Robotics4EU

Boosting Wider Adoption of Robotics in Europe

Deliverable 5.2

Dissemination and Communication Plan

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D5.2

Dissemination and Communication Plan

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1. Executive Summary

The aim of D5.2 is to present the strategy that Robotics4EU will follow during the implementation of the project, regarding its Dissemination and Communication procedures. More specifically, within this document, a detailed plan for the implementation of Dissemination and Communication activities will be set, their objectives will be defined and the most efficient means to this end will be identified.

In addition, the Dissemination and Communication plan presents the visual identity of the project, as well as, the tools and the channels that will be exploited in order to effectively spread Robotics4EU activities, achievements and tangible results to targeted audiences, becoming, thus, the cornerstone for a successful commercialization and market uptake of Robotics4EU solutions.

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2. Introduction

This document constitutes the outcome of D5.2 "Dissemination and Communication Plan", which is part of WP5 "Dissemination, Communication and Exploitation". The aim of this document is to present the project's dissemination and communication objectives, the strategy that will be followed in order to meet the abovementioned objectives and the means, channels and tools that will be utilized during this process in order to optimize the effect of Robotics4EU.

Therefore, the document consists of 4 main chapters, where the aforementioned scheme is being elaborated:

- **Robotics4EU Dissemination and Communication Strategy** – A general approach of the dissemination and communication strategy of the project and its objectives, as well as the main targeted audiences and our engagement strategy with them;
- **Channels, Tools and Activities** – A detailed description of the means that will be utilized and the processes that will be followed during the implementation of the project in order to achieve its maximum impact:
  - Visual identity of the project;
  - Dissemination and communication material;
  - Dissemination and communication activities;
  - Robotics4EU ecosystem and possible cooperation;
- **Schedule and Timing** – A detailed timeframe of the dissemination and communication plan, where all the foreseen dissemination and communication activities have been categorized on a monthly basis.
- **Monitoring and Evaluation** – A description of the desirable goals and KPIs of the dissemination and communication plan.

3. Robotics4EU in a nutshell

Robotics4EU is a 3-year-long project funded under the European Union's Horizon 2020 research and innovation programme, which aims to ensure a more widespread adoption of (AI-based) robots in healthcare, inspection and maintenance of infrastructure, agri-food, and agile production.

The project will ensure a more widespread adoption of (AI-based) robots through the implementation of responsible robotics principles among the robotics community that results in societal acceptance of the robotics solutions in each application area.

Robotics4EU will create and empower the EU-wide responsible robotics community representing robotics innovators from companies and academia in the four application areas, as well as citizens/ users and policy/ decision makers by:

- raising awareness about non-technological aspects of robotics by organising community building and co-creation events bringing together the robotics community and citizens;
- advocating for the responsible robotics among all stakeholders' groups;
- developing a responsible robotics maturity assessment model and bringing the project results to the standardisation bodies.

Thus, the project will focus on the following core challenges: reducing the barriers that prevent a more widespread adoption of robotics in our 4 application areas and addressing user needs, safety, ethical, gender, legal, societal and economic aspects, privacy and cybersecurity.

To reduce the barriers that prevent a more widespread adoption of robots, non-technological challenges related to legal, ethical and societal aspects need to be addressed and thus, the Robotics4EU will implement the following set of activities:

1) Assessing the needs and developing a responsible robotics maturity assessment model that is a practical tool for the robotics developers and helps them to strategically plan the uptake of the legal, societal and ethical aspects of robotics;

2) Empowering the robotics community by organising capacity building events in healthcare, agri-food, agile production and infrastructure;

3) Assessing robotics ideas and solutions provided by the industry with end-users (via online consultation and co-creation workshops);

4) Reaching out to the policy makers by compiling a responsible robotics advocacy report and organising a high-level policy debate;

5) Integrating AI4EU and Robotics4EU platforms that enable access to technological and non-technological tools and ensure high visibility and added value to end-users from robotics community.

4. Robotics4EU Dissemination and Communication Strategy

4.1. Approach

The dissemination and communication strategy and activities of the project follow principles and best practices successfully tested by the partners and in line with the EC Guidelines for successful dissemination. The focal point of the Robotics4EU overall Dissemination and Communication strategy is to create a multi-dimensional information flow, which will allow the stakeholders and policymakers to learn from each other, while the results and know-how of the stakeholder collaboration executed in the project continues afterwards. Additionally, Robotics4EU aims to raise awareness of robotics among the citizens to help them understand the non-technical aspects of the industry and the issues related to the uptake of their lives and businesses.

The identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of their needs and characteristics so as to tailor clear and concise messages (what to disseminate) to the different target audiences requires the use of the most appropriate and efficient dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate).

It also requires a time plan (when to disseminate), on the basis of which a detailed monthly schedule has been prepared (see Table 14), assisting all project partners in implementing dissemination and communication activities and reaching the respective objectives throughout the project implementation.

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Finally, focusing at reaching a wider audience beyond the main targeted stakeholders of the project the Dissemination and Communication Plan will outline liaison and networking activities with other projects, initiatives and networks that will further enhance the dissemination range and impact.

4.2. Objectives

The core objective of the dissemination strategy is, firstly, to identify, organise and implement the activities that are necessary for the maximization of the impact of Robotics4EU project and secondary, to deploy the most efficient tools and means in order to achieve a successful commercial exploitation of the project's results. To achieve the above-mentioned objectives, the dissemination strategy has been set around the following pillars:

- to raise awareness of robotics among the citizens to help them understand the non-technical aspects of the industry and the issues related to the uptake of their lives and businesses;
- to create a multi-dimensional information flow, which will allow the relevant stakeholders and policymakers to learn from each other;
- to reach out and build a sustainable customer base for future expansion;
- to demonstrate the significance and business opportunities deriving from utilizing robotic-based solutions within new sectors/markets;
- to disseminate the respective project outcomes to the widest possible community of potential beneficiaries.

4.3. Target Audiences

The Robotics4EU project will follow a targeted dissemination strategy for each identified target group based on the needs and characteristics of each group. Thus, we will be able to achieve the maximum impact at every dissemination activity that will be implemented throughout the project. The Table 1 below, presents the identified target groups that Robotics4EU has defined as the most significant ones for the dissemination and communication purposes.

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Table 1 – Robotics4EU dissemination and communication target audiences

Target Audience	Description
European robotics community stakeholders	Robotics solutions developers and providers
Policy makers	National and European legislative and regulatory institutions
End-users of robotics solutions, citizens	Any possible client that would be interested in the implementation of robotic solutions in the 4 main domains included in the project (healthcare, inspection and maintenance of infrastructure, agri-food, and agile production)
Academia and R&D facilities	University departments and research institutes
General public	The average citizen that might not have in-depth knowledge of the robotics community and provided solutions but would be interested in having more acquaintances with them

4.4. Engagement strategy

As a continuation of the previous table, where the target audiences are being identified and described, we move forward on providing a specific engagement strategy for each group, based on the needs and demands of each one of them and the means of dissemination that we will use to achieve our objectives. A detailed description is provided in Table 2 below.

Table 2 – Robotics4EU engagement strategy by target audiences

Target Audience	Engagement strategy	Channels and tools
European robotics community stakeholders	To create an effective communication environment, where EU robotics community stakeholders could present responsible robotics principles to policy makers and the public.	On-site and on-line discussions, articles in mass media, social media (text and video formats), targeted panel discussions, seminars,

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		direct meetings.
Policy makers	To provide a tribune where their ideas about robotics could be shared with the public. To promote dialogue between policy makers, stakeholders, and academia to identify the current situation, expectations, possibilities, potential, limitations, and future vision.	On-site and on-line discussions, articles in mass media, direct meetings, targeted panel discussions, seminars.
End-users of robotics solutions, citizens	To offer an attractive and user-friendly information channel where they could get reliable and understandable information from well know professionals and experts about the benefits of robotics and get direct answers to questions that are important for end-users. To create a platform where they could share their ideas and needs.	On-site and on-line discussions, webinars, seminars, publications, e-mails (support line).
Academia and R&D facilities	To involve academia into the development of both robotics strategies and innovative robotics solutions. To use well-known academicians as influencers promoting robotics. To use them as representatives their institutions (universities) promoting robotics studying programs.	On-site and on-line discussions, webinars, seminars, publications, targeted panel discussions, articles in mass media, publications.
General public	To involve them in public discussions on ethics, privacy, gender, data etc. in the context of robotics (how it is related, what is the impact of robotics etc.).	Social media, on-site and on-line discussions, articles in mass media.

4.5. Messaging approach

Ensuring a dynamic interaction with the Robotics4EU targeted audiences is of outmost importance to ensure a long-term impact of the project outcomes, with the Robotics4EU consortium composition, allowing access to all the categories of audiences. Direct and indirect access through the partners networks, ensure that the dissemination and

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communications activities will be effective and successfully achieve high reach and impact KPIs.

Table 3 presents the core project messages and propositions to be delivered to each target group (Unique Selling Points - USP), based on the individual needs and demands.

Table 3 – Robotics4EU messaging approach by target audiences

European robotics community stakeholder	
Target profile	Product owners who are interested in the faster development and implementations of robotics.
Interests and pain points	To find more innovative, sustainable, efficient, and profitable robotics solutions. Also, to get more support for the development of robotics from policy makers and public. Distrust of robotics prejudices and fairs of the end-users and the public for example that robots will replace people, will not ensure data protection etc.
Value proposition	Effective communication environment, where EU robotics community stakeholders could respond to all of the concerns related to robotics.
Key message	We want to help you to send a message that robotics is not a threat. It is a possibility to work more efficiently and sustainably.
Key channels and tools	Direct meetings, e-mails, discussion, seminars.
Policy maker	
Target profile	A decision maker involved in the creation of regulations and laws related to robotics.
Interests and pain points	To create the ecosystem which would bring the highest return to the country; to be re-elected. To find the balance between the image of innovative and conservative. Expectations that cannot be fulfilled.
Value proposition	A tribune where their position could be represented and the relationship with both the robotics community and the public could be developed.
Key message	Innovative and conservative do not necessarily need to be opposites. We can find you to find the balance.
Key channels and tools	Direct meetings, e-mails, mass media.
End-user of robotics solutions, citizen	
Target profile	Robotics users.

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Interests and pain points	To have an efficient, sustainable, and profitable robotics solutions. Lack of information about the possibilities of robotics, lack of skills for using robotics correctly, not affordable prices and issues of data and cyber security etc.
Value proposition	An attractive and user-friendly information channel where they could get reliable and understandable information and get direct answers to their questions.
Key message	We will create a platform where you will be able to get support and find information about robotics needed in order for you to be able to make decisions related to robotization of your activities based on knowledges not on feelings.
Key channels and tools	Social media, mass media, direct meetings, e-mail, newsletter.
Academia member and R&D facility representative	
Target profile	Researches interested in: 1) new robotics solutions; 2) the impact of robotics on society, economy and etc.
Interests and pain points	Research in different fields (economy, socioeconomic, development, implementation, psychology etc.). Their research is used only in very narrow academic circle and not taken into consideration when decisions are made. Also, their research does not reach the public.
Value proposition	Academia research and ideas will be made more visible and included into the development of both robotics strategies and innovative robotics solutions.
Key message	Science plays an important role in robotization and is an integral part of robotics success.
Key channels and tools	Direct meetings, e-mail, newsletter, seminars, conferences.
General public	
Target profile	Biased society that lacks knowledges about robotics.
Interests and pain points	The impact of innovations on their daily life. Smart as a new trend. Robots are not trusted and are seen as a threat.
Value proposition	More trustful information about the impact of robotics and robotics in general will be provided.
Key message	Robots are not a threat. They can make our daily life easier, more comfortable, and sustainable.
Key channels and tools	Social media, mass media, on-site and on-line discussions.

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5. Channels, Tools & Activities

To achieve the objectives and realize the dissemination and communication engagement strategy, the following channels, tools and activities have been selected and defined:

- Project's Stationary – project identity and key resources;
- Website & Platform;
- Social media – including dedicated Robotics4EU and partner social media;
- Content & Materials:
  - Newsletters & Press Releases;
  - Articles & Publications;
  - Brochures & Factsheets;
  - Promotional videos.
- Conferences & Events – including events planned as part of the project, as well as external events;
- Networks & Cooperation – liaison with existing partner networks, with the AI4EU project and with other robotics projects under the same call.

5.1. Project's Stationary

Project's Stationary has already been developed as part of task T5.1 of WP5 Dissemination, Communication and Exploitation, and presented as deliverable D5.1. 'Project's Stationary'.

The deliverable presents the identity and the stationery material produced for the Robotics4EU project which will be used for formal communication and promotional purposes. The brand created aims to provide a consistent visual identity of the Robotics4EU project. The brand will be used in the different materials produced under the framework of the project namely in templates, brochures, website, posters, roll-up banners and videos, etc.

The stationery includes:

- Robotics4EU logo in several versions and formats and the Brand Manual;
- Robotics4EU templates to support the communication and reporting of the project (deliverable and presentation template);

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- Robotics4EU Folder to be used in workshops and events;
- Robotics4EU letterhead paper for distribution at workshops and events;
- Robotics4EU email signature to be used in formal communications, surveys and consultations, etc.
- Robotics4EU background image to be used at online meetings.

The logos, brand manual and stationery material are available to all the partners in a google drive repository. Additional supporting material will be created if and when necessary.

Figure 1 – Robotics4EU Logo with claim

5.2. Website & Platform

Robotics4EU website will allow world-wide access to the project's main materials and reports (that are authorized for public dissemination), and it will allow external parties to express their interest in the project. The website will be constantly improved and updated throughout the duration of the project, based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO) and the project's developments.

A website splash page has already been created (https://www.robotics4eu.eu/) as a basic version of the website, while the official version is being developed and will be launched in Month 5. The website will include information on the project's objectives and activities as well as materials and reports collected during the project.

The website will also be regularly updated with news, events, relevant findings, achievements, and content extracted from the deliverables and reports. Regular maintenance of the website will be conducted.

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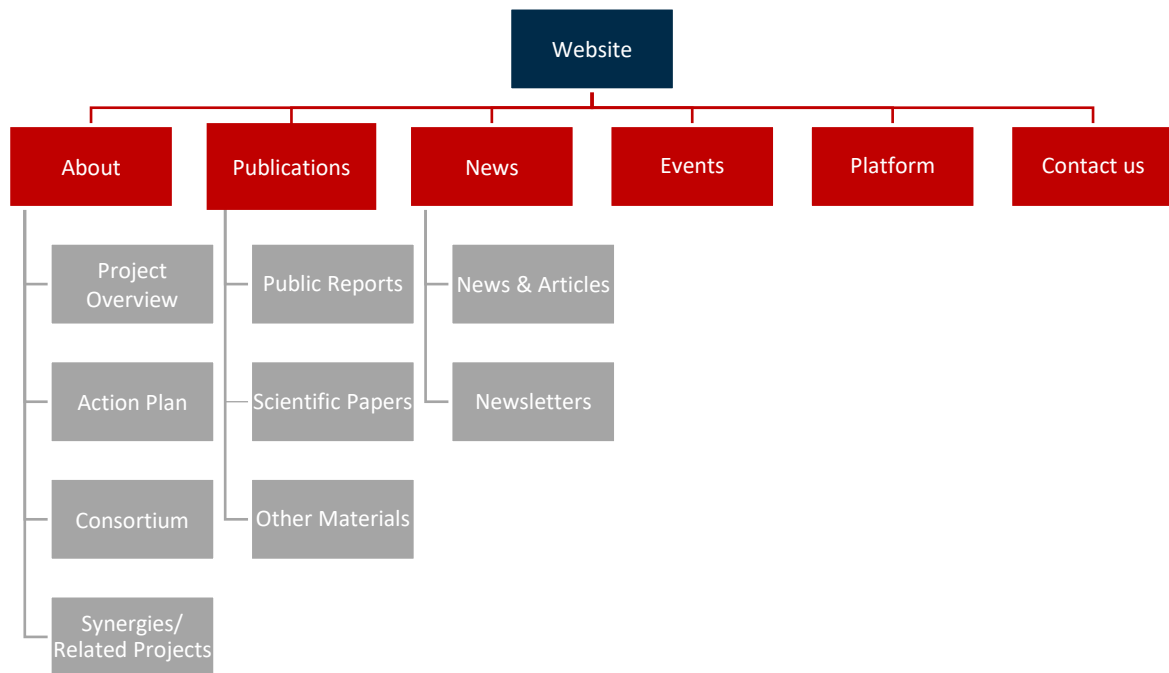The website will feature the following structure:

Figure 2 – Robotics4EU Website structure

The main sections of the website include:

- The 'About' section with various subsections that provide general information on the project, its specific objectives, the consortium, and synergies with related projects.
- A 'Publications' section that includes the tools and toolkits designed in the context of the project, as well as public reports and scientific papers.
- A 'News' section that will be constantly updated with information on the project, news and articles, and serve as a repository of Robotics4EU newsletters.
- An 'Events' section that will be updated throughout the project's lifetime with relevant events organized within the framework of Robotics4EU or related projects.
- A 'Platform' section unveiling the Robotics4EU platform, to be completed at a later stage of the project (M15).
- A 'Contact Us' page, containing a contact form, Robotics4EU info email and social media handles.

The progress of the project will be closely monitored and reflected in the project's website. The domain link for the website will be included in all promotional and

communicational materials developed by LOBA. The goal is to strategically use different communication and dissemination actions, which reach different types of audiences, and direct them to the Robotics4EU website. The website will also include Google Analytics as a way to monitor the efficiency and performance of the dissemination activities that target the increase in website traffic, as well as evaluate the visibility/usability of the content made available on the website.

5.3. Social Media

Robotics4EU aims to have a strong presence in social media, enhancing its reach-out to target audiences and broad public and ensure an active interaction with them. To ensure maximum usability and exploit to the most possible – besides the development and activation of the project's own social media, as they will be described further down - Robotics4EU partners' already developed networks in social media, that they have been using regularly and successfully to communicate and interact with their customers and other stakeholders.

Furthermore, Robotics4EU can be seen as a successor project of the Horizon 2020 project HubIT[1] that was implemented from September 2017 to February 2021 and was funded under the topic REV-INEQUAL-09-2017 being a part of the overall responsible research and innovation and ICT-social sciences and humanities collaboration approach established by the European Commission. The coordinator of Robotics4EU and HubIT is Civitta and Danish Board of Technology and Globas SA are both partners in the projects. To exploit the resources and networks of the HubIT project the consortium decided to move forward to a transition of the contacts and the target audiences of HubIT to Robotics4EU, since we believe that the goals of both projects are similar and could be of relevance to the same audiences and communities.

5.3.1. Project social media

- **LinkedIn**: The Robotics4EU dedicated LinkedIn group[2] will be extensively used for networking purposes, enabling the promotion of the project amongst a broad

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[1] https://cordis.europa.eu/project/id/769497
[2] https://www.linkedin.com/company/robotics4eu

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community of professionals within the robotics community as well as other segments of Robotics4EU target audiences.
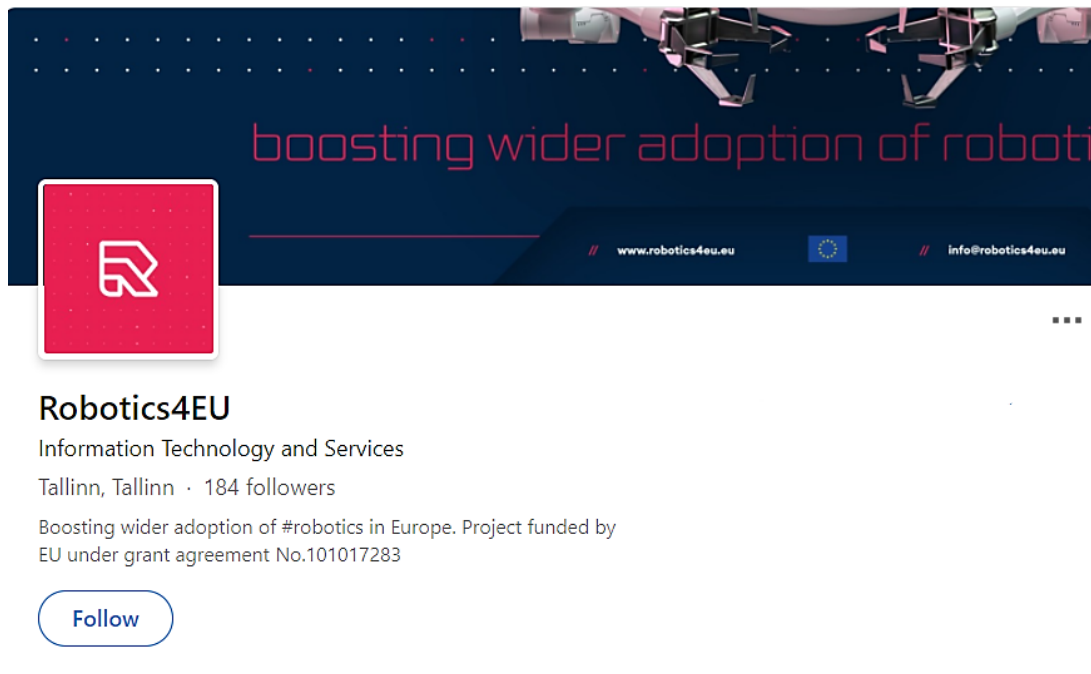
Figure 3 – Robotics4EU LinkedIn page

- **Twitter**: A Robotics4EU twitter account[3] will be used for amplifying communications to a large community of active stakeholders, as well as for propagation of news and project developments. Regular twitter chats will focus at attracting and engaging with target audiences leading also to the establishment of a trusted Robotics4EU network, enlarging the outreach to broad and targeted audiences.

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[3] https://twitter.com/robotics4eu

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Figure 4 – Robotics4EU Twitter page

- **Facebook**: Robotics4EU Facebook page[4] will focus at establishing direct communications with target audiences, both in terms of other relevant groups (e.g. relevant projects, potential partners and clients, etc.) as well as individuals, ensuring an effective and productive day-to-day interaction with them.

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[4] https://www.facebook.com/Robotics4EU/

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Figure 5 – Robotics4EU Facebook page
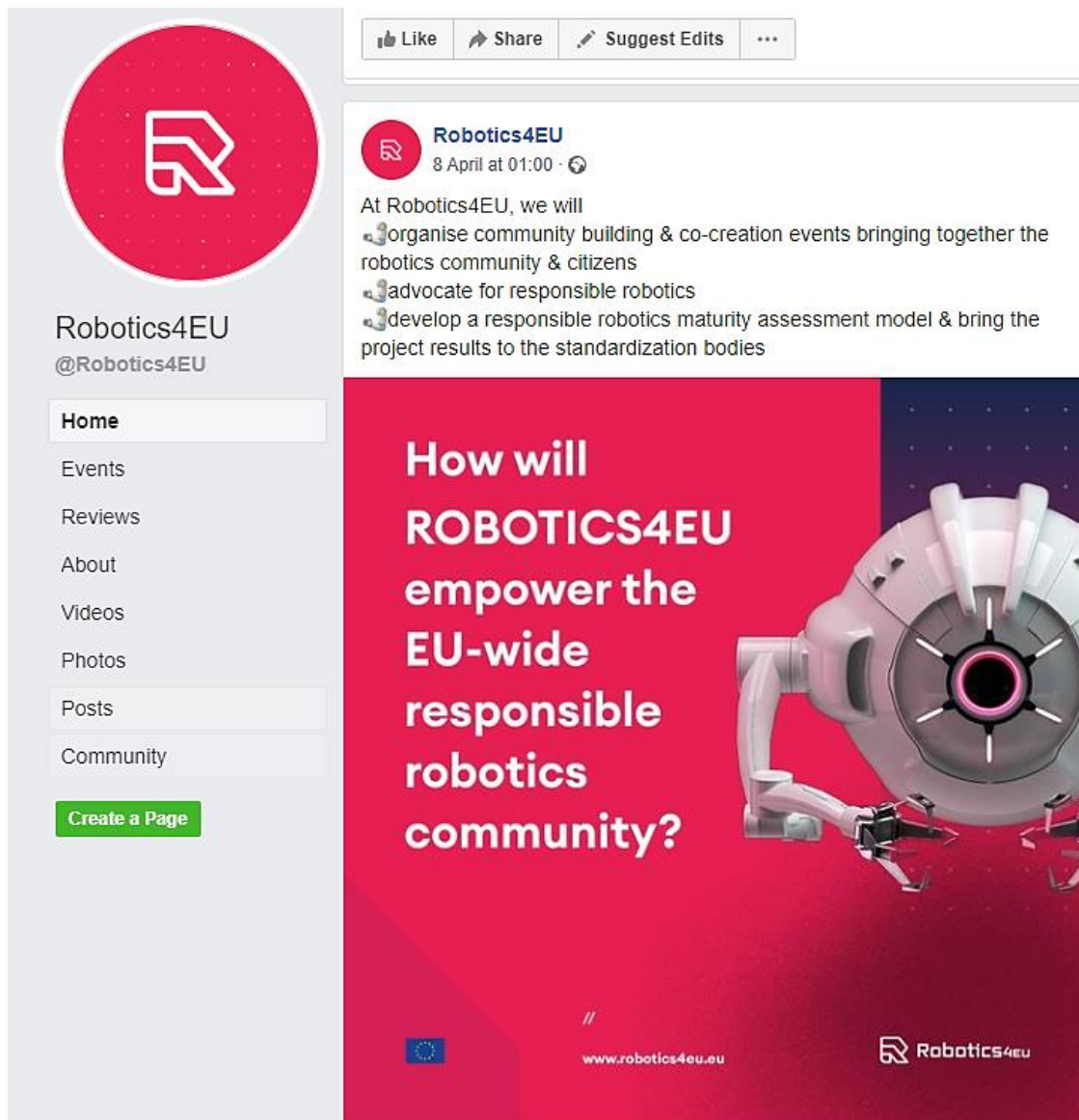
- **YouTube**: Robotics4EU YouTube page[5] will serve as a platform where the robotics community and the general public will have access to promotional videos of the project as well to broadcasts of the project's activities, such as workshops, interviews, etc.

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[5] https://www.youtube.com/channel/UCV-aJ2WjQpl4CERwSmZfioA

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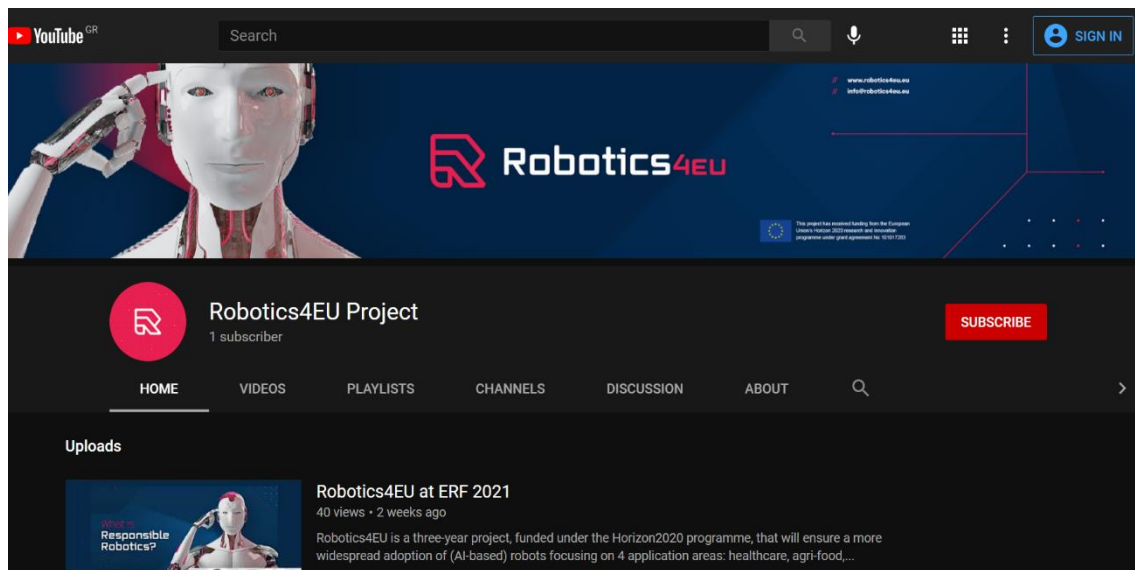
Figure 6 – Robotics4EU Youtube page

Table 4 – Robotics4EU social media pages and target audiences

Social media platforms	Robotics4EU page link	Target audiences and messaging approach
LinkedIn	https://www.linkedin.com/company/robotics4eu/	**Target audiences**: Robotics community stakeholders; academia and R&D facilities; end-users of robotics solutions. **Messaging approach**: The involvement of all related actors creates a healthy and evidence-based robotics ecosystem in Europe.
Twitter	https://twitter.com/Robotics4EU	**Target audiences**: Policy makers, end-users of robotics solutions, general public. **Messaging approach**: To show the advantages of robotization based on facts.
Facebook	https://www.facebook.com/Robotics4EU	**Target audiences**: General public, end-users of robotics solutions. **Messaging approach**: To dispel the myths about robotization and to create an environment for the discussion where questions that arise in society could be answered.

YouTube	https://www.youtube.com/channel/UCV-aJ2WjQpl4CERwSmZfioA	**Target audiences**: General public, end-users of robotics solutions, robotics community stakeholders. **Messaging approach**: Robotics solutions solve social challenges, not create them.

5.3.2. Partner social media

Besides communication through social media channels dedicated for Robotics4EU, project partners will utilize their pre-exiting social media channels for project-related dissemination and communication action. Partners will choose and utilize the most appropriate channels operated by themselves to share content related to the Robotics4EU project, such as updates on project activities, newsletter releases, upcoming events, key project results, insights, factsheets, etc. This will help further spread the messages and announcements of the project within the stakeholder networks for current project partners, thus reaching wider audiences and improving the impact of Robotics4EU.

The following table showcases the pre-existing social medial pages owned and/or operated by Robotics4EU partners, as well as key data describing the audience reach of these pages.

Table 5 – Social medial pages operated by partners

Partner	LinkedIn	Twitter	Facebook	YouTube
CE	**Address:** https://www.linkedin.com/company/civitta/mycompany/ **Followers:** 8174	**Address:** https://twitter.com/civitta_com **Followers:** 247 **Tweets:** 14	**Address:** www.facebook.com/civitta.int **Followers:** 6,181 **Likes:** 5,735	**Address:** www.youtube.com/channel/UCNwLro8e_BOIR5_q9YH6qJg **Views:** 1,420 **Subscribers:** 19
ROBOTEX	**Address:** https://www.linkedin.cn/company/robotexinternational **Followers:** 793	**Address:** https://twitter.com/RobotexInt **Followers:** 1,059 **Tweets:** 1,533	**Address:** www.facebook.com/RobotexInternational/ **Followers:** 10,829 **Likes:** 10,516	**Address:** www.youtube.com/user/RobotexEstonia **Views:** 221,671 **Subscribers:** 911
LOBA	**Address:** www.linkedin.com/company/loba-cx/ **Followers:** 5,573	**Address:** https://twitter.com/loba_cx **Followers:** 167 **Tweets:** 169	**Address:** www.facebook.com/LOBA.cx **Followers:** 11,252 **Likes:** 10,946	**Address:** www.youtube.com/user/LOBAcx **Views:** 26,676 **Subscribers:** 116

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	Address: www.linkedin.com/company/lne/ Followers: 10,369	Address: https://twitter.com/LNE_fr Followers: 127 Tweets: 180	Address: n/a Followers: n/a Likes: n/a	Address: www.youtube.com/channel/UCJ7oG6qxhK4EDBHSRW4f5nQ Views: 143,313 Subscribers: 975
LNE				
DBT	Address: www.linkedin.com/company/teknologiraadet Followers: 1,387	Address: https://twitter.com/DBT_Foundation Followers: 662 Tweets: 1,101	Address: www.facebook.com/Teknologiraadetdk Followers: 924 Likes: 888	Address: www.youtube.com/channel/UC1KBUfER6FS-qcMHL1Nxe9A Views: 89.453 Subscribers: 129
AFL	Address: www.linkedin.com/company/agrifood-lithuania-dih/ Followers: 464	Address: n/a Followers: n/a Tweets: n/a	Address: www.facebook.com/AgriFood.lt/ Followers: 522 Likes: 502	Address: www.youtube.com/channel/UCxuZLiM7S6CeNPUNLmnX0wQ/search Views: 860 Subscribers: 8
NTNU	Address: https://www.linkedin.com/school/ntnu/ Followers: 134,595	Address: https://twitter.com/NTNU Followers: 38,988 Tweets: 8,962	Address: www.facebook.com/ntnu.no Followers: 67,092 Likes: 65,660	Address: www.youtube.com/user/ntnuinfo Views: 7,131,074 Subscribers: 14,300

5.4. Content & Materials

As part of Dissemination and Communication Plan's primary goal, which is building up and sustaining, in the longer term, a close relationship with targeted audiences and stakeholders to the project, the consortium will include in the process the production and the distribution of visual and written content and material. More specifically, this part of the Dissemination and Communication Plan includes the development and distribution of:

- Newsletters & Press Releases
- Articles & Publications
- Brochures & Factsheets
- Promotional videos

5.4.1. Newsletters & Press Releases

Robotics4EU newsletters will be composed and published in the project website and social media, but also will be distributed to the consortium members, as well as to networks and direct contacts within the Robotics4EU ecosystem of stakeholders. The

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newsletters will serve as a tool to communicate key updates and developments to the Robotics4EU ecosystem of stakeholders and aiming to keep them informed and engaged.

The consortium will produce and distribute press releases as well, among regional, national and EU Press to promote the project's activities and development. The content of them will not be narrowed only to the activities of the project but it may include interviews and opinions of the industry's experts – within and out of the partner organisations – attracting media attention on relevant topics. A continuous cooperation with press and media will be promoted by all Robotics4EU partners. All press releases will be also be available on the Robotics4EU project website as well as social media channels.

Table 6 – Robotics4EU newsletters and press releases schedule

Release	Month
Newsletter #1	11
Newsletter #2	18
Newsletter #3	25
Newsletter #4	30
Newsletter #5	36
Press Release #1	10
Press Release #2	17
Press Release #3	26
Press Release #4	30
Press Release #5	34

5.4.2. Articles & Publications

Each partner of the consortium will contribute to the dissemination of the project through a variety of publications in a wide spectrum of media and journals (scientific articles, general media publications, technical/thematic media and journals, etc.). The table below presents just a first selection of imminent publications regarding Robotics4EU. This list will be continuously updated throughout the project with inputs provided by the partners of the consortium.

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Table 7 – Robotics4EU articles and publications

Journal or media outlet name	Publication type (scientific, thematic/technical, general media, etc.)	Estimated date of planned publication	Links and references
Verslo Zinios	General Media	Autumn 2021	www.vz.lt
International Symposium on Robot and Human Interactive Communication (RO-MAN)	Peer-reviewed scientific article	End of 2021 – beginning of 2022	https://www.ieee-ras.org/conferences-workshops/financially-co-sponsored/ro-man
Robotics & Automation	General Media	March 2021	https://roboticsandautomationnews.com/2021/03/26/european-project-robotics4eu-releases-surveys-aimed-at-robotics-community/41682/
Irish Dev	General Media	April 2021	https://irishdev.com/Home/News/1976-RoboticsEU-Call-Survey-Respondents.html

5.4.3. Brochures & Factsheets

Robotics4EU project will produce brochures and a set of different factsheets to enhance the promotion of the project's tools and services. These printed promotional materials will be distributed at different project related and other events that Robotics4EU partners will be present, as well as in meetings and other project promotional activities.

Table 8 – Robotics4EU infographics and factsheets

Activity	Description	Month
Infographic#1	Robotics community needs and good practices	M07
Infographic#2	Citizens perception of robotics (within RRI framework)	M13
Infographic#3	Insights from Robotics4EU co-creation workshops	M33
Factsheet#1	The Robotics4EU platform and functionalities	M16
Factsheet#2	Insights from knowledge transfer and capacity building events: Healthcare	M19

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Factsheet#3	Insights from knowledge transfer and capacity building events: Agri-food	M20
Factsheet#4	Insights from knowledge transfer and capacity building events: Inspection and maintenance of infrastructure	M21
Factsheet#5	Insights from knowledge transfer and capacity building events: Agile production	M22
Factsheet#6	Insights from High-level stakeholder forum: The future of European responsible robotics	M23
Factsheet#7	The Responsible robotics maturity assessment model	M32
Factsheet#8	Responsible robotics advocacy report (graphical summary of D4.4)	M35

5.4.4. Promotional videos

The conception and production of promotional videos will be considered as a core pillar for Robotics4EU dissemination and communication strategy. Putting LOBA's long experience in the design and development of promotional videos in practice, the consortium will release videos where the project and its activities will be presented and promoted.

Table 9 – Robotics4EU promotional videos

Activity	Description	Month
Teaser Video	What is the Robotics4EU platform?	M12
Video#2	Insights from T4.1: How do citizens perceive robotics?	M14
Video#3	What are the legal, socio-economic and ethical issues related to robotics deployment?	M24

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5.5. Conferences & Events

Robotics4EU partners will participate in local (national), EU and international level conferences and events in order to raise awareness around the project's activities and expected results and disseminate the relevant developments and outcomes. Partners will focus to promote Robotics4EU in key industry events which attract high number of players across the sectors of interest, aiming to maximize the effect of direct interaction with relevant stakeholders.

Additionally, the consortium will design and organize a series of internal events, such as workshops, forums, and debates, as part of the implementation of the projects itself. The Table 10 presents the internal events, while the Table 11 provides a list of indicative relevant upcoming events in which presentation of Robotics4EU will be aimed. This list will be continuously updated and extended, and further communicated with all Robotics4EU partners to plan participations in upcoming events.

5.5.1. Robotics4EU events

Table 10 – Robotics4EU internal events

Table 4 – Robotics4EU engagement strategy by target audiencesWP and/or task number	Event type	Estimated event date
WP1	Debates	Before M07
WP3	Stakeholder forum	Before M22
WP3	Workshop (Healthcare)	M07-M18
WP3	Workshop (Inspection and maintenance of infrastructure)	M07-M18
WP3	Workshop (Agri-food)	M07-M18
WP3	Workshop (Agile Production)	M07-M18
WP4	Standardization	M31-M36
WP4, T4,2	Online citizen consultation to validate business ideas	M15-M20
WP4, T4.1	Kitchen table deliberations with citizens	M10-M11
WP4, T4.3	Co-creation workshops to test robotics solutions in application areas	M24-M26 or M27-M29

5.5.2. Non-Robotics4EU events

Table 11 – Robotics4EU external events

Event name	Approx. event date	Link
AgriFood Forum	October 2021	www.digitalfarm.lt/forum/
AgriFood Forum	October 2022	www.digitalfarm.lt/forum/
AgriFood Forum	October 2023	www.digitalfarm.lt/forum/
Hack AgriFood	October 2021	https://www.hackagrifood.lt/
Hack AgriFood	October 2022	https://www.hackagrifood.lt/
Hack AgriFood	October 2023	https://www.hackagrifood.lt/
Curious Today – Partner Tomorrow	21st April 2021	https://syddanskuni.zoom.us/meeting/register/u5wtd-6sqD8vGtxfqInjIvqYFMPvgBD0uV8m
Robotbrag	26th August 2021	https://www.teknologisk.dk/kurser/robotbrag-2021-velkommen-til-fremtiden/k90738
High Tech Summit	29-30th September 2021	https://www.hightechsummit.dk/
R-22	23-25th March 2022	https://www.roboticsevent.eu/frontpage-exhibitors/welcome/
METRICS Workshops	Regularly in 2021/2022 - Next in April for Agrifood competitions	-
"FIRA (international Forum of Agricultural Robotics)"	April 2021 and annual	https://www.fira-agtech.com/en/
WORLD FIRA 2021 | Online & In-Person (France)	7-9th September 2021	https://www.fira-agtech.com/en/
SIA2022 (international agriculture show)	February 2022	https://en.salon-agriculture.com/
ROBOCUP2022	2022	https://2021.robocup.org/

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SIMA (International exhibition of technologies and solutions for efficient and sustainable agriculture)	6-10th November 2022 - and every two years"	https://en.simaonline.com/	
ICRA2021 (International Conference on Robotics and Automation - IEEE)	May 30th- June 5th 2021 and every year	http://www.icra2021.org/	
ERF 2021	13-15th April 2021	https://www.eu-robotics.net/robotics_forum/programme/index.html	

5.6. Networks & Cooperation

As part of our consortium's effort to optimize our dissemination and communication strategy and to maximize its effects amongst the European robotics community but the general public as well, we aim to establish a communication and collaboration system amongst our existing networks and ecosystem (existing partnerships/projects, participations in clusters and relevant associations, etc.), as well as amongst relevant platforms and H2020 projects that can contribute towards our aim. The Table 12 below presents the existing network of Robotics4EU consortium and the Table 13 the potential collaborations that could be established amongst relevant robotics projects.

5.6.1. Liaison with existing partner networks

Table 12 – Existing partner networks

Network name	Partnership type	Notes / Brief description	Engaged Robotics4EU partner
Smart Agri Hubs	Network / project	SmartAgriHubs is a €20 M EU project under the Horizon 2020 instrument and brings together a consortium of well over 164 partners in the European agri-food sector. The project aims to realise	AFL

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		the digitization of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, 11sustainability and success.	
European Cluster Collaboration Platform	Cluster / association	The European online hub for industry clusters Strengthening the European economy through collaboration	AFL
CoRoSect	H2020 project	CoRoSect leverages robotics, AI, and big data to fix the disconnected food system, restoring insects as the missing piece of the puzzle in the modern food chain	AFL
FlexiGroBots	H2020 project	FlexiGrobots is an Innovation Action aiming to build a platform for flexible heterogeneous multi-robot systems for intelligent automation of precision agriculture operations, providing multiple benefits to farmers around the world.	AFL
National Rural Network (NRN)	Network	NRN has a formal membership and consists of 364 members (as of December 2020). Only public legal bodies can become members of our NRN. Activities of our NRN are managed by the NRN Support Unit (NSU). Functions of the NSU are being implemented by 2-3 persons who work at the Ministry of Agriculture (Managing Authority (MA)). In that way, there is almost no hierarchy or gap between MA and NSU because these functions are being done by the same persons.	AFL
EIT FOOD	Network	Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted by consumers (supported by the EIT, a body of the EU).	AFL
Human Brain Project	Project	Human Brain Project (HBP) is a Horizon 2020 FET Flagship, wich strives to accelerate the fields of neuroscience, brain inspired computing, AI, and brain-related medicine.	DBT
World Wide View Projects	Project	World Wide Views is a global citizen consultation initiative. A World Wide Views citizen consultation provides decision-makers with a unique	DBT

		insight into the global public opinion on complex governance issues that are debated and negotiated at global venues, such as the UN.	
Odense Robotics	Cluster	Danish robot and drone cluster. +300 members. DBT has the free membership with limited access	DBT
Robocluster	Cluster	Danish robot and drone cluster. DBT is a new member with limited network for now	DBT
METRICS	Project - H2020	Project name: Metrological Evaluation and Testing of Robots in International Competitions Project description: The METRICS project consists of the organisation of robotics competitions in four priority areas identified by the European Commission: health, agri-food, inspection and maintenance of infrastructure and agile production. METRICS is designed to organise competitions as reproducible and objective evaluation campaigns and aims to structure in a sustainable way the European robotics and Artificial Intelligence (AI) community around the four priority areas.	LNE
ROSE Challenge	Project	The aim of the ROSE challenge is to encourage the development of innovative solutions / autonomous robotics for intra-row weed control in order to reduce, or even eliminate, the use of herbicides. The four successful projects following the request for proposals issued by the ANR in June 2017 are competing against each other during the challenge, which is funded by the OFB and organised by the LNE/Irstea consortium.	LNE
AFNOR and ISO	Standardisation	Participation in the Afnor Information and Digital Communication Strategic Orientation Committee, the Afnor and ISO AI Commission and Section 81 of the Union de Normalisation de la Mécanique on industrial robotics.	LNE
Robocom++	Project	RoboCom++ is coordinated by Paolo Dario (The BioRobotics Institute of the Scuola Superiore	LNE

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		Sant'Anna (Pisa, Italy)) and involves 27 partners (13 funded from 9 Countries – 7 EU and 2 Associated; 14 in-kind from additional 11 Countries – 7 EU and 1 Associated). RoboCom++ spans a multitude of disciplines such as robotics, systems neuroscience, social neuroscience, psychology, material and energy science, computer science, human and social sciences, ethics, law, and industrial design	
RobAgri	Association	Created in November 2017, ROBAGRI is an association representing the French agricultural robotics sector. 65 members are united and join forces. Our members are robotics start-ups, agricultural machinery and electronics manufacturers, research and teaching laboratories, competitiveness clusters and agricultural production structures. Our objective is to create a collective dynamic to innovate faster and meet the needs of users both nationally and internationally.	LNE
Systematic	Competitiveness cluster	Systematic is a Deep Tech European Cluster with a powerful ecosystem of more than 900 members (academics, industries). It made up of 6 Deep Tech hubs developing an ecosystem of international excellence and 3 transversal challenges addressing the major economic and societal questions.	LNE
HubIT	Project	The long-term strategic objective of HubIT is to contribute to the high level of European research and innovation and ensure that H2020 funded and further ICT related innovation is responsible, inclusive and aimed at reversing inequalities.	CE, LNE, LOBA
AI4Media	Project	AI4Media focus will be on delivering the next generation of core AI advances to serve the key sector of media, making sure that European values surrounding ethical and trustworthy AI are embedded in future AI deployments.	LOBA

TRINITY	Project	Creating a network of multidisciplinary and synergistic local DIHs that cover a wide range of topics that can contribute to agile production: advanced robotics as the driving force and digital tools, data privacy and cyber security technologies to support the introduction of advanced robotic systems in the production processes.	CIVITTA
LIFEBOTS-Exchange	Project	LIFEBOTS-Exchange is a H2020 MSCA-RISE Action that is creating a knowledge hub of universities, SMEs, and technology workers that work with social robots in health and care settings. The project has 13 partners in 10 countries. This project supports research and staff exchanges between all project partners.	NTNU
LIFEBOTS-Exchange-Extended (LEE)	Project	LEE is a Norwegian extension of LIFEBOTS-Exchange involving NTNU and six Norwegian SMEs that work with robots in health and care settings. These SMEs host workshops, engage in short-term staff exchanges with LIFEBOTS partners and have observer status at LIFEBOTS meetings and events.	NTNU
AUTOWORK	Project	AUTOWORK is a research collaboration between NTNU and Monash University in Australia studying the future of work as it is changed by digitalization, automation, and robotization across three sectors: healthcare, construction, and sale and service. The project consists of ethnographic interviews and workshops with workers in the sectors to gauge current experiences and future expectations resulting from an increasingly technologized workplace.	NTNU
SENSE-GARDEN	Project	SENSE-GARDEN is a recently completed AAL project that designed and tested an immersive that combined digital and physical objects to improve the care and well-being of people with major	NTNU

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		neurocognitive disorders and their caregivers. In the space photos, videos, music, and scents connected with the person's life story that strengthen the awareness by providing stimuli to the different senses, such as sight, touch, hearing, balance and smell. The project concluded in November 2020 and the project partners are continuing to engage in research and collaboration. There are currently operating SENSE-GARDENs in Norway, Belgium, Portugal, and Romania.	
Ruralis	Network	Ruralis is a Norwegian research center studying rural issues. One NTNU has previously collaborated with them on automation in agriculture.	NTNU
digiKULT	Network	digiKULT is a research group at NTNU for researchers studying digital humanities. The group meets regularly and actively seeks out dissemination and collaboration opportunities with other universities. The group is chaired by a member of NTNU's Robotics4EU team.	NTNU

The already present networks and stakeholders of Robotics4EU partners will be engaged and involved in the activities and outreach campaigns of the project in the following ways:

- Robotics4EU will create new output to other projects results;
- Robotics4EU will offer materials and research topics based on activities carried out throughout the project.

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5.6.2. Liaison with the AI4EU project

The AI4EU project[6] is a major European project funded under H2020. The project aims to build the first European AI On-Demand Platform and Ecosystem that will share resources, tools, knowledge, algorithms and more between Member States. It will help to increase innovation and technology transfer, accelerate the growth of start-ups and SMEs, and fulfil the needs of the European AI community.

AI4EU has been identified as one of the key initiatives for engagement and cooperation with during the Robotics4EU project. The foreseen Robotics4EU synergies with AI4EU are as follows:

- Relevant stakeholders have a greater understanding of both AI and robotics-based AI solutions and problems. By having the possibility of acknowledging both sides of AI, a more in-depth look on AI can be created and better results achieved.
- The AI4EU and R4EU platforms create an opportunity to navigate through relevant tools and sandboxes used in training and in reality.
- Both platforms also contribute greatly in terms of disseminating relevant news and events to different types of stakeholders.

5.6.3. Liaison with other robotics projects

Robotics4EU will seek to provide support and expertise to other robotics projects – and thus will establish contact and cooperative working relationships with them – that are funded under the same H2020 call 'Robotics in Application Areas and Coordination & Support' (topic ID: ICT-46-2020)[7]. The following table lists all the mentioned robotics projects, names, and their coordinating partners.

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[6] https://cordis.europa.eu/project/id/825619
[7] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/ict-46-2020

Table 13 – Other ICT-46-2020 robotics projects

Project	Project name and description link	Coordinator
ACROBA	AI-Driven Cognitive Robotic Platform for Agile Production environments https://cordis.europa.eu/project/id/101017284	Berner Fachhochschule (Switzerland)
CANOPIES	A Collaborative Paradigm for Human Workers and Multi-Robot Teams in Precision Agriculture Systems https://cordis.europa.eu/project/id/101016906	Universita Degli Studi Roma Tre (Italy)
CoRoSect	Cognitive Robotic System for Digitalized and Networked (Automated) Insect Farms https://cordis.europa.eu/project/id/101016953	Universiteit Maastricht (Netherlands)
DARKO	Dynamic Agile Production Robots That Learn and Optimise Knowledge and Operations https://cordis.europa.eu/project/id/101017274	Orebro University (Sweden)
DrapeBot	Collaborative draping of carbon fiber parts https://cordis.europa.eu/project/id/101006732	Profactor Gmbh (Austria)
FELICE	Flexible assembly manufacturing with human-robot Collaboration and digital twin models https://cordis.europa.eu/project/id/101017151	Institute of Communication and Computer Systems (Greece)
FLEXIGROBOTS	Flexible robots for intelligent automation of precision agriculture operations https://cordis.europa.eu/project/id/101017111	Atos It Solutions and Services Iberia SL (Spain)
HARMONY	Enhancing Healthcare with Assistive Robotic Mobile Manipulation https://cordis.europa.eu/project/id/101017008	Eidgenoessische Technische Hochschule Zuerich (Switzerland)
ODIN	Open-Digital-Industrial and Networking pilot lines using modular components for scalable production https://cordis.europa.eu/project/id/101017141	Panepistimio Patron (Greece)
ROBS4CROPS	Robots for protecting crops https://cordis.europa.eu/project/id/101016807	Stichting Wageningen Research (Netherlands)
SESAME	Secure and Safe Multi-Robot Systems https://cordis.europa.eu/project/id/101017258	The Open Group Limited (United Kingdom)
TraceBot	Traceable robotic handling of sterile medical products https://cordis.europa.eu/project/id/101017089	Biolago EV (Germany)

The liaising with other robotics projects could create:

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- A possibility for better knowledge transfer;
- More attention and synergies around RRI and non-technological aspects of robotics;
- Better understanding of the most important needs around different priority areas (e.g. healthcare, agri-food, I&M of infrastructure and agile production);
- A larger stakeholder pool.

Robotics4EU will reach out also to the other ongoing and upcoming robotics projects. An overview of the related projects and tools available is provided in deliverable D1.2.

6. Schedule & Timing

The following Table 14 presents the overall timeline of relevant to Dissemination and Communication activities to be performed along the project implementation monthly.

Table 14 – Robotics4EU Dissemination and Communication activity plan

Project months	Dissemination and Communication activity
M01	• Creation of Robotics4EU visual identity
M02	• Creation of Robotics4EU visual identity
M03	• Creation of Robotics4EU mailing list (outlets) • Robotics & Automation – General Media publication
M04	• Launch of social media Dissemination plan v1 • Irish Dev – General Media publication • Curious Today – Partner Tomorrow • ERF 2021 • Workshops METRICS • FIRA (International Forum of Agricultural Robotics)
M05	• Robotics4EU (basic) website
M06	• Robotics4EU promotional video • ICRA2021 (International Conference on Robotics and Automation - IEEE)
M07	• Infographic#1 • Debates – WP1
M08	• Brochure (version 1) • Robotbrag
M09	• Roll-up; Poster (version 1) • Workshop (Healthcare)

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	• High Tech Summit • WORLD FIRA 2021 | Online & In-Person (France)
M10	• Press release#1 • Workshop (Inspection and maintenance of infrastructure) • AgriFood Forum • Hack AgriFood
M11	• Newsletter#1 • Verslo Zinios – General Media publication • Kitchen table deliberations with citizens
M12	• Regular dissemination • International Symposium on Robot and Human Interactive Communication (RO-MAN) - Peer-reviewed scientific article publication
M13	• Regular dissemination • Workshop (Agri-food)
M14	• Regular dissemination • SIA2022 (International agriculture show)
M15	• Robotics4EU platform, Video#2 • Workshop (Agile Production) • R-22
M16	• Dissemination and communication plan v2 (D5.3) • Workshops METRICS • FIRA (International Forum of Agricultural Robotics)
M17	• Press release#2 • ROBOCUP2022
M18	• Newsletter#2 • Online citizen consultation to validate business ideas • ICRA2021 (International Conference on Robotics and Automation - IEEE)
M19	• Factsheet#3
M20	• Factsheet#4
M21	• Factsheet#5
M22	• Factsheet#6 • Stakeholder forum • AgriFood Forum • Hack AgriFood
M23	• Factsheet#7 • SIMA (International exhibition of technologies and solutions for efficient and sustainable agriculture)
M24	• Video#3
M25	• Newsletter#3 • Co-creation workshops to test robotics solutions in application areas

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M26	• Press release#3
M27	• Brochure (possible version 2)
M28	• Roll-up; Poster (possible version 2) • Workshops METRICS • FIRA (International Forum of Agricultural Robotics)
M29	• Interactive banner (html)
M30	• Newsletter#4 • ICRA2021 (International Conference on Robotics and Automation - IEEE)
M31	• Press release#4
M32	• Factsheet#1 • Standardization
M33	• Infographic#3
M34	• Press release#5 • AgriFood Forum • Hack AgriFood
M35	• Factsheet#8
M36	• Newsletter#5

7. Monitoring & Evaluation

Sub-objective 5 (WP5): to maximise the impact of the project by disseminating the results, promoting the responsible robotics community and its initiatives to the wider public and ensure the sustainability of the activities.

WP5 outputs:

- Dissemination and communication programme reaching out to (at least) 5.000 robotics stakeholders and 100.000 people in the general public to promote the project and robotics solutions in application areas;
- Virtual itinerant exhibition reaching 20 000 visitors at external events;
- 60 articles to disseminate the project results;
- Exploitation Strategy.

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Table 15 – Dissemination and Communication KPIs

Tools, Channels	Metrics Method	Expected Results (KPIs)
Website	No of visits, time spent on the web portal and returning visitors; No of countries	• 10.000 total visits, average total time spent on the website > 1 minute • 3.000 unique visitors to the website • Visitors from 60 different countries • Basic website (platform) will be launched by M5
Social Media	No. of followers	500 followers on Twitter, LinkedIn, and Facebook (M5)
Press releases	No. of publications	At least 5 press releases (M10, 17, 26, 30, 34)
External events, conferences, workshops	No. of external events we expect to participate	Participation in at least 10 events
Newsletter	Newsletter dispatched	5 newsletters dispatched (M11, 18, 25, 36)
Promotional videos	No. of viewers	Videos launched: M6, M15, M24 and also a video for citizen engagement activities (WP4) in line with the tasks, 1.000 views

8. Conclusions

The aim of this document is to present an all-inclusive and dynamic dissemination and communication plan, where all the necessary tools, techniques, strategies and timelines are being elaborated thoroughly. The implementation of this plan will allow and assist Robotics4EU to remain focused, connected and effective throughout its duration by establishing an interactive and a multi-dimensional system of communication and engagement with a wide spectrum of targeted audiences.

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Thus, we, as Robotics4EU consortium, will remain proactive towards this end and we aim at keeping our dissemination and communication plan updated to ensure that its insights lead towards the right direction.

9. References

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