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D4.2. Project identity and guidelines

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1.4	14/09/2022	Submitted to the commission	S. Elkosantini, S. Hajri-Gabouj and R. B. H. Kacem

Executive Summary

The purpose of D4.2 is to present the identified gap between targeted MPQ4.0 skills, existing curricula being offered in both Tunisian and Moroccan partner universities programs and also local industrial need. As a CBHE project, the ENHANCE vision is organised around five main pillars:

- The European vision about Maintenance, Production, and Quality engineering in the context of industry 4.0 (MPQ4.0). The programme country members synthesise the most impacting related work in MPQ 4.0, share the best practices of the teaching programmes in their institutions and finally, their Digital Innovation Hubs (DIHs) services and experimented solutions.
- The partner countries vision about the existing teaching programmes in the involved Tunisian and Moroccan universities. This vision is completed with current practices and new MPQ 4.0 requirements collected from selected industrial partners in different application domains.
- The MPQ 4.0 Learning Framework to cover the gaps and draw the path for training the trainers in the three main topics.
- The MPQ 4.0 pilots development to create effective skills, competencies, technology acquisition channels to support digital transformation in the industry. The generated materials are to be structured in the Longlife eLearning (LeL) platform to be deployed at each partner countryside.
- The creation of 2 DIHs, one in Tunisia and one in Morocco to sustain the ENHANCE outcomes and organise their exploitation model to support MPQ 4.0 industrial challenges in both countries.

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1. ENHANCE project overview

ENHANCE – strENgtHening skills and training expertise for TunisiAN and MorocCan transition to industry 4.0 Era – is an Erasmus Plus project founded under the KA2 Cooperation for innovation and the exchange of good practices (Capacity Building in the field of Higher Education) programme by the European Commission under Grant Agreement N° 619130, to be conducted in the period January 2021 until January 2024. It engages 7 partners from 5 countries with a total budget of 779k€. Further information can be found at http://eplus-enhance.eu/.

The emergence of industry 4.0 concepts and applications brings new paradigms impacting all the industrial business domains when they need to conduct successful digital transformations or increase workshops connectivity. The evolution of Maintenance, Production and Quality Engineering (MPQ 4.0) represents the main application domains where Industry 4.0 produces effective beneficial results.

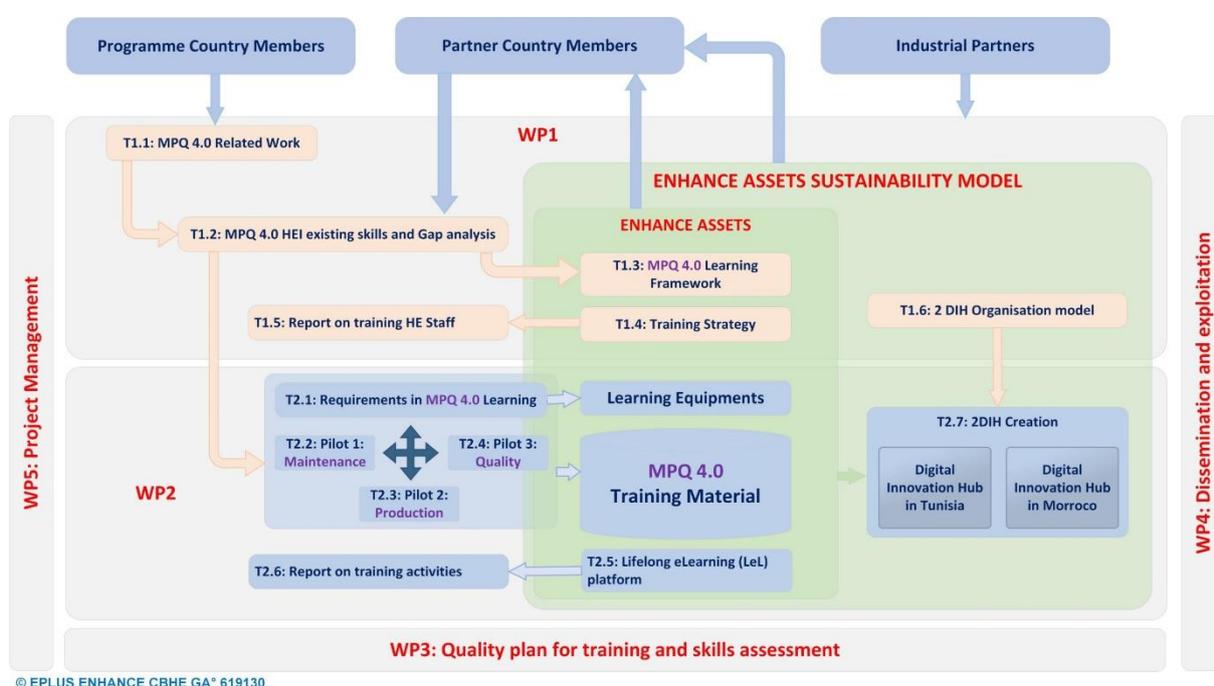The ENHANCE project organisation is presented in figure 1.

Figure 1 - ENHANCE Project Organisation

The ENHANCE project focuses on building new MPQ training capacities at Higher Education Institutions (HEI) in Tunisia and Morocco to establish interactions between the following stakeholders:

- European universities and research institutions (from France, Germany and Portugal) confirmed MPQ 4.0 competencies, training materials, collaborative research projects, full operational Digital Innovation Hubs (DIH), technology transfer experiences, etc.
- Partner country universities (from Tunisia and Morocco) with teaching and training activities in MPQ and existing connections with their local industrial partners.

The ENHANCE project will create several outputs and two primary tangible outcomes:

- New MPQ 4.0 equipment and training materials developed in connection with the existing training programmes and consolidated through three industrial pilots. The new material will be used to train the trainers and the students in the different partner country universities.

- Two DIHs, one in Tunisia and one in Morocco to sustain the project outcomes through their reuse for training in industry.

ENHANCE aims to become the reference model for creating effective and sustainable training material for MPQ 4.0 in both partner countries with content approved by academia and industry.

2. Introduction

In recent years, the industry in North Africa (also called Maghreb) region, especially Morocco and Tunisia, is facing a historical turning point when considered on a global scale. The digital age comprises a new way of thinking regarding manufacturing and operations. To improve the attractiveness for investment and to meet market requirements of competitivity, in terms of performance, quality, and sustainability, both Morocco and Tunisia need to support industrialization. In this context, this project focus on industry 4.0 and particularly on the three following topics: Production 4.0, Maintenance 4.0 and Quality 4.0, which represent key industrial business processes that particularly need attention, investment and improvement. Through this project, several Tunisian and Moroccan universities and companies showed their interest to develop skills and knowledge to take full advantage of industry 4.0 paradigm and technologies related with these three core business processes of Industry 4.0.

2.1. Purpose of the document

This document is developed as part of the ENHANCE project to present the project guideline including the visual identity that will be adopted and inserted in all project reports (including PowerPoint slides, reports, banners, posters) and in the website and the used template for the different deliverables and presentations.

2.2. Structure of the document

Apart from this chapter, this document starts chapter (3) that presents the project guideline as well as the adopted approach to design logo, document structure and the template to be used for the MS PowerPoint documents.

2.3. List of acronyms

- DIH – Digital Innovation Hub
- PC – partner country

3. Project guidelines

The project guidelines include: the visual identity (i.e., the logo), colours, fonts as well as PPT and Word templates to be used throughout the project lifetime to ensure the project visual recognition. The ENHANCE identity, guidelines as well as templates were designed and shared with partners in the cloud.

3.1. Project identity

The project identity and guidelines have been developed to improve the visibility of the different communication activities (workshops and conferences) related to the project. The project acronym is ENHANCE which is the abbreviation of "str**EN**gt**H**ening skills and training expertise for Tunisi**AN** and Moroc**C**an transition to industry 4.0 **E**ra". The name refers to the type of the project which is an ERASMUS+ capacity building and therefore enhancing the competencies of PC universities in skills related to industry 4.0 era.

In line with the project and visual identity, the project's portal domain name: **eplus-enhance.eu**.

3.2. Project visual identity

Based on the project identity, the visual identity has been developed. This will be the base for the creation of the website layouts. The Enhance logo is presented in figure 2.

Figure 2 – Project logo

3.3. PPT template

The color of the background of the template of ppt is grey using three colors: black, azure and blue. Each slide has the logo of the project in the upper right corner. The template is shared in the cloud (Figure 3).

Figure 3 – PPT template

3.4. Deliverable template

For the different type of deliverables, a template was suggested and uploaded in the cloud (\ownCloud\ENHANCE_Partners\Marketing and Templates). Therefore, a template (Figure 4) is suggested for each of the following type of document: deliverable, meeting minutes and reviewing document.

Figure 4 – Deliverable template

3.5. Letter format template

For the different administrative letters, a template (Figure 5) is proposed uploaded in the cloud (\ownCloud\ENHANCE_Partners\Marketing and Templates).

Figure 5 – Letter format template

3.6. Social media template

The template used to communicate in social media, namely with facebook and Linkedin, a template (Figure 6) is shared in the cloud (\ownCloud\ENHANCE_Partners\Marketing and Templates).

Figure 6 – Social media template