Robotics4EU

Boosting Wider Adoption of Robotics in Europe

Deliverable 5.3

Dissemination and Communication Plan v2

www.robotics4eu.eu
info@robotics4eu.eu

PARTNERS
CE · ROBOTEX · LOBA · LNE · DBT · AFL · NTNU

Dissemination and Communication Plan v2

DELIVERABLE TYPE	MONTH AND DATE OF DELIVERY
Report	Month 16, April 2022
WORK PACKAGE	**LEADER**
WP Number	Agri-Food Lithuania
DISSEMINATION LEVEL	**AUTHOR**
Public	Thomas Gitsoudis

// Programme	// Contract Number	// Duration	// Start
H2020	101017283	36 Months	January 1, 2021

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Contributors

NAME	ORGANISATION
Catarina Pereira	**LOBA**
Virginie Barbosa	**LNE**
Mette Vinggaard Hellerung	**DBT**
Anneli Roose	**CIVITTA**

Peer Reviews

NAME	ORGANISATION
Anneli Roose	**CIVITTA**
Catarina Pereira	**LOBA**

Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
1	**08/04/2022**	**LOBA**	**Table of Contents and initial input**
2	**26/04/2022**	**ALL**	**Integrated version with inputs from various partners**
3	**28/04/2022**	**CIVITTA, LOBA**	**Final revision from CIVITTA and LOBA**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Index of Contents

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Index of Tables

Index of Figures

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

1. Executive Summary

The D5.3 is the updated version of the Dissemination and Communication strategy that Robotics4EU will follow during the implementation of the remaining project duration. The current version of the strategy provides an updated plan for the implementation of Dissemination and Communication activities, their objectives and solidifies the most efficient methods of the strategy. This deliverable aims to give an update to the strategy according to the activities, feedback and results achieved so far. Another deliverable, D5.4 Report on Dissemination and communication activities v1 will report on all the dissemination and communication activities undertaken from January 2021 until June 2022.

The Dissemination and Communication plan version (v) 2 presents a developed visual identity of the project, as well as the tools and the channels that are exploited to spread effectively the Robotics4EU achievements and tangible results to targeted audiences, becoming, thus, the cornerstone for successful commercialisation and market uptake of Robotics4EU solutions. For the second period of the project, no updates to the branding/visual strategy are foreseen, aside for the new logo for the Robospot platform that will be presented below.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

2. Introduction

This document constitutes the outcome of D5.3 “Dissemination and Communication Plan v2”, which is part of WP5 “Dissemination, Communication and Exploitation” and the updated version of the D5.2 “Dissemination and Communication Plan”. The revised plan aims to present the project’s dissemination and communication objectives, the strategy that is followed to meet the objectives and the means, channels, and tools utilised during this process to optimise the effect of Robotics4EU. The updated plan crystallises all the Communication and Dissemination activities and tools and shows a fully developed picture of the project’s strategy for the remaining project’s duration.

Therefore, the document consists of four main chapters, where the scheme above is being elaborated:

- **Robotics4EU Dissemination and Communication Strategy** – A general approach to 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 utilised 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** – An exact timeframe of the dissemination and communication plan, where all the foreseen dissemination and communication activities have been categorised on a monthly basis.
- **Monitoring and Evaluation** – A description of the desired goals and KPIs of the dissemination and communication plan.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017283

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 more widespread adoption of (AI-based) robots in healthcare, inspection and maintenance of infrastructure, agri-food, and agile production.

The project will ensure 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 four 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);

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

4) Reaching out to the policymakers 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 the 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 are 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 are executed in the project continue 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 improvement 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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Finally, focusing on 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. Objective

The core objective of the dissemination strategy is, firstly, to identify, organise and implement the activities that are necessary for the maximisation of the impact of the Robotics4EU project and secondary, to deploy the most efficient tools and means in order to achieve 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 utilising robotics-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. Table 1 below presents the identified target groups that Robotics4EU has defined as the most significant ones for dissemination and communication purposes.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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	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 (citizens)	The average citizen 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 with 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 policymakers and the public.	On-site and online discussions, articles in mass media, social media (text and video formats), targeted panel discussions, seminars, direct meetings.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Policy makers	To provide a tribune where their ideas about robotics could be shared with the public. To promote dialogue between policymakers, stakeholders, and academia to identify the current situation, expectations, possibilities, potential, limitations, and future vision.	On-site and online discussions, articles in mass media, direct meetings, targeted panel discussions, seminars.
End-users of robotics solutions	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 online discussions, webinars, seminars, publications, e-mails (support line).
Academia and R&D facilities	To involve academia in the development of both robotics strategies and innovative robotics solutions. To use well-known academicians as influencers promoting robotics. To use them as representatives of their institutions (universities) promoting robotics studying programs.	On-site and online discussions, webinars, seminars, publications, targeted panel discussions, articles in mass media, publications.
General public (citizens)	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 online discussions, articles in mass media.

○ 4.5. Messaging approach

Ensuring a dynamic interaction with the Robotics4EU targeted audiences is of utmost 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 ensures that the dissemination and communications activities will be effective and successfully achieve high reach and impact KPIs.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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 audience

European robotics community stakeholder	
Target profile	Product owners who are interested in the faster development and implementation 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 policymakers and the 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, discussions, 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 does 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	
Target profile	Robotics users.
Interests and pain points	To have 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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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 the robotisation of your activities based on knowledge, 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	Researchers interested in 1) new robotics solutions; 2) the impact of robotics on society, economy, etc.
Interests and pain points	Research in different fields (economy, socioeconomic, development, implementation, psychology etc.). Their research is used only in a very narrow academic circle and is 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 in the development of both robotics strategies and innovative robotics solutions.
Key message	Science plays a vital role in robotisation and is an integral part of robotics success.
Key channels and tools	Direct meetings, e-mail, newsletter, seminars, conferences.
General public (citizens)	
Target profile	Biased society that lacks knowledge 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 truthful 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 online discussions.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

5. Channels, Tools & Activities

To achieve the objectives and realise 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 Stationery

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

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 for 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);
- Robotics4EU Folder to be used in workshops and events;

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

- 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

Strategy

Since its launch, the Robotics4EU website (www.robotics4eu.eu) is presenting the institutional information of the project, allowing worldwide access to the project's main materials and reports (that are authorised for public dissemination), and it allows external parties to express their interest in the project through a form. The website is being constantly improved and updated, based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO) and the project's developments.

The website will continue being regularly updated with news, events, relevant findings, achievements, and content extracted from the deliverables and reports. Additionally, the progress of the project will continue being closely monitored and reflected in the project's website.

The domain link for the website will be included in all promotional and communication materials developed by LOBA to be printed in the next period. The goal is to strategically use different communication and dissemination actions, which reach different types of audiences and redirect them to the Robotics4EU website.

The platform for the "Responsible Robotics Knowledge Hub" has been launched as a Beta Version in April, 2022 at www.robotics4eu-hub.eu. This platform will be communicated as the meeting point for the robotics community where anyone can freely

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

access resources (videos, documents, papers, podcasts, etc.), view the forum discussions that have taken place, learn about the events that are relevant for them, as well as other additional references.

Additionally, the platform website will showcase the ecosystem of projects and individuals that form the robotics ecosystem in Europe. Most importantly, visitors can create an account and upload themselves resources and events on the platform, their own projects and even participate in the forum discussions.

The platform has its own URL (www.robotics4eu-hub.eu) and will be also accessible through the project institutional website as well. Partner LOBA will make sure to replicate on the platform the information that is on the Robotics4EU website, and partner ROBOTEX will lead the other parts of the platform that need update, including new resources, other events aside from Robotics4EU, launching forum discussions, as well as managing the contributions from external projects and individuals through the platform back-office.

Contrary to what was discussed in the beginning of the project, this platform will not replace the project website. After much consideration, we believe it is better that the project has its own institutional website and that the platform can be independent of the project. Also, since one of our main goals is to have other projects and initiatives to upload contents on the platform, we came to the conclusion that it is more attractive to them do this in a “generic” platform, and not being uploading to another project website.

Therefore, in the next period we will proceed with some alterations to the platform and its identity in order to improve its communication and for a better exploitation route after the project ends. Namely:

- Create an identity and branding for the platform. It is under discussion to name the platform “Robospot – The Responsible Robotics Knowledge Hub”.
- Change the design of the platform slightly:
    - Change the logo with the new identity;
    - Change the overall colours so it’s not exactly the same as Robotics4eu website. Instead of being predominantly blue, it will be predominantly red and white. This way, it is still related with Robotics4EU, but it won’t confuse the visitors.
- The about page on the platform will be about the platform itself, and not about the project. Of course, it will still mention the project and will link to its institutional website.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017283

- On the footer of the platform website, we will include “Powered by Robotics4EU”, the connection to the website and the EC flag and funding disclaimer.
- On the project website we will include in the homepage a banner that will be the entry point to the platform for the Robotics4eu website.
- The domain will be changed to **Error! Hyperlink reference not valid.**
- Each content (resource, event, news, etc) uploaded by different projects/organisations will have the tag/logo of the project so it is easier to understand to whom it belongs to.
- Resources will be filtered per type.

Performance

During this period only the website was active. Therefore, there’s yet no data for the platform. The KPIs defined in the beginning of the project didn’t consider both the website and the platform, therefore, on the KPI table we added some new metrics in order to evaluate the performance of the platform.

From M3 to M15 4.2k users from 101 countries have visited the website 4.721 times for an average of 1m02s and 14.204 page views.

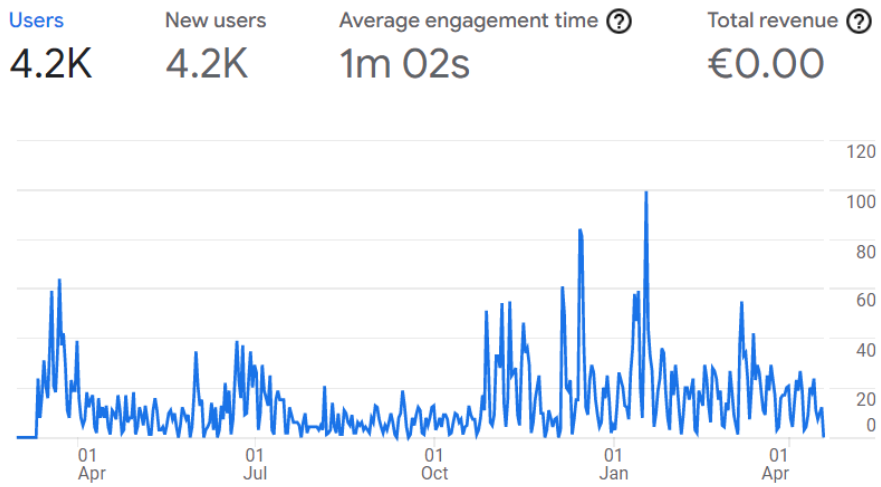

Figure 2: Website Engagement Overview (March 2021-March 2022)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017283

	Session default channel grouping	↓Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count page_view
	Totals	4,018 100% of total	4,721 102.52% of total	2,238 100% of total	0m 52s Avg -2.46%	0.56 Avg 0%	9.34 Avg -2.46%	47.41% Avg -2.46%	14,204 32.2% of total
1	Direct	1,853	1,670	630	1m 02s	0.34	10.66	37.72%	5,633
2	Referral	1,047	1,286	779	0m 40s	0.74	7.45	60.58%	2,897
3	Organic Search	654	1,154	540	0m 56s	0.83	9.72	46.79%	3,885
4	Organic Social	607	602	289	0m 42s	0.48	9.05	48.01%	1,761
5	Unassigned	14	9	0	1m 01s	0.00	8.22	0%	28

Figure 3: Website Traffic acquisition per session default channel grouping (March 2021-March 2022)

	Country	↓Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count page_view
	Totals	4,018 100% of total	4,017 100% of total	2,238 100% of total	47.35% Avg 0%	0.56 Avg 0%	1m 01s Avg 0%	14,204 32.2% of total
1	Portugal	528	528	491	47.86%	0.93	2m 00s	4,713
2	United States	365	365	72	47.68%	0.20	0m 17s	562
3	Norway	360	360	224	41.18%	0.62	0m 50s	1,096
4	France	235	233	90	41.28%	0.38	1m 10s	720
5	Germany	216	214	122	44.53%	0.56	1m 09s	668
6	Italy	174	171	70	45.75%	0.40	1m 04s	467
7	India	162	162	125	63.13%	0.77	0m 35s	296
8	Spain	150	146	84	50%	0.56	0m 50s	500
9	Denmark	137	134	76	41.08%	0.55	1m 50s	647
10	United Kingdom	131	128	59	42.75%	0.45	0m 47s	357
11	Lithuania	127	123	66	48.53%	0.52	0m 56s	450
12	Estonia	111	110	35	31.82%	0.32	0m 58s	423
13	China	105	102	51	66.23%	0.49	0m 31s	181
14	Netherlands	88	86	27	45%	0.31	1m 07s	219
15	Russia	85	85	53	50.48%	0.62	0m 36s	166

Figure 4: Website Top 15 countries of visitors (March 2021-March 2022)

	Country	↓Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count page_view
85	Azerbaijan	1	1	1	100%	1.00	0m 27s	3
86	Bahamas	1	1	1	100%	1.00	0m 15s	1
87	Benin	1	1	2	50%	2.00	1m 53s	8
88	Chile	1	1	1	100%	1.00	0m 09s	1
89	Congo - Brazzaville	1	1	1	100%	1.00	0m 09s	1
90	Ecuador	1	1	0	0%	0.00	0m 08s	1
91	Guatemala	1	1	1	100%	1.00	0m 14s	1
92	Iraq	1	1	0	0%	0.00	0m 08s	1
93	Kazakhstan	1	1	1	100%	1.00	0m 23s	1
94	Kosovo	1	1	1	100%	1.00	1m 45s	4
95	Lebanon	1	1	1	100%	1.00	0m 36s	2
96	Mongolia	1	1	0	0%	0.00	0m 00s	1
97	Myanmar (Burma)	1	1	0	0%	0.00	0m 00s	1
98	Saudi Arabia	1	1	0	0%	0.00	0m 47s	7
99	Somalia	1	1	0	0%	0.00	0m 09s	1
100	Sri Lanka	1	1	0	0%	0.00	0m 02s	1
101	Tanzania	1	1	1	100%	1.00	0m 20s	1

Figure 5: Website Bottom 15 countries of visitors (March 2021-March 2022)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

5.3. Social Media

Robotics4EU will strengthen its presence on social media, enhancing its reach-out to the target audiences and the broad public and ensuring an active interaction with them. To ensure maximum usability and exploit to the most possible, 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.

Targeted social media campaigns will continue being carried out. During the next months of the project, we envision to launch the following campaigns:

- Promotion of Workshops' Final event
- Promotion of Virtual Exhibition
- Promotion of Workshops results
- Launch of the platform (with video and demo)
- Promotion of factsheets
- Promotion of newsletters
- Followers campaign
- Click campaign to the website and platform

The Robotics4EU project has inherited the Twitter, Facebook and LinkedIn pages of the previous project HubIT, which has proved to have been a good strategy in order to easily reach an audience that is interested in the Robotics4EU outcomes, activities and materials. However, the consortium has managed to increase the number followers as following: 1875 followers on Twitter (916 | 200 gained through R4EU), LinkedIn (301 | 151 gained through R4EU) and Facebook (658 | 230 gained through R4EU).

5.3.1. Project social media

- **LinkedIn**: The Robotics4EU dedicated LinkedIn group[1] will be extensively used for networking purposes, enabling the promotion of the project amongst a broad community of professionals within the robotics community as well as other segments of Robotics4EU target audiences.

[1] https://www.linkedin.com/company/robotics4eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Robotics4EU
Information Technology and Services
Tallinn, Tallinn · 184 followers
Boosting wider adoption of #robotics in Europe. Project funded by EU under grant agreement No.101017283
Follow

About us

Robotics4EU is a three-year project, funded under the Horizon2020 programme, that will ensure a more widespread adoption of (AI-based) robots focusing on 4 application areas.

Website	https://www.robotics4eu.eu/
Industries	Information Technology and Services
Company size	11-50 employees

Figure 6 – Robotics4EU LinkedIn page

- **Twitter**: A Robotics4EU Twitter account[2] 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 on attracting and engaging with target audiences leading also to the establishment of a trusted Robotics4EU network, enlarging the outreach to broad and targeted audiences.

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Figure 7 – Robotics4EU Twitter page

- **Facebook**: Robotics4EU Facebook page[3] will focus on 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.

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

Figure 8 – Robotics4EU Facebook page

- **YouTube**: Robotics4EU YouTube page[4] will serve as a platform where the robotics community and the general public will have access to promotional videos of the project and broadcasts of the project's activities, such as workshops, interviews, etc.

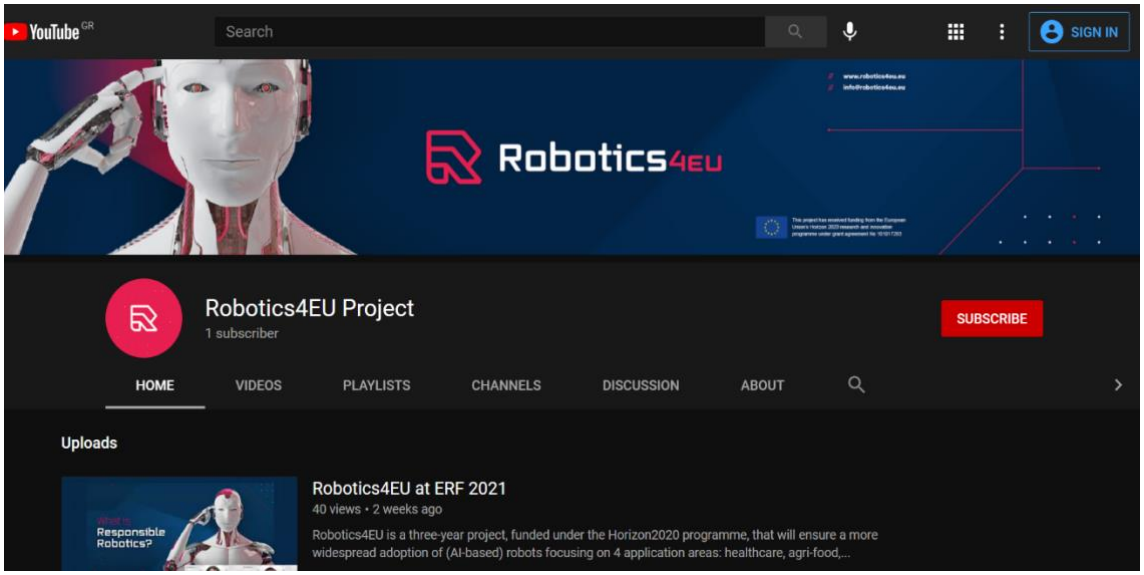

Figure 9 – Robotics4EU YouTube page

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, citizens. **Messaging approach**: To show the advantages of robotisation based on facts.

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Facebook	https://www.facebook.com/Robotics4EU	**Target audiences**: Citizens, end-users of robotics solutions. **Messaging approach**: To dispel policymakers' robotisation and 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**: Citizens, 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 to Robotics4EU, project partners will continue utilising their pre-existing social media channels for project-related dissemination and communication action. Partners will continue to choose and utilise 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 media 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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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
LNE	**Address:** www.linkedin.com/company/lne/ **Followers:** 13,803	**Address:** https://twitter.com/LNE_fr **Followers:** 249 **Tweets:** 461	**Address:** n/a **Followers:** n/a **Likes:** n/a	**Address:** www.youtube.com/channel/UCJ7oG6qxhK4EDBHSRW4f5nQ **Views:** 233,049 **Subscribers:** 1,37 k
DBT	**Address:** www.linkedin.com/company/teknologiraadet **Followers:** 1,811	**Address:** https://twitter.com/DBT_Foundation **Followers:** 789 **Tweets:** 1,200	**Address:** www.facebook.com/Teknologiraadetdk **Followers:** 988 **Likes:** 941	**Address:** www.youtube.com/channel/UC1KBUfER6FS-gcMHL1Nxe9A **Views:** 89.453 **Subscribers:** 129
AFL	**Address:** www.linkedin.com/company/agrifood-lithuania-dih/ **Followers:** 878	**Address:** https://twitter.com/AgriFoodDIH_LTU **Followers:** 20 **Tweets:** 6	**Address:** www.facebook.com/AgriFood.lt/ **Followers:** 836 **Likes:** 770	**Address:** www.youtube.com/channel/UCxuZLiM7S6CeNPUNLmnX0wQ/search **Views:** 75,363 **Subscribers:** 339
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 the 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 includes 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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

5.4.1. Newsletters & Press Releases

Robotics4EU newsletters have been and will be composed and published on 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 newsletters are serving as a tool to communicate key updates and developments to the Robotics4EU ecosystem of stakeholders and aim 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. Continuous cooperation with the press and media will be promoted by all Robotics4EU partners. All press releases will 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 continue contributing 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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Robotics4EU. This list will be continuously updated throughout the project with inputs provided by the partners of the consortium.

5.4.3. Brochures & Factsheets

Robotics4EU project is producing 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 7 – 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)	M19
Infographic#3	Insights from Robotics4EU co-creation workshops	M33
Factsheet#1	The Robotics4EU platform and functionalities	M19
Factsheet#2	Insights from knowledge transfer and capacity building events: Healthcare	M19
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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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 into practice, the consortium will release videos where the project and its activities will be presented and promoted.

Table 8 – Robotics4EU promotional videos

Activity	Description	Month
Video#1	Robotics4EU promotional video	M6
Video #2.1	Platform teaser video	M15 (postponed to M17)
Video #2.2	Platform demo video	M20
Video#3	Insights from T4.1: How do citizens perceive robotics?	M14 (postponed to M18)
Video#4	What are the legal, socio-economic and ethical issues related to robotics deployment?	M24

Video #1 was already produced in the beginning of the project and counts with 202 views. In the next period we launch a campaign to reach at least 1.000 views to this video, it will also be presented at conferences. We will assess in a few months the possibility of updating the video to include the platform information.

Additionally, 6 extra videos have been produced. One to promote the Maturity Assessment Model developed by the project, which can be seen here. The others were developed to assist the organization of the Robotics4EU consultations (Introduction, Setting the Stage, Social impact of Robots, Robots in the future, the Legal Question). They have been posted on the DBT channel as they were the main leaders of the activity. However, we will be uploading them to the Robotics4EU webpage as well.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

As the platform was launched on M15, the teaser video (Video#2.1) was postponed to M17 so we have time to implement the envisioned updates to the platform. Additionally, we envision to produce one extra video (Video#2.2) that will act as a demo video on how to use the platform, it will be published on the platform website.

Due to the fact that several activities have been taking place in the last months, we postponed the development of Video#3 to M18. Video#4 should be launched in the envisioned date (M24).

Closer to the end of the project we will evaluate the need and budget for a video that sums up all the project results and impact.

Additionally, we have been uploading on the project YouTube channel the recordings of our workshops which has proved to be valuable for interested people that weren't able to attend the workshop. They have been shared on social media channel, published on the website and disseminated through the newsletter.

5.5. Conferences & Events

Robotics4EU partners will continue participating 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 a high number of players across the sectors of interest, aiming to maximise the effect of direct interaction with relevant stakeholders.

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

5.5.1. Robotics4EU events

Table 9 – 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
WP3	High level stakeholder forum	M20-M21
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	M25-M29

5.5.2. Non-Robotics4EU events

Table 10 – Robotics4EU external events

Event name	Approx. event date	Link
AgriFood Forum	October 2022	www.digitalfarm.lt/forum/
AgriFood Forum	October 2023	www.digitalfarm.lt/forum/
Hack AgriFood	October 2022	https://www.hackagrifood.lt/
Hack AgriFood	October 2023	https://www.hackagrifood.lt/
R-22	23-25th March 2022	https://www.roboticsevent.eu/frontpage-exhibitors/welcome/
RobotBrag	May 5th 2022	https://www.teknologisk.dk/ydelser/robotbrag-2022/43614
METRICS Workshops and on-site competitions	Regularly from 2021 to 2023 -	https://metricsproject.eu/

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

	See agenda in the website	
"FIRA (international Forum of Agricultural Robotics)"	Next in February 2023 and annual	https://www.fira-agtech.com/en/
SIA2022 (international agriculture show)	Next in February 2023	https://en.salon-agriculture.com/
ROBOCUP2022	2022	https://2021.robocup.org/
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 2022	28-30th June 2022	https://erf2022.eu/

○ 5.6. Networks & Cooperation

As part of our consortium's effort to optimise our dissemination and communication strategy and to maximise its effects amongst the European robotics community and the general public as well, we have been establishing 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. Table 12 below presents the existing network of the Robotics4EU consortium, and Table 13 the potential collaborations that could be established amongst relevant robotics projects.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

- 5.6.1. Liaison with existing partner networks

Table 11 – 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 the digitization of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, 11 sustainability and success.	AFL
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	AFL

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

		(supported by the EIT, a body of the EU).	
Human Brain Project	Project	Human Brain Project (HBP) is a Horizon 2020 FET Flagship, which 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 insight into the global public opinion on complex governance issues that are debated and negotiated at global venues, such as the UN.	DBT
Odense Robotics	Cluster	Danish robot and drone cluster. +300 members. DBT has a free membership with limited access	DBT
Robocluster	Cluster	Danish robot and drone cluster. DBT is a new member with a 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	LNE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

		funded by the OFB and organised by the LNE/INRAE consortium.	
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 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	LNE
RobAgri	Association	Created in November 2017, ROBAGRI is an association representing the French agricultural robotics sector. Sixty-five 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 robust ecosystem of more than 900 members (academics, industries). It is made up of 6 Deep Tech hubs developing an ecosystem of international excellence and three transversal challenges addressing the significant economic and societal questions.	LNE
HubIT	Project	The long-term strategic objective of HubIT is to contribute to the high	CE, LNE, LOBA

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

		level of European research and innovation and ensure that H2020 funded and further ICT related innovation is responsible, inclusive and aimed at reversing inequalities.	
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 digitalisation, automation, and robotisation across in three sectors: healthcare, construction, and sale and service. The project consists of ethnographic interviews and workshops with workers in the	NTNU

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

		sectors to gauge current experiences and future expectations resulting from an increasingly technologised workplace.	
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 neurocognitive disorders and their caregivers. In the space, photos, videos, music, and scents connected with the person's life story 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.	NTNU
Ruralis	Network	Ruralis is a Norwegian research centre 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 for other projects results;
- Robotics4EU will offer materials and research topics based on activities carried out throughout the project.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

5.6.2. Liaison with the AI4EU project

The AI4EU project[5] is a major European project funded under H2020. The now terminated project aimed to build the first European AI On-Demand Platform and Ecosystem that would share resources, tools, knowledge, algorithms and more between the Member States. It aimed to 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 had been identified as one of the key initiatives for engagement and cooperation during the Robotics4EU project.

As described in D2.1 Robotics4EU Platform technical infrastructure and navigation path as for now Robotics4EU and AI4EU are two different platforms, but to create synergies they are linked inside. Robotics4EU included an AI4EU banner on the homepage and will add content about the project in the AI4EU platform. The users can choose which platform they want to go in, inside the platform there is linking as well.

5.6.3. Liaison with other robotics projects

Robotics4EU will continue seeking 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)[6]. The following table lists all the mentioned robotics projects, names, and their coordinating partners.

Table 12 – 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)
TECHETHOS	Ethics for Technologies with High Socio-Economic Impact https://www.techethos.eu/	AIT Austrian Institute of Technology (Austria)

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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)
RIMA	Support in the uptake of robotics in the Inspection and Maintenance industry https://rimanetwork.eu/	Commissariat A L Energie Atomique Et Aux Energies Alternatives (France)

The liaising with other robotics projects could create:

- A possibility for better knowledge transfer;
- More attention and synergies around RRI and non-technological aspects of robotics;

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

- 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 relevant to Dissemination and Communication activities to be performed along with the project implementation monthly.

Table 13 – 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)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

	• 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, • 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 • Video#2
M18	• Newsletter#2 • Online citizen consultation to validate business ideas • ICRA2021 (International Conference on Robotics and Automation - IEEE)
M19	• Factsheet#3
M20	• Factsheet#4, ROMAN conference (WP3 high-level stakeholder forum)
M21	• Factsheet#5
M22	• Factsheet#6 • Stakeholder forum • AgriFood Forum • Hack AgriFood

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

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
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 • Standardisation
M33	• Infographic#3
M34	• Press release#5 • AgriFood Forum • Hack AgriFood
M35	• Factsheet#8
M36	• Newsletter#5

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

7. Monitoring & Evaluation

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

Table 14 – Dissemination and Communication KPIs

Tools, Channels	Metrics Method	Expected Results (KPIs)	Results on M15
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	• 4,721 total visits, average total time spent on the website: 1m,02s • 4,018 unique visitors to the website • Visitors from 101 different countries • Basic website launched on M3 and platform beta version launched on M16
Platform	No of visits No of resources No of forum discussions	• 5.000 total visits • 100 resources • 10 forum discussions	NA
Social Media	No. of followers	500 followers on Twitter, LinkedIn, and Facebook (M5)	1875 followers on Twitter (916), LinkedIn (301) and Facebook (658)
Press releases	No. of publications	At least 5 press releases (M10, 17, 26, 30, 34)	1 press release (M1)
External events, conferences, workshops	No. of external events we expect to participate	Participation in at least 10 events	Partners have already participated at 10 events

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Newsletter	Newsletter dispatched	5 newsletters dispatched (M11, 18, 25, 36)	1st newsletter dispatched on M11
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	Videos launched on M6 with more than 200 views

8. Conclusions

This document aims to update and present all-inclusive and dynamic dissemination and communication plan, where all the necessary tools, techniques, strategies and timelines are being elaborated, crystallised and developed fully. The implementation of this plan will allow and assist Robotics4EU to remain focused for the remaining project duration, connected and influential by holding an interactive and multi-dimensional system of communication and engagement with a broad spectrum of targeted audiences.

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

9. References

- https://cordis.europa.eu/project/id/825619
- https://www.linkedin.com/company/robotics4eu
- https://twitter.com/robotics4eu
- https://www.facebook.com/Robotics4EU/
- https://www.youtube.com/channel/UCV-aJ2WjQpl4CERwSmZfioA
- https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/ict-46-2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

consortium

CIVITTA

robotex International

LOBA®

LNE

Fonden TEKNOLOGIRÅDET

AgriFood DIH Lithuania

NTNU
Norwegian University of Science and Technology

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283

Robotics4EU
Boosting Wider Adoption of Robotics in Europe

@robotics4eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017283