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MANiBOT

Advancing the physical intelligence and performance of roBOTs towards human-like bi-manual objects MANipulation

D8.1. Dissemination and communication plan – v1

WP number and title	WP8 – Dissemination and Exploitation
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Participant No	Participant organisation name	Short Name	Country
1	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	GR
2	ARISTOTELIO PANEPISTIMIO THESSALONIKIS	AUTH	GR
3	TECHNISCHE UNIVERSITAT DARMSTADT	TUDa	DE
4	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	SSSA	IT
5	UNIVERSIDAD DE BURGOS	UBU	ES
6	TECHNISCHE UNIVERSITAET WIEN	TUW	AT
7	TWI ELLAS ASTIKI MI KERDOSKOPIKI ETAIREIA	THL	GR
8	CENTRALNY INSTYTUT OCHRONY PRACY - PANSTWOWY INSTYTUT BADAWCZY	CIOP	PL
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11	SCHWARZ DIGITAL GMBH & CO. KG	SDI	DE
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Document History

Version	Date	Status	Description
0.1	06/03/24	Draft	Table of Contents
0.2	13/03/24	Draft	First draft
0.3	29/03/24	Draft	Second draft, taking into account feedback from partners. Main edits: relation to other deliverables, key messages, stakeholders, clarifications, general proofreading and correction of text and insertion of images.
0.4	11/04/24	Draft	Revision of key messages, addition of banner image
0.5	25/04/24	Draft	Clarifications, additional information, addition of social media KPIs following peer review.
1.0	30/04/24	Final	Final version ready to be submitted

Definitions, Acronyms and Abbreviations

Acronyms and Abbreviations	Description
D	Deliverable
DIHs	Digital Innovation Hubs
KER	Key Exploitable Result
KPI	Key Performance Indicator
WP	Work Package

Executive Summary

In this deliverable, D8.1 – Dissemination and Communication Plan-v1 (also referred to as the Plan), the MANiBOT project dissemination and communication strategy, policies and activities are presented. The Plan is a formal planning document that describes the principles for the dissemination and communication during the project to ensure high visibility of the project and its results and to maximise the project impact.

The Plan provides an overview of the Dissemination and Communication objectives and targets to be achieved, the phases of the strategy, the tools and channels used, the audiences to be targeted and the key messages to be promoted. It includes a social media strategy, how the channels will be used for the project's objectives, as well as the activities targeting the media. The logo and visual identity are explained, the communications material is presented and the approach and policies for publications is included. The Plan explains procedures for monitoring the performance of the activities and includes the Consortium and EU policies related to dissemination and publication processes.

The Plan has been delivered in Month 6, and it works as the strategic roadmap and official guide so that project partners are well-informed on the Dissemination and Communication activities and how they can support them. The activities will run parallel with the technical work; thus, they will be aligned with the project progress and the feedback received from external key stakeholders.

The Plan is a living document, it will be revisited, and updates will be made throughout the project to reflect the project's developments, taking into account the evaluation results. These updates will be reported in the deliverable's updates in M24 and M42.

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1 Introduction

1.1 Scope of the deliverable

The present deliverable D8.1 “Dissemination and Communication Plan-v1" was prepared in the frame of Task 8.1 Dissemination Plan and Communication Material (Task leader: THL). The document serves as a guide for the project partners on how to promote the project and achieve the expected impact by using the various dissemination and communication tools and channels. The Plan will be also a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

1.2 Relation to other Activities and Deliverables

The D8.1 deliverable is part of WP8 "Dissemination, Communication and Exploitation", active throughout the duration of the MANiBOT project.

The D8.1 deliverable is linked to the following tasks:

• Task 8.1 Dissemination Plan and Communication Material. This task covers the development of this deliverable and includes the creation of the promotional/communication/dissemination material, which are described here.

• Task 8.2 Dissemination and Communication Activities including portal & social media presence. This task covers D8.2 MANiBOT Web Portal (the development of the website) and its consequent updating, the coordination of and ongoing use of social media, the engagement in external events, the organisation of events and the publication of results. These activities are described in this deliverable, and their strategy is outlined.

• Task 8.5 Connection Framework for DIHs, Common Resources, Relevant Platforms and initiatives. This task is relevant in the context of promoting collaboration and communication with other actions, which can support MANiBOT’s communication and dissemination.

Other reports related to the communication and dissemination of project results which will be delivered during the MANiBOT project are the following:

- Deliverable D8.2 MANiBOT Web Portal in Month 6
- Deliverable D8.6 Dissemination and Communication Plan - v2 in Month 24
- Deliverable D8.7 Dissemination and Communication Plan - v3 in Month 42.

1.3 Structure of the deliverable

The deliverable is structured as reported below:

Chapter 1 – Introduction – Provides information on the scope and purpose of the deliverable, the relation to other tasks and deliverables and the structure of the deliverable.

Chapter 2 – Overview of dissemination and communication approach – addresses the dissemination and communication objectives and indicators, the phases of dissemination and communication, the channels, key stakeholders and target audiences and key messages.

Chapter 3 – Social media strategy – focuses on LinkedIn, X (Twitter) and YouTube.

Chapter 4 – Press and media – outlines the approach to communication and dissemination in this field.

Chapter 5 – Logo and Visual Identity – explains the logo, colour palette and typefaces.

Chapter 6 – Communications material – covers leaflets, posters, banners, newsletters and project templates.

Chapter 7 – Publications – covers the approach to publications, Open Science, and targeted publications.

Chapter 8 – Events and Networking – covers external and project events, and networking.

Chapter 9 – Monitoring, reporting and evaluation – covers the activities in these areas.

Chapter 10 – Dissemination policy and rules – covers EU and Consortium rules and agreements.

Chapter 11 – Conclusions – gives an overview of the expected results of the Plan.

2 Dissemination and communication approach

2.1 Dissemination and communication objectives

The dissemination and communication efforts aim to achieve the following set of objectives:

i) Create awareness, understanding, and interests about the scope, objectives and results of the project.

ii) Address all the stakeholders of the project with specific and valuable knowledge and solutions.

iii) Engage the stakeholders and drive them to adopt and implement the project results.

More specifically:

• Reach out and establish connections with key stakeholders and all potential interested organisations

• Widely disseminate MANiBOT's results, and knowledge gained through the project, beyond the consortium and project community

• Share tangible results promptly and concisely to the scientific and research community, so that they are informed about the project's elements of excellence which can be reused and replicated in other projects, becoming a reference point and triggering further developments in the field and beyond

• Raise awareness and share the project's updates and achievements to as wide an audience as possible, including the public, to showcase the potential impact and benefits of the project outcomes that it will bring to society (services, employment, economy)

• Familiarise the final users with the project's results for them to understand their benefits

• Establish links with other research projects, to exchange knowledge, best practices and experience with projects and groups working in related fields, to find synergies, minimise duplication and maximise exploitation potential (see 6.3, which is also covered by T8.5)

• Contribute to the improvement of future policies by reaching decision-makers (see Chapter 8).

2.2 Indicators

Key Performance Indicators (KPIs) will be used to effectively monitor and evaluate the communication and dissemination activities. In Table 1, a detailed list of the project KPIs regarding website traffic, promotional material, press, social media, newsletters and events are shown.

Table 1 Dissemination and Communication KPIs

D & C Activity	KPI	Success Value
Website	Web page visits per year	6,000-10,000 = good >10,000 = excellent
C & D material	Material downloads	1,000-2,000 = good >2,000 = excellent
C & D material	Brochure distribution	1,000-2,500 = good >2,500 = excellent
Press-media	Number of press releases	10-25= good >25 = excellent

Social media	Views of the project's videos	1,000-2,500 = good >2,500 = excellent
Social media (LinkedIn)	Number of followers	350-400 = good > 400 = excellent
	Number of impressions	30-35,000 = good > 35,000 = excellent
Social media (X)	Number of followers	120-150 = good >150
	Number of impressions	10-12,000 = good >12,000 = excellent
Newsletters	Mail-outs and downloads of newsletters (per release)	200-500 = good >500= excellent
Events	Number of showcases	3-7 = good >7 = excellent
Events	Number of project events	4-8 = good >8 = excellent

2.3 Phases of the dissemination and communication strategy

MANiBOT will implement an impact-driven dissemination and communication (DEC) strategy consisting of three major phases with a view to reach and engage key target audiences and stakeholders. In each phase, dissemination and communication activities will be coordinated to accompany the technical progress achieved through the project duration.

2.3.1 Phase I

During Phase I of the strategy (year 1), the focus is on raising awareness and interest among key stakeholders; promoting the project's objectives and key messages, as well as building the project identity Key activities include the development and promotion of the project's website (see D8.2 "MANiBOT Web Portal"), building the social media platform communities (see Chapter 3), the design and distribution of communications material (see Chapter 6) and introducing the project at events (see Chapter 8).

2.3.2 Phase II

During Phase II of the strategy (years 2-3), the focus will be on disseminating MANiBOT's KERs with a view to clearly demonstrate the benefits of the proposed novel solutions, supporting the future exploitation of results. Key activities to be conducted during Phase II include publications about project results in open-access journals (see Chapter 8), the organization of and participation in events (see Chapter 8) promoting knowledge exchange and sharing technical advancements through the various communication channels. Demonstration activities will share validated and quantified information on the project's actual achievements.

2.3.3 Phase III

During Phase III of the strategy (year 4 and beyond), the focus will be on fostering the uptake and replication of KERs. During this phase, MANiBOT will concentrate on promoting the final KERs and BMs developed, creating the preconditions to stimulate broader scalability and/or replication, and to engage new end-users and wider audiences. Efforts around events will intensify and publications will peak. The end-goal of Phase III is to facilitate the market uptake of its KERs and ensure that the project's results will continue to be disseminated and communicated after the end of the project.

2.4 Channels

2.4.1 Social media

LinkedIn and X will share information about the project, updates on the progress and public results of MANiBOT's developments, and news linked to the research areas of the project. They offer the possibility for external interested parties to provide comments or input. YouTube will host videos introducing the project, its developments and key results. For more information see Chapter 3.

2.4.2 Newsletters

Project news and developments will be communicated to key stakeholders via digital newsletters that will be issued every 6 months. Mailchimp [1], a marketing automation and email marketing platform, will be used to create, monitor and evaluate the newsletters. For more information see sub-chapter 6.2.

2.4.3 Website – Web Portal

The MANiBOT website, launched in M3 (January 2024) and hosted at www.manibot-project.eu, includes the vital information about the context, objectives and innovations of the project, key facts and the consortium. It provides public access to relevant non-IP-sensitive results and publications and features updates on the progress of our developments. For more information see Deliverable 8.2. From M7 it will feature a blog, written by partners.

2.5 Key stakeholders and target audiences

The project's dissemination strategy will target stakeholders across different levels:

Companies that involve procedures of diverse object handling; the end users: The first dissemination target of MANiBOT are the end users of the proposed robotic system (Europe and worldwide). Both at a management and an employee's level, companies, service providers and industries that involve diverse object handling could benefit from the proposed system in terms of efficiency, profit, healthier working conditions and more stimulating work duties alleviated from drudgery tasks. They include supermarkets and retail shops, airports and baggage handling service providers, as well as logistics and manufacturing industries.

Researchers and robotics technology providers: This target group covers research and academic organisations, scientific journals, Committees, related EU-funded projects, industries and SMEs in robotics and other working groups in all research fields on which MANiBOT will focus. This ranges from robot vision, multimodal perception and cognition through to mechatronics and robotic control, with emphasis on dexterous and safe bi-manual manipulation. The multidisciplinary nature of MANiBOT will enable reaching distinct scientific communities.

Public Bodies, Policy makers, Organizations and Facilitators: This target group includes public bodies at national and European level (industrial committees, ministries and regional governments), capable of facilitating MANiBOT's efforts in reaching out to end users. Moreover, the group encompasses

standardization bodies (e.g. CEN, ETSI) as well as organizations and associations promoting robotics research and excellence, such as the EuRobotics.

General Public: The aim of reaching this target group is to increase their understanding and acceptance of robots, through highlighting their proven safety, trustworthiness and dependability.

2.6 Key messages

Key messages are valuable to communicate the project's mission to each target audience. They should be relevant, meaningful, and focused on clearly conveying the MANiBOT value proposition. Messages will be refined as the project progresses to encompass ongoing developments, tailored to the respective project results.

A series of initial messages are available below, focusing on the major benefits of the project with different target groups in mind will be used when describing or communicating about the project.

- MANiBOT will equip mobile robots with advanced manipulation capabilities, enabling them to quickly handle diverse items in a human-like manner, through innovative perception methods and a novel suite of manipulation primitives.
- MANiBOT will develop a new approach for robot cognitive functions, based on multi-level robot cycles that allow learning, composing and swiftly adapting robot behaviours, enabling complex manipulations to achieve complex goals.
- The MANiBOT solution will integrate innovative cognitive mechatronics, fusing advanced tactile and proximity sensors with the bi-manual mobile manipulator, optimising energy efficiency and autonomy and ensuring trustworthy human-robot interaction in challenging spaces.
- MANiBOT's mobile robots' improved abilities to adapt to changes in the environment and to operate safely in human-populated spaces will lead to better robot acceptance by workers, companies and the general public.
- MANiBOT will reduce human involvement in physical tasks requiring repetitive movements and heavy lifting, improving workers' health and job quality.
- MANiBOT will act as an assistant carrying out routine duties, enabling employees to engage more with clients and to take on more intellectually stimulating tasks, leading to improved customer service and job satisfaction.
- MANiBOT's capabilities will lead to reinforced European industry leadership across the digital supply chain.

3 Social media strategy

As well as working towards the general project objectives, the approach for social media has a focus on achieving the related social media KPIs, as well as website visits and video views, indicating successful communication and dissemination. Key strategies for all channels should generate traffic for these.

The key actions for all channels are:

1. Incorporating relevant hashtags and keywords in posts, as well as tagging people and pages, to increase visibility and reach a broader audience.
2. Identifying related projects, groups, accounts and channels who can amplify the project's reach and help promote content to their followers; following people, pages and accounts and inviting followers to the MANiBOT pages.
3. Researching and posting news and developments of potential interest to followers outside of the project work to keep them interested in the channels; development news, publications, conference participations and important sector news from peer research institutions, universities, stakeholders, manufacturers, and policymakers.
4. Inviting partners to share their news and developments to be featured on the channels.
5. Featuring the blog posts.
6. Asking questions in the posts and engaging with commenters from M6 onwards (to have an initial core following to engage with) to promote engagement.
7. Utilising visually appealing content, including images and infographics, targeted at a more general public audience to showcase:
    i) The consortium members and their key interests in the project
    ii) Background facts/context for the project
    iii) The project objectives and innovations
    iv) Significant results
    v) Summary of key content from blog posts featured on the website

    The visuals will be hosted on the website, as the information centre of the project, as well as to give the site visual variety and to draw traffic to it from social media.

A calendar is used to plan the publication of posts, to ensure regular and varied content, and timely publication of content. Posts are planned in advance and listed in the calendar with their posting date, ensuring the posts are spread apart. Scheduling posts using the functionality within the Platforms is used to assist this.

3.1.1 LinkedIn

The MANiBOT LinkedIn account is found here: https://www.linkedin.com/showcase/manibot.

LinkedIn is the number one professional social networking platform suitable for career advancement business ventures, as well as innovations in science, technology, economy, and sustainability. As expected, research projects found a fitting place in this platform and it contains fertile ground to connect to peer initiatives, industry players, technology, scientific and research communities. In this context, the project's LinkedIn account intends to draw attention to the evolving mobile and bi-manual robotics fields and the benefits that stem from equipping service robots with new functionalities.

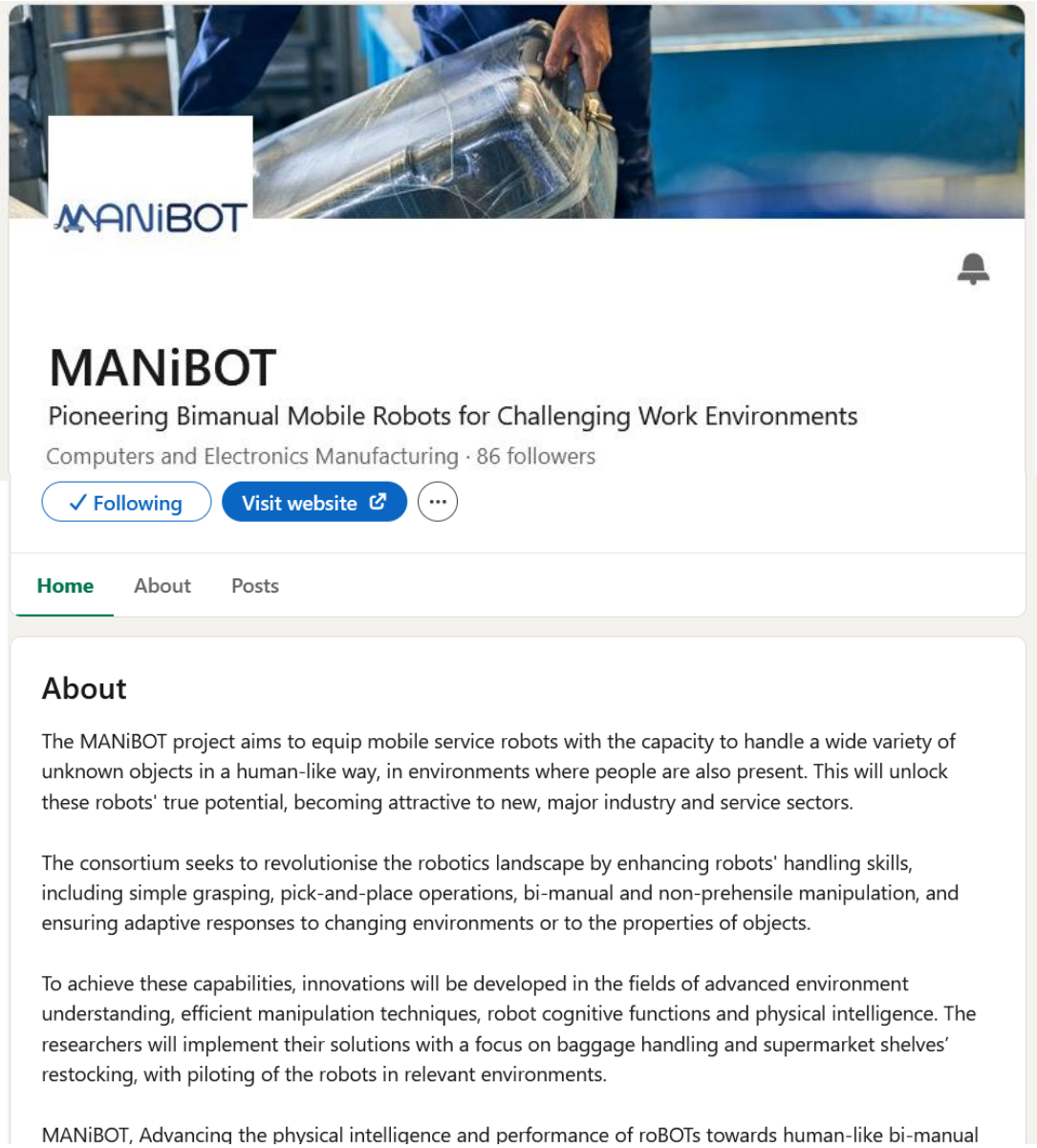


Figure 1 Screenshot of MANiBOT LinkedIn page

3.1.2 X (formerly Twitter)

The MANiBOT X account is found here: https://twitter.com/MANiBOT_project

Twitter is the ultimate microblogging platform. It is widely used by research institutions and technology companies while reaching out to younger demographics, even if its popularity has lessened in recent years. The MANiBOT Twitter account will seek exposure to the research community and the industrial world by selecting the right hashtags to help the project content travel further into the social media platform.

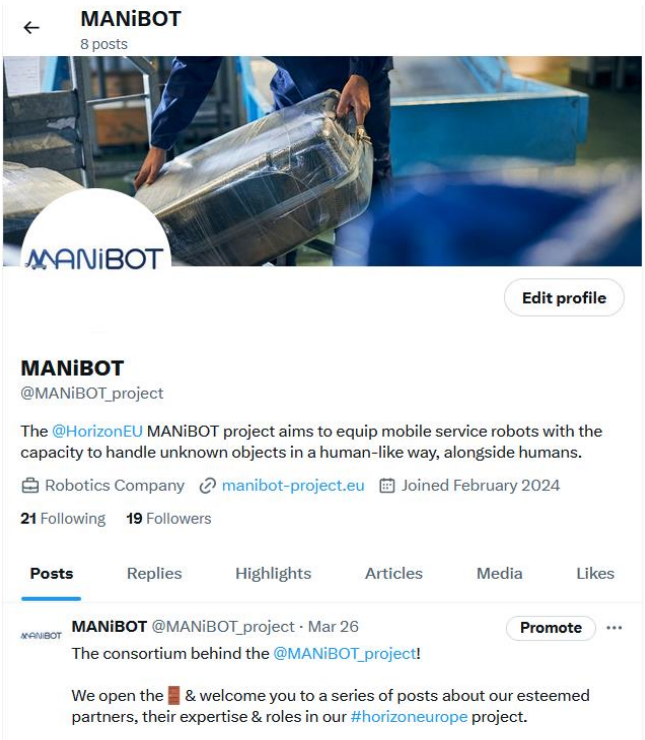


Figure 2 Screenshot of MANiBOT X Account

3.1.3 YouTube

The MANiBOT YouTube account is found here: https://www.youtube.com/@MANiBOTProject.

Videos are an effective tool to communicate about the project, as they are easy-to-understand and engaging for a broad audience. Therefore, MANiBOT will produce short videos throughout the project, in order to explain the project concept, objectives, benefits and main results achieved. Videos will include presentation videos and interviews with key researchers and partner representatives, sharing their organisation's interest in the project or the latest key results.

YouTube is the ultimate audiovisual content-sharing platform; thus, the MANiBOT project account will host material, from demos and presentations to use cases and workshop videos. For extra exposure, all the videos on YouTube will become part of news pieces on the website and be shared on the project's LinkedIn and X accounts to drive traffic between channels.

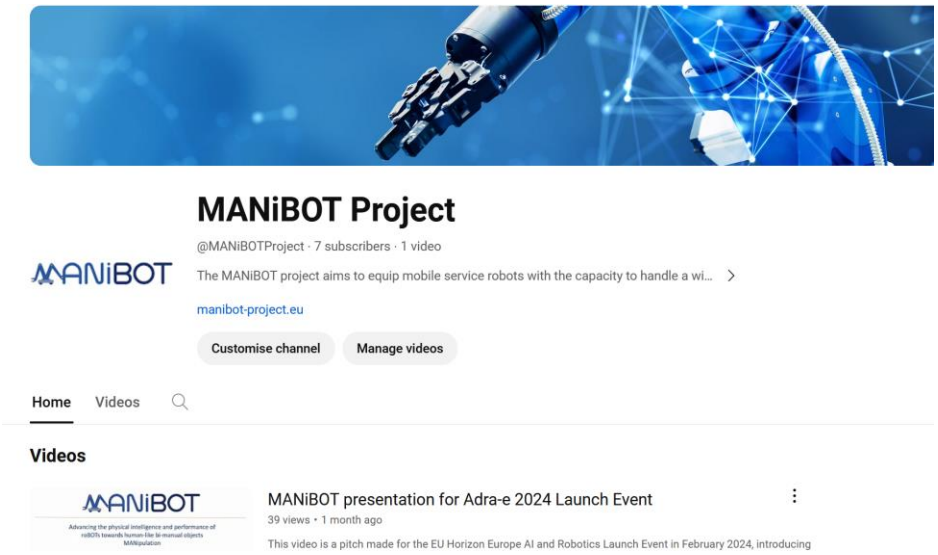


Figure 3 Screenshot of MANiBOT YouTube Account

4 Press and media

4.1 General approach

Consortium partners will be in charge of contacting the media in order to increase the project's visibility and spread the activities and results foreseen towards autonomous robotic solutions in objects' handling, particularly at local level. This can be achieved by:

1) Press releases, of which 10-25 are planned to be produced during the project's lifetime, and journalistic articles.

2) Inviting the media to the main events of the project.

4.2 Press kit

A press kit will be developed in M7 to help partners in the elaboration of their press releases, and to help journalists to write articles about MANiBOT. The press kit will contain:

1) Writing identity of the project: Descriptions of the project to be used for different requirements

2) Press release with detailed key information of the project in press format

3) General presentation: Description of the project in a Power Point format

4) Tweetable facts concerning the project

4) A list of frequently asked questions: questions and answers for the general public

5) Previous press releases & media impacts: Examples of previous press releases and their respective impact on the media

6) Copyright free /image

5 Logo and visual identity

5.1 Logo

THL created various project logos for the project's kick-off meeting with different designs and colour palettes. The logo was discussed and changes were proposed. After further discussion and iterations the following logo was confirmed.

The central element of the logo is a simplified representation of the MANiBOT robot acting as the letter M in the name. This showcases its bi-manual nature and a mobile base, the two key elements. The grippers, essential to the robot's functioning, are clearly visible. The logo has also been produced in white, for use on dark backgrounds.

Figure 4 MANiBOT logo

5.2 Colour palette

A contemporary color palette is used focusing on shades of shades of blue, conveying innovation, dependability, wisdom, and reliability and a high-tech and clean look.

Figure 5 MANiBOT colour palette

The main blue, a dark royal blue (163365), emphasizes professionalism, expertise and quality. A dark dusky blue (2f5597) is used as a secondary colour, symbolizing depth. Blue grey is used as a minority colour for contrast, and conveys a contemporary aesthetic, appealing to a wide audience.

A gold (bd9b4d) is used as an accent colour for variety, and in the context of technology, it is used to signify excellence, prestige and quality, conveying the value of the project. A pale gold is also used (ddcda8). Light grey is used as a background colour on the project's website and promotional material. This light grey hue signifies success, modernity, and technological innovation.

5.3 Typefaces

The neo-grotesque sans-serif typeface family Roboto is the chosen typeface family for the MANiBOT project website and communications material. Due to its geometrical form and open curves, it is considered modern and friendly to readers.

Calibri, a sans serif font, has been chosen for the project templates. As a previous default font for Microsoft, it is very commonly used, and its neutral, clean look with smooth edges are easy to read.

6 Communications material

6.1 Leaflets, posters and banner

A leaflet, poster and banner were developed in M5, found below. They aim to inform potential stakeholders, such as the scientific, industry and technological communities. At the same time, the promotional materials aim to appeal to a broader audience with the concise texts. They introduce the project, and include project key facts, the challenges identified and how MANiBOT will address them through its innovations, EU funding acknowledgement, as well as the consortium partners' logos and website link.

Figure 6 MANiBOT Leaflet

Figure 7 MANiBOT Poster

Figure 8 MANiBOT Banner

A second release of the material will be developed in M18, featuring preliminary public results, addressing both technical and non-technical results. A third release will be developed in M36 showcasing the latest results, and a final one in M42, featuring all key final results.

The printable versions for partners will be uploaded to the online repository of the project and will be available for partners to take to events.

6.2 Newsletters

Project news and developments will be communicated to key stakeholders via digital newsletters that will be issued every 6 months. Mailchimp will be used to create, monitor and evaluate the newsletters. Subscription will be advertised on social media and is possible on the website.

The first newsletter features general information about the project, the communications material, social media channels and first developments in research. In general, the newsletter will showcase the news and publications published on the website, in order to bring traffic there, and the newsletters will also be publicised on social media. The clicks on the links will be analysed to understand which elements are most of interest, and the content will be adapted accordingly. All persons involved in MANiBOT WP1 and WP8 will receive the newsletter, facilitating its further dissemination.

6.3 Project templates

To ensure that all documents created by the project partners have the same design and consistency with the project's image, project templates for deliverables, Agendas, Minutes and PowerPoint presentations for WP meetings, plenary meetings and external events were developed by M5.

Images showing the Title/Closing Slides and examples of designed presentation slides can be found below.

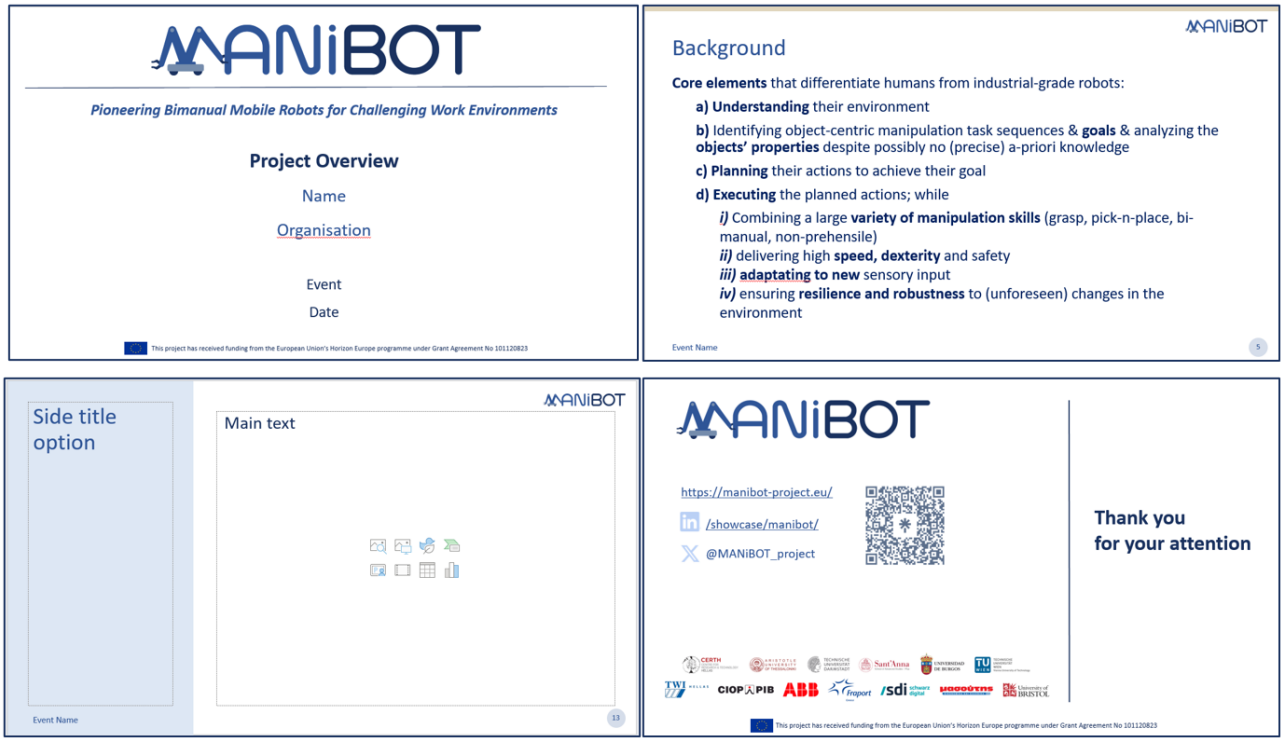


Figure 9 Examples of MANiBOT PowerPoint template slides

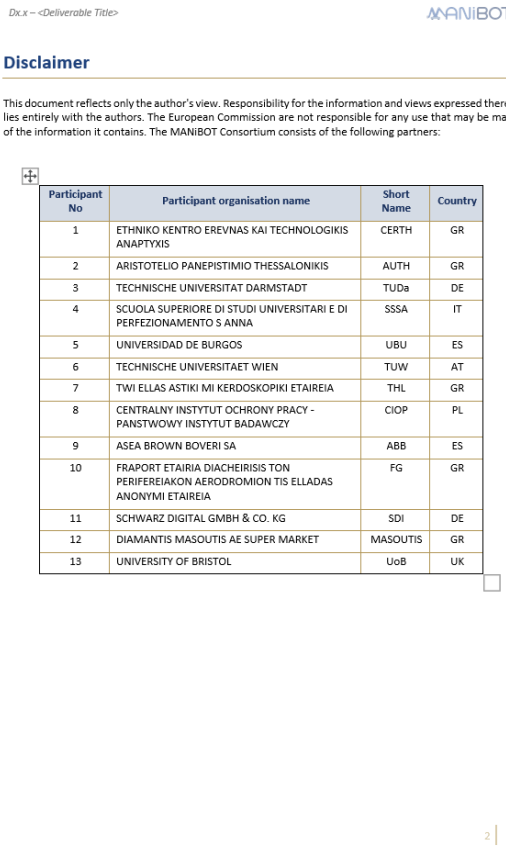
This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101120823

MANiBOT

Advancing the physical intelligence and performance of roBOTs towards human-like bi-manual objects

Dx.x. Deliverable Title

WP number and title	WPx – <Title of the WP>
Lead Beneficiary	<Partner_short_Name>
Contributor(s)	<Partner_short_Name>
Deliverable type	Report
Planned delivery date	DD/MM/YY
Last Update	DD/MM/YY
Dissemination level	SEN



Dx.x – <Deliverable Title>

MANiBOT

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3	TECHNISCHE UNIVERSITAT DARMSTADT	TUDa	DE
4	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	SSSA	IT
5	UNIVERSIDAD DE BURGOS	UBU	ES
6	TECHNISCHE UNIVERSITAET WIEN	TUW	AT
7	TWI ELLAS ASTIKI MI KERDOSKOPIKI ETAIREIA	THL	GR
8	CENTRALNY INSTYTUT OCHRONY PRACY - PANSTWOWY INSTYTUT BADAWCZY	CIOP	PL
9	ASEA BROWN BOVERI SA	ABB	ES
10	FRAPORT ETAIRIA DIACHEIRISIS TON PERIFEREIAKON AERODROMION TIS ELLADAS ANONYMI ETAIREIA	FG	GR
11	SCHWARZ DIGITAL GMBH & CO. KG	SDI	DE
12	DIAMANTIS MASOUTIS AE SUPER MARKET	MASOUTIS	GR
13	UNIVERSITY OF BRISTOL	UoB	UK

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Figure 10 Examples of MANiBOT Deliverable template pages

7 Publications

7.1 Overview

An essential impactful way to disseminate the MANiBOT project results and to attract the interest of the scientific community and other stakeholders is to produce publications, such as scientific publications, conference papers and presentations, and articles in magazines and newspapers.

7.2 Open Science

MANiBOT will conform to the Open Science practices as defined in Horizon Europe guidelines as follows:

Early and open sharing of research: During the project, all partners will follow methods and steps that assure the early and open sharing of the project outcomes with pre-registrations of the research plans submitted to Open Access Repositories. Methods such as pre-printing and crowdsourcing will be used, for example, Figshare, PeerJ, OSF Preprints, Zenodo, and including discipline specific repositories such as arXiv, engrXiv and SocArXiv.

Research output management and measures to ensure reproducibility of research outputs: MANiBOT will pay special attention to ensure outputs' reproducibility based on reproduction, replication, and re-use.

Open access to research outputs and participation in open peer-review: All research outputs will be aligned with the Open Access and Open Science regulations of the EU. Project publications will be published in Open Access Journals, which will be initially checked in the SHERPA/RoMEO platform and DOAJ in order to confirm their open access and copyright policies, and in Open Access Repositories (e.g. PubMed, Zenodo, Open Access Repository arXiv), which will be identified through platforms such as ROAR, OpenDOAR, OpenAIRE and OAD.

To ensure the optimum level of impact along with the most cost-efficient method, our researchers will utilize both Green Open Access and Gold Open Access.

Involvement of relevant knowledge actors including citizens, civil society, and end users in the co-creation of R&I agendas and contents: During WP2 a detailed definition of the end users' needs will take place; during the pilots' implementation and outputs' validation in WP7, end users' involvement will be crucial for the best evaluation of the projects' results.

7.3 Targeted journals, magazines and other channels

Table 2 Table of relevant journals and other publications

Relevant Scientific Journals
i) Transactions of Robotics, Robotics and Automation Magazine, Robotics and Automation Letters (IEEE); IEEE/ASME Transactions on Mechatronics
ii) International Journal of Robotics Research (Sage)
iii) Autonomous Robots, Journal of Intelligent & Robotic Systems (Spinger)
iv) Robotics and Autonomous Systems, Robotics and Computer-Integrated Manufacturing (Elsevier),
v) Industrial Robot: An International Journal (Emerald)

8 Events and networking

8.1 External events and networking

8.1.1 Events

The project aims to participate in conferences and trade fairs, where the project partners will have the opportunity to:

• communicate the project's mission;

• disseminate project results;

• contact and engage stakeholders to promote project results;

• increase the project's visibility to target audiences;

• come into contact with potential end users and promote the general concept and the advantages of MANiBOT;

• receive valuable feedback for the future implementation of the project's technologies;

• stay up to date with current developments in the fields of research.

The table below provides a non-exhaustive indicative list of targeted events; the list will be continuously updated and extended. Before deciding on participation, the partners will assess the events in terms of target groups that can be reached, potential impact on dissemination and cost efficiency.

Table 3 Non-exhaustive list of candidate Scientific Conferences & Workshops

Scientific Conferences & Workshops	
i)	International Conf. on Robotics and Automation (ICRA)
ii)	International Conference on Intelligent Robots and Systems (IROS)
iii)	Robotics: Science and Systems Conference International
iv)	International Conference on Robotics and Mechatronics (ICROM)
v)	International Conference on Control, Robotics and Cybernetics (ICCRC)
vi)	International Conference on Informatics in Control, Automation and Robotics (ICINCO)
vii)	Conference on Decision and Control (CDC)
viii)	European Control Conference (ECC)
ix)	Conference on Robot Learning (CoRL)
x)	IEEE-RAS International Conference on Humanoid Robots (Humanoids)
xi)	International Symposium on Robot and Human Interactive Communication (RO-MAN)
xii)	International Federation of Automatic Control World Congress (IFAC)

8.1.2 Connection Framework for Digital Innovation Hubs (DIHs), Common Resources, Relevant Platforms and initiatives

Task 8.5 is dedicated to this connection framework, the establishment of a framework for identifying and connecting relevant actions to the MANiBOT project. It aims to achieve collaboration between MANiBOT and other relevant projects, and boost MANiBOT dissemination through the DIHs. During the project there will be communication and collaboration with PPA-oriented DIHs aimed at disseminating MANiBOT's results widely and to showcase success stories and results to attract the engagement of target stakeholders. The work will start in the first year, in order to make the most of the connections, with D8.5, Report on Liaison with European ongoing projects, being due M42.

8.2 Project events

MANiBOT will also directly engage stakeholders by promoting ad hoc workshops and tracks. It will hold a minimum of 10 outreach events in the form of workshops/seminars, conferences and participatory labs. A first participatory lab will be organized for the baggage handling and supermarket shelves' restocking use cases focusing on end-user engagement and the creation of autonomous robotic solutions for manipulation tasks (including design, operation and management) and the effect on the local socio-economic framework. A second participatory lab will be organized in each demo site, after the installation of the solutions.

Three capacity building workshops (one at each demo site) on autonomous robots will be organized along with the second participatory lab. Participatory labs, training events and conferences will be held throughout the project duration. Collaboration with other project events will be sought. A final project conference, where the final MANiBOT report and policy recommendations will be presented, will be organized towards the end of the project.

9 Monitoring, reporting and evaluation

Regular monitoring and evaluation of the dissemination and communication activities will assist the project consortium to measure the impact of their collective efforts, focusing on the achievement of the KPIs. Any risks or deviations from the Plan and performance indicators can be identified, and if necessary, corrective actions can be taken.

Partner representatives involved in WP8 meet online on a monthly basis, where updates on all ongoing tasks are shared, input requested and discussions are had. Social media and website statistics are gathered on a monthly basis. Reports on the KPIs are given in the meetings on a quarterly basis.

There is a standing agenda point where partners are asked to share information about planned or upcoming publication of results or contributions to events. Partners have access to a monitoring and reporting spreadsheet which should be continually updated to facilitate the official reporting.

10 Dissemination policy and rules

10.1 Consortium Agreement

The project's dissemination material, from publications and presentations to audiovisual material and articles, will be reviewed by all the consortium partners to ensure that no confidential information is disclosed or that no partners' intellectual property is endangered.

Dissemination activities will be implemented in line with the procedure described in "Section 8.4 Dissemination" of the Consortium Agreement:

8.4.2 Dissemination of own (including jointly owned) Results

8.4.2.1

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is deemed permitted.

By exception to the 45 calendar days' notice, the prior notice period shall be reduced to 15 calendar days for the following dissemination activities: presentations, slides and abstracts for oral presentations at scientific meetings. In this case, any objection to the planned dissemination shall be made in writing to the Coordinator and to the Party or Parties proposing the dissemination within 10 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the dissemination is permitted.

8.4.2.2

An objection is justified if

a) the protection of the objecting Party's Results or Background would be adversely affected, or
b) the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or
c) the proposed publication includes Confidential Information of the objecting Party, or
d) the publication would prohibit or endanger the filing of a protection under intellectual property rights, such as e.g., Patents.

The objection has to include a precise request for necessary modifications.
If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amending the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

8.4.2.3

The objecting Party can request a publication delay of not more than 60 calendar days from the time it raises such an objection. After 60 calendar days the publication is permitted, provided however that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party and that the objections of the objecting Party have been addressed.

8.4.3 Dissemination of another Party's unpublished Results or Background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published

8.4.5 Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

8.4.6 Acknowledgement of National Funding

If a publication or other dissemination activity requires acknowledgment of EC funding under Article 17 of the Grant Agreement, and the publication or other dissemination activity includes Results generated solely or jointly with the Associated Partner then, where applicable, acknowledgement of national funding to be provided by the Associated Partner shall be included in addition to the acknowledgement of EC funding.

10.2 Visibility

All dissemination and communication material, including publications, posters, reports and deliverables, must include the project's logo (in line with the design and colour palette described in chapter 5.2 , Logo and visual identity) or the "MANiBOT" name and the European flag paired with the funding statement as required in the Grant Agreement Article "17.2 Visibility - European flag and funding statement: all dissemination & communication material, publication, patent application, standards, any infrastructure or major result must acknowledge EU support and the European flag (emblem) and funding statement (translated into local languages, where appropriate):

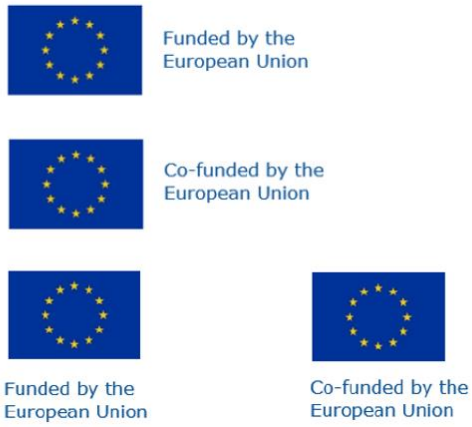

Figure 11 EU emblem and co-funding designs

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means".

11 Conclusions

This deliverable marks the branding beginning for the MANiBOT project. By putting together its brand identity from its visual representation (designing the logo to deciding on its colours and typeface) to building its first promotional material (poster, brochure), the consortium aims to solidify the project's public image and thus spread its mission and results more effectively. Throughout the project's course, new material will be created according to the respective communication and dissemination needs, and required alterations will be made to the existing ones, including this deliverable.

The MANiBOT website intends to be an information centre for all the target audiences and stakeholders. It will provide updates on project activities, results, publications and public deliverables and offering the possibility to subscribe to the newsletters. The project website will be closely linked to the project's social media platforms (LinkedIn, Twitter, YouTube) since updates, milestones, new promotional material, events and publications will be shared there. The social media platforms will engage the targeted communities and build interest in the project and its results.

The consortium is committed to disseminating results through publications and events and will in invest in media engagement; thus ensuring a broad reach.

References

[1] MailChimp, “MailChimp "About",” 24 04 2024. [Online]. Available: https://mailchimp.com/about/.