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Deliverable D6.1
Dissemination and Communication Plan

Work Package 6
Communication, Dissemination & Exploitation

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EXECUTIVE SUMMARY

The aim of the Dissemination and Communication Plan is to set a framework for all the activities concerning the communication, dissemination, and exploitation of the project results, in order to:

- Ensure that the results and knowledge have the maximum impact
- Ensure the exploitability of the results after the project's end
- Position the EARASHI brand on the market
- Promote the EARASHI network and the wider community

The document is structured in two main parts: the first one focuses on raising awareness of the project's scope and introducing EARASHI to the target audience and the second one focuses on the exploitation of results. The first part also includes a series of digital tools, communication channels, and the branding package to effectively reach the different target audiences and convey the project's key messages. The mentioned channels will be the project website, periodic newsletters and mailing lists, social media, online industry magazines, newspapers, scientific journals, and events. In addition to the EARASHI visual identity, a series of promotional materials have or will also be developed: templates for different kinds of documents, a standard presentation, a roll-up banner, a QR code, brochures, and flyers.

Moreover, this plan defines a list of the key outcomes, products, services, and knowledge generated within the project, that could potentially be exploited. The exploitation strategy will be finally accomplished during the final year of the project. Finally, this plan includes Key Performance Indicators to monitor the overall dissemination activities' performance and implement corrective measures whenever needed.

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1. INTRODUCTION

EARASHI aims to improve working conditions, trust, and acceptance of collaborative embodied AI in robotic systems. This will be achieved by supporting Industry, especially start-ups and SMEs, in the uptake of advanced digital and eco-responsible technologies (AI, data, and robotics). The present document constitutes Deliverable 6.1 'Dissemination and Communication Plan' and is part of WP6 'Communication, Dissemination & Exploitation'. The aim of the deliverable is to set a framework to raise awareness about the project and its activities and ensure that the knowledge and solutions generated within the project have maximum impact. The activities defined will take place during the whole project duration with the involvement of all the consortium partners. The Communication and Dissemination Plan will be complemented by annual Dissemination and Exploitation Portfolios outlining the main actions and activities undertaken during the next months together with a collection of evidence.

2. SCOPE

This document presents the project′s objectives in relation to both communication and dissemination. Communication and dissemination refer to raising awareness about the project and making its results visible, while exploitation aims at promoting the use of project results during and after the end of the project. The definition of the strategy starts by analysing the target audience and their characteristics. The plan defines what should be disseminated, to which target groups as well as by which methods. It also identifies the main tools to be used as well as Key Performance Indicators (KPIs) to measure how effectively the project is achieving its communication and dissemination objectives. Regarding exploitation the strategy defines the activities needed to identify exploitable results and ensure the main outcomes of the project reach out to the target groups that can benefit from them.

3. OBJECTIVES

The Plan is designed to ensure that the project's results are communicated to all relevant stakeholders throughout the project's lifecycle. It consists of a set of well-designed strategic activities that take into consideration the core purpose of the project. The objectives of this strategy are therefore the following:

- Identification of the main target groups to be reached by EARASHI and the definition of the key messages to be delivered to each group
- Establishment of a set of dissemination and exploitation activities and channels
- Definition of rules to reach effective dissemination and exploitation actions
- Coordination and involvement of all the partners for implementing planned actions.

The ultimate goals of the actions defined by this strategy are to:

- Raise awareness about EARASHI, its scope, and objectives and provide up-to-date information about the project and its activities, including open calls
- Disseminate the EARASHI project results among manufacturing companies, especially SMEs, and other stakeholders that can benefit from them
- Establish a two-way channel to gather and provide feedback from/to peers, experts, researchers, relevant standardisation bodies, industry, and policymakers

- Make the European manufacturing sector, especially SMEs, aware of new robotics, AI, and data-based technologies and encourage to improve human-machine interaction practices through the exploitation of the project's results in several manufacturing sectors
- Create a strong base for future partnerships, collaboration, and information exchange between relevant communities of stakeholders with the aim of supporting the continuation of the EARASHI objectives after the end of the project.

The goal and focus of the different actions will evolve over the duration of the project:

- During the first year of EARASHI, the focus of the dissemination and communication activities will be on raising awareness among the target audiences on the project's overall concept, objectives, and activities. The first open call will also be broadly disseminated.
- During the second and third years of the project the focus will be on disseminating the results of the use-case demonstrators carried out by the partners and third parties as well as promoting effectively the second round of open calls.
- During the fourth year the main focus will be the exploitation of the final results through different channels but also the dissemination of EARASHI's contribution to strengthening Europe capacities in key parts of Digital and future supply chains in the production machine.

4. TARGET AUDIENCES

The first step in the strategy is to define the main target audiences of the project. In order to define them, it is important to answer the questions of who can be interested in the project results, benefit from them, and contribute to the project. Each audience may have different expectations and needs. The messages addressed to these audiences should therefore be presented differently depending on those needs and expectations. Moreover, it is suggested to check the Ecosystem Mapping (T1.1) to understand the rationale behind the target groups in more detail.

In the following table, there is a breakdown of the category of organization, target audience, explanation of their importance, and the main messages to be addressed to those target groups.

Category	Target Audience	Why them?	Key Messages
Industry	- European manufacturing SMEs - Potential first-time users of robotics, AI-driven technologies - Robotics & IoT technology providers - System integrators - Industry associations & networks representing manufacturing SMEs, and technology providers	The industry will be the main end-user of EARASHI, and its involvement is vital. First-time users need support and know-how to implement these new technologies.	There is a huge opportunity for manufacturers to adopt new robotics and innovative technologies to improve working conditions (safety, health and well-being), thus leading to productivity increase Start-Ups and SMEs can participate in the open calls and receive funding to

Category	Target Audience	Why them?	Key Messages
			develop innovative solutions.
R&D Community	- Universities & research institutes dealing with robotics, AI, and cybersecurity - Other stakeholders working in the fields of human-machine interaction - Relevant European Technology platforms - Relevant Public-Private Partnerships (EFFRA, Manufuture)	The R&D community plays a key role in supporting the development of these new technologies. It is important to transfer and further advance knowledge on the topic, build pan-European innovation networks and define future R&D priorities.	It is important to facilitate a European innovation ecosystem in robotics and AI to maximise impact and address the need for a worker-centric approach to new production processes. EARASHI will define the open calls through the support of an Advisory Board which will then communicate the industrial R&I needs to research institutes and universities.
Policymakers / Institutions	European Institutions-National, regional, and local authorities	Policymakers & public authorities are important in promoting interfaces between actors to orchestrate European, national & regional innovation initiatives.	The adoption of new technologies can help SMEs in the manufacturing sector to improve productivity and competitiveness. EARASHI aims to engage with policymakers to transmit the potential to have a collaborative process in the development of funding opportunities for SMEs to facilitate innovation transfer.

5. COMMUNICATION AND DISSEMINATION CHANNELS

The project partners have identified a series of tools and channels that can be used to effectively reach the target audience and convey the project's key messages. The overall aims defined in the dissemination strategy will be implemented by using a multi-channel approach. Each channel has its advantages, and the goal is to create an audience flow between the different channels, benefitting differently from each of the platforms. The main communication and dissemination channels that have been identified are:

- Project website
- Project newsletter
- Project E-Mail
- Social media (LinkedIn and Twitter)
- Publications (i.e., online industry magazines, scientific journals, newspapers)
- Events (i.e., industry fairs, conferences, workshops)
- On-line wbinars

5.1 Project Website

A public project website (www.earashi.eu) has been set up in M3. The website is the key channel to get information about the project. It includes information about the project objectives, open calls, application experiments, news, and events as well as the call-to-action to register for the project's newsletter and an inquiry form redirected to the project's email. The website is a flexible medium that will be constantly updated and reformed to reflect the needs of the project. The website will give much focus to the open calls and will strongly support the dissemination and exploitation of the project results after the first application experiments will be fully implemented.
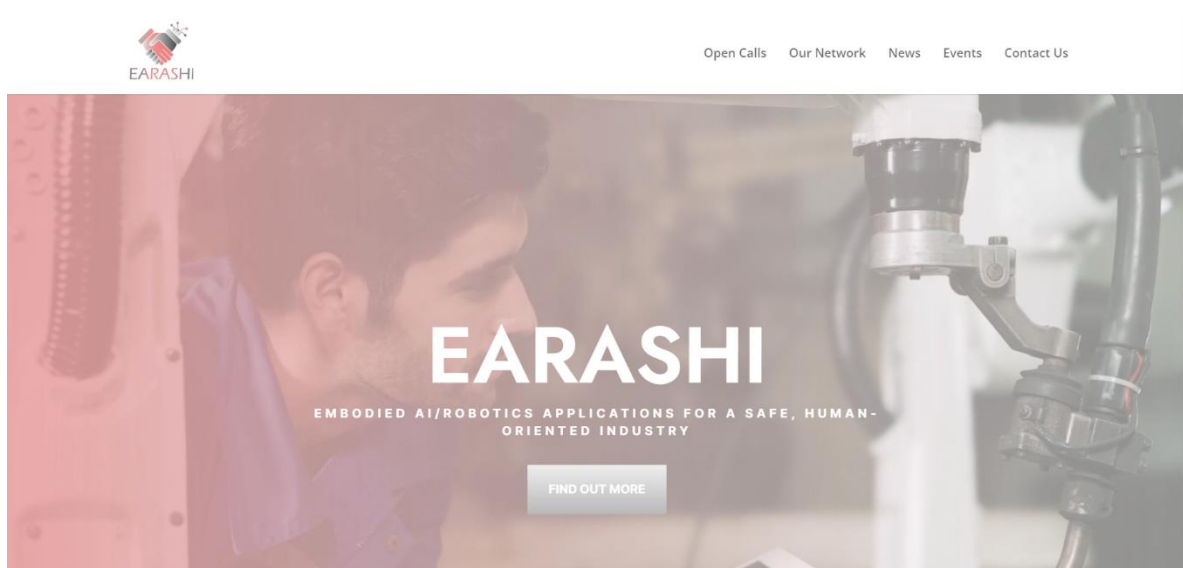

Figure 1: Website Homepage

In addition to the project's public website, a shared platform has been created for the exclusive use of the project's partners. It aims at providing working space to the partners for the development of the project deliverables and to share all relevant documents, reports, tracking tools, databases, etc. The platform is accessible through log-in and password at the following address: CEA (talkspirit.com)
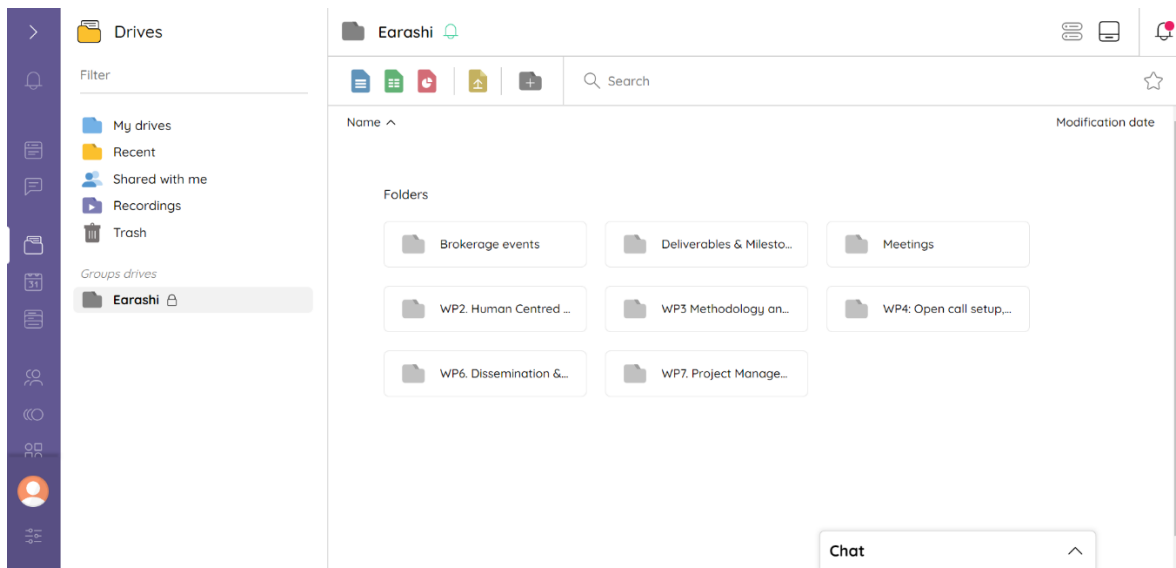
Figure 2: Collaborative platform - Talkspirit

The project website is hosted and managed by CECIMO (WP6 leader) while the Talkspirit platform is managed by CEA, the project coordinator. Several partners of the consortium have already published stories about EARASHI and their participation in the project on their own websites. This is a good way to inform the consortium partners' own ecosystems about their participation and at the same time direct traffic to the project website. Project partners should pay attention to adding links to the EARASHI website while performing their own dissemination and communication initiatives around the project.

5.2 Search Engine Optimization (SEO)

Project partners will also pay attention to maximizing the visibility of the project by adopting Search Engine Optimization (SEO) actions. SEO refers to the process of getting traffic from search results on search engines that tend to list websites and other content based on what they consider most relevant to users. In terms of Search Engine Optimization (SEO) strategies, the project website will be a key target of partners. A number of optimization factors to which partners will pay close attention are suggested below.

5.2.1 SEO Strategy

On-page SEO: It is the process of optimizing the content of your web pages for both search engines and users. Some common on-page SEO ranking factors include optimizing title tags, internal links, meta descriptions, keywords, URLs, and content. In our case, we will use a plugin called Yoast SEO.

Backlinks: This is an important aspect of any SEO plan considering how recent research on the topic still found how the number of domains linking to a page correlated was associated with higher rankings in search results more than any other factor. In view of that, in order to improve our SEO, we should ensure that other websites link back to ours. We could ask all project partners to have a link to our website in their own dissemination and communication initiatives related to the project.

Content strategy: To rank higher on Google, we need to create content based on keywords that users would potentially search on Google and other search engines. For instance, writing a series of blog articles based on the following keywords could have a significant impact on our ranking.

Keywords list:

- How to access EU funding for my robotics business
- EU funding for robotics
- Horizon Europe funding for robotics
- 5 ways in which EU funding can help SMEs
- Why is robotics important for the EU?
- How do I innovate my production processes?
- Improving productivity through robotics applications
- Reducing accidents in the workplace
- How do I increase my company's sustainability through AI?

5.3 Project Newsletter

EARASHI will also produce newsletters containing the main information about the project and its activities. A total of 10 newsletters will be developed throughout the duration of the project, one every 4 months. A template for the newsletters has been developed with Mailchimp. Newsletters will be disseminated through social networks in addition to e-mails. The first issue of the newsletter will be sent out for Christmas 2022. A specific button has been included on the website to allow visitors to easily subscribe to the newsletter.

Whenever possible partners will also include news about the project in their own newsletters and publications. This will help to raise awareness about the project and further disseminate its results. Project partners will also aim at providing content about the project to the newsletters of other relevant networks and organisations, identified through Ecosystem Mapping, that could act as multipliers for disseminating information about events and achievements, thus expanding the outreach to target audiences.

5.4 Social Media

Social media channels will play a major role in interacting with our target audiences throughout the duration of the project. They will play an active role in fueling the conversation and engaging our audience as well as constantly directing the traffic to the project's website. Visual features such as videos and images related to events or achievements will be used in social media posts. In combination with the project website and the newsletter, social media channels will not only help in the initial dissemination period but also will lead to the creation of an interactive ecosystem aimed at exploiting EARASHI results. In terms of social media channels, EARASHI will rely on the following:

Social Network	Hyperlink	Motivations
LinkedIn	EARASHI Project: Company Page Admin | LinkedIn	LinkedIn is the first networking site for professionals, it can be used for groups and has established networks on specific topics such as advanced manufacturing. An EARASHI public page has been created.
Twitter	(1) EARASHI (@EARASHI2022) / Twitter	Twitter is one of the most effective social media channels to reach wide audiences including the EARASHI target audience.

Social Network	Hyperlink	Motivations
		Twitter can be used for straightforward communication, flash news as well as to share short comments, make announcements that can reach a large audience, or retweet relevant content from related accounts.
YouTube	N/A	EARASHI will use the YouTube channel to promote the application experiments and share the innovation developed by the funded sub-projects in a non-technical way and appealing to the wider public.

CECIMO and CEA will be the main partners overseeing the project activities in social media. All partners are welcome to provide content and contribute to the project's social media activities. In principle, information related to the project, the partners, the objectives, and the open calls will be promoted through different posts and published via the above-mentioned EARASHI social media channels. Once posted in the EARASHI accounts the information can then be shared by project partners via their own accounts. Below are the relevant practices that should be observed by all partners:

- **Twitter**: partners retweet a tweet from the EARASHI profile. Their retweet can also include their own quotes or comments.
- **LinkedIn**: partners share the EARASHI posts or write their own posts making reference to EARASHI posts and tagging the public page.

Such practices are deemed fundamental to increase the visibility of the project and to be able to track the performance of the project activities in social media through analytics.

In order to increase the project outreach and join bigger and topic-specific conversations the following hashtags can also be used, whenever relevant, in EARASHI posts:

- **Hashtags**: #EARASHI, #AI, #Data #Robotics, #Safety, #Human-Centric, #HorizonEurope. When EARASHI activities are carried out within a specific event or for a certain objective, new hashtags can be used and the one related to the event(s) can also be included.

Using a hashtag makes the keyword or phrase in the post searchable. This makes it easier for users to locate specific content or themes they are interested in. To capitalise on existing trends the partners will also aim to find relevant emerging hashtags to increase the project's impact on social media. It is recommended that no more than 4 or 5 hashtags per post are used.

5.5 Publications

A variety of publications will be produced by project partners during the EARASHI implementation period:

- **Press Releases**: It is expected that different press releases will be prepared and disseminated by the project partners to their media contacts in order to ensure the widest possible reach for the

news. At least 3 press releases will be developed. One together related to the launch of the open calls that will be published in M6,one to ^resent the results of the open calls and one at the end of the project in order to present the main achievements.

- **Online articles and publications**: Partners will also rely on the project promotion through articles posted on relevant online media and press addressing the identified target audiences. It is expected that the partners will also contribute with 15 publications at international conferences and 10 publications in journals and 5 articles in industrial magazines. The consortium has made an initial list of online magazines and journals focusing on areas that will be tackled by the EARASHI project. This list will be updated if necessary, during future revisions of the strategy:

Journal / Magazine	Sector	Target Audience
CECIMO Magazine	Machine Tools, Advanced Manufacturing	Companies in the advanced manufacturing sector, industrial associations, policymakers
HiPEAC info magazine	high-performance embedded architectures and compilers at large	HiPEAC community, over than 2 000 stakeholders: industry, researcher, projects and interested groups, students, innovators, policymakers (EU and national ones).
ROS World Conference (Journal)	ROS developers community	Workforce and industry
IEEE IROS/ICRAE/CASE Conference (Journal)	Robotics and Automation	Academia and industry
International Conference on Human-Computer Interaction (Journal)	Human-Computer Interaction	Researchers, academics, professionals and users in the field of HCI

5.6 Events and Training

The organisation of an EARASHI networking event has been foreseen to allow social bodies and institutions to meet with companies, partners, and application experiment managers and present the main outcomes and results.

Sectoral events, webinars, and brokerage events are planned in order to raise awareness about the human-centric paradigm when designing machines, the human-centric approach to technology in a broad sense, and the security of the workforce in industrial plants.

Moreover, a series of training is foreseen and will be implemented as follows: (i) 6 online pieces of training will take place throughout the duration of the project and every six months starting from M12 (September 2023); (ii) 2 training sessions per year concerning dedicated seminars organised on demand.

In addition to these events planned within the EARASHI project, partners will also aim at participating in events organised by other third parties linked to the objectives and themes covered by the project. Emphasis will be put on participation in events of different natures and audiences, so to maximize the outreach of EARASHI to all different types of stakeholders. Similarly, attention will be placed on distributing participation in such events across the entire project period, to guarantee the constant focus of stakeholders on the EARASHI brand and activities and the project will be present with a stand to at least 2 European tradeshows. Some key events that partners have identified as particularly relevant can be found in the following table:

Fair / Exhibition	Sector	Brief Description
European Robotics Forum	Robotics	Biggest annual fair attracting both the research community and industry in the field of robotics.
EMO Hannover 2023	Machine Tools	The biggest international fair for metalworking machine tools and related manufacturing technologies (robotics, industry 4.0 applications, etc.), is organised every two years. Next appointments: Autumn 2023 and Autumn 2025.
Automatica	Automation	It is the leading exhibition for smart automation and robotics. The fair takes place in Munich and the next editions will be in 2023 and 2024.
Sido showroom dedicated to AI, IoT and robotics	IoT, AI, Robotics, XR	The biggest European showroom dedicated to IoT, AI & Robotics. Yearly event organized in Lyon (France). Next edition will be on September 21-23, 2023.
Mecaplastronics connection	Mecatronics, plastronics and printed electronics	B2B exhibitions & congress dedicated to Mechatronics, plastronics and printed electronics. Next edition will be organized by end 2023.
Smart System Integration Conference & exhibition	Smart Systems Integration – Smart Systems along the entire value chain.	The SSI conference and exhibition 2023 will be co-located with the European Advanced Process Control and Manufacturing (apc|m) Conference on March 28-30, 2023 (Bruges, Belgium).
Electronica 2024	Relevant sectors: electrical engineering, electronics, retail trade (distributors), telecommunications,	The exhibitor target group includes companies that offer products and services used in the development, quality control, maintenance

Fair / Exhibition	Sector	Brief Description
	mechanical engineering, service providers, software technology, data processing	and repair of electronic assemblies, devices and machinery. November 12–15, 2024. Trade Fair Center Messe München https://messe-muenchen.de/en/events/electronica-2024.php
Global Industrie	Innovations and state-of-the-art industrial processes	One of the leading exhibitions in the world dedicated to industry. March 07-10, 2023. Eurexpo Lyon https://global-industrie.com/en/presentation
WAICF (World AI Cannes Festival)	AI	For 3 days, the prestigious **Palais des Festival of Cannes** will become the world capital of AI, where decision-makers and AI innovators meet, where the most promising innovations and technologies get into the spotlight, where those who are currently building the world's most game-changing AI strategies and use-cases will be on stages. February 9-11, 2023. Cannes https://worldaicannes.com/
ICRA 2023 2023 IEEE International Conference on Robotics and Automation (ICRA)	AI and Robotics	https://www.ieee-ras.org/component/rseventspro/event/1706-icra-2023-international-conference-on-robotics-and-automation
Leti Innovation Days	Next Generation Electronics	Yearly meeting set-up over 3 days featuring industry leader's presentations, exhibition floor with live demos and business meeting. Next meeting will in June 2023, in Grenoble. https://www.leti-innovation-days.com/

6. VISUAL IDENTITY AND PROMOTIONAL MATERIALS

6.1 Branding Guidelines

One of the first things that have been done by the consortium is to define the EARASHI visual identity. This is composed of visual elements that aim to represent the project, including a logo and its variants, templates for PowerPoint presentations, template for deliverables, and text documents. The official logo and templates

have been designed by CECIMO and agreed upon by the consortium during the proposal phase. Partners can access the logo and available templates on the following page: CEA (talkspirit.com)

6.2 Promotional Materials

6.2.1 Roll-ups

Roll-ups can be used at fairs and exhibitions to help to attract stakeholders and promote the EARASHI brand recognition.

6.2.2 QR Codes

A specific EARASHI QR code has also been created. The QR code can be included in EARASHI promotional materials as a convenient way to lead stakeholders to the project website. QR codes to the LinkedIn and Twitter accounts have been created as well. The QR codes can be found in the shared platform: CEA (talkspirit.com)

6.2.3 Brochures and Flyers

A brochure introducing the project, the partners, and the main objectives of the project will be developed during the first six months of the project. In the meantime, a one-page information flyer has been developed so that it could already be used by the partners in their contacts with stakeholders or for any kind of internal and external event where EARASHI can be promoted. The aim is to ensure that all partners provide the same coherent message. Since the focus of the project is SMEs and cascade funding, it seems appropriate to translate this one-pager into different languages by the end of the first year.

Figure 3: First EARASHI Flyer

7. EU FUNDING DISCLAIMER

All promotional materials, publications, as well as social media channels, the website, and presentations during events should include the EU logo and the following statement to indicate that the project is being carried out with financial support from the European Union:

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101069994

8. EXPLOITATION OF THE PROJECT'S RESULTS

While communication and dissemination have more to do with making the results of the project visible, exploitation ensures the use of the project results during and after implementation. It is important to define an exploitation strategy for the main outcomes of the project and the results coming from the Application Experiments. The outcomes of WP4 (Open call setup, implementation, and selection of AEs) and WP5 (Towards successful Application Experiments) will play an important role in the exploitation strategy of the EARASHI results.

9. PROGRESS MONITORING ACTIVITIES

It is important to keep track of the dissemination efforts during the project to be able to monitor their effectiveness. In order to do so, the consortium decided to introduce Key Performance Indicators (KPIs). These will allow project partners to monitor their overall dissemination performance and to implement corrective measures when needed. The KPIs identified by project partners draw from the dissemination channels illustrated above. The table below shows the dissemination KPIs for EARASHI as well as the performance target set for each of them for the whole duration of the project. The status of the KPIs in relation to the targets set will be monitored regularly and the targets will be adjusted if needed.

CHANNEL	KPI	TARGET
Website	Number of single visits	5000
Newsletter	Number of subscribers	250
	% of opened newsletters	20%
Social Media	Number of followers on Twitter	700
	Number of followers on LinkedIn	
	Number of subscribers on YouTube	50
Publications	Publications in press, magazine, partners' and third parties' newsletters	10
	Publications in scientific journals	15
Events	Events and workshops organised by EARASHI partners	5
	Participation in third parties' workshops, fairs, or events	5

KPIs to be revised, we suggest reducing the number of publications and increasing the number of planned (internal and third parties) events.

A template has been created in order to track the dissemination actions performed by the partners. This template aims at recording the different communication and dissemination activities such as participation in workshops, publications, seminars, etc. The page will be updated on a recurring basis by the partner carrying out a dissemination activity any time an action is concluded. The associated tables have been created and can be found on the following page: CEA (talkspirit.com).