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Deliverable D1.2

Community engagement strategy and results, first report

Work Package 1

Engage and explore

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EXECUTIVE SUMMARY

EARASHI aims to trigger interest and generate fruitful exchanges between stakeholders (Start-ups, SMEs, Midcaps, RTO, social partners, workers, managers, and decision makers) in the development and adoption of **smart-innovative solutions to optimize the impact on working conditions and performances**.

To generate such commitment, stakeholders will be activated by community building initiatives and a set of actions will be deployed to engage innovators. Furthermore, specific emphasis will be made to target the private sector which aspires to be supported by EARASHI.

The aim of the document is to provide the **global community engagement strategy**. Nevertheless, each partner is involved in sourcing, promoting, and engaging its community.

The main goal of this community engagement strategy is to use the knowledge of the community as a catalyst for positive change. Once the **purpose** and **objectives** are clearly defined, and the **audience** identified, it is important to set up an **implementation plan** (short-term and long-term actions) and measure the **impact** of the actions. Another challenge is to **keep the community engaged** and receptive all along the project so that the stakeholders are motivated to participate in future projects. That is what is presented in this document.

The document will also report the **first results** of the community engagement 10 months after the project's kick-off.

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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 1.2 “**Community engagement strategy and results, first report**” and is part of WP1 “Engage and explore”. A final report will be the subject of deliverable D1.3 “Final report on community engagement strategy and results” 18 months after the project’s kick-off.

The work to build the strategy is **based on the results of the tasks T1.1**. (Mapping of the collaborative embodied AI and human-machine interaction ecosystem at regional/national levels of the partners) **and T6.1** (Communication Plan to raise awareness on the project’s scope among the identified target audience and the wider community).

The results of these tasks are available in the following Deliverable:

- (i) D1.1: Stakeholders database and mapping of ecosystem
- (ii) D6.1: Dissemination and Communication Plan

In order to promote human-centric approaches encouraged in the EARASHI project (such as solutions concerning human factors and user experience, ethics in Robotics, AI, cybersecurity, etc.), the strategy will also take into account the work carried out within the framework of WP2 (Human-centred industry learning paths and didactic material).

2 SCOPE

The scope of the community engagement strategy within EARASHI project is to

- (i) **create a common understanding between users and technology providers**, as well as
- (ii) **favour their interaction to the purpose of improving the uptake of human-centred technologies and solutions**.

To achieve this, it is necessary to identify the key stakeholders within our ecosystems, and to know both the **needs of the manufacturing companies**, and the **solutions proposed by the technological providers**.

More generally, EARASHI aims to generate fruitful exchanges between all types of stakeholders (Start-ups, SMEs, Midcaps, RTO, social partners, workers, managers, and decision makers) in the development and adoption of **smart-innovative solutions to optimize the impact on working conditions and performance**.

3 OBJECTIVES

The objective is to reach out and engage the main stakeholders, to facilitate the two target groups (end-users and providers) getting to know each other and, potentially, interact to implement the most appropriate solutions.

This general objective is broken down into short-term and long-term objectives; measurable targets of engagement metrics are proposed.

Short-term objectives are mostly related to the actions that must be taken for the open calls dedicated to EARASHI project (deadlines in May and December 2023).

3.1 Short-term objectives

For each objective, a measurable target is set:

Objective	Metrics
Get enough applications for the 1 st open call	More than 40 submitted projects.
Get enough applications for the 2 nd open call	More than 40 submitted projects
Get enough selected projects at the end of the 2 calls	10 projects selected
Arouse companies' interest in human-centric approaches in manufacturing during the preparation of the open calls	More than 50 views of the technical webinars related to mixed-reality technologies

3.2 Long-term objectives

For each objective, a measurable target is set:

Objective	Metrics
Explain and communicate the needs / use-cases of manufacturing companies	At least 2 dedicated events
Explain and communicate the solutions of technology providers	At least 2 dedicated events
Create a community of users and providers willing to improve together the uptake of human-centred technologies and solutions	More than 300 people registering for workshops/conferences/seminars

Ideally, another objective would be to make end-users and providers participate in further projects dedicated to human-centred solutions in manufacturing, but this cannot be quantified within the EARASHI project's duration.

4 IMPLEMENTATION PLAN

The goal of this plan is **to find out how** to reach out and engage the main stakeholders, to help the two target groups (users and providers) get to know each other and, potentially, interact to implement the most appropriate solutions.

4.1 Key stakeholders

We want to involve the people and organizations with an interest in the focus of the project’s purpose.

Thanks to the work carried out within the framework of the task T6.1 “Communication and awareness raising”, the main target audiences have already been described in the Communication Plan (D6.1). For each category (industry, R&D community, policymakers/institutions), their importance has been explained and the main messages to be addressed have been detailed (read D6.1, §4. TARGET AUDIENCES).

Moreover, following the work carried out by each partner of EARASHI in task T1.1 “Eco-system mapping”, the key stakeholders have already been identified.

Here are, in a nutshell, the typologies of stakeholders and the expected level of involvement for the community engagement:

Stakeholder	Level of involvement
Beneficiaries and users: manufacturing companies using Robotics, AI, or IoT technologies	Their engagement is essential as they are the main end-users
System integrators: companies that integrate technology in their product	Their engagement is essential as they integrate the specific technologies involved in EARASHI
Technology providers: start-ups or SMEs that provide technology solutions	Their engagement is essential as they are the potential beneficiaries of the cascade funding
RTOs: Universities or research institutes	Their engagement is essential as they support the development of the new technologies
Advisors: such as the Advisory Board supporting the definition of the challenges for the open calls	Their consultation is important for their knowledge of the manufacturing companies
Facilitators: clusters, DIH, DTA, etc. representing manufacturing companies and technology providers’ ecosystem	Their partnership in the project is essential for the sourcing of the stakeholders thanks to the knowledge of their ecosystem
Policymakers & institutions: Local, regional, national, or European authorities	Their partnership in the project is essential as they are key actors for European funding. They have to be informed about the results of the project.

Note: As the project funded through EARASHI must involve one Building Block and address one of EARASHI challenges, all the companies identified during the exercise of mapping in the fields of AI, data, and robotics are not necessarily potential applicants for the open calls.

4.2 Channels / communication strategy

As already mentioned in the Communication Plan (Deliverable D6.1), there are several channels to reach the audience. A multi-channel approach has been chosen for the communication and dissemination strategy, including the project website, the project newsletter, the project e-mail account, social media (LinkedIn, YouTube and Twitter), publications, online webinars and events.

4.2.1 Social media

As far as the community engagement strategy is concerned, it seems that the most effective **entry point** to reach the community is LinkedIn. As a matter of fact, the highest number of followers of EARASHI project after the first Open Call was obtained on LinkedIn social media.

Every post concerning EARASHI will mention the project's website:

More information can be found on our Website: [Homepage - EARASHI](#)

4.2.2 Mailings

Obviously, if the audience is already identified, the mailing will be a perfect tool to spread information. Nevertheless, to avoid GDPR issues, each partner will have to send emails to its own contact list.

Every mailing concerning EARASHI will mention EARASHI page on social media and the project's website:

You can find us through our Social Media: [LinkedIn](#), [YouTube](#), [Twitter](#).

More information can be found on our Website :[Homepage - EARASHI](#)

Then, the recipients of the email can subscribe to the newsletter through the website's homepage.

4.2.3 Website

The project website (www.earashi.eu) is the key channel to get information about EARASHI (open calls, news, events including technical webinars, contact page).

You can find us through our Social Media: [LinkedIn](#), [YouTube](#), [Twitter](#).

4.2.4 Newsletter

As written in the Communication Plan, the main information about the project and its activities will be described in several newsletters all along the duration of the project. It is easy to subscribe to the newsletter through the website. This is why it is recommended to refer to the website when the partners send any kind of communication about EARASHI, and thus promote this newsletter. The tool that the Communication manager uses to manage subscribers and newsletter items is Mailchimp.

4.2.5 Events

Events will be organized to make the two target groups of end-users and providers of technology meet and learn from each other.

The aim of the first events is to make people understand what we mean/what lays behind when we talk about human-centred technologies: what is the need, and how solutions work. Once interested people are identified, further events will be organized to make them meet. Such events may be webinars or physical events depending on practical concerns.

Besides these dedicated events, the partners may benefit from other events (e.g., trade fairs and technological shows) for outreach, in order to meet interested companies and to discuss the opportunities provided by EARASHI.

4.3 Short-term actions

The first short-term actions are dedicated mostly to the promotion of the open calls.

4.3.1 Identify the relevant organizations

The objective is to identify the key stakeholders within each partner’s ecosystem.

This has been done during the phase of mapping (see D1.1 report).

4.3.2 Create a list of relevant contacts

The objective is to identify the relevant contacts within each partner’s identified organizations.

Once the key stakeholders are identified in terms of organizations, **each partner will draw up its own list** of the **most relevant contacts** in order to be able to reach them for information or dissemination purposes related to EARASHI.

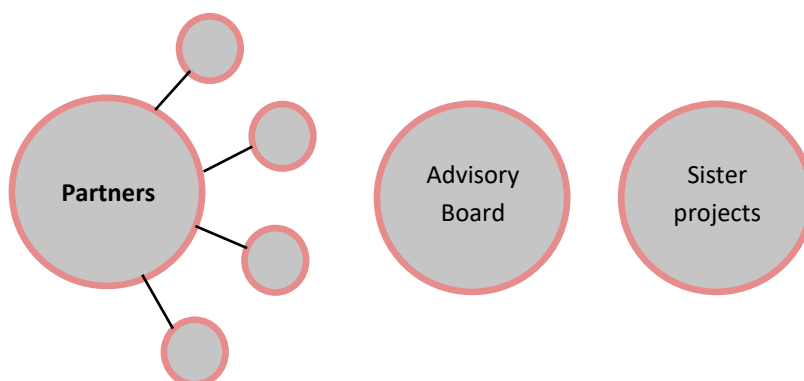


Figure 1: EARASHI key sources of relevant contacts

Sources that may provide new contacts interested in EARASHI are (see Figure 1):

- First of all, the Consortium partners, and their networks
- The members of the Advisory Board

- The contacts from European sister projects (Trinity for instance)

The Excel file template provided for the ecosystem mapping (Figure 2) may be used as well to complete the contact coordinates for each identified stakeholder and monitor the interactions with the partner.

partner		stakeholder	contact point				comments			
ecosystem of partner	region/country	organization name	Contact name	Contact first name	Contact email	Contact phone	Relevant	Interested	Contacted	Comments
										date - comment

Figure 2: EARASHI Ecosystem mapping tool

4.3.3 Communicate about EARASHI

The objective is to reach potential applicants for the open calls and make sure people know about the project and have all the information.

The partners will send by email the information concerning the open calls to their list of relevant contacts or contact them via LinkedIn.

4.3.4 Arouse interest in the subjects of human-centric approaches in industry

The objective is to reach organizations that are potentially interested in the subjects already covered for the open calls.

The audience for such subjects is larger than the potential applicants. In particular, the partners can disseminate the information given through the webinars dedicated to mixed reality or inclusive design.

The partners will send by email the information concerning the webinars to their list of relevant contacts or contact them via LinkedIn.

4.4 Long-term actions

The long-term actions are more dedicated to the expansion and strengthening of the network.

These actions aim at

- (i) explaining and communicating the **needs** and **solutions** related to human-centred technologies
- (ii) creating a **community of users and providers** willing to improve together the uptake of human-centred technologies and solutions.

4.4.1 Enlarge the stakeholders

The global list of contacts (Figure 3) may grow throughout the duration of the project. Many sources may provide new contacts interested in EARASHI:

- The partners, who may update their ecosystem mapping with new organizations (the mapping is still ongoing after the due date of the D1.1 report)
- The applicants to the two open calls
- The contacts that have signed up for the webinars

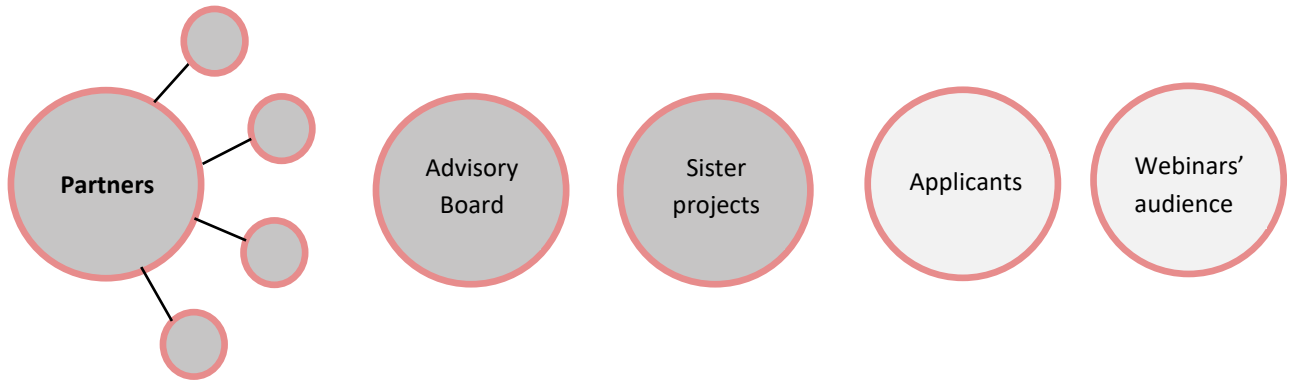


Figure 3: EARASHI global list of contacts

4.4.2 Show by examples how smart-innovative solutions can improve the impact on working conditions and performances

This goal can be achieved in 2 ways

- Set up events such as workshops or webinars including **testimonies of manufacturing companies** already using human-centric approaches in the field of AI, Data, and Robotics at work. Such events may focus on different subjects related to the challenges of the open calls, and more generally on the successful implementation of AI, Data and Robotics in manufacturing. Moreover, we will particularly look for testimonies illustrating successful results about the decrease in the number of workers that perceive stress at work, the number of accidents at work or the number of workers suffering from MSD.

We set an objective of **at least 2 events that will be promoted** through LinkedIn posts from the partners and the EARASHI page, as well as targeted emailing based on the contact list of each partner.

- Set up events such as workshops or webinars including **testimonies of solution providers** in the field of AI, Data, and Robotics at work. Such events have been organized before the second open call through several webinars, in the specific field of mixed reality, explaining how it works. Other subjects could be defined with the help of the partners in order to promote human-centred solutions using AI, Data and Robotics. Moreover, solutions contributing to environmental sustainability will be highlighted.

We set an objective of **at least 2 other events that will be promoted** through LinkedIn posts from the partners and the EARASHI page, as well as targeted emailing based on the contact list of each partner.

4.4.3 Bring together users and providers of human-centred solutions

Once the attendees of the different events have joined the EARASHI network, they will be asked to sign in the newsletter and to follow EARASHI LinkedIn page.

By doing so, they will be aware of all the information posted on LinkedIn by the EARASHI team.

It will be up to every partner to regularly bring information about technologies promoted by the project, events related to digital technologies in manufacturing, the future of the Application Experiments, etc.

5 IMPACT MEASUREMENT

We will monitor and evaluate whether the engagement meets its purposes.

5.1 Short-term impact measurement

In this first report, we can already measure the metrics related to the first open call (see §3.1) that was closed in May 2023. The goal of more than 40 applicants is reached. As a matter of fact, more than 50 companies applied to this first open call.

5.2 Long-term impact measurement

Since it is too early to measure the impact of long-term actions, this matter will be addressed later.

6 KEEPING THE COMMUNITY ENGAGED

The main priority at the beginning of the project is to engage the community for the two open calls. This is facilitated by the EARASHI LinkedIn page that has been created before the first open call.

Then, the LinkedIn page will be updated regularly in order to inform the community about related events, the progress of the project, particularly the two open calls, and the follow-up of the Application Experiments.

Moreover, a promotional video will be realized by the end of the project to advertise the achievements and will be used for marketing purposes to support the sustainability of the Project.

7 REPORTING

Reporting results to the community is essential. It is also a means to keep the community engaged. The several public reports that will be delivered are opportunities to tell the community what has been done all along the project.