



MOBILIZING ADVANCED PARTNERSHIP FOR DIGITAL INNOVATION AND TRANSFORMATION

D5.1: Project Website



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EXECUTIVE SUMMARY

The purpose of this deliverable is to consolidate all relevant information pertaining to the communication materials developed and utilized throughout the lifecycle of the MAPIT project. These materials are essential tools for effectively disseminating the project's objectives, achievements, and ongoing activities to diverse stakeholders.

This document primarily focuses on the project's website, given its central role as a dynamic platform for engagement, knowledge sharing, and showcasing the project's outputs. As the deliverable falls under the category of "websites, patents, filings, etc.," it serves as a comprehensive reference for related communication materials, ensuring consistency and alignment with the project's strategic goals.

The content herein provides an overview of the materials' design, purpose, and application, emphasizing their contribution to the MAPIT project's broader mission to enhance digital innovation and foster sustainable international partnerships.

Project Website

The MAPIT website can be reached under <https://mapitproject.eu/>. The main sections of the website are: Home page, About, Partners, AI Domain Expert Tool, News & Events, Publications and Contact. The structure of the website is designed to improve user navigation and enhance accessibility. The primary goal is to ensure that users can easily find information and resources with minimal effort.

The MAPIT project website is designed as a comprehensive hub for sharing information and engaging with stakeholders. The homepage (Figure 1) provides an overview of the latest updates and quick links to the most visited sections. The About section details the project's mission, objectives, impact, granting authority, team members, and profiles of future peer trainers. The Partners section highlights the roles, expertise, and contributions of project partners. A dedicated AI Domain Expert Tool section will describe the development and application of the AI tool, emphasizing its features and functionalities. The News & Events section will include the latest updates, articles, and announcements of upcoming events, while the Publications section will house scientific and technical outputs, press releases, newsletters, and communication materials. Finally, the Contact section provides multiple ways for stakeholders to reach the team, including contact forms, email addresses, and social media links, ensuring open and efficient communication.



Figure 1: MAPIT Website Home Page

The **About** menu of the MAPIT project website comprises four key sections: *MAPIT Project*, *Granting Authority*, *Who is Who?* and *Peer Trainers*, as illustrated in the accompanying figures. Under the *About* menu (Figure 2), users can find detailed information on the project's objectives, anticipated impact, and target groups. The *Granting Authority* subsection (Figure 3) offers insights into the European Research Executive Agency (REA), the granting authority for the project, along with a direct link to the agency's official webpage. The *Who is Who?* subsection (Figure 4) introduces the project team members who are integral to the successful execution of each project phase. The MAPIT project is being implemented by a consortium of nine partners, coordinated by İzmir Institute of Technology. Lastly, the *Peer Trainers* subsection will feature profiles of future peer trainers, highlighting their qualifications and roles within the project.

MAPIT Project

MAPIT Project

In Europe's digitally transforming business landscape, innovative SMEs and start-ups in widening countries are pioneering change in their region yet face challenges like limited resources and complex R&I ecosystems for internationalization. Concurrently, EU R&I networks seek to expand and include these widening entities for a more inclusive, cost-effective development, aims to bridge this gap by linking innovative SMEs, research entities, and European R&I networks.

This project comes in the wake of structural funds granted to establish four digital innovation centers in Turkish research entities and one in Estonian, where innovative SMEs will be hosted and can access the R&I capacities via the research entity. MAPIT aims to increase the participation of these entities in Horizon Europe, strengthening university-industry partnerships. The project has two core objectives: The **"Roadmapping Strand"** employs action research methodologies and a Conversational AI Tool fine-tuned with information from sources like CORIS, for discovering and planning complementary R&I partnerships. This will let the research entities build clusters and collaborate with NCPs towards sustainable international R&I portfolios. The **"Future Studies Strand"** delivers a comprehensive international R&I Managers and Administrators upskilling program, enriched by transformative visits and short-term secondments.

These interconnected strands work synergistically to facilitate sustainable internationalization and human resource development within R&I clusters. **By focusing on best practices, joint initiatives, and collaboration, MAPIT aims to empower the five participating research entities with the organizational structure and R&I capacities needed for joining the ERA, fulfilling the WIDERA objectives.** MAPIT not only offers a participatory methodology that can be replicated by other widening entities but also **promotes synergy with European institutions and foster innovation across borders.**

Project Objectives



Figure 2: About MAPIT Project Page

Granting Authority

European Research Executive Agency (REA)

REA's mission is to help build a greener Europe with prosperous, inclusive societies and economies that take full advantage of the digital age. Click on the link below to explore Research Funding Opportunities with REA:

https://rea.ec.europa.eu/index_en




MAPIT PROJECT


Recent Posts

Contacts

✉ info@mapit.eu

Social Media



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Figure 3: MAPIT Project Granting Authority Subsection

Who Is Who?



Prof. Tolga AYAY
IZMIR INSTITUTE OF TECHNOLOGY

Tolga Ayay is a distinguished academic in the field of Computer Engineering. He earned his bachelor's degree in Electrical and Electronics Engineering from Dokuz Eylül University in 1995. Continuing his education, he obtained a master's degree in Computer Engineering from the Izmir Institute of Technology in 1998, followed by a PhD in Computer Engineering from Ege University in 2004.

In 2005, he broadened his research experience by working as a researcher at INRIA Rhône-Alpes, a renowned French institute specializing in computer science and applied mathematics. Currently, he serves as a professor in the Department of Computer Engineering at the Izmir Institute of Technology, contributing to both research and education in the field.

Burak Korkuklu is an emerging academic in the field of Computer Engineering. He completed his bachelor's degree in Computer Engineering at Ege University in 2017. Continuing his academic journey, he earned a master's degree in Computer Engineering from Bursa Uludağ University in 2021. During his master's studies, he gained valuable experience as a research assistant at the same institution.

Currently, he is pursuing a PhD in Computer Engineering at the Izmir Institute of Technology, contributing to advancements in his area of



Burak Korkuklu



Xander Lub
STICHTING HOGESCHOOL UTRECHT

Xander Lub is an accomplished academic with a background in Psychology. He studied Psychology at the University of Leiden and earned his PhD in Work and Organizational Psychology from the University of Tilburg. He began his academic career internationally at the University of Auckland in New Zealand, gaining valuable teaching and research experience.

For two decades, Xander contributed to the field of hospitality education, working at prominent institutions such as HotelSchool The Hague, Seaton, and Brera University of Applied Sciences (UAS). He has also held visiting appointments at VU University Amsterdam and Nyenrode Business University, further enriching his academic portfolio.

Since 2013, Xander has been actively engaged as a researcher, and in 2014, he advanced to the role of professor, reflecting his expertise and dedication to his field.

Marco Dumont is a seasoned professional with extensive experience in software engineering, project management, and digital transformation. Over his career, he has held diverse roles, including software developer, senior consultant, lecturer, and research coordinator.

He completed his master's thesis in project management at the University of Applied Sciences Utrecht from 2015 to 2019, focusing on advancing methodologies in the field. Dumont has collaborated with leading organizations such as Hogeschool Utrecht, HAN University of Applied Sciences, and major Dutch companies like Nederlandse Spoorwegen (Dutch Railways) and ProRail. His work has centered on quality management, AI in project management, and agile methodologies, highlighting his ability to bridge technical solutions with organizational needs.

With expertise in Java development, embedded systems, and organizational change, Dumont is currently engaged in research



Marco Dumont
STICHTING HOGESCHOOL UTRECHT

Figure 4: MAPIT Project Who is Who Subsection

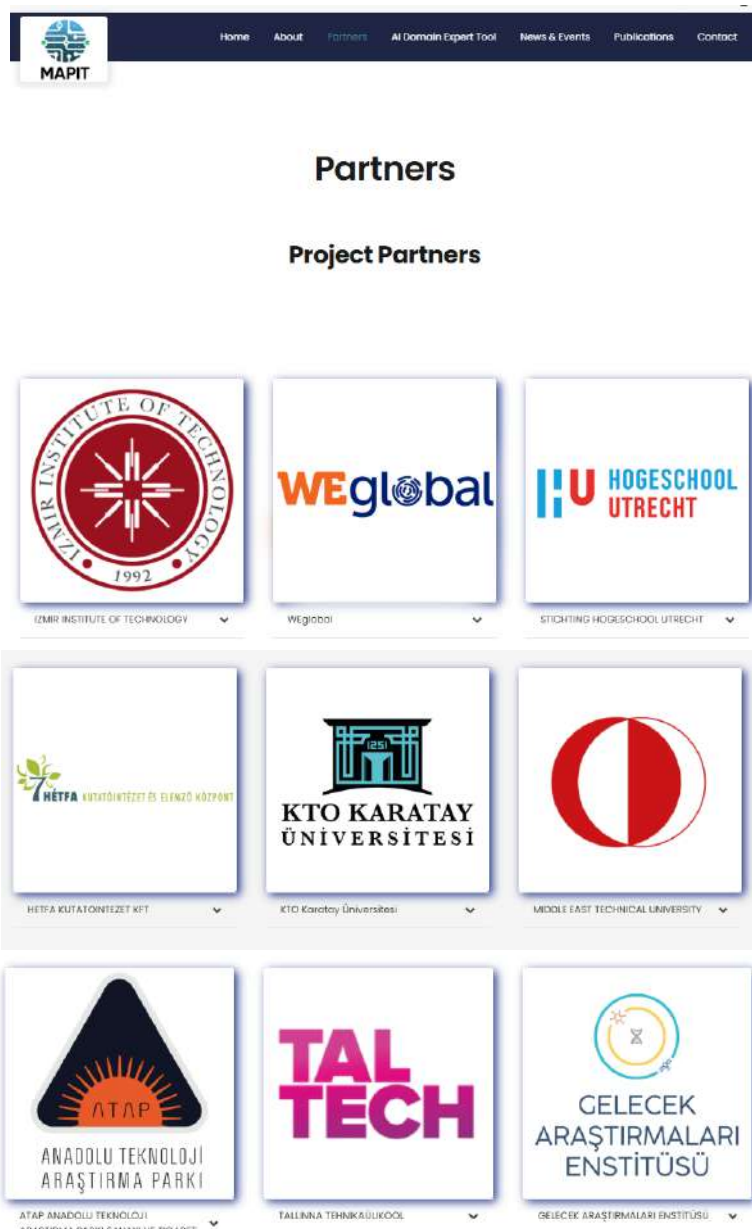


Figure 5: MAPIT Project Partners Subsection

The **Partners** menu provides access to dedicated webpages for each project partner (Figure 5). This section highlights the partners' roles, expertise, and contributions, showcasing their integral involvement in achieving the project's objectives.

The project website will also feature the public deployment of the AI Domain Tool (Figure 6), **Conversational AI Tool** as part of its "Roadmapping Strand." This AI tool is designed to analyze and integrate information from sources such as the CORDIS database, facilitating the discovery and planning of complementary R&I (Research and Innovation) partnerships. It plays a pivotal role in enabling research entities to form clusters and engage effectively with National Contact Points (NCPs). The tool's objective is to assist in building sustainable international R&I portfolios, promoting collaboration, and aligning with the project's broader mission of fostering innovation and digital transformation.

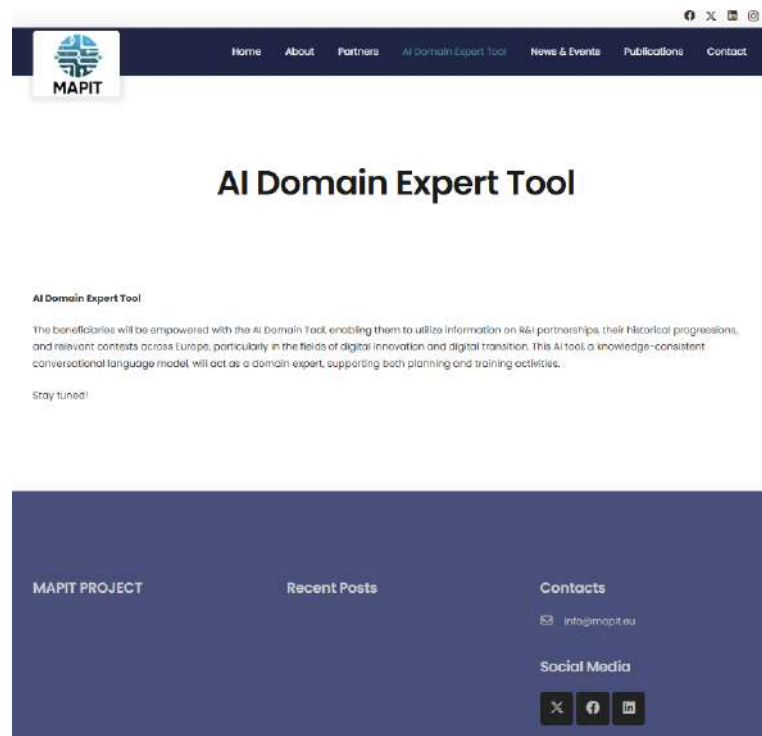


Figure 6: MAPIT Project Exploration Tool Page

All news and events will be regularly updated and shared by the visibility team through the **News and Events** section (Figure 7). Additionally, users can easily reach out to the team via the **Contact** page (Figure 8).



Figure 7: MAPIT Project News & Events Page

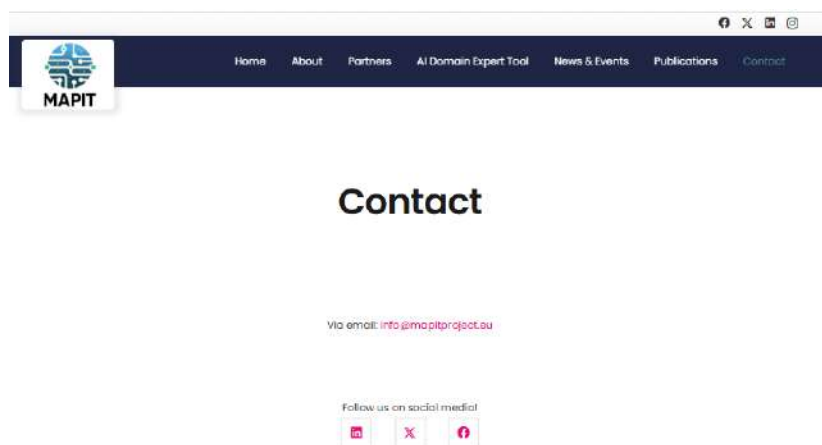


Figure 8: MAPIT Project Contact Page



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