The ARISE website intends to provide a comprehensive platform where various stakeholders can stay up to date with project results, publications and public deliverables while being able to interact with the consortium and subscribe to the newsletters throughout the project to receive regular updates. The ARISE website serves as a central hub for project-related information, providing stakeholders with easy access to project results, publications, and public deliverables. Lastly, the project website will be a direct doorway to the project's social media platforms (LinkedIn, Twitter, YouTube), where updates, milestones, consortium info and industry news will be shared to commence fruitful online discussions and establish ties with the targeted stakeholder communities, facilitating engagement with stakeholders and fostering meaningful online discussions, thereby enhancing the impact and visibility of the ARISE research outcomes.