

**PROGRESS REPORT 30.06.2023**

**AI & Robotics Estonia (EDIH)**

European Digital Innovation Hubs programme

Funded by Digital Europe Programme (50%) and Estonian state (40%)

**Key performance indicators achieved by 30.6.2023 (12 months) according to services (number of companies)**

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|  | **Services** | **KPIs for 36 months** | **KPIs achieved 12 months July 2022 – June 2023** | **KPIs planned July – December 2023** |
| 1 | EDIH Digital Maturity Assessment (DMA) combined with individual consulting of digitalisation level | 360 (150 unique companies) | 84 | 71 |
| 2 | AI suitability analysis (including follow-up monitoring and networking and AIRE clubs) | 240 | 30 | 45 |
| 3 | Robotics suitability analysis (including follow-up monitoring and networking AIRE clubs) | 60 | 12 | 13 |
| 4 | Test before invest demo-projects in AI and robotics | 54 | 17 selected | 7 projects selected |
| 5 | Test before invest experiments at university labs and test-beds  | 150 | 0 | 11 |
| 6 | Intensive courses in AI and robotics  | 300\* | 77\* | 45\* |
| 7 | Webinars for awareness raising in AI and robotics | 300\* | 66\* | 50\* |
| 8 | E-courses in AI and robotics for general awareness raising | 300\* | NA | N/A, starting 2024 |
| 9 | Consulting to find funding  | 150 | 10 | 28 |
| *10* | *Industry 5.0 Conference held in May 2023 (additional service)* | *N/A* | 299\*\* | N/A |

\*Training participants (not unique companies). Companies take part in services multiple times.

\*\* Including 119 manufacturing companies and service providers.

**WORK PLAN for 6 months and KPIs achieved by 30.06.2023**

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| **1** | **PROJECT MANAGEMENT** |
| **WP** | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 1.1 | Kick-off and 3 review meetings | Once a year a joint meeting is held with the AIRE team (project manager, WP leaders and other key experts), the Steering Group and the Advisory Board.Project management handbook is prepared by M3.Review meetings are planned M12 and M24 and M36.Also mapping the current situation of supporting AI-related innovation projects to Innovation Radar is given a special priority. | Project management | 4 meetings | Kick-off meeting held in Aug 2022.Review meeting (Steering Group meeting) was held on 24 May 2023 to review 12 months activities and KPIs.AIRE centre has acknowledged lack of resources of staff and work overload of servicing all 84 clients and understanding their individual needs daily based and effectively. Solutions are found and decisions are made to hire new people from Aug 2023 and increase external consultants involvement (new tender planned in Aug-Sept 2023). CRM in Notion software is finally ready and reduced possible information gaps. Also automatic service registration system linked to Notion CRM is finalised by 30.6.2023 that facilitates the work of staff and information flows with the help of automated information systems and registration. | TalTech, Kirke Maar |
| 1.2 | Monthly progress meetings  | Monthly progress meetings are organised with WP managers and key experts of AIRE/EDIH to coordinate and plan EDIH services to the target group, monitor the progress of each service and WP (each WP meetings are held twice a month).  | Project management | 36 meetings | Progress meetings held twice a month based on 6 weeks detailed work plan for the team (total 12 meetings during January and June 2023). | TalTech, Katre Eljas |
| 1.3 | Steering Group (SG) meetings (internal management) | Once a quarter **Steering Group meetings** are organised to monitor the financial management and organisation of the AIRE/EDIH project. The SG consists of legal representatives of each partner or staff delegated by the legal representative. Also, reviews of AB members are presented to SG once a year. Among others, overview of possible Innovation Radar projects is given. | Project management | 12 meetings | 3 meetings held during January and June 2023:January 2023March 2023May 2023Total 6 meetings held (July 22 – June 23) | TalTech, Kirke Maar |
| 1.4 | Advisory Board (AB) meetings (external reviews) | Twice a year, an Advisory Board meeting is organised with Associated Partners, external experts and their formal reviews prepared and presented. In addition to a review of KPIs and impact.Board takes part in the selection of AIRE test before invest demo projects. Total of 6 AB meetings organised. Also, mapping the current situation of supporting AI-related innovation projects to Innovation Radar is given a special priority. | Project management | 6 meetings for review+ selection of demo-projects. | 2 meetings held during January and June 2023:February 2023June 2023Total 5 meetings held (July 22 – June 23) | TalTech, Kirke Maar |
| 1.5 | Monitoring impact based on DMA  | Evaluation after 36 months for impact monitoring of AIRE based on the annual reports and final evaluation M34-M36. Monitoring of impact based on DMA index and other impact criteria considered, like macro-economic factors. Impact report presented at M36. Also mapping the current situation of supporting AI-related innovation projects to Innovation Radar is given a special priority. | Project management | 1 final evaluation.Annual monitoring of impact for review. | N/A by June 2023. | Kaia Lõun, IMECC |
| **2** | **TEST BEFORE INVEST** |
|  | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 2.1 | Digital Maturity Assessment (including individual consulting) | All AIRE clients that receive funding under the Digital Europe Programme will be monitored regularly to measure their effectiveness based on the JRC’s DMA methodology. DMA evolution of each AIRE client is measured over time according to DMA methodology. Preparations will be made by M3 on how to integrate data for JRC’s DMA from the IMECC platform. DMA is linked to analysing possible innovation projects to Innovation Radar (support of best practices). KPI: 360 assessments (150 unique companies). | Preliminary consulting, mapping the needs combined with EDIH DMA | 360 units (150 unique companies) | The January – June 2023 target was 78 clients assessed, actual KPI achieved is 61.Total 84 (out of 360) DMA assessments have been provided during July 22 and June 23 (23% from final target).Slight underperformance is explained by the overall decline in the volume of industrial production caused by several worldwide crisis (COVID, energy, supply chains, Ukrainian war). Also, high interest rates and uncertainty hold companies back to make large investments. **This has affected all AIRE services in 2023.** | IMECC, Kaia Lõun |
| 2.1 | AI and robotics suitability assessment | To support AI and robotisation awareness and investments SMEs and mid-caps are consulted for their maturity specifically in adapting AI solutions and/or robotics.This consulting in company premises is linked to all services – building the roadmap to new developments and investments (mapping possible pilots, training needs, funding gaps, inviting companies to AIRE Club, etc). KPI: 300 assessments made (not unique from 2022-2025, some may receive support annually.) | AI and robotization suitability analysis | 300 | 37 clients were consulted during January and June 2023.For 12 months (June 2022 and June 2023) there are total 42 clients consulted.As there have been less clients interested in the service as expected, a marketing campaign to introduce AI suitability analysis was provided in May-June 2023. | Tehnopol, Anu Puusaag.TSP, Ingrid Hunt (South-Estonia) |
| 2.2.1 | AI suitability analysis | Please see above in 2.2 | AI suitability analysis | 240 | The January – June 2023 target was 31 clients assessed, actual KPI achieved is 27.Total 30 (out of 240) AI assessments have been provided during July 2022 and June 2023 (12% from final target).TSP consulted 17 clients and Tehnopol 13 clients. | Tehnopol, Anu PuusaagTartu Science Park: Ingrid Hunt |
| 2.2.2 | Robotisation suitability analysis | Please see above in 2.2 | Robotisation suitability analysis | 60 | The January – June 2023 target was 6 clients assessed, actual KPI achieved is 10.Total 12 (out of 60) robotisation suitability assessments have been provided during July 2022 and June 2023 (20% from final target). | IMECC, Kaia Lõun |
| 2.3 | Demo projects and experiments (testing and pilots) planning and implementation | To support digitalisation, increase awareness and support investments, the AIRE consortium collaborates with the industry in carrying out AI and robotics demo projects and experiments (proof-of-concept phase of innovation projects). Projects/clients are selected openly (call for ideas twice a year). This is not cascade-funding (only consortium-related costs are budgeted). KPI: Total of 54 companies use-cases are involved to test-before invest pilots in 2022-2025. This service is followed with consulting related to access to funding. Best practices (AI pilots) are mapped and also considered as Innovation Radar candidates.  | Demo-projects (experiments, feasibility studies) | 54 | The January – June 2023 target was 15 projects selected, actual achievement is 9 projects selected.During 12 months (July 22 – June 23) total 17 demonstration projects are selected (out of 54), which is 31% from final target. | TalTech, Kirke Maar |
| 2.4 | Lab testings (AI, big data, HPC, cybersecurity and robotics test-beds) | Open access to the labs of TALTECH, University of Tartu (UT) and Estonian University of Life Sciences (EMU) is promoted to SMEs **as AI and robotics test-beds for SMEs and mid-caps.** Total of 150 companies as KPIs (36 months). | Open access to labs (from 2023) | 150 | N/AThe service will be developed in autumn 2023. | TalTech, Katre Eljas |
|  | **WP3: Skills and Trainings** |
|  | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 3.1 | Analysis of target group needs and development of the training plan. | To identify knowledge gaps and training needs of manufacturing SMEs, an analysis will be conducted (incl. interviews and/or surveys among the target group, publicly available reports, input from Associated Partners, etc.)  | Training plan/ calendar on web-site | N/A | Report submitted to EC by 30.9.2022 | UT, Helen Jõesaar |
| 3.2 | Trainings in the fields of digitalisation technologies, AI and robotics | Different training formats will be used and the most appropriate chosen for each topic. Formats include, but are not limited to intensive courses, short webinars and MOOCs (Massive Open Online Courses). KPI: 900 participants from 2022-2025. | 900 (including e-courses) | 900 | Total 143 participants in courses and webinars (out of 900) by June 2023 (first 12 months).E-courses have not been introduced yet.In addition, at 4.5.2023 Industry 5.0 conference was held by AIRE EDIH centre in collaboration with the Ministry of Economic Affairs, Enterprise Estonia, ITL and Confent OÜ where 299 participants took part of the manufacturing and digitalisation conference (119 manufacturing companies and AIRE ecosystem members of total 299 participants). At the conference also AIRE Club #15 was held in cooperation with Robotex Estonia. | UT, Helen Jõesaar based on training calendar |
| 3.2.1 | Courses | 8-16 academic hours courses to manufacturing companies | Trainings | 300 | The January – June 2023 target was 70 participants trained, actual KPI achieved is 57.Total 77 (out of 300) participants have been trained from July 22 to June 23 (25% from final target).There were provided 4 courses during January and June 2023, one course was cancelled due to low level of participants registered.During the first half of 2023, it occurred that getting participants on trainings is very challenging – companies are too busy with production, delivery and serving clients. Also, they are cautious in spending time and money on other than directly relevant activities. Some adjustments in offering trainings need to be done in future service delivery.In addition, Industry 5.0 conference on 4th of May 2023 was co-organised by AIRE. Large range of AIRE target group (industry) was attending the conference (299 participants in total). Part of the KPIs (manufacturing companies) can be considered as AIRE EDIH project outcomes (to be decided by Steering Group). | UT, Helen Jõesaar based on training calendar |
| 3.2.2 | Webinars | 2-4 hours webinars to manufacturing companies and other sectors for horizontal awareness raising about AI and robotics | Webinars | 300 | The January – June 2023 target was 15 participants attended on webinars, actual KPI achieved is 47.Total 66 (out of 300) participants have been attending webinars during July 2022 and June 2023 (22% from final target).There were provided 5 webinars during January and June 2023.Attendance on webinars was higher than expected – webinars are held online and last shorter time as trainings, thus these are more affordable for companies. For achieving target KPIs, it may be rational to deliver more webinars. | UT, Helen Jõesaar based on training calendar |
| 3.2.3 | E-courses | 4 courses developed and published for general and horizontal awareness raising of AI (registration needed for reporting) | E-courses | 300 | N/A. Starting- from 2024. | UT, Helen Jõesaar |
| 3.3 | Analysis of training impact | Analysis of skills development (including comparison with DMA methodology), 2 annual reports and 1 final report of WP3. | Trainings impact analysis | N/A | N/A by December 2023 | UT, Helen Jõesaar |
| **4** | **WP4: Support to find funding** |
|  | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 4.1 | Financing roadmap for 2022-2025 for the support of finding funding. | Through the analysis of all relevant funding schemes for AI and robotisation (also industry digitalisation) a financing roadmap is made. Collaboration with EEN. | Support to find funding (roadmap of sources of funding) | N/A | Financing road-map for AIRE centre and clients (deadline 31.12.2022). Updated in January 2023. Road-map is up-dated by January 2024 using external consultants.  | TalTech, Kirke Maar |
| 4.2 | Consulting related to state and EU funding (including collaboration with EEN). | Consulting AIRE clients (mainly manufacturing companies) in finding state and EU funding. | Support to find funding (state and EU funding) for clients | 110 | The January – June 2023 target was 20 clients consulted, actual KPI achieved is 4. It was a strategic decision to start this service more actively from autumn 2023 because companies do not have enough time to accumulate all AIRE service intensively in 6 months period. From autumn 2023 it is also planned to change the methodology of on-boarding AIRE clients –we plan to start engaging clients with the involvement of funding service as the entry service to AIRE services. DMA service is effective and relevant, but we experience bottlenecks in moving from DMA dynamically to other services. Total 6 (out of 110) clients are consulted from July 2022 to June 2023 (5% from final target).There is a lot of interest from clients towards consultancy to find funding, however delivery of the service is also hampered by the overall caution of companies making large investments due to parallel crisis (COVID, Ukraine war, restrictions related to Russia’s market, inflation, etc). | TalTech, Kirke Maar |
| 4.3 | Consulting related to the involvement of private funding and loans. | Consulting AIRE clients involving private funding and loans for AI and robotics investments and innovation projects. | Support to find funding (private funding) | 40 | The January – June 2023 target was 5 clients to be consulted, actual KPI achieved is 4.Total 4 (out of 40) clients have been consulted during July 2022 and June 2023 (10% from final target).In order to introduce the service and increase interest a marketing campaign was provided to introduce the service. | TEHNOPOL, Anu Puusaag |
| 4.4 | Initiation of parallel and related AIRE consortium projects in AI and robotics (DEP, Horizon Europe, ERASMUS, Interreg, etc). | To build synergy with R&D projects (state, SF, Horizon funded, etc), AIRE acts as an active initiator of and participant in new projects in the field of AI and robotics. Collaboration with other EDIHs. | AIRE centre’s funding (synergy projects) | 3 | 1 project submitted by Taltech (AI and drones). | From 2023 |
|  | **WP5: Networking and Developing the Ecosystem** |
|  | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 5.1 | Development of the ecosystem  | Development of the ecosystem (including with other EDIHs and involvement of clients in Europe). Collaboration with Enterprise Europe Network (EEN) based on the Memorandum of Joint Agreement. The AIRE partnership network is designed to promote communication between industrial companies, researchers, IT and electronics companies, and funders of innovation projects. AIRE also prioritises cooperative creation and communication with professional associations. | **Networking in Estonia and in Europe (EDIH, EEN and other)** | **N/A** | EEN collaboration plan development is in progress by December 2022.EEN collaboration is agreed upon in the Memorandum of Joint Agreement signed in February 2022. AIRE and EEN are cooperating in offering services to SMEs. AIRE services’ information is available on the EEN Estonia newsletter since October 2022 and on webpage since April 2023. Also, on AIRE webpage SMEs can find information about EEN services to SMEs and information about European EDIHs.A preliminary plan of joint services with at least 3 EDIHs in Europe for January-June 2023.AIRE attended EDIH Summit in June 2023 to meet and discuss cooperation possibilities with other EDIHs.  | TSP, Ingrid Hunt |
| 5.2 | Organising AIRE Clubs (networking events) | To strengthen cooperation AIRE is launching AIRE Club as a unique series of events that create a free and open atmosphere in a space where our partners can communicate and network together. The events will be held every month in Tartu, Tallinn or other regions of Estonia (7 clubs per year for 3 years from September to May, collaboration with the network, including with EEN). | AIRE Clubs for networking | 21 | There were 4 AIRE clubs organised during January and June 2023 (372 participants in total):AIRE Club #12: 15th of February in Tartu (37 participants), organised by UTAIRE Club #13: 16th of March in Tallinn (during Smart Industry Conference) (76 participants), organised by TalTechAIRE Club #14: 5th of April in Kohtla-Järve at TalTech Narva College (it was targeted to East-Estonian clients) (54 participants), organised by UTAIRE Club #15: 4th of May in Tallinn (as part of Industry 5.0 Conference) (205 participants), organised by TalTechIn total there are 679 participants attended AIRE Clubs from the beginning of the project in July 2022 and by June 2023 during the first year of EDIH AIRE project (129% from final target). Therefore, we propose to shift/ replace part of the AIRE Club KPI-s to WP3 training KPIs based on market need for AIRE service. This will be proposed to the Steering Group of EDIH AIRE projects to decide (reduction of WP3 indicators and increase of AIRE club indicators). | TSP, Ingrid Hunt |
| 5.3 | Organising best practice seminars for awareness raising of AI and robotics | To raise awareness about AIRE services (including other EDIH-s in Europe) and to spread knowledge about innovative demo projects, AIRE is organising best practice seminars/events (2 events per year for 3 years). At the best practice events, SMEs will share their experience about AIRE tailor-made solutions for individual businesses while achieving results that are universal, so that the solutions, products or services that emerge from the project can be transferred to other businesses and other sectors.  | Best practice seminars linked to AIRE clubs | 6 | N/A (from 2023)In total, AIRE partners are organising best practice seminars: TalTech 3 seminars, UT 2 seminars and TSP 1 seminar. The plan is that in October 2023 UT will organise 2 seminars and TalTech will organise 1 seminar. In November 2023 TSP will organise 1 seminar. | TSP, Ingrid Hunt |
| 5.4 | Collaboration with other EDIHs in Europe | AIRE is a member of a pan-European network of more than 200 EDIHs in the EU, so AIRE will collaborate closely with their international partners (including offering services to SMEs in Europe (clients of other EDIHs)). AIRE Club can be a physical meeting space for presenting not only local services and success stories but also the work of foreign hubs that may be of interest to Estonian manufacturing companies.  | Networking | N/A | Agreements with 3 key EDIHs for joint services from January-June 2023:1. SHIFTLABS EDIH in Sweden to organise a joint webinar in autumn 2023 in AI for quality control in manufacturing companies. Estonian side speaker agreed with Ericsson Eesti.
2. ARIC in Germany (EDIH Hamburg) – collaboration round-table organised in March and May in Tallinn and in June in Hamburg. Parallel side-project started in collaboration with Enterprise Estonia “Estoniia Muse” (estoniia.ai) to raise awareness on trustworthy AI in society. In additional test before invest pilot project service is planned with 1 manufacturing company (negotiation start in Sept 2023), match-making for SMEs (round-table and meeting with German companies in 22-23.6.2023 in Hamburg) and possible webinars in 2024.
3. FAIR EDIH in Finland to organise a joint webinar from January 2024.

In addition, collaboration agreement in signed with all Baltic Sea EDIHs to collaborate. First decision is to meet up in AIRE CLUB in Tartu 24.1.2024 linked to sTARTUp Day 2024 (topic to be confirmed in Sept 2023) to bring EDIHs and their clients together in Estonia. | TalTech, Kirke Maar |
| 5.5 | Matchmaking of SMEs in Europe (between Estonian and European SMEs). | „Light“ match-making (mainly through individual contacts between SMEs, AI developers, etc) in collaboration with EDIH and EEN. **MoU is signed between EEN coordinator (Estonian Chambre of Commerce and Industry) and TalTech.** Task leader TSP is partner in both EDIH and EEN to build synergy and avoid any over-lapping. | Networking | 50 | N/A, from 2023EEN clients/SMEs have been invited to AIRE clubs and services since October 2022.AIRE clients/SMEs will be invited to EEN online and live match-making events starting in autumn 2023. For example, ‘The Greener Manufacturing Show <https://www.greener-manufacturing.com/welcome> on the 8-9 Nov in Cologne, Germany, and NEXPO <https://nexpotallinn.com/> on the 13-17 Nov in Tallinn.EEN matchmaking in Estonia will take place at sTARTUpDay 2024. | TSP, Ingrid Hunt |
|  | **WP6: Dissemination and communication** |
|  | **Task name** | **Task description (total of 36 months)** | **AIRE service** | **KPI (total 2025 June)** | **KPI achieved by June 2023 (12 months)** | **Lead responsibility (service leader)** |
| 6.1 | Updating aire-edih.eu website (created already in preparation phase in 2021) | Add EDIH map, DMA progress of clients monitoring (average), visual KPIs, services, team, news, gallery, events (AIRE Clubs, trainings).  | Awareness raising | N/A | Up-dated by December 2022.EDIH map will be added in October 2023. | TalTech, Kaire Tammer |
| 6.2 | Gathering target audiences’ insights for AIRE’s key messages and branding (linked to Task 3.1). | The survey to map expectations as well as insights and make the first intro of AIRE to potential customers will be organised. Insight survey is also a tool to reach new AIRE clients (25 companies CEOs or development managers interviewed).  | Awareness raising | 25 companies interviewed | 15 interviewed by September 2022, total of 25 interviews by December 2022 (in the frame of WP3 report/ deliverable by Month 3). | TalTech, Kaire Tammer |
| 6.3 | Design and execution of communication and dissemination plan | Designing a detailed plan for communication and dissemination (D6.1). Execution of activities according to the plan and project needs: campaign for call for ideas of AI demo projects through social media, direct mail and consortium channels; events, trainings and activities pre- and post-communication to provide visibility and participation according to the project KPIs; production and dissemination of videos about demo projects (linked to T6.4), best practices, services and events. | Awareness raising | N/A | By December 2022. | TalTech, Kaire Tammer |
| 6.4 | Development of the Digital Showroom of EDIH AIRE (digital materials). | The digital showroom concept will be developed, linked to T6.3 competition to find a design partner. Production will be organised and the content produced with the chosen partner. All AIRE partners who showcase the digital content of AIRE Show-Room in their screens, during conferences and exhibitions (around 250 screens of AIRE consortium). | Awareness raising | N/A | N/A. Developing showroom has started 2022 and will be continued from autumn 2023.In first period, two VR rooms were developed- general AI introduction and room to visualise Valdek AS test before invest demoproject – “Testing a smart warehouse management system in an industrial company” (including development of a digital twin). | TalTech, Kaire Tammer |