

Grant agreement nº: 101069994
Call identifier: HORIZON-CL4-2021

Deliverable D6.4

Portfolio of performed activities, Second Report

Work Package 6

Communication, Dissemination & Exploitation

Document Type : Report

Version: Final versionDate of issue: 12/02/2025

Dissemination level : PUBLIC **Lead Partner** : CECIMO

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement n^2 101069994.

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DOCUMENT HISTORY

Version	Date	Changes	Stage	Distribution
1.0	15/01/2025	First Draft	Internal	CECIMO Staff
2.0		Second Draft – Proofread and edited	Confidential	EARASHI Consortium

EXECUTIVE SUMMARY

The aim of the Portfolio of Performed Activities is to document all activities undertaken during **M13-M29** of the EARASHI project, related mainly to communication & dissemination efforts. This report provides a comprehensive list of key outcomes, products, services, and knowledge generated and leveraged during this period.

The document focuses on EARASHI channels of communications, events and publications. The events section includes a detailed summary of activities organized by the EARASHI Consortium and individual Partners, conducted both online and in-person.

The publications section highlights EARASHI's presence across various platforms, including LinkedIn, Twitter, YouTube, and the project's official website. It also provides an overview of the promotional materials utilized during the year. Additionally, this section summarizes the results of dissemination activities carried out by EARASHI Partners across their respective social media platforms.



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INTRODUCTION & SCOPE

EARASHI is dedicated to advancing working conditions, trust, and acceptance of collaborative embodied AI in robotic systems. It achieves this by supporting industries—particularly start-ups and SMEs—in adopting advanced digital technologies and eco-responsible practices, including AI, data, and robotics. This document represents Deliverable 6.4, 'Portfolio of Performed Activities, Second Report,' under WP6, 'Communication, Dissemination & Exploitation.' Its objective is to provide a detailed summary of the initiatives undertaken during M13-M29, as guided by the Dissemination and Communication Plan (Deliverable 6.2), ensuring the highest possible impact of the project's goals.

The strategy formulated at the start of the project played a critical role in shaping and driving impactful activities. This Dissemination Plan outlined essential steps and milestones to effectively communicate the project's goals to stakeholders, including industry representatives, R&D communities, policymakers, and institutional partners.

In this period year, efforts were focused on deepening stakeholder engagement and highlighting EARASHI's progress and achievements. Key activities included promoting the Second Open Call and showcasing the project's building blocks and challenges to potential participants. To maximize outreach, a blended approach combining online and on-site activities was maintained.

During this reporting period, EARASHI expanded its visibility through both its official channels and those of its consortium members. The project hosted 15 webinars and participated to various conferences. Its social media footprint also grew, with 277 LinkedIn followers and 166 on Twitter.

The hybrid approach allowed EARASHI to connect with a diverse range of stakeholders, driving significant awareness and enabling the project to achieve the following objectives during M13-M24:

- Strengthen awareness of the project's goals and ensure alignment with its strategic objectives.
- Share project results with target stakeholders to encourage uptake and impact.
- **Build lasting networks** that foster collaboration, partnerships, and knowledge-sharing to support EARASHI's goals beyond the project's conclusion.



1. EARASHI CHANNELS OF ACTIVITIES

The project consortium identified a variety of tools and channels to effectively engage the target audience and communicate the project's key messages. The dissemination strategy was executed through a multichannel approach, leveraging the unique strengths of each channel to achieve maximum impact. This approach aimed to create a seamless flow of audience engagement across platforms, with each channel contributing to the project's outreach in distinct ways.

The primary communication and dissemination channels identified and actively utilized by the consortium include:

- Project website
- 2. Project newsletter and email campaigns
- 3. Social media platforms (LinkedIn and X)
- 4. Events (e.g., industry fairs, conferences, and workshops)
- 5. Webinars

1.1 Project Website

The EARASHI project website serves as a central hub for sharing information, engaging stakeholders, and supporting collaboration. Throughout 2024, three new sections were developed to enhance its functionality and outreach: the "EU Get Funded", "EU Events" and individual granted projects pages. The EU Get Funded section provides valuable resources for start-ups, SMEs, and other stakeholders, guiding them to funding opportunities and supporting their journey in adopting advanced digital technologies. Meanwhile, the EU Events page serves as a comprehensive calendar of relevant events, including industry fairs, conferences, and workshops, where collaboration and knowledge exchange thrive. Under Innovation Showcase/Granted projects, the individual granted projects pages focus on providing in depth details about each of the granted projects from OC1 and OC2. These pages include personalized flyers that contain all the important information about the projects and video testimonials (still in progress). These additions not only enrich the website's content but also foster network expansion and encourage partnerships with sister projects and other stakeholders. By consolidating funding information and showcasing key events, the website amplifies its role as a dynamic platform for communication and engagement, driving EARASHI's mission to support innovation and collaboration in the AI and robotics ecosystem.



EU 'GET FUNDED'

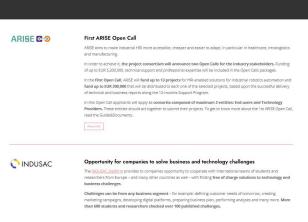


Figure 1: New Website Section (EU 'Get Funded')

UPCOMING EU EVENTS

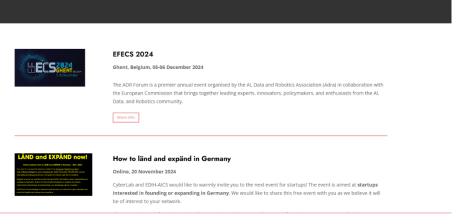


Figure 2: New Website Section (EU Events)



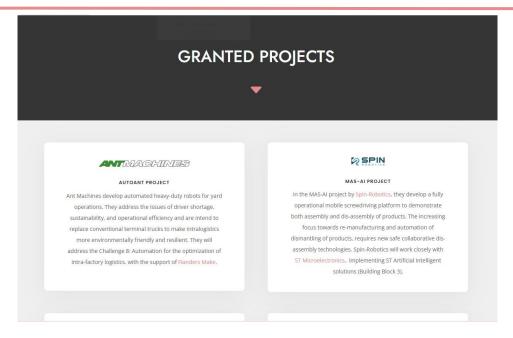


Figure 3: New Website Section (Granted Projects)

1.2 Project Newsletter & E-Mail

As outlined in Deliverable D6.2, the project newsletter is a key communication tool between EARASHI and its stakeholders, designed to provide regular updates on the project's progress. During year 2, the consortium delivered 5 newsletters, offering timely information on key milestones, upcoming events, and project achievements (Figure 5). The frequency of newsletters and their rich content played a crucial role in strengthening engagement with the EARASHI community.

Stakeholders can subscribe to the newsletter through the project website (*News - EARASHI*), which is integrated with the Mailchimp platform. Both the website and Mailchimp adhere to strict IP and GDPR regulations, ensuring the confidentiality of personal data such as names and email addresses. Throughout year 2, the number of newsletter subscribers increased, reflecting the growing interest in EARASHI's activities and objectives. Once subscribed, recipients automatically receive the newsletter via the EARASHI email account.

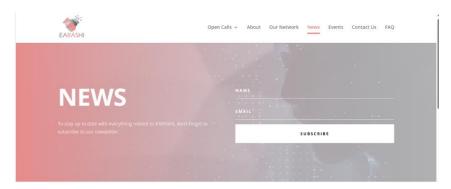


Figure 4: Website Newsletter Subscription





EARASHI INFO



What's next to invest in DeepTech?

Inpho Venture Summit, 24-25 October 2024, Bordeaux (France)

Since 2008, INPHO® Venture Summit is a high-end and private gathering where Limited Partners (LPs), investors, and large corporations converge to invest in promising solutions to shape the future. The event focuses on addressing our world's most pressing challenges through disruptive technologies.

Figure 5: EARASHI Newsletter Example (October 2024)

1.2.1 PARTNERS NEWSLETTER

EARASHI partners have been actively engaged in the dissemination activities of the project through publications EARASHI news on its own newsletter. This proved to be an extra source of public and relevant stakeholders' engagement.



Le premier des deux appels à projets EARASHI vient de se clôturer

Le projet européen EARASHI, dont Minalogic est partenaire, vise à améliorer les conditions de travail (santé et sécurité), la confiance et l'acceptation de l'intelligence artificielle collaborative intégrée dans les systèmes robotiques.

En savoir plus

Minalogic Newsletter - February 2023





Ouverture de l'Open Call n°2 du projet EARASHI (Al, Data, Robotics)

Cet open call a pour objectif de soutenir 5 projets à hauteur de 200 K€ maximum par projet.

En savoir plus

Minalogic Newsletter - June 2023

... et au-delà des frontières



EARASHI : 2 millions d'euros attribués à des innovations en IA et robotique

Le projet européen EARASHI annonce débloquer un financement de 2 millions d'euros pour financer 10 projets d'innovation en IA et robotique.

En savoir plus

Minalogic Newsletter - October 2023

1.3 Social Media publications

Social media channels have been instrumental in engaging with target audiences throughout the project's duration. They actively drive conversations, foster audience interaction, and consistently direct traffic to the project's website. Posts featuring visual elements such as videos and images related to events and achievements further enhanced engagement. Together with the project website and newsletter, social media channels not only supported dissemination during the initial stages but also contributed to building an interactive ecosystem designed to maximize the impact and exploitation of EARASHI results.

EARASHI leverages the following social media platforms:

1.3.1 LINKEDIN

LinkedIn (EARASHI Project: Company Page Admin | LinkedIn) continues to be a primary networking platform for professionals and a key tool for EARASHI's dissemination efforts. It plays a vital role in building and expanding the project's network while effectively engaging stakeholders. LinkedIn has been actively used to share project updates, announce webinars, showcase videos, and highlight activities of consortium partners.



By the end of year 3 (2024), the platform grew its **follower base to 277**, reflecting an increase in engagement compared to the first year. This growth includes a notable boost in followers during dissemination campaigns, such as those promoting the Open Call 2 and other project milestones. LinkedIn has reached a total of **19k impression and 623 reaction** during the past year (Figure 6).

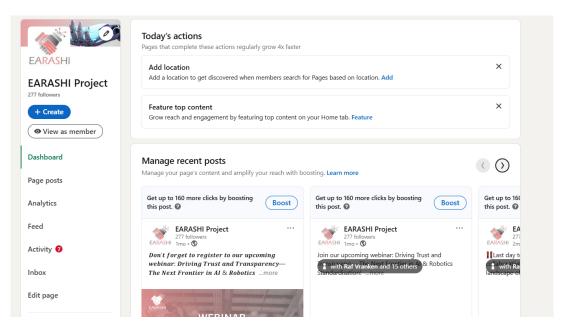


Figure 6: EARASHI LinkedIn Page

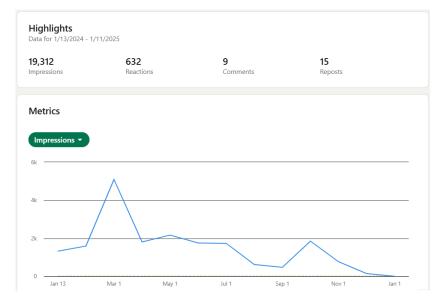


Figure 7: LinkedIn Analytics



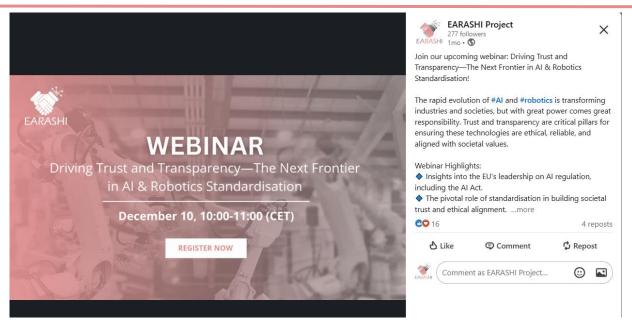


Figure 8: Example of EARASHI LinkedIn Publications

1.3.2 TWITTER (X)

Twitter (1) EARASHI (@EARASHI2022) / Twitter) proved to be another effective social media channel to reach wide audiences including the EARASHI target audience. In general term, Twitter is replicating the LinkedIn content while using fewer characters. Twitter was 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. Since the start of the project, Twitter reached **66 followers.**



Figure 9: EARASHI Twitter (X) Page





Figure 10: Example of EARASHI Twitter (X) Publication

1.3.3 YouTube

The YouTube channel named @EARASHIRobotics ((1) EARASHI Robotics Channel - YouTube) foreseen to allow the wider public to access the videos of the performed webinars and share them with the further chain of relevant stakeholders. Currently, the channel consists of 13 followers and for the reporting period had 20 videos. The channel videos also available through EARASHI website Event page which is linked to each webinar recording.

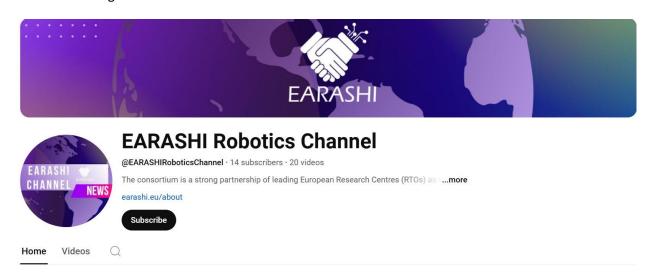


Figure 11: EARASHI YouTube Channel



1.4 Social Media Campaigns

In terms of social media campaigns, EARASHI launched a series of video testimonials to promote the granted projects from OC1 and OC2. The campaign consisted of short video interviews that were published on our website (granted projects new section) and Youtube channel, then promoted on Linkedin and X to reach a wider audience.





Figure 12: Video examples from the social media campaign



2. SOCIAL MEDIA PUBLICATIONS AND MENTIONS

Various individuals, organizations, and companies outside and inside the EARASHI consortium actively contributed to promoting the project on their social media platforms and websites. These mentions helped amplify the reach of EARASHI's webinars, news, and updates, significantly boosting project awareness and engaging a wider network of stakeholders. This organic promotion also attracted attention from potential applicants during Open Call 2. The table below summarizes the contributions made by external supporters alongside the official EARASHI publications.

Table 1: EARASHI - Partner social media publications

Partner(s				
)	Publication	Title	Date	Link to Website
Aldakin Group	Linkedin	EARASHI testimonials	April 2024	https://www.linkedin.com/posts/grupo- aldakin_earashitestimonials-activity-7176865225277640704- LOUt?utm_source=share&utm_medium=member_desktop
Plegma Labs	LinkedIn	Poster promotion	March 2024	https://www.linkedin.com/posts/plegma-labs handful-project- activity-7172932049006125056- Nut8?utm source=share&utm medium=member desktop
Jarvis	Linkedin and X	Webinar Promotion	December 2024	https://www.linkedin.com/posts/jarvisproject-humanrobot- interaction_speaker-spotlight-we-are-excited-activity- 7255550007326511105- _sk5?utm_source=share&utm_medium=member_desktop
ANT Machines	Linkedin	AE Tests	December 2024	https://www.linkedin.com/posts/ant-machines_antmachines- antabrmachines-amr-activity-7255586570940862464- p0IJ?utm_source=share&utm_medium=member_desktop
CEN and CENELEC	Linkedin	Standardisation Webinar	December 2024	https://www.linkedin.com/posts/cen-and-cenelec_ai-robotics- activity-7269627457949863936-8- WV?utm_source=share&utm_medium=member_desktop
Trinity Innovation Network	Linkedin	#ERF24	March 2024	https://www.linkedin.com/posts/trinity-innovation-network_erf24- robotics-manufacturing-activity-7173639651335827457- dill?utm_source=share&utm_medium=member_desktop
Magician	Linkedin	ADRF 2024	November 2024	https://www.linkedin.com/posts/magician-autonomous-defects- detection-and-repair-in-manufacturing_adrf24-genai- humanrobotinteraction-activity-7264254210626539520- P3qB?utm_source=share&utm_medium=member_desktop
Inoho Venture Summit	Linkedin	Inpho Venture Summit 2024	October 2024	https://www.linkedin.com/posts/inpho-venture-summit_activity- 7250128590124498944- ctBC?utm_source=share&utm_medium=member_desktop

2.1 Events

2.2.1 ON-LINE WEBINARS

During the reporting period, the EARASHI Consortium organized **8 online webinars** (Our Events - EARASHI) with the dual purpose of **expanding the project's network** and providing detailed information about Open Call 2. These sessions aimed to engage stakeholders, share insights about EARASHI's goals, and support potential applicants in navigating the Open Call process.

Among the webinars, **two FAQ sessions** stood out as they addressed the strong demand for additional guidance from applicants. The interactive format allowed participants to ask specific questions and gain clarity on application requirements and project expectations.

The webinars were hosted using the **Eventbrite platform** and the **EARASHI website** for attendee registration, Microsoft Teams and Zoom proved to be an effective platform for tracking attendance, sharing presentations, and engaging with participants in real-time.



The organization of these webinars fell under WP6 and included:

- Active promotion and dissemination of the webinars through EARASHI channels.
- Creating and managing registration pages.
- Sending follow-up emails to attendees with relevant resources and next steps.

To extend their reach and impact, all webinars were recorded and made available on EARASHI's YouTube channel, with links published on the Events page of the project website. These recordings continue to serve as valuable resources for stakeholders seeking information about EARASHI and its objectives.







The Augmented Operator in the context of Smart Industry

Register to our 8th Webinar

EARASHI Open Call 2 - General Presentation

An overview of the application process for Oper Register to this webinar on the principles and

Human-Centered Industry: An overview and Human Factors

benefits of Human-Centered Industry (HCI) in tl context of Industry 5.0.

Figure 13:(1) Webinar September 19, 2023 (2) Webinar November 3rd, 2023 (3) Webinar November 9, 2023



Human-Centered Industry: Inclusiveness and Ethics

Join this second session from our Human Centered Industry series.



EARASHI - Open Call 2 - FAQ Session #2

oin this Q&A session to make sure you're well prepared for your application.

Figure 14: (4) Webinar November 15, 2023 (5) Webinar December 8, 2023





Webinar - Cobots as Enablers in Predictive Maintenance and Sustainability

October 29th



Webinar - Driving Trust and Transparency—The Next Frontier in AI & Robotics Standardisation

December 10th, 10:00-11:00 (CET)

Figure 15: (6) Webinar 29 October, 2024 (7) Webinar 10 December, 2024

Webinar	Date	
The augmented operator in the context of smart	September 19, 2023	
industry		
EARASHI open call 2 – General presentation &	November 3, 2023	
FAQ sessions	November 22, 2023	
	December 8, 2023	
Human-centered industry: an overview and	November 9, 2023	
human factors		
Human-centered industry: inclusiveness and	November 15, 2023	
ethics		
Cobots as enablers in predictive maintenance &	October 29, 2024	
sustainability		
Driving trust and transparency – The next	December 10, 2024	
frontier in AI & robotics standardisation		

2.2.2 OTHER EVENTS

In addition to EARASHI webinars, partners also aimed at participating in events organized by other third parties linked to the objectives and themes covered by the project. Emphasis was put on participation in events of different natures and audiences, so to maximize the outreach of EARASHI to all different types of stakeholders. Consequently, partners were participating in networking events, trade fairs, forums and conferences which aimed to increase EARASHI objectives among relevant stakeholders. Some key events in which partners have participated can be found in the following table:



Partner	Type of Events	Name of event	Location	Date
CEA	Conference	European Robotic Forum 2024 (ERF 2024)	Rimini, Italy	March 13-25, 2024
SEZ	Conference	StartUpSecure KASTEL Community Congress	Karlsruhe, Germany	March 21, 2024
SEZ	Conference	Open Innovation Kongress 2024	Stuttgart, Germany	April 8, 2024
MDR	Conference	SSI 2024	Hamburg, Germany	April 16-18, 2024
SEZ	Conference	EFFRA Manufacturing Partnership Days	Brussels, Belgium	7-8 May, 2024
CEA	Forum	EPoSS annual Forum 2024	Cork, Ireland	June 18-21, 2024
SEZ	Conference	2nd Digital Transformation Summit	Madeira, Portugal	24-28 June 2024
SEZ	Conference	KI-Connect	Karlsruhe, Germany	26 June 2024
SEZ	Conference	Startup BW summit	Stuttgart, Germany	July 11, 2024
MIN	Fair/Exhibition	SIDO	Lyon, France	September 18-19, 2024
SEZ, CECIMO, INEGI	Conference	EFFRA European Manufacturing Conference 2024	Brussels, Belgium	September 24-25, 2024
SEZ	Conference	Micronora Conference Besancon	Besancon, France	September 24-27
SEZ	Conference	AlxIA	Karlsruhe, Germany	October 16-17,
BLU, CEA, ANT Maschinen, Bytefabriks, RoboTwin	Private LPs/Investors/large corporate event	INPHO® VENTURE 2024	Bordeaux, France	24-25 October, 2025
CEA, SEZ	Forum	AI, Data and Robotics Forum (ADRF#24)	Eindhoven, the Nederlands	4-5 November 2024
CECIMO	Conference	Brussels Forum	Brussels, Belgium	2-3 December 2024

Table 2: EARASI – Partners' events



3. PROMOTIONAL MATERIALS FOR PERFORMED ACTIVITIES

3.1 Roll-ups

EARASHI updated the Roll-up graphic after the finalisation of the 2 open calls, so that our content stays relevant. The roll-up is used for the promotion of the project during conferences and other events. Example in Figure 16.

3.2 Brochures and Flyers

3.2.1 General Flyer

The EARASHI general flyer has been updated as well after the completion of the 2 open calls in order to stay relevant for promotion during conferences and events. Example in Figure 17.



Figure 16: EARASHI roll-up

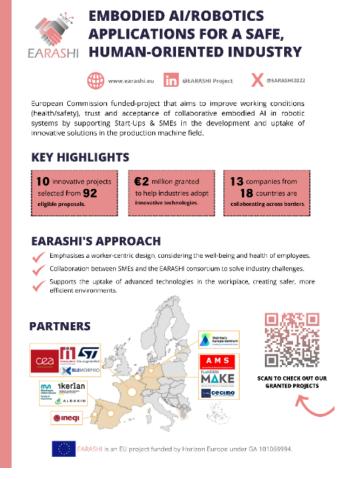


Figure 17: Updated EARASHI Flyer



3.2.2 Flyer Template for each Application Experiment

A flyer template has been developed for each application experiment, highlighting general information about each project, contact information and a relevant call to action. Each flyer was subsequently published on the EARASHI website and promoted on social media. All flyers can be found in the <u>Granted Projects - EARASHI</u> section of the website. An example is provided in the figure below (Figure 18).





Figure 18: AE Flyer Template



4. PERSPECTIVES FOR THE LAST YEAR

In the final year of the EARASHI project, key focus areas will include strengthening dissemination, exploitation, and ecosystem activities to ensure the long-term impact of the project. The consortium aims to intensify outreach efforts, enhance visibility, and facilitate the adoption of EARASHI results by industry stakeholders, SMEs, and research communities.

Dissemination activities will emphasize the continued promotion of project outcomes through targeted communication campaigns, leveraging both digital and physical channels. Efforts will be directed at engaging a broader audience through expanded social media presence, participation in high-profile industry events, and the publication of relevant findings.

Exploitation strategies will focus on maximizing the practical application of EARASHI's innovations. The consortium will work towards fostering collaborations with industry players, supporting technology transfer, and ensuring that the tools and methodologies developed within the project find real-world applications beyond its duration.

Ecosystem activities will aim to reinforce partnerships and knowledge-sharing within the AI and robotics community. By strengthening ties with sister projects, policymakers, and standardization bodies, EARASHI will contribute to shaping the future landscape of collaborative robotics and AI-driven automation.

These initiatives will ensure that EARASHI continues to create value for its stakeholders, sustaining its impact well beyond the project's conclusion.