



[D4.1] COMMUNITY GUIDELINES

IDEALIST

3 INDUSTRIAL ECOSYSTEMS TACKLING SUPPLY CHAINS DISRUPTIONS
AND BOOSTING ADVANCED TECHNOLOGIES UPTAKE



DELIVERABLE INFORMATION

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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other

² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified

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TABLE OF CONTENT

DEFINITIONS	4
1. SCOPE OF THE DELIVERABLE	5
2. ABOUT AGORA	6
2.1 WHAT IS AGORA?	6
2.2 AGORA ´S NEWSFEED: THE CENTRAL STARTING POINT	8
3. THE IDEALIST SPHERE	9
3.1 AGORA ´S SPHERE FEATURES	10
3.2 ORGANISING WEBINARS IN AGORA	11
3.3 INVITE AND MANAGE REQUESTS	12
4. ROLE OF THE SPHERE ADMINISTRATORS	13
5. CONTENT MODERATION	16
5.1 CONTENT MODERATION RULES	16
5.2 CONTENT MODERATION PROCEDURES	18

DEFINITIONS

AGORA: name given to the social networking service (SNS) deployed by EIT Manufacturing.

EIT Manufacturing: refers to the non-profit organisation or its affiliates whose registered office is at Centre d'intégration Nano-Innov, Paris-Saclay, 2 boulevard Thomas Gobert, 91120 Palaiseau, France.

Administrator(s)/organisation manager(s): refers to individuals, whether or not they are employees of EIT MANUFACTURING, who are authorised to use AGORA for management purposes: they have access to an Account that allows them to set up the application and configure or carry out actions on users' Accounts.

Sphere administrator: user who manages the properties of a Sphere in AGORA and has the authority to invite people into that Sphere, and to delete them.

User: natural persons who have access to the services via an account, and natural persons who have been invited to participate by the Administrators. For each type of User, access to the services may be restricted as decided by the Administrators.

1. SCOPE OF THE DELIVERABLE

The **aim** of the community guidelines (D.4.1) is to (i) describe the main features of the AGORA platform and the IDEALIST sphere, including the registration process; (ii) detail which types of content and interactions should be fostered and encouraged and which are not allowed; (iii) outline the content planification and content moderation procedures.

The IDEALIST sphere **goals** are the following:

- To enable matchmaking among companies looking for adopting advanced technologies and tech-savvy providers of such solutions.
- To share key insights and updates on the resilience of the value chains corresponding to the three industrial ecosystems covered by the IDEALIST project, including disruption signals. The three industrial ecosystems addressed by the IDEALIST project are the following: (i) aerospace and defence; (ii) energy intensive industries and mobility; and (iii) transport and automotive.
- To act as channel for communication and dissemination of the IDEALIST projects activities and results.
- To host the events and webinars foreseen in the context of the IDEALIST projects.

Approved users are expected to contribute, through their interaction and in the context of their profession and expertise, to the circulation of knowledge related to the aim of the IDEALIST project. The engagement of potential end users of the AGORA platform will be carried out, mainly, by the clusters involved in the project. Target groups are the following:

- **Target group 1:** traditional manufacturing SMEs.
- **Target group 2:**
 - End-users: tech-savvy companies, traditional SMEs, suppliers of critical components and materials, RTOs, corporate, tech start-ups.
 - Major industrial organisations, initiatives and associations representing suppliers of technologies, components and critical materials.
- **Target group 3:** cluster members, both tech-savvy and traditional SMEs, and cluster representatives.

2. ABOUT AGORA

2.1 WHAT IS AGORA?

AGORA is a private professional social media set up by EIT Manufacturing³. It enables its members and the wider community of the European manufacturing industry to collaborate, network, share opportunities, exchange advice and benefit from online services offered by EIT Manufacturing, among other opportunities. AGORA has more than 2000 members, which represent more than 900 organisations, including large enterprises, startups, Research and Technology Organisations (RTOs), Universities, and public institutions. In total, users cover 36 European countries.

Compared with other networks, the benefits of AGORA include: (i) using enhanced matchmaking features to find relevant new contacts, partners and project collaborators; (ii) to message anyone in the community without the need to be connected before; (iii) AGORA is set up to help users spend time wisely on the platform. In addition to a user-friendly interface that makes navigating easy, users have full control over notifications to curate their feed; (iv) AGORA has also launched matchmaking tools to help make the most of connections available in the community. Given the focus on manufacturing, the new matchmaking and search tools enable users to find very specific connections.

AGORA offers a targeted networking experience as the platform only admits members relevant for the manufacturing ecosystem. AGORA's key milestones include the following:

- Gathered more than 70 industry-related events, from net zero transformation and go-to-market webinars to start-up pitches.
- Shared and accessed industry use cases, insights and inspiration in various thematic communities, including the regular Industry & Tech Watch Digests, on topics ranging from industrial metaverse to skills and the circular economy.
- Shapeit consultation process on AGORA gathered the European manufacturing community to identify potential future focus areas that could become thematics for EIT Manufacturing's 2023 Call for Proposals. It lasted 11 weeks and was divided into three steps: (i) Step 1 allowed participants to share challenges and discuss topics they

³ Available at <https://agora-eitmanufacturing.eu> and on mobile app.

saw as industry priorities (more than 250 participants, more than 12,000 visits to the sphere and more than 1,050 messages, comments and likes); (ii) Step 2 consisted in participants splitting into different groups to explore a topic of shared interest deeper and co-create a hotspot canvas on the challenge, technology readiness and industry application (6 hotspots generated by 41 hotspot teammates from 30 different organisations); (iii) Step 3 involved a social vote on the top hotspots generated, a peer review of hotspots, a mapping of hotspots against EITM strategic objectives and a final selection (388 votes cast with 4 final call thematics identified)

Image 1: statistics on AGORA´s users

3,100+

Community members

1,400+

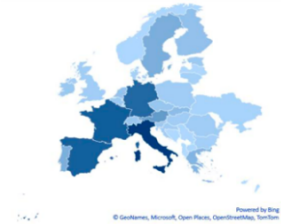
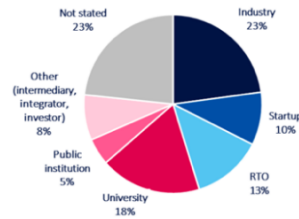
Organisations related to European industry

37

Countries in Europe represented

430+

Industry decision-makers (CEOs, VPs, directors..)

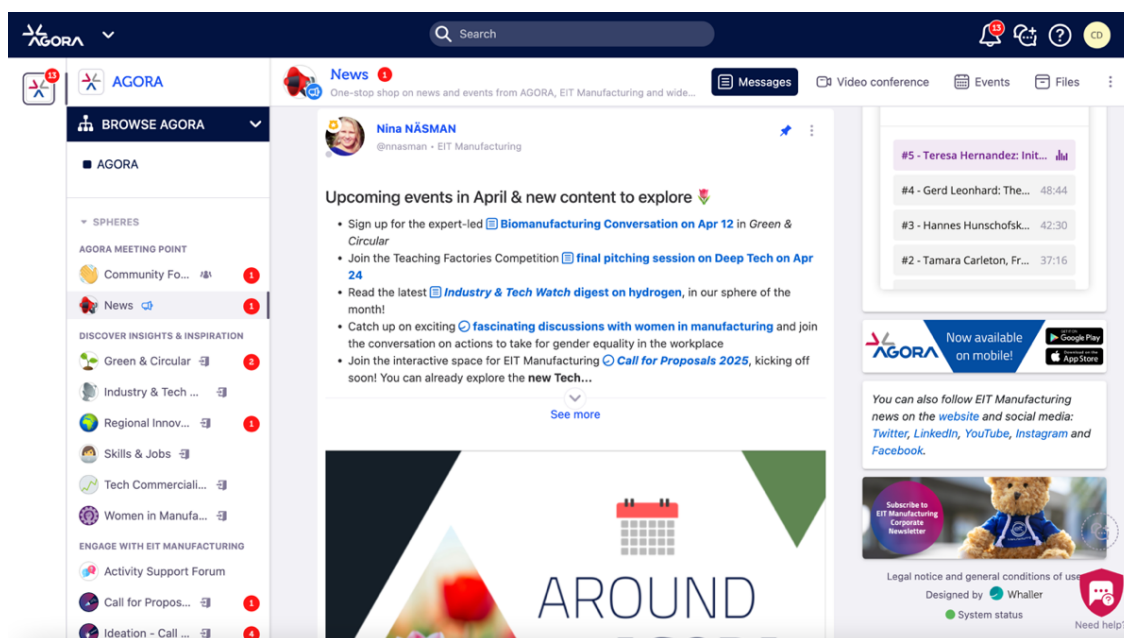


Source: EIT Manufacturing

2.2 AGORA ´S NEWSFEED: THE CENTRAL STARTING POINT

At the newsfeed, all the members of AGORA can publish content and interact with other stakeholders of the manufacturing ecosystem. Furthermore (i) members can post public and private messages with option to create polls and events, share images, videos and files; (ii) posts can be liked and commented on to generate discussion; (iii) member directory to find others in sphere by name or keyword; (iv) messages can be searched by keywords, tags, containing attachments or not etc; (v) administrators can highlight key posts and content by pinning them to the top and can target specific members by adding them to groups for faster info-sharing.

Image 2: AGORA ´s newsfeed example



Source: EIT Manufacturing

Technical support is offered by EIT Manufacturing, including support materials (strategic editorial and engagement guide, editorial template, administrator tips and tutorials); daily admission of members to the platform; troubleshooting member issues and dedicated contact for administrator queries and bugs reporting.

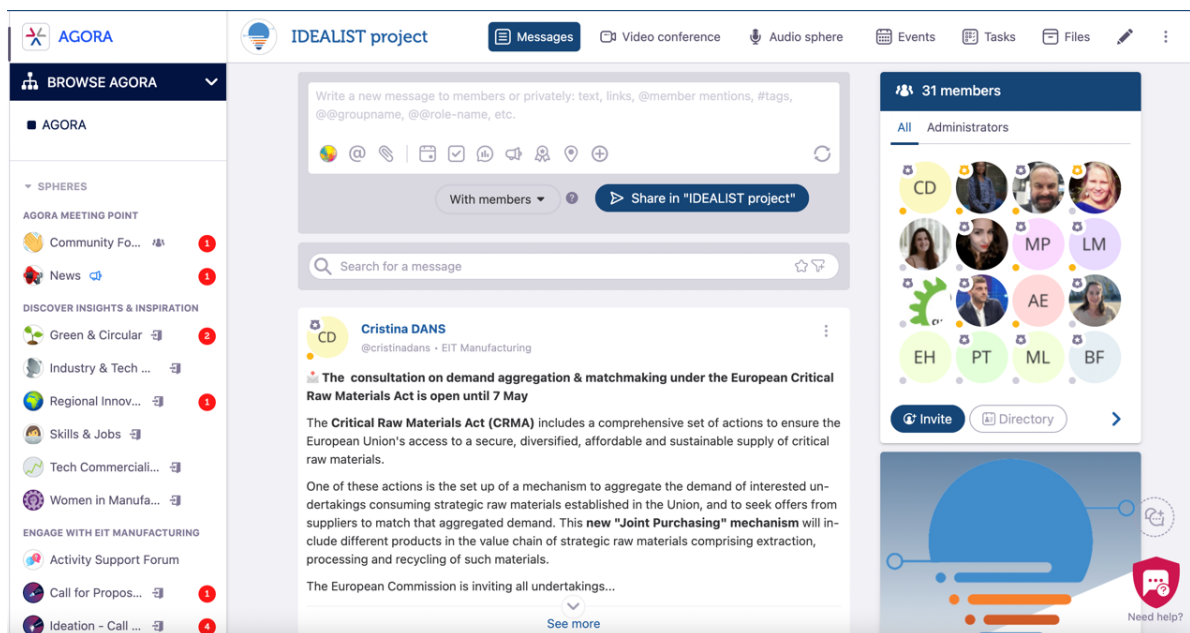
3. THE IDEALIST SPHERE

As foreseen in Milestone 1⁴, a new sphere dedicated to the IDEALIST project has been created in the AGORA platform. AGORA´s spheres are spaces dedicated to a concrete theme and its content is only available to their members.

Members of the AGORA sphere will be tracked through a list of end-users, which will be generated and updated monthly. The list will include name, surname, role, name of the organisation, type of organisation and country and will integrate the community database foreseen in deliverable 4.3 in M6 and M36.

The IDEALIST sphere will be presented by each of the clusters that are part of the project consortium to their local ecosystems as part of the general information meetings, foreseen in Work Package 4 and Work Package 11. The agenda of each general information meeting will include AGORA as well as the IDEALIST sphere.

Image 3: IDEALIST project sphere



Source: EIT Manufacturing

⁴ MS1 - Launch of the Agora sphere.

3.1 AGORA ´S SPHERE FEATURES

Spheres allow for customisation. Custom controls and options for administrators include setting colour, logo, name, description as well as widgets to the sidebar, such as links to files and websites for easy access. Furthermore, AGORA ´s spheres include the following features:

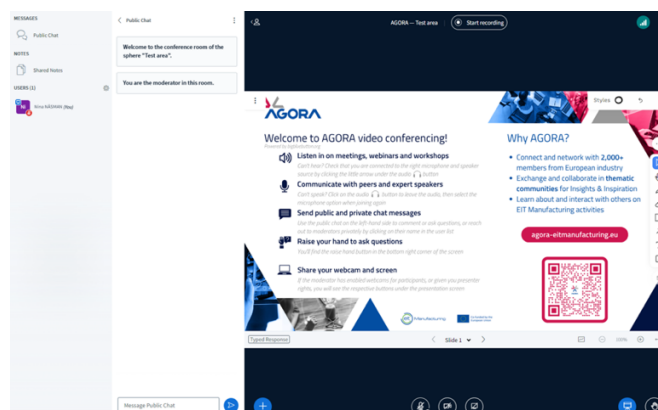
- Members can post public and private messages, create polls and events as well as share images, videos and files. Posts can be liked and commented on to generate discussion. Furthermore, messages can be searched by keywords, tags, containing attachments or not. Administrators can highlight key posts and content by pinning them to the top and can also target specific members by adding them to groups for faster info-sharing.
- Member directory to find other users that are members of the sphere by name or keyword.
- Video conferencing from private meetings to public webinars with more than 200 people. Options include calendar, RSVP that can be integrated with personal calendar, ability to invite non-AGORA members to events, recording, polls, breakout rooms and whiteboarding during event.
- File box for file-sharing and real-time document collaboration on Word, PowerPoint and Excel files, possibility to create, arrange and restrict access to folders, version control, lock editing.
- Additional features include Kanban for allocating tasks, audio conferencing for quick calls and calendar for overview of events.

3.2 ORGANISING WEBINARS IN AGORA

Hosting events on AGORA has proven to be one of the most successful ways to attract new members and engage existing ones. Several webinars and events will be hosted in AGORA as part of the IDEALIST project, including 8 “expert-to-expert” webinars (M5-M36) and 6 workshops during which EU tech-savvy SMEs that developed critical technology applications will pitch their solutions to traditional SMEs (M5-M36). The event functionality of the AGORA platform includes the following features:

- In-built video conference system with full functionality. It is possible to create public or private events with a dedicated video conference link for sphere members and optional invite link for external people to join. An event calendar is available in the sphere to see upcoming and past events.
- Recording sent via email as link that can be shared with sphere members and externally, if desired.
- RSVP function with those signing up receiving an email with an invite they can add to their personal calendar.
- Moderator rights: record, assign presenters, share screen, webcam with personalised background, manage entry and participants.
- Engaging the audience: public and private chat in meeting, polls, breakout rooms, whiteboarding, raising hand.
- Additionally, shared notes, ability to upload background presentation for easier management of slides, engagement analytics during/attendance list after event.

Image 2: AGORA videoconferencing feature



Source: EIT Manufacturing

3.3 INVITE AND MANAGE REQUESTS

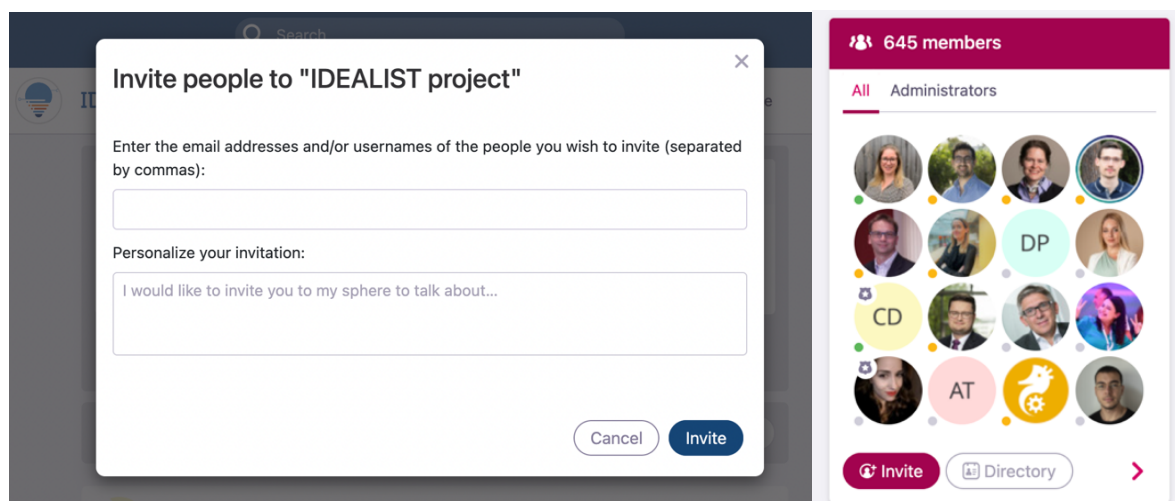
Inviting members and managing member requests, in the case of a closed sphere, is a key task of the sphere administrator, and particularly relevant before and at the start of events planned in the sphere.

The first step for joining an AGORA sphere is to be registered in the AGORA platform. In this regard: (i) sphere administrators can invite AGORA members to a sphere they are managing. Furthermore, organisational managers can help identify the relevant members to invite; (ii) if the user is not registered yet in AGORA, it should register before joining the sphere.

The IDEALIST sphere is closed but visible on the homepage. This implies that members of AGORA can request to join the sphere. Sphere administrators get a notification of new requests and can manage them from the 'Members' tab in the icon of the sphere banner. A new page will open, where the sphere administrator can accept or reject requests, depending on the sphere access requirements.

All members of the sphere can be seen by going to the "Members" list on the right sidebar and selecting "Directory". A pop-up for sending invitations will appear when clicking "Invite".

Image 2: example of pop-up for sending invitations to the sphere



Source: EIT Manufacturing

4. ROLE OF THE SPHERE ADMINISTRATORS

The **AGORA moderator** is responsible for enforcing the terms and conditions of use, within all spheres. They promote the rules governing use and behaviour at AGORA and answer user´s queries in that respect. The moderator reminds users of the rules of AGORA as well as its terms and conditions of use and takes action if these are not followed.

All the representatives of organisations that are part of the IDEALIST project and are registered in AGORA are administrators at the IDEALIST sphere. In this regard, an administrator training for the IDEALIST consortium members was organised by EIT Manufacturing. It took place on 15 March 2024. Following the training, the following materials were shared with the partners: (i) administrator training slides; (ii) the editorial plan template; (iii) the strategic engagement guide and (iv) specific video conference training slides.

The **IDEALIST sphere administrators** are responsible for the sphere under their charge and its content. The tasks of the sphere administrators include: (i) defining the goals, activities and topics covered in the sphere; (ii) promoting the participation of the sphere´s members and boosting engagement; and (iii) managing the content posted by the sphere´s users according to the community guidelines. The sphere administrator can:

- Invite members to the sphere, as long as they comply with the AGORA access policy;
- Accept or reject sphere membership applications;
- Appoint other members as "sphere administrators" to delegate administration activities;
- Approve invitations from other group members;
- Delete members from the sphere;
- Request the administrator for updates in line with the activity of the sphere.
- Review analytics (activity, visits, unique users, link clicks and more) and award badges to reward active members.

The content creation and moderation of the IDEALIST sphere will be coordinated by EIT Manufacturing, coordinator of Work package 4 “Beyond matchmaking”. All the partners of the IDEALIST project will contribute, for instance, by sharing information about the activities that they are coordinating and online events that will be hosted in the AGORA platform.



AGORA will enable the matchmaking among companies looking for adopting ATs and tech-savvy providers. Matchmaking will be at the core of the proposed networking activities laying the foundation for greater adoption of advanced technologies in traditional SMEs. AGORA will represent the main tool that manufacturing traditional companies registered on the Platform will have to find and get in touch with tech-savvy companies.

The content to be published in the AGORA platform will be prepared in collaboration with Cluster COMET, communication work packages coordinator, and outlined in the editorial plan on a monthly basis. The editorial plan will be open to the contribution to all partners and will map out key posts, events and content to create.

Table 1: Content examples

Strategic content type	Suggested content	Why/when to use
Educational content	Tutorial/guidance post	Help current members learn how to start a conversation or use a platform feature to engage in community
	Information event	Share key information about an important topic in an informational event, ensure there is time for Q&A at end
	Industry news, use cases and events	Keep members informed on current relevant topics and also encourage them to share relevant news, use cases, events
	Regular thematic post	Attract new members with regular content and keep existing members coming back to your sphere for updates
Co-creation and collaboration	Living library	Collaborate on a joint file in the file box to create a repository of key references and knowledge related to a topic
	Workshops/ working groups	Set a goal/challenge for the community to solve and group like-minded members to discuss and create solutions
	Hackathon	Bring people with technical backgrounds together to solve a problem or develop new ideas in a time-bound collaboration
	Interactive consultations	Gather all your community's opinions and expertise on the long run to determine next steps for an important topic
Community stories	Member spotlight/ interview	Highlight community members' experiences and expertise through short spotlight or interview posts
	Storytelling posts	Reflect and share on the community growth and progress to inspire and build community spirit
Dialogue	Survey	Post a poll or survey to get a better understanding of what your community likes and needs
	'Hot takes'	Start or encourage discussions on hot or controversial topics in a safe, facilitated environment
	Guest Q&A	Bring in a guest speaker for a live Q&A during an event or through a comment thread at a specified time
	Roundtable	Freely share inputs and suggestions about a topic of importance
Recognition	Badges	Celebrate those contributing to the community and major milestones hit
Friendship cultivation	Image contest (relevant widget exists on AGORA)	Encourage members to share photos of something relevant to community, get others to like their favourites and create discussion around them (and reward the favourite, if you like)
	Speed networking	Set up short sessions for members to meet new people through time-bound breakout rooms with prompts
	Book club	Discuss mutual interest topics in more informal setting
Welcoming	Welcome post	Introduce new joiners to the community at start and regularly by tagging them and adding a question to invite introductions
	Welcome event	Organise regular welcome events to introduce community Mid and help newcomers feel supported and meet others

Source: EIT Manufacturing

5. CONTENT MODERATION

5.1 CONTENT MODERATION RULES

Opinions expressed at the IDEALIST sphere of AGORA reflect the views of the individual authors only and, therefore, do not reflect the views of the IDEALIST project partners, including EIT Manufacturing. The administrators of the sphere do not evaluate or attest to the accuracy of any questions, answers or other information posted. In case of spamming, EIT Manufacturing might block the access to an user account, close the account or take any other reasonable action.

When users publish in AGORA, they are considered "authors and producers" of the content. Users grant EIT Manufacturing a non-exclusive, royalty-free and worldwide licence to host, use, distribute, modify, run, copy, publicly perform or display, translate and create derivative works of any content they might publish on AGORA.

If an user would like to make sure that other member do not miss the information published, it´s possible to set an email notification ('More options', selecting the force send before posting). With a view to respecting AGORA members privacy and own notification preferences, this should be used extremely sparingly, a few times per year, and only for the most important posts.

User´s contributions will not include the following content:

- Defamatory, aggressive, inappropriate or rude content, or content which may reflect adversely on the honour or reputation of the IDEALIST project consortium, including EIT Manufacturing, or others, or which may constitute a threat to an individual or group of individuals;
- Content considered to be harassment or incitement to harassment;
- Incitement to discrimination, violence or hatred against an individual or group of individuals;
- Infringements of the intellectual property rights of third parties. In this respect, the users should not reproduce or communicate any elements protected by copyright, registered as

a trademark or more generally protected by any other intellectual property right held by third parties without the prior consent of the holder or holders of such property rights;

- Apologies for crimes or messages that are illegal, threatening, paedophilic, pornographic, defamatory, obscene, hateful, racist, anti-Semitic, xenophobic, homophobic, Holocaust revisionist or contrary to public order or morality;
- Violations of the privacy or dignity of others;
- Incitement of violence, fanaticism, crime, suicide, hatred on the grounds of religion, race, gender, sexual orientation, ethnicity;
- False, misleading or fraudulent content;
- Infringements or promotion of infringements of copyright, patent, trademark, trade secret or any other intellectual property right, right of publicity, secrecy of correspondence or confidentiality of third parties.
- Harassment of other Users;
- Promotion or encouragement of any criminal activity or enterprise;
- Soliciting and/or disclosure of passwords and/or personal information for commercial or illegal purposes;
- Transmission of chains of unsolicited mass emails, instant messages, unwanted advertising messages or unsolicited mail;
- Advertisements and/or solicitations in order to offer products and/or services for sale via the Website/AGORA application without the express authorisation of EIT Manufacturing;
- Addresses or hyperlinks to external sites whose content is contrary to applicable laws and regulations, which infringe the rights of third parties or which are contrary to these conditions.

5.2 CONTENT MODERATION PROCEDURES

Moderation applies to written content as well as to photos, videos, links or audio content published on the platform. Users who publish content which doesn't comply with the platform's requirements will be asked to modify or withdraw their comments within 48 hours by an administrator. In case of urgency, which will be assessed on a case-by-case basis, administrators reserve the right to delete all or part of the content without prior notice to the user concerned.

EIT Manufacturing reserves the right to terminate a user's access to AGORA if the user breaches any of the obligations of the terms and conditions of use, in particular, if the user's content does not comply with the established rules, and if the user fails to remedy the relevant breach after having received an email requesting compliance from EIT Manufacturing. EIT Manufacturing will close an user account without notice in case of obvious abuse or fraudulent use.

EIT Manufacturing may suspend the user's access to AGORA at any time, temporarily or otherwise, in the event of a breach of the terms and conditions by the user. EIT Manufacturing can inform a user regarding the suspension or closing of the account via an AGORA message, email or any other means EIT Manufacturing see fit.