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Deliverable D1.5

Strategy for Regional, national and European collaboration

Work Package 1

Engage and explore

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EXECUTIVE SUMMARY

The EARASHI project aims to enhance the adoption of collaborative embodied AI in robotic systems, focusing on improving working conditions, building trust, and fostering acceptance among stakeholders. This document, Deliverable D1.5, presents the "Strategy for Regional, National, and European Collaboration," outlining a comprehensive plan to expand the project's stakeholder network beyond the existing local ecosystems. By leveraging workshops, a targeted outreach plan, and innovative collaboration tactics, EARASHI seeks to create a more inclusive, connected, and impactful network to amplify its contributions across Europe and beyond.

Key Objectives of the T1.3:

1st phase: fostering more connected, inclusive, efficient and wider community.

2nd Phase: activate existing national and regional networks EDIH, DIH, DTA and EEN.

Expand stakeholder engagement: Activate new stakeholders in mapped sectors and engage audiences outside the project's ecosystem, targeting new sectors and new countries.

Visibility and promotion: Showcase application experiment (AE) results and success stories to demonstrate project outcomes.

Matchmaking events: Facilitate partnerships between manufacturing needs and technology providers.

Promote human-centric innovation: Share EARASHI methodologies, such as eco-design, ethics, and human-centric approaches, with external initiatives.

Engage policymakers: Collaborate with institutions to promote innovation and funding opportunities for SMEs.

Methodology:

Stakeholder engagement workshops, facilitated by use of the Mural application, were central to the strategy, enabling systematic mapping of existing stakeholders, identifying engagement gaps, and discovering new collaboration opportunities. Insights from these workshops informed the development of an expanded target audience and a tailored outreach plan.

Target Audience:

The project identifies diverse stakeholders to activate, including:

- SMEs and large companies in manufacturing and robotics.
- Industries outside traditional manufacturing, such as health and mobility.
- R&D institutions, vocational education providers, policymakers, and European support networks like DIHs and EEN.

Outreach and Collaboration Strategies:

Industry: Hands-on workshops, innovation challenges, and case studies to inspire adoption.

Cross-Sector Engagement: Knowledge-sharing events showcasing robotics applications in sectors like health and mobility.

R&D Community: Dissemination of AE results, academic collaborations, and participation in innovation networks.

VET Organizations: Integration of EARASHI tools into training programs to prepare future workers.

Policymakers: Roundtables and funding program collaborations to promote technology adoption.

International Expansion: Target underrepresented European regions and associated/non-EU countries to diversify perspectives and extend the project's reach.

Content and Event Strategy:

The communication plan includes scientific publications, newsletters, and active participation in prominent technical fairs and events. Additionally, matchmaking with investors and co-organized webinars are planned to foster collaborations and expand networks. A dedicated Ambassador Program will engage key stakeholders to amplify the project's impact through localized outreach and feedback loops.

This strategy ensures EARASHI’s long-term sustainability and maximized impact, advancing its mission to foster human-centric, eco-responsible robotics innovation across Europe.

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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 **D1.5** "**Strategy for Regional, national and European collaboration**" of the task 1.3 network exploration and expansion, 2 years after EARASHI Kick Off meeting and following T1.2 Community Engagement.

The scope of the network exploration and expansion strategy within EARASHI project is to step up following T1.1 & T1.2 and especially:

(i) **Foster more connected, inclusive, efficient and wider community**, as well as

(ii) **Generate common understanding and exchange between the main stakeholders and the passive stakeholders (audience) to transform them into active players**.

The EARASHI project aims to expand its impact by building a comprehensive network that goes beyond the existing local ecosystems of its partners. This network expansion strategy is designed to facilitate deeper collaboration, foster new partnerships, and engage a broader range of stakeholders. By identifying and leveraging key sectors, the project can enhance its reach and amplify its contributions to research, innovation, and technology adoption across Europe.

This document outlines the strategy for expanding EARASHI's network, starting with a thorough analysis of the current situation. It details the methodology behind workshops that have been conducted to engage stakeholders and gather insights into the most effective pathways for expansion. Additionally, the strategy includes an in-depth look at the target audience, a carefully structured outreach plan, and specific tactics to ensure that EARASHI's objectives are met. From collaboration scenarios to content strategies, event planning, and the use of ambassador programs, each component is designed to create meaningful connections and drive forward the project's mission.

The following sections outline the steps we have taken to date and the strategies we intend to deploy to maximize EARASHI's outreach, ensuring the project's sustainability and long-term impact.

2 OBJECTIVES

The strategy should emphasize the integration of technological advancement with societal needs and collaboration across sectors. We will provide in this deliverable a detailed approach to ensure the project grows effectively while fostering meaningful partnerships.

The objectives of this network expansion strategy are:

- Reach stakeholders already mapped in the first phase of the project with who we have not worked with yet

- Reach an audience outside our ecosystems: new sectors (outside 5.0) and new countries outside the partners' countries. We have the ambition to target 2 new sectors and 2 new countries
- Make EARASHI project visible: Showcasing application experiments results and success stories which will be done at the end of the project.
- Matchmake manufacturing needs with technology providers through events or workshops.
- Promote human centric approach: Promote EARASHI methodologies and guidelines such as eco-centricity, eco-design, human-centricity, ethics and share them with other initiatives & projects
- Engagement of policy makers / public institutions

3 ANALYSIS OF THE CURRENT SITUATION

3.1 Methodology – workshop

This section outlines the methodology employed for facilitating the stakeholder engagement workshop within the framework of the EARASHI project. This workshop which took place on November 28, 2024 aimed to utilize the Mural application as an interactive tool to systematically map stakeholder interactions, identify engagement gaps, and strategize future collaboration activities.

3.1.1 Objectives of the workshop

The workshop was designed to address the following objectives:

To document and categorize stakeholders engaged at regional, national, and European levels, drawing upon the ecosystem mapping conducted during the project's initial phase (D1.1).

To identify stakeholders who have not yet been engaged, define potential collaboration activities, and outline strategies for their activation.

To uncover new stakeholders that have emerged during the project's progression and evaluate their relevance to EARASHI's ecosystem.

These objectives directly support the EARASHI project's broader goals of expanding its stakeholder network and fostering multi-level collaborations.

3.1.2 Workshop design and tools

The workshop was conducted using the Mural application, a digital platform facilitating real-time collaboration and visual mapping. A dedicated Mural board was prepared in advance to structure participant contributions and ensure alignment with the workshop's objectives. The board was divided into three distinct columns:

Stakeholders engaged: Participants were tasked with categorizing stakeholders they had interacted with into regional, national, and European levels. Each entry included the stakeholder's name, role, and a brief description of the collaboration activity.

Stakeholders to activate: This column focused on stakeholders not yet engaged. Participants specified planned collaboration activities for each stakeholder, including a concise explanation of the intended engagement purpose and expected outcomes.

New stakeholders identified: Participants recorded stakeholders identified during the project that were outside the initial ecosystem mapped in D1.1. Descriptions highlighted their potential contribution to EARASHI's objectives.

This structured approach ensured a comprehensive and systematic analysis of stakeholder engagement efforts.

3.1.3 Workshop Implementation

The workshop was conducted in four phases to ensure maximum participant engagement and data accuracy:

- **Introduction**

The session began with a 10-minute overview to orient participants. The moderator provided a synopsis of the findings from D1.1, emphasizing the importance of stakeholder engagement for achieving project objectives. The functionality and structure of the Mural board were demonstrated to ensure familiarity with the tool.

- **Stakeholder mapping**

The interactive mapping session, lasting 40 minutes, consisted of three sub-phases:

Phase 1: Stakeholders engaged (15 minutes)

Participants populated the first column of the Mural board, documenting their collaborations with stakeholders across the regional, national, and European levels. Virtual sticky notes were used to categorize entries, fostering a visually organized dataset.

Phase 2: Stakeholders to activate (15 minutes)

Participants identified stakeholders not yet engaged. For each, they specified the nature of the planned activity, the anticipated collaboration method (e.g., workshops, projects), and the potential benefits. Different colors were assigned to sticky notes to represent regional, national, and European categories.

Phase 3: New stakeholders identified (10 minutes)

Participants reflected on and recorded any new stakeholders discovered during the project. Brief descriptions were provided to justify their inclusion and potential relevance to EARASHI's objectives.

- **Group discussion**

A 20-minute group discussion followed the mapping exercise. The moderator guided participants through the completed Mural board to identify trends, overlaps, and gaps in engagement. Participants collaboratively brainstormed strategies to address these gaps and optimize stakeholder activation plans.

- **Conclusion**

The final 10 minutes were devoted to summarizing the workshop's key insights and outlining next steps. Participants were informed that the finalized Mural board would be shared for ongoing reference and updates.

3.1.4 Post-workshop activities

Upon the workshop's conclusion, the following steps were taken to ensure the integration of workshop findings into project activities:

- The completed Mural board was shared with all participants for review and future updates.
- Insights from the workshop were compiled and incorporated into the project's outreach strategy and deliverables.
- A follow-up mechanism was established to track progress on activating unengaged stakeholders and engaging with newly identified entities.

3.1.5 Justification for methodology

The use of Mural as a collaborative tool offered several advantages, including real-time visual organization, ease of categorization, and accessibility for all participants regardless of geographic location. This method facilitated a structured yet dynamic approach to stakeholder mapping, aligning with EARASHI's strategic goals and enabling effective knowledge sharing among participants.

3.2 Results of the workshops

During the Mural workshop, partners were asked 3 questions:

- Which stakeholders have you engaged so far?
- Which stakeholders do you want to activate and what are collaboration activities in planning?
- Are there any new stakeholders (beyond your local ecosystem) you have identified? If so, give a short description on how you plan to collaborate with them (please state what, how and when).

3.2.1 Which stakeholders have you engaged so far?

The activity that allowed to reach and engage a lot of the stakeholders mapped in the first phase of the project was the dissemination of the 2 open calls. Some partners managed to engage with their local SMEs as they are the first beneficiaries of the open calls. They also engaged with their local DIH & EEN contacts which are very good relays for the project activities.

Some partners also engaged with sister projects in particular JARVIS, FORTIS, SIMAR and TRINITY in the organization of joint webinars and workshops and the promotion of human centricity.

Some partners collaborated with European Manufacturing Conference (EFFRA) & ADRA, robotics association and forum where the Project activities were promoted.

Finally, partners have engaged with the stakeholders they are close thanks to their core activities: for example

- Robotics clusters for Minalogic:, experts from these clusters participated in the evaluation of the open calls
- Venture capital investors for Blumorpho, see section 5.5.2

Big manufacturing companies and policy makers for CECIMO: In particular, they organize events like the "CECIMO Brussels Forum" to discuss innovative manufacturing for a sustainable future and how to bridge current gaps and future trends in manufacturing skills

3.2.2 Which stakeholders do you want to activate?

- When analyzing the results of the partners answers, we can see that some of them would like to:
- Activate stakeholders related to skills though academics and employers' agencies but also linked to the protection of workers through trade unions and shop floor associations.
- Identify new sister projects to organize joint events: for example promote the open calls from AIREGIO 5.0
- Reach large companies by organizing open innovation events
- Work with policy makers and institutions such as the European Agency for safety and Health at Work
- Collaborate with other DIH & EEN contacts: company mission with Dutch EDIH for example
- Engage with RTOs from other countries, in particular in Switzerland where a large Robotics group is settled and with who it could be interesting to collaborate.

3.2.3 Are there any stakeholders (beyond your local ecosystem) you have identified?

Most of the partners struggled to identify stakeholders beyond their present ecosystem, that was either present before the project start and has been expanded in course of the open call promotion for the EARASHI project. However, they will further activate the few identified during this workshop.

Three of the partners consider trying to engage with:

- Large robotics companies
- Other sectors than industry 5.0 where robotics are used: health, new space
- Policy makers
- Other DIHs
- Other countries than those represented in the consortium

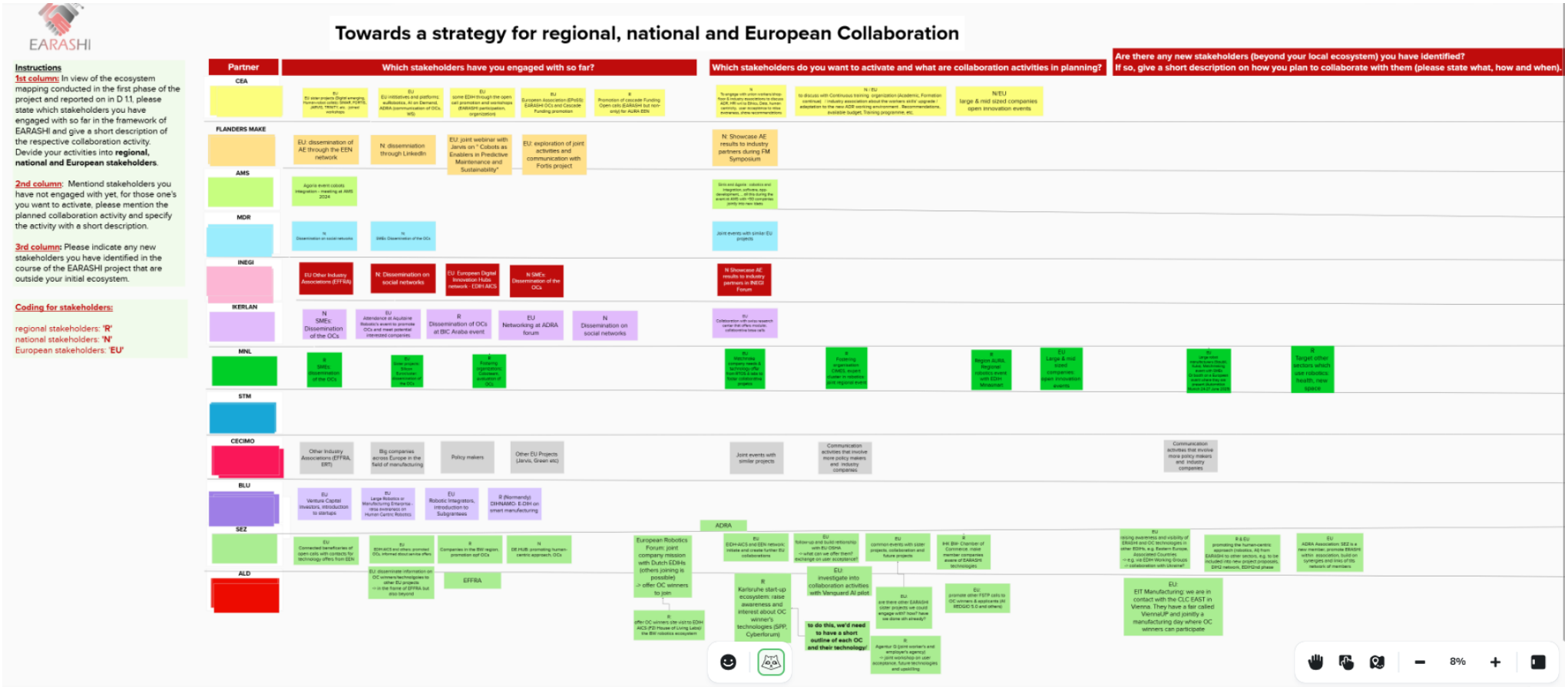

Figure 1: results of the Mural workshop

4 TARGET AUDIENCE

This table shows:

- The initial target audience at the beginning of the project (see §6.1 dissemination plan)
- The enlarged target audience in blue

Category	Enlarged 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 - Large robotics companies	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. Large companies could offer opportunities of business to smaller stakeholders	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 Open calls winners could promote and exploit the results of the AE to other companies Large companies could integrate the technologies developed within the AE or get inspired by them
Other sectors	Companies which develop or integrate robotics operating in other sectors than industry 5.0: - New space - Heath - Mobility	Get inspired from other environments	"Technologies trickle-down" from constrained environments
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 maximize impact and address the need for a worker-centric approach to new production processes.

Category	Enlarged Target Audience	Why them ?	Key Messages
Vocational Education and Training organisations	Organisations that train future workers in the industry: - Universities - VET organisations	Working on workers skills upgrade and adaptation to the AI, data & robotics working environment	Vocational education and training prepares people for work and develops citizens' skills to remain employable and respond to the needs of the economy.
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.
European network and support organisations	DIH & EEN in particular those the partners have not activated it yet	EEN can act as a multiplier and promote EARASHI results to relevant SMEs across Europe EEN facilitates partnerships and cross-Border collaboration between entities in different countries, aligning with EARASHI's goal to build networks beyond local ecosystems DIH facilitates access to Regional Ecosystems. They are embedded in local innovation ecosystems, making them ideal for bridging the gap between	These entities offer EARASHI scalable Outreach by accessing a broad audience of innovators and stakeholders. They also offer opportunities to collaborate directly with SMEs, startups, and researchers. They facilitate strategic partnerships by connecting innovation-support organizations across Europe.

Category	Enlarged Target Audience	Why them ?	Key Messages
		EARASHI and regional stakeholders. DIHs are engaged in skill development and often host training and workshops that could be leveraged to educate stakeholders about EARASHI's tools or results.	
Other countries	EU Countries different from the consortium partners countries Associated countries to Horizon Europe	Expanding to other countries ensures that the project's benefits are distributed across a larger geographical area, contributing to EU-wide innovation goals: reducing disparities in innovation and supporting underrepresented regions. It is also a good means of diversifying perspectives and use cases, increase dissemination and uptake of the project	EARASHI not only increases its visibility and impact but also supports European policy goals of fostering collaboration, reducing innovation gaps, and ensuring widespread adoption of robotics technologies. This strategic expansion strengthens the project's legacy and ensures its results benefit a diverse and interconnected European robotics ecosystem.

5 OUTREACH PLAN

5.1 Collaboration scenarios

5.1.1 Industry

To foster the adoption of EARASHI technologies, a multifaceted approach can be implemented, starting with organizing hands-on workshops designed for first-time users, particularly manufacturing SMEs and novice adopters of robotics, to provide practical demonstrations and tailored guidance. Collaborating with industry associations to launch innovation challenges can further inspire SMEs and startups to develop creative solutions leveraging EARASHI technologies.

Additionally, facilitating technology transfer agreements between large robotics companies and SMEs can help integrate EARASHI outcomes into broader industrial applications, promoting scalability and

collaboration. To amplify these efforts, the development of compelling case studies showcasing the success stories of open-call winners will highlight the tangible impact and scalability of EARASHI technologies, encouraging wider adoption across the industry.

5.1.2 Collaboration with other sectors

To promote cross-sector innovation and the broader application of robotics, EARASHI can host webinars or roundtables that facilitate knowledge exchange across industries, sharing best practices and lessons learned from sectors such as space, health, and mobility. These events would provide a platform for diverse stakeholders to explore how robotics solutions can address challenges and create opportunities across different domains.

Additionally, showcasing EARASHI technologies at sector-specific events can inspire stakeholders to envision applications beyond manufacturing, encouraging the adaptation and integration of these technologies into a wide range of industries.

5.1.3 R&D community

EARASHI partners are already engaged a lot with the R&D community. During the second phase of the project, we could disseminate the results of the AE experiments to other RTOs.

By collaborating with academic partners on **publications**, EARASHI can position itself as a thought leader in robotics and AI, showcasing its contributions to cutting-edge research and technological advancements.

Additionally, by engaging with Pan-European innovation networks such as European Technology Platforms and Public-Private Partnerships, EARASHI can align with broader innovation agendas, foster synergies, and scale its impact across diverse sectors and regions. It will be done in T1.4 activities.

5.1.4 Vocational Education and Training (VET)

The presentation of EARASHI AE results to VET organizations and universities aims to facilitate the integration of EARASHI tools and best practices into their training programs, enabling the simulation of real-world robotics applications and equipping learners with practical skills and knowledge relevant to the evolving demands of the robotics industry.

5.1.5 Policymakers and institutional organisations

The partners could engage with policymakers through dedicated **roundtables and events** focused on robotics to discuss how EARASHI contributes to enhancing productivity, boosting competitiveness, and improving worker well-being.

We could also collaborate with institutions to design funding programs that support SMEs in adopting EARASHI technologies, ensuring wider accessibility and implementation.

Additionally, we could actively participate in regional innovation forums to highlight EARASHI's potential for driving innovation ecosystems and fostering cross-sector collaboration.

5.1.6 European network and support organizations

Organisation of **joint workshops and brokerage events** in partnership with DIHs and EEN for the promotion of EARASHI's tools and outcomes but also for matchmaking EARASHI stakeholders with potential partners across Europe.

5.1.7 Expansion to other countries

EARASHI partners could organize campaigns to introduce EARASHI technologies to stakeholders in underrepresented regions but also create partnerships with organizations in -EU associated countries to implement EARASHI's solutions in diverse contexts. Collaboration with global robotics networks to share EARASHI's findings and best practices internationally could also be an option.

5.2 Channels

In the project dissemination and communication plan, 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.

For the network expansion strategy, the same channels will be used.

The main communication and dissemination channels 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 webinars

For more details on these channels, please refer to D6.1 Dissemination and Communication Plan

5.3 Ambassador programs

Creating an Ambassador Program within the EARASHI project would be a strategic approach to expand its reach, amplify its impact, and foster long-term engagement with key stakeholders. Ambassadors could be

selected from a diverse pool of representatives, including industry leaders, SME innovators, academic researchers, policymakers, and early adopters of robotics technologies. These ambassadors would act as champions for EARASHI, promoting its outcomes, tools, and methodologies within their networks, thereby creating a multiplier effect. The program could involve comprehensive training sessions to equip ambassadors with a deep understanding of EARASHI goals and innovations, enabling them to effectively communicate the project's value to different audiences. Ambassadors could play a critical role in organizing localized events, such as workshops, webinars, or demonstration sessions, tailored to the specific needs of regional ecosystems. By leveraging their influence and credibility, ambassadors would facilitate trust-building and adoption among hesitant stakeholders, particularly first-time users of robotics. Additionally, ambassadors could contribute to the co-creation of new use cases for EARASHI technologies by providing insights from their sectors, enriching the project with real-world relevance. The program could also establish a feedback loop, allowing ambassadors to relay valuable observations from the field back to the consortium to refine and enhance project outcomes. Incentives such as recognition, access to EARASHI resources, and opportunities for collaboration could motivate active participation. Over time, the Ambassador Program could evolve into a self-sustaining network of advocates who continue to promote the project's legacy, ensuring widespread dissemination and long-term impact across Europe and beyond.

We identified a list of potential ambassadors/influencers with the number of hints for some of them:

Influencer	Focus	Platform(s)	About
Mark Rober	Robotics, engineering, creative science projects	YouTube, Instagram	Former NASA and Apple engineer known for viral science and engineering videos, often involving robotics and automation
Simone Giertz	DIY robotics, automation, humor-based tech projects	YouTube, Instagram	Known as the “Queen of Sh*tty Robots,” builds humorous robots with unconventional functions
Adam Savage	Robotics, advanced manufacturing techniques	YouTube	Former *MythBusters* host, explores robotics and fabrication techniques
Scott Manley	Aerospace engineering, 3D printing, robotics	YouTube	Astrophysicist and engineer, creates content on aerospace manufacturing and robotics
Jeremy Fielding	Robotics, mechanical engineering, automation	YouTube	Builds and explains DIY robots, gears, and mechanical devices, making engineering principles accessible
Linus Tech Tips	Technology, hardware manufacturing, automation	YouTube	Tech product reviews, with explorations of automation and manufacturing in tech factories
Dr. Michael Reeves	Robotics, humorous tech projects	YouTube	Builds robots with unique and funny functionalities
Laura Kampf	DIY, fabrication, small-scale manufacturing	YouTube, Instagram	Specializes in metal and wood fabrication, often with elements of automation
Derek Muller (Veritasium)	Science and engineering topics, manufacturing	YouTube	Covers science and engineering topics, including manufacturing processes and robotics

Influencer	Focus	Platform(s)	About
Tom Stanton	Engineering, robotics, DIY tech projects	YouTube	Creates content around robotics, often building custom drones and robots
April Wilkerson	DIY, fabrication, manufacturing	YouTube, Instagram	Known for wood and metalworking projects, using techniques like welding and CNC machining
Ben Heck (The Ben Heck Show)	DIY electronics, robotics, prototyping	YouTube	Builds and modifies electronics, often incorporating robotics and automation
Franz Tschimben (Franzinator)	Robotics, automation, 3D printing	TikTok, Instagram, YouTube	Specializes in 3D printing and robotics, with a focus on automation
Vlad from Vlad's Lab Projects	Robotics, electronics, DIY manufacturing	YouTube	Covers DIY robotics and electronics, from simple robots to complex automation setups
Destin Sandlin (SmarterEveryDay)	Engineering, automation, manufacturing	YouTube	Explores robotics and automation in manufacturing, educating on engineering concepts
James Bruton	Robotics, 3D printing, open-source projects	YouTube	Known for creative robotics projects, often sharing designs for other makers
Evan and Katelyn	DIY, fabrication, CNC, and 3D printing	YouTube	Works on DIY projects with CNC machines, laser cutters, and 3D printers, often adding a robotics element
Matthias Wandel	Woodworking, small-scale robotics	YouTube	Mechanical engineer creating woodworking tools, small robots, and automation devices
Bob Clagett (I Like to Make Stuff)	DIY, crafting, small manufacturing	YouTube	Creates DIY projects integrating automation for crafting and manufacturing

Link zum Hauptaccount	Youtube	Instagram	LinkedIn	Tiktok	Facebook	Twitter
Real Life Guys	1,61 Mio	241 000	-	801 000	42 000	-
Die Handwerkschwestern Franzi & Elena🛠 (@handwerk.schwestern) • Instagram-Fotos und -Videos	-	27 400	-	4 535	-	-
Monoista	-	19 400	1 275	3 606	222	-
Oliver Schickling	-	12 700	422	-	-	-
Dirk aka "The Metalist"	172 000	9 000	214	-	-	-
Tarek Mister Handwerk 2023	-	4 000	-	23	-	-
Jeff Steber	-	8 300	-	-	-	-
Igor Welder	134 000	42 300	-	416	-	-
Maschinenbaude	-	375 000	-	-	-	-
Tech Impossible	-	127 000	-	-	-	-
Daniel Unkelhäußer	-	-	10 500	-	-	-
Dr. Karl-Thomas Neumann	-	-	60 000	-	-	-
Felixba	767.000	95 000	-	-	15 000	-

Link zum Hauptaccount	Youtube	Instagram	LinkedIn	Tiktok	Facebook	Twitter
iKnowReview	516 000	52 000	-	120 000	-	?
Tomary	900 000	123 000	-	110 000	-	-
Moekit	40 000	-	-	-	-	-
Techtastisch	500 000	20 300	-	250 000	-	-
CNC Kitchen	500 000	?	-	-	-	?
CNC Kitchen DE	16 000	?	-	-	-	?
Felix von der Laden	3 200 000	2 500 000	-	120 000	72 000	?
Linus Tech Tips	15 600 000	1 400 000	-	1 100 000	1 700 000	?
das.leben.des.brian	-	250 000	-	-	-	-
Pinepins	-	120 000	-	-	-	-
Bruno Friedmann	-	173 000	-	-	500	-
The Action Lab	5 000 000	273 000	-	-	2 500 000	?
Mr SunY	1 820 000	379 000	-	-	22 000	-
Home Science	1 170 000	-	-	3 300	-	-
TIMON SHOW	730 000	263	-	-	-	?

5.4 Content strategy

5.4.1 Publications

Scientific publications contribute to the network expansion by increasing visibility, fostering collaborations, and enhancing credibility. They connect researchers through citations, co-authorship, and interdisciplinary work, while also attracting industry partnerships and funding opportunities. Publications can influence public policy, lead to invitations to conferences, and promote engagement on digital platforms, all of which broaden professional and academic networks.

In the first phase of the project, publications were made by EARASHI partners only. The objective is to get publications from EARASHI partners with co-authors from other projects or organisations in the second phase of the project.

Here are the information regarding the publications already made:

Link	Name of journal / website	Partners names
https://www.inegi.pt/en/news/inegi-is-taking-digital-technologies-to-the-industry-to-reduce-accidents-at-work/	INEGI Website	INEGI
https://www.securitymagazine.pt/2023/03/02/inegi-e-parceiro-em-projecto-europeu-focado-na-melhoria-da-seguranca-e-saude-no-trabalho/	Security Magazine	INEGI

Link	Name of journal / website	Partners names
https://www.cecimo.eu/wp-content/uploads/2023/12/Magazine-Fall-2023.pdf	CECIMO Magazine	CECIMO

5.4.2 Newsletters

Newsletters are a crucial tool for a network expansion strategy within the EARASHI project as they provide a consistent and efficient means to communicate updates, achievements, and opportunities to a wide audience. They help keep stakeholders engaged by sharing success stories, upcoming events, and open calls, fostering ongoing interest in the project. Newsletters also allow for targeted messaging tailored to specific audience segments, such as industry partners, SMEs, or researchers. By highlighting collaboration opportunities and showcasing the impact of EARASHI technologies, newsletters strengthen relationships with existing contacts while attracting new stakeholders. Moreover, they serve as a mechanism to amplify the project visibility across regional and international networks.

Eight newsletters were published in the first phase of the project and we plan to publish four additional ones.

5.5 Event strategy

5.5.1 Participation to technical fairs

Participation to technical fairs and events will contribute to EARASHI network expansion by providing exposure to industry trends, innovations, and key players. It facilitates direct interactions with potential partners, clients, and collaborators, while showcasing products and solutions to a wider audience. Attendees can establish valuable connections, engage in knowledge exchange, and explore business opportunities, ultimately broadening their professional and industry networks.

Within the duration of the Project the EARASHI partners will participate to different technical fairs linked to Robotics:

- **EFFRA Manufacturing Conference 2024 & 2025**
- **CECIMO Brussels Forum 2024**
- **AI, Data &Robotics Forum 2024**
- **European Robotic Forum 2025**
    - Proposal of a workshop ‘Innovative Robotics: Shaping Human-Centred Industries’, organized co-jointly with INVERSE Project, submitted to ERF2025.
- **EMO Hannover 2025 Conference**

For more details on the events above, please refer to T1.4, Deliverable 1.6.

Other events have been identified in which some EARASHI partners will participate:

- **Automatica 2025 Munich:** the world's leading exhibition for smart automation and robotics. Automatica covers all requirements in the value chain: from individual components to complete systems, and from turnkey applications to specific tailored services.

- **SIDO 2025 Lyon**: the leading event for the convergence of IoT, AI, XR and Robotics technologies. SIDO supports companies in their digitalization projects. From innovative building blocks to complete turnkey solutions, the entire value chain is represented.
    - Located in the heart of the metropolis of Lyon and the Auvergne-Rhône-Alpes region, SIDO benefits from a powerful and varied industrial fabric: Metallurgy, Plastics, Chemistry, Electronics, Pharmaceutical Industry, Agri-Food, Textile, Machinery and Equipment, etc.

5.5.2 Matchmaking with investors

INPHO Venture Summit 2024 is the leading venture capital summit dedicated to fostering deep tech innovation and disruptive technology investment. This summit brings together top investors and corporate leaders to discover and support innovative startups pitching their latest technologies. It is co-organised by the EARASHI partner Blumorpho and sponsored by the Project.

Five EARASHI AE winners will compete during this event and will pitch in front of investors.

This summit contributes to the network expansion or EARASHI by bringing together startups (including five EARASHI AE winners), investors, and industry leaders, fostering connections and collaboration. It provides opportunities for startups to pitch their ideas, attract funding, and establish strategic partnerships. Investors benefit from discovering innovative technologies and potential investments, while all participants can engage in discussions, share insights, and build long-term professional relationships that extend their business and industry networks.

5.5.3 Webinars and workshops

Webinars and workshops contribute to the ecosystem strengthening and expansion by fostering the exchanges and collaborations with different actors of the ecosystem. The co-organisation of webinars is a great opportunity for the project partners: it encourages collaboration with sister projects and connection with our ecosystems. These webinars will allow to cross-exchange further research activities, technologies and services other than those already covered by the EARASHI project. Furthermore, online events reach a wider audience.

The programme will be updated regularly and advertised on both EARASHI website and the social media.

- **Webinar '*Cobots as Enablers in Predictive Maintenance and sustainability*'**
    - October 10, 2024
    - Organized jointly by EARASHI and the Jarvis project

- The webinar aims to bring together leading voices in the field of industrial robotics to discuss how cobots are transforming predictive maintenance and driving sustainability in various industries. Given the expertise of the JARVIS project and the alignment of their work with EARASHI focus areas, we believe their insights would be a key contribution to EARASHI ongoing reflections.

- **Webinar '*Driving Trust and Transparency—The Next Frontier in AI & Robotics Standardisation*'**
  - December 10, 2024
  - Organized by EARASHI and hosted by CECIMO
  - The exponential growth of AI and robotics is revolutionizing industries and societies. Yet, this transformation brings critical ethical, operational, and regulatory challenges. How can we ensure trust and transparency in AI systems while fostering innovation? The webinar aims to explore these pressing questions and highlight Europe's leadership in standardisation and ethical AI practices. The speakers include Nooshin AMIRIFAR (Standardization, CEN-CENELEC), Peter BROERTJES (Machinery & Equipment Policy Officer, European Commission) and Carlos ZEDNIK (Assistant Professor for Philosophy of Artificial Intelligence, Eindhoven University of Technology).

- **Webinar '*AI, Data and Robotics at Work*' with the contribution of SIMAR and EARASHI projects.**
  - February 12, 2025
  - Organized by SIMAR with EARASHI support
  - The workshop aims at promoting application experiments/projects related to common application domain in order to foster cross-networking activities. Four application experiments will present together with SIMAR and EARASHI projects.

- **Workshop '*User-Centered Design for AI-Driven Robotics: Addressing Human Factors in Real-World Applications*' with the participation of sister projects**
  - February 18, 2025 during the AI, Data and Robotics at work cluster '*AIoD - ADRA Future Ready event*' (18-19 February 2025, Brussels)
  - Organized by EARASHI, led by MONDRAGON
  - The workshop aims at i) Explore synergies among the projects and their relevance to human factors in AI-driven robotics, ii) Discuss opportunities for collaboration, including shared methodologies or data platforms and iii) Identify challenges, such as data reliability, usability, inclusivity, and ergonomics.
  - Sister projects are invited to participate, short presentation and roundtable discussion. The participant lists is under construction.

6 CONCLUSION

The EARASHI network expansion strategy provides a structured and comprehensive roadmap for broadening the project's reach and impact. By combining insights gained from an in-depth analysis of the current situation, a clearly defined target audience, and a meticulously crafted outreach plan, this strategy is designed to create meaningful connections with diverse stakeholders across Europe and beyond.

The workshops conducted have served as a critical foundation, offering valuable insights into existing stakeholder engagement and highlighting opportunities to activate new connections. These findings inform a dynamic outreach approach, which includes collaboration scenarios, targeted content, ambassador programs, and an event strategy tailored to foster innovation and cross-sectoral partnerships.

Ultimately, this strategy is about ensuring EARASHI's sustainability, influence, and ability to drive transformative innovation in robotics and its related ecosystems. By implementing the outlined plan, the project is well-positioned to expand its reach, enhance its impact, and strengthen its role as a leader in advancing robotics solutions across industry, research, and policy landscapes.