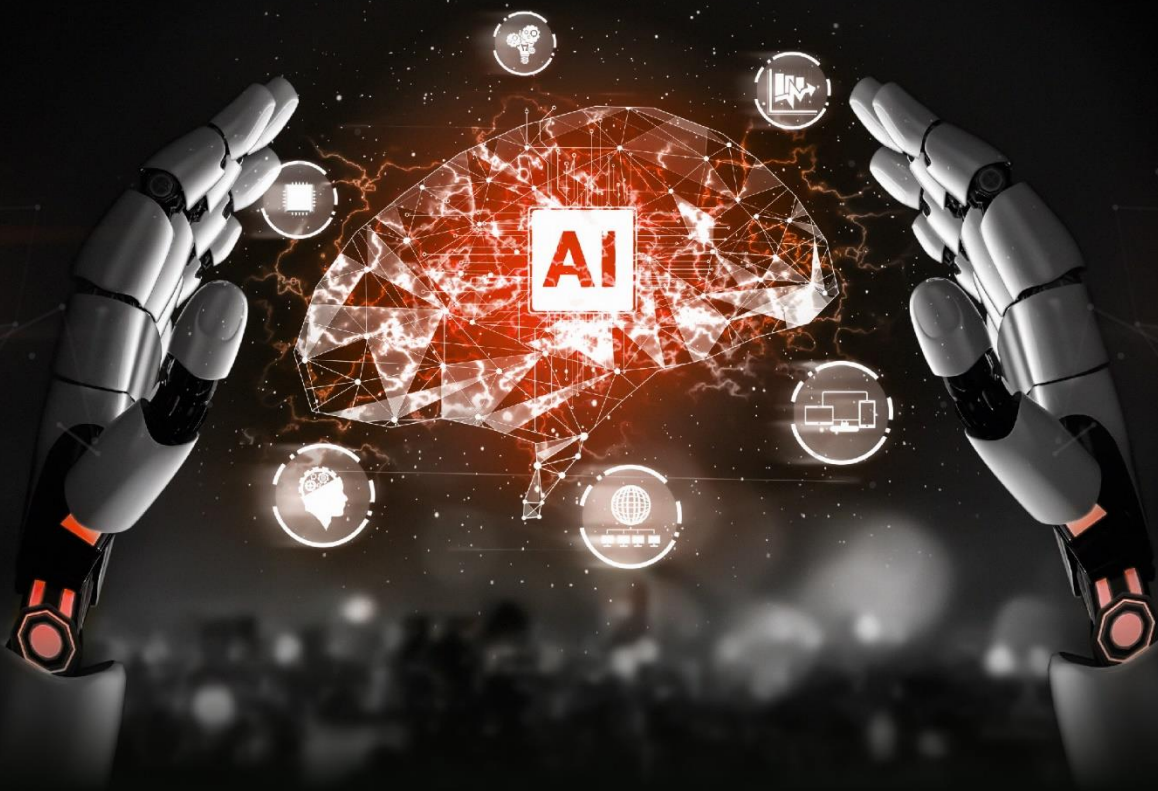




INNOVATIVE ROBOTICS FOR AGILE PRODUCTION

## D7.1 Dissemination and Communication Plan and Activities - First Version



**PROJECT ACRONYM:** AGIMUS

**PROGRAMME:** Horizon Europe

**GRANT AGREEMENT:** No 101070165

**TYPE OF ACTION:** Horizon Research & Innovation Actions

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## Executive Summary

This document constitutes the first version of the AGIMUS project Dissemination and Communication Plan (DCP).

AGIMUS aims to deliver an open-source breakthrough innovation in AI-powered agile production, introducing solutions that push the limits of perception, planning, and control in robotics, enabling general-purpose robots to be quick to set-up, autonomous and to easily adapt to changes in the manufacturing process. To achieve such agile production, AGIMUS leverages on cutting-edge technologies and goes beyond the state-of-the-art to equip current mobile manipulators with a combination of an advanced task and motion planner that can learn from online available video. Along the way, optimization of energy efficiency and the use of 5G technology will support further pushing the limits of autonomy. The AGIMUS solutions and their impact will be demonstrated and thoroughly stress tested in 3 testing zones (France, Czech Republic), as well as 3 industrial pilots in Europe (France, Greece, Czech Republic) under numerous diverse real-world case studies and scenarios (different tools, environments, processes, etc.). In every step, and from the very beginning, AGIMUS will go beyond current norms and involve a wide range of stakeholders, starting from the production line itself, to identify the essential ethical-by-design principles and guidelines that can maximise acceptance and impact.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect. It includes specific actions and activities that will be carried out by the AGIMUS consortium members in order to ensure success and maximum publicity for the project and its results. With that said, this deliverable outlines:

1. **What to disseminate** – Chapter two is devoted to the basic project-related information that will be conveyed throughout the project
2. **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project dissemination and communication activities
3. **How** – Chapter four includes all the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities
4. **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond
5. **Monitoring of the process** – Chapter six identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project

The first version of the DCP defines the initial communication strategy, the plan and the actions to be undertaken under T7.1 and T7.4 with respect to dissemination, communication, synergies and knowledge-sharing activities of the project. The report will also include specific qualitative and quantitative targets to be met by the respective activities of the project throughout its course. The DCP will be updated in October 2024 (M24) and its final version will be available in the end of the project (M48). The updates will include results and metrics of the Dissemination & Communication activities by the time of reporting.

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## List of Terms and Definitions

Table 1: Terms and Definitions

Abbreviation	Definition
DCP	Dissemination and Communication Plan
KPIs	Key Performance Indicators
SMA	Social media accounts

# 1. Introduction

## 1.1 Scope of the deliverable

This report, titled “D7.1 Dissemination and Communication Plan and Activities – First Version (DCP)”, aims to design the strategy, plan and activities to be implemented under the AGIMUS project, with a view to maximising the project visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be utilised and the required actions and resources
- Define responsibilities among partners
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities
- Provide an indicative timetable/work planning of promotion activities during the project

## 1.2 Structure of the deliverable

Taking the above into consideration, the “Dissemination and Communication Plan and Activities v1” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project dissemination and communication activities
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that will be utilised for the dissemination and communication activities of the project, such as the project web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners
- **Chapter 6 – Key Performance Indicators and monitoring (KPIs):** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward



The Annexes include the dedicated forms for the dissemination and communication activities lists (dissemination and communication activities, external & future events and synergies) and Dissemination & Communication guidelines to facilitate collaboration within T7.1 and ensure useful resources for the project channels.

## 2. Dissemination assets

The assets that follow will be disseminated by all partners with a view to maximising the project impact and visibility. This information will be conveyed in a meaningful and well-tailored way to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics. Messages will evolve from the start of the project to its aftermath and will be reviewed periodically during its course.
- **News, achievements, and results:** During the project, news, achievements and results will be published through press releases, on the project website or partners' websites to inform stakeholders about the project and its contribution to the acceleration of introducing a new robotic system.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results, will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project assets, as depicted in Table 2, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 2 AGIMUS main assets/results

AGIMUS main assets/results
<b>Motion Solvers Toolkit:</b> efficient differentiable physics simulator, trajectory optimizer, task and motion planner and optimiser.
<b>Offline Policy Training:</b> visual demonstration extractor, planner for long-sequence tasks initialized from demonstrations, tools for motion dataset creation and update
<b>Online Policy Adaption:</b> vision and haptic based Whole-Body MPC, high-accuracy and consistent object pose tracker, software for simultaneous online control and offline motion dataset update.
<b>AGIMUS-enabled versatile robot</b>
<b>Research data and scientific publications</b>
<b>AGIMUS Innovative Business models for versatile and autonomous mobile robotics.</b>
<b>Best practices, lessons learnt and recommendations</b>

### 3. Targeted stakeholder groups

The key stakeholder groups targeted via dissemination and communication activities of AGIMUS are outlined in the following table:

**Table 3: AGIMUS target groups**

AGIMUS key stakeholders for dissemination	
Industrial stakeholders	<ul style="list-style-type: none"> <li>• Networks and associations around the AI, Data, and Robotics (e.g., ELLIS, CLAIRE, EurAI, euRobotics, ADRA, etc.) and the Factories of the Future (EFFRA) partnerships.</li> <li>• Industrial Technology Providers who may develop their own applications based on AGIMUS solutions or businesses that may serve as partners/ collaborators (e.g., technology and s/w providers, and h/w manufacturers).</li> <li>• Industrial entities that may serve as end-users/ adopters of our solutions and their personnel: <ul style="list-style-type: none"> <li>➢ Workforce in agile production shop floors,</li> <li>➢ Managers tasked with designing workflows and operations/ resource planning (e.g., construction/ site/ safety/ technical/ expeditor managers and engineers),</li> <li>➢ Decision-makers in leading construction businesses that can adopt our solution (e.g., CEOs, CTOs, VPs, and high-level HR executives).</li> </ul> </li> </ul>
Academia & Researchers	<ul style="list-style-type: none"> <li>• Academia, researchers, and experts focused on advancing the AGIMUS cross-cutting scientific fields (e.g., Robotic Systems, AI, Computer vision, etc.).</li> <li>• Related EU-funded projects/initiatives (e.g., AI-on-Demand platform, Digital Industrial Platform for Robotics, euRobin, ELSA, DIH4AI, MEMMO and ACROBA)</li> </ul>
Governmental/policy stakeholders	<ul style="list-style-type: none"> <li>• National and EU regulators and policy-makers (e.g. industry committees, ministries and regional councils).</li> <li>• EU Institutions and Agencies (e.g., the EC, European Science Foundation, MEPs).</li> </ul>
Other stakeholders	<ul style="list-style-type: none"> <li>• General public</li> <li>• End-users</li> <li>• Open platforms and databases for sharing data, lessons learnt and best practices.</li> </ul>

## 4. Channels and tools

AGIMUS uses a blend of online and offline communication channels and activities with a view to maximise the project visibility to its stakeholders. These channels and activities are presented in the list below:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster, banner), video, and newsletters
- Project website
- Project social media accounts on Facebook, Twitter and LinkedIn (YouTube account expected to be launched in M6) and partner's social media accounts
- Participation in external events and conferences
- AGIMUS events (workshops, webinars, and final conference)
- Synergies with relevant projects/initiatives

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. This process will involve all the activities depicted in Figure 2. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex I.

The following table lists key channels for dissemination to be used throughout the course project.

**Table 4: AGIMUS dissemination channels**

Channel/ Tool	Description	Groups*
Scientific publications & conferences	AGIMUS outputs, having high research interest and impact, will lead to high quality publications disseminated to top relevant journals and conferences. Our researchers are frequently invited to high ranked scientific conferences.	1, 2
Exhibitions & trade fairs	AGIMUS partners retain access and will attend major AI, Robotic and industrial exhibitions and trade fairs to disseminate AGIMUS outcomes.	1, 3
Project events & workshops	Co-design and validation workshops and a consortium conference will promote the exploitation of the project outcomes to all AGIMUS stakeholders.	1, 2, 3, 4
Consortium networks	AGIMUS partners have access to key stakeholder networks and will participate in networking activities to disseminate the project outcomes.	1, 2, 3, 4
Open Platforms & repositories	Open-source software and datasets will be uploaded to open repositories and platforms to promote research activities and excellence in Europe further.	1, 2
Communication activities	AGIMUS communication activities (video, newsletter, web portal, social media, synergies with other key projects, etc.) will communicate and disseminate key project results.	1, 2, 3, 4

\*1=Industrial stakeholders; 2=Academia & Researchers; 3=Governmental/policy stakeholders; 4=Other stakeholders

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of AGIMUS as well as the set of dissemination and communication tools of the project used to convey them.

**Table 5: Key messages and tools used for AGIMUS targeted stakeholder groups**

Target Group	Main Communication tools & channels	Key messages
General public	Promotional material, video, and newsletters; social media; web portal; trade fairs and exhibitions.	Economic and societal potential from using AI and robots in manufacturing; New EU-funded research on cutting edge technologies and autonomous robots.
Industrial Technology Providers	Publications & conferences; trade fairs & exhibitions; AGIMUS events; Open platforms & repositories.	Opportunities to improve existing robotics solutions and research practices; Open data and software available; New robotic skills stress tested.
Industrial Adopters	AGIMUS events; Trade fairs & exhibitions; Synergies with other projects; Social media; Web portal.	Productivity gains through agile manufacturing; Robots with enhanced capabilities that integrate easier to the existing infrastructure; AI, and robotics market trends.
Academia & Researchers	Publications & conferences; Open platforms & repositories; Synergies with other projects.	Opportunities to improve research capacity; Research outcomes and their importance for improving the state-of-the-art in AI and robotics.
Policy-makers & Regulators	AGIMUS events; External events; Personal contacts	Socio-economic and environmental benefits of agile production; Ethical concerns that need to be regulated.

## 4.1 Graphical identity and promotional material

The design and creation of the project graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material will be mainly used at project workshops, webinars and external events where AGIMUS partners participate. It will be used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters and infographics will stress and demonstrate with evidence the benefits of AGIMUS, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the AGIMUS project is described in the following sub-sections. Each partner will be responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager Q-PLAN before producing any kind of promotional material.

### 4.1.1 Project Logo

The AGIMUS project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. Various logo options were presented to the project partners in order to allow them to express their preferences and select their favorite design. The selected logo of AGIMUS was adopted in agreement with the majority of partners and is presented below:

Figure 1: The AGIMUS project logo



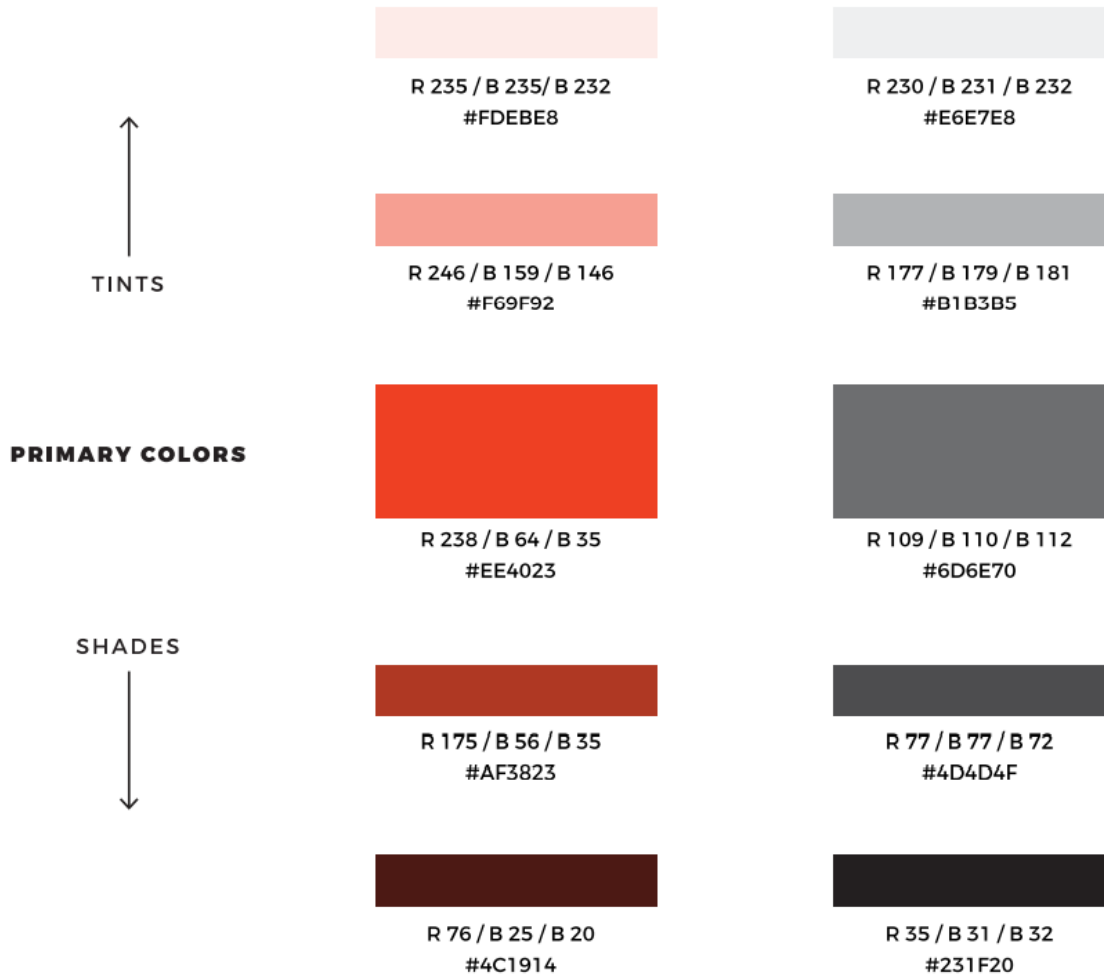
The project logo is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

Specifically, it is mostly a font-based logo that focuses on the project acronym. The name itself is catchy and memorable so, when combined with strong typography the logo helps create strong brand recognition. Furthermore, since the focus is on the project acronym, a modern font was chosen in order to capture the essence of what the project does. Regarding the letters, modern and minimal lettering is used to symbolize the simplification of the integration of robots. All of the letters have been designed specifically for this logo.

As for the icon, the letter “G” is an abstract head of a robot, with a dot for an eye. The line that is coming out of the center of the circle and ending to a dot, symbolizes an antenna or a sensor.

The logo colors are used in all possible circumstances to ensure consistency and to reinforce the visual identity of AGIMUS. Orange color symbolises action and energy whilst the gray color symbolises intelligence, science, technology and innovation.

Figure 2: The color palette of AGIMUS



In addition to the use of the AGIMUS project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement should be included as shown below:

Figure 3: The EU flag and funding acknowledgement



Moreover, any dissemination and communication activity must indicate the following disclaimer:

### Disclaimer

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## 4.1.2 Project leaflet, poster and roll-up

The project leaflet, poster and roll-up constitute an important pillar of the communication activities and present essential project information (aim, objectives, partners, etc.). They will be created by December 2022 (M3). Apart from the general project leaflet, poster, and roll-up, promotional material to support AGIMUS events, infographics etc. will be prepared during the project, according to the needs of the responsible partners.

Figure 4: AGIMUS leaflet

**In a nutshell**  
AGIMUS aims to deliver an open-source breakthrough innovation in AI-powered agile production, introducing solutions that push the limits of perception, planning and control in robotics, enabling general-purpose robots to be quick to set up, autonomous and easily adaptable to changes in the manufacturing process.

**Project objectives**

- Significantly accelerate the deployment of a robotic system to a new agile production environment and/or processes
- Increase the level of autonomy by leveraging enriched edge-computing decision making to adapt online to unforeseen situations.
- Ancillary services for further increasing the level of autonomy by computational energy efficiency and optimized cloud-to-robot communication
- Demonstrate, evaluate and validate AGIMUS in testing zones and real-world industrial pilots.
- Ensure trustworthiness, privacy, security and ethics by design
- Establish synergies and cohesion activities while also exchanging knowledge and driving the sustainable exploitation of results in line with the objectives of the AI, Data and Robotics Partnership.

**PROJECT PARTNERS**

	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS www.cnrs.fr	France
	ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ V PRAZE www.cvut.cz	Czech Republic
	INSTITUT NATIONAL DE RECHERCHE EN INFORMATIQUE ET AUTOMATIQUE www.inria.fr	France
	PAL ROBOTICS SL www.pal-robotics.com	Spain
	TOWARD SAS www.set.org	France
	Q-PLAN International Advisors PC www.qplan-intl.gr	Greece
	AIRBUS www.airbus.com	France
	KLEEMANN HELLAS SA www.kleemannhellas.com	Greece
	THIMM OBALY, K.S. www.thimm.cz	Czech Republic

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**AGIMUS**  
INNOVATIVE ROBOTICS FOR AGILE PRODUCTION

Next generation of AI-powered robotics for agile production

www.agimus-project.eu



### Stakeholders

The key stakeholders for dissemination can be segmented into the target groups outlined below.

- Industrial stakeholders**
- Academia & Researchers**
- Governmental/policy stakeholders**
- Other: General public, End-users, Open platforms and databases**

---

**PROJECT IDENTITY**

**Project Title:**  
Next generation of AI-powered robotics for agile production

**Grant Agreement No:** 101070165

**Start:** 1 October 2022

**Duration:** 48 months

**Budget:** €4,999,187.50

---

**FIND OUT MORE**

**VISIT:** [www.agimus-project.eu](http://www.agimus-project.eu)

**CONTACT US:** [info@agimus-project.eu](mailto:info@agimus-project.eu)

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### Framework

- Physics-based differentiable simulator
- Trajectory optimizer
- Sophisticated task and motion planning
- Learning from videos
- Policy optimization algorithm
- 6D pose estimation of objects seen or unseen during training
- Predictive control anticipating future input by considering both haptic and visual observations

---

**Skills**

**1 VISUAL CONTROL**

**2 PHYSICAL INTERACTION**

**3 GUIDED MULTI-STEP PLANS**

#### TESTING ZONES

LAAS Robotics Experimental Room	CIIRC Testbed	INRIA Paris Robotic Laboratory

#### INDUSTRIAL PILOTS

AIRBUS Aircraft and Satellite Manufacturing	KLEEMAN Lift Manufacturing	THIMM Packaging Manufacturing



Figure 5: AGIMUS poster



Figure 6: AGIMUS roll-up



PROJECT PARTNERS



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### 4.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. AGIMUS presentations include the logo, brand colors, fonts and brand elements from the project visual identity. In particular, a template for the project deliverables as well as a template for the partners' presentations have been created and are available to project partners. In addition to the above templates, an AGIMUS letterhead has been developed which is useful for many communication activities, such as invitations to events.

The following templates have been prepared for the AGIMUS project:

- Project presentation template;
- Project deliverables and reports template;
- Project letterhead

The templates are shown below:

Figure 7: The presentation template

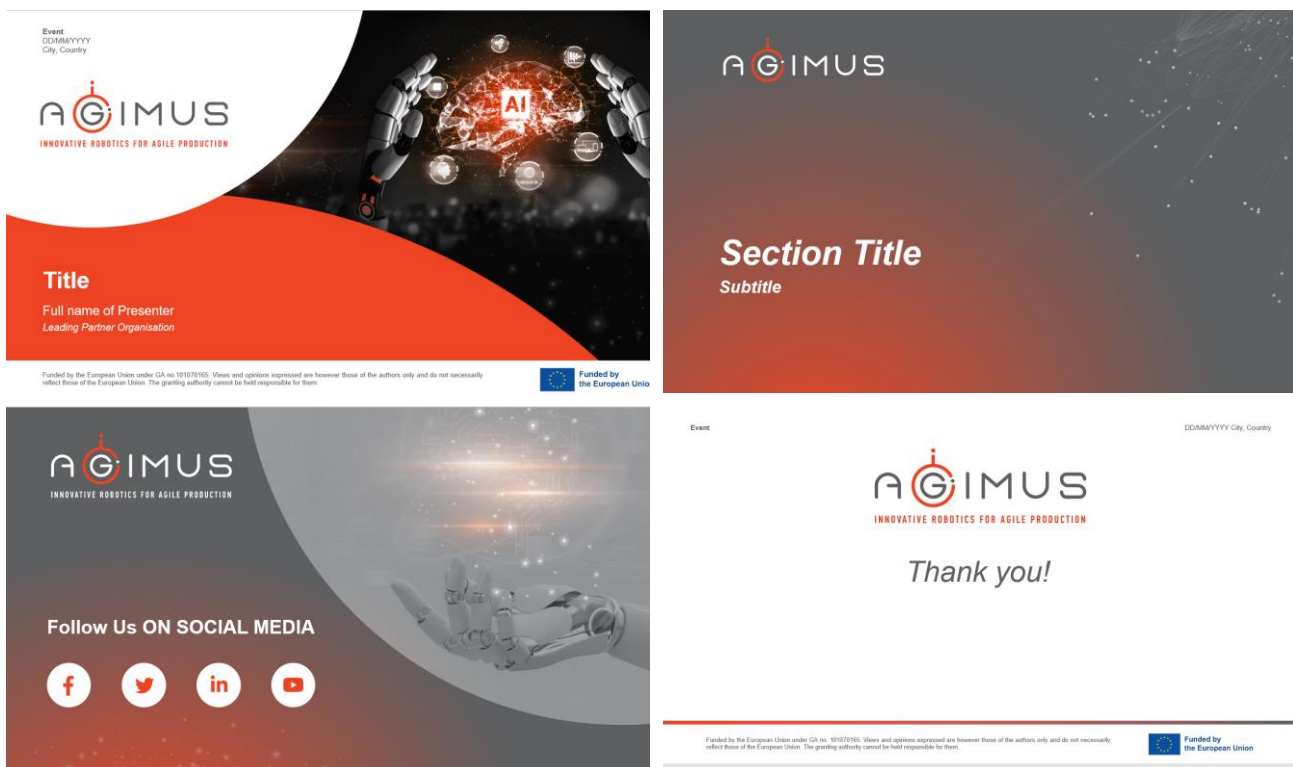


Figure 8: AGIMUS deliverables template cover



Figure 9: The project letterhead

Email: [info@agimus-project.eu](mailto:info@agimus-project.eu)  
Website: [www.agimus-project.eu](http://www.agimus-project.eu)



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#### 4.1.4 Promotional video

A promotional video of approximately two (2) minutes will be produced in M6 to effectively reinforce the project communication activities. The preparation of the video is the responsibility of Q-PLAN. The video will provide an overview of the project that includes vital information. The video is a great way to highlight the mission and the vision of the project. It will be uploaded to AGIMUS YouTube channel which will be set-up as soon as the video is finalised.

## 4.2 AGIMUS digital presence

### 4.2.1 AGIMUS website

The project website will be available online by M4 (January 31st, 2023), accessible to the users on all devices. There is no kind of limitation or restriction for accessing the portal. The URL for the website will be [www.agimus-project.eu](http://www.agimus-project.eu) and the contact email will be [info@agimus-project.eu](mailto:info@agimus-project.eu).

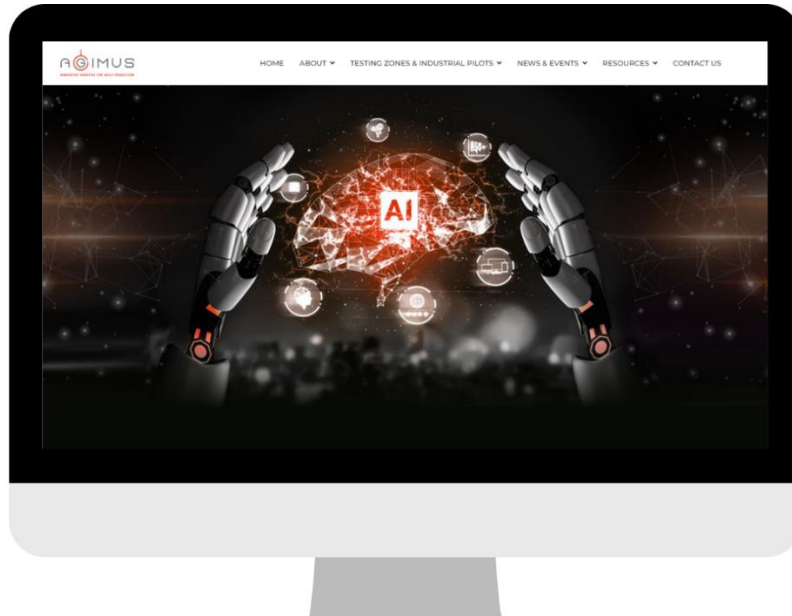
It will constitute the main gateway to AGIMUS activities, publications, news and events. Specifically, it will contain information about the project concept and objectives, the consortium, the Use Cases (UCs), the Testing Zones, the relevant initiatives, as well as project news. Links to social media accounts of the project and to project partner's webpages but also relevant initiatives will be included. In addition, it will be equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website will be further enriched with all publishable deliverables and promotional material. The news section of AGIMUS website will be updated regularly, whenever an action/activity is taken. All partners are expected to contribute with news items. For this reason, a report form was sent to the consortium in order to be filled out in detail with news. This form can be found in Annex II.

Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics 4, to which the website will be registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project website. The project website will be mentioned in all publicity material generated by the project consortium. At the end of the project, the website should reach more than 10,000 unique visits. Taking this into consideration, the website will be monitored periodically to assess whether the project is on the right path or if increased efforts are needed.

Figure 10: AGIMUS website



### 4.2.2 Social Media Accounts

In today’s society, the use of social media has become a necessary daily activity, therefore the project social media accounts are among the main pillars of promoting project news, events and activities. AGIMUS utilises social media accounts on LinkedIn, Twitter and Facebook that have been launched in M1 (October 2022), while YouTube is expected to be launched in M6. The following table contains URL links to the three (3) existing social media accounts of AGIMUS.

Table 6: AGIMUS social media accounts

Social media platform	Name of account	URL
LinkedIn	AGIMUS Project	<a href="https://www.linkedin.com/company/agimus-project-eu/">https://www.linkedin.com/company/agimus-project-eu/</a>
Twitter		<a href="https://twitter.com/Aqimus_EU">https://twitter.com/Aqimus_EU</a>
Facebook		<a href="https://www.facebook.com/profile.php?id=100086938965159">https://www.facebook.com/profile.php?id=100086938965159</a>

The project social media will be continuously updated in English with news about project activities and results, events, scientific news, news from several organisations/associations that promote artificial intelligence and robotics, news from related EU projects etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project.



In addition, hashtags are used on project posts to help stakeholders to easily find it and encourage interaction. The hashtags used on the project social media accounts are:

- #AGIMUSproject
- #HorizonEurope
- #AI
- #robots
- #robotics
- #software
- #innovation
- #AgileProduction

Q-PLAN is responsible for the administration of AGIMUS social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about AGIMUS regularly, through the social media of their organisations.

#### **4.2.2.1 LinkedIn**

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project LinkedIn page was set up in M1 (October 2022) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted.

#### **4.2.2.2 4.2.2.2 Twitter**

A Twitter account was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. Twitter is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what AGIMUS is and what it does. In addition, Twitter can be used as a promotional tool for the project events and workshops as it can create a buzz around the activity in a short period of time.

#### **4.2.2.3 Facebook**

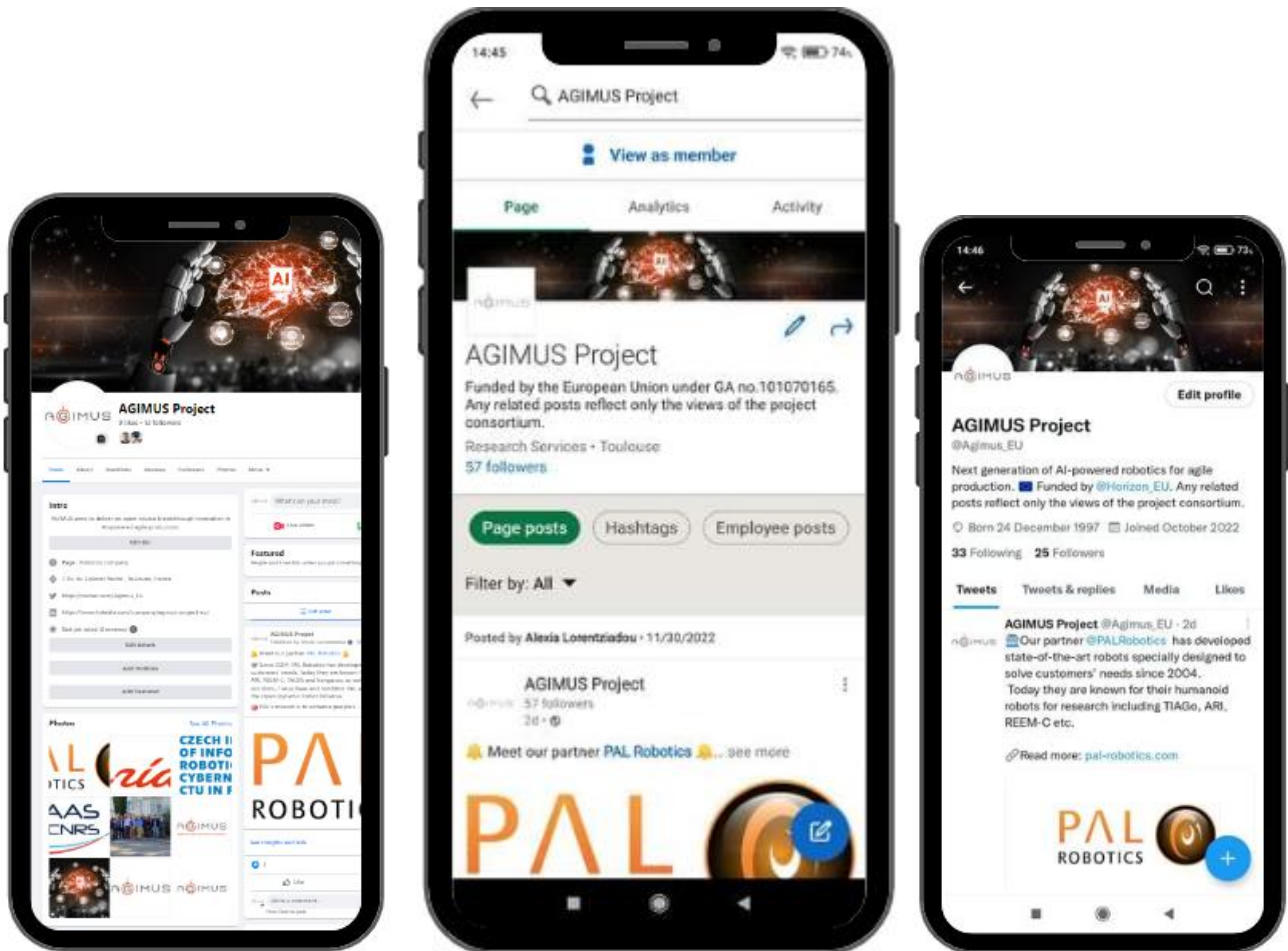
A Facebook account was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links.

Facebook provides a fast, free connection to significant number of stakeholders, so it gives the AGIMUS project an opportunity to share news and results.



Like all AGIMUS social media accounts, the project Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives.

Figure 11: AGIMUS SMA's



#### 4.2.2.4 YouTube

Finally, the AGIMUS YouTube channel will be created in M6 when the communication video is finalised (section 4.1.4 Promotional video). That channel was chosen in order to gather project videos in a single and accessible location. The aim of creating the YouTube channel is to share the promotional video, allowing thus YouTube to expose the project to a larger audience.

### 4.2.3 Online newsletter and mailing list

An online newsletter will be prepared and distributed through MailChimp, presenting among others the achieved results, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months, however additional ad-hoc newsletters may be added if deemed necessary.

The initial recipients' list will be created and administered by Q-PLAN. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project website or unsubscribe, according to GDPR rules. The recipients' list may also be used for the dissemination of other news and announcements related to the project activities.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium. Partners are also required to disseminate the newsletter issues through their own channels.

### 4.2.4 Publications and press releases

During the project, three (3) scientific articles will be published per year in international conferences and four (4) scientific papers will be published in international journals. Publications in impactful peer-reviewed scientific journals is one of our key channels for dissemination. AGIMUS will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will make effort to produce publications in the highest quality, which not only reflects on the consortium's reputation but also on the AGIMUS project. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101070165.

An indicative list of journals that can be used under the context of the project is given by the following table:

**Table 7: Indicative Journals**

Indicative Journals for the dissemination of AGIMUS results	
Title	Impact
IEEE Transactions on Pattern Analysis and Machine Intelligence	16.389
IEEE Transactions on Robotics	5.567
IEEE Robotics and Automation Letters	3.741
International Journal of Advanced Manufacturing Technology	3.226
IEEE Transactions on Industry Applications	3.654
International Journal of Computer Vision	7.410

International Journal on Robotic Research	4.703
IEEE Transactions on Industry Applications	3.654
Robotics and Autonomous Systems	3.12
Open Research Europe	-

During M2 (November 2022), the AGIMUS project first (1st) press release was issued and was generated by Q-PLAN. It communicated the AGIMUS kick-off meeting held at the premises of the CNRS on November 2<sup>nd</sup> and 3<sup>rd</sup> 2022. The press release was shared with the consortium for further distribution.

Figure 12: AGIMUS 1st press release



## 4.3 AGIMUS events

### 4.3.1 Project events and workshops

Events serve as powerful communication tools, spreading the word for the benefits that can be derived from the project services and outcomes. A series of events will be organised to design specific functional and non-functional technical system requirements (co-design workshops), offer training on project open-source solutions, showcase the project benefits, gather feedback for further improvements, and facilitate post-project exploitation (validation workshops). In addition, at least two joint events with other initiatives will be organised.

### 4.3.2 External events

Partners will participate in several external events of great interest to project target stakeholders to keep in touch with them, exchange knowledge and communicate the project value propositions and results.

In addition, the targeted events, both scientific and business, will relate to the knowledge fields of the project, the sectors it covers as well as the interests of the project primary stakeholders. The goal is to keep in touch with the latest advances in the research and industry across Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among others, business events, exhibitions, scientific events and conferences. Partners should follow the below guidelines:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
- During the event, it is important to disseminate the project promotional material (leaflets, posters etc.);
- A number of photos must be taken;
- The partner is requested to update the Dissemination and Communication Manager about the participation in the event and to share the photos taken, not later than ten days after the event;
- All partners are asked to complete the respective tab of the sheet named “External Attended and Future Events” with all required information about the participation in the event at the latest three weeks after the event. The table can be found in Annex III.

In the table below, an indicative list of external events relevant to AGIMUS is provided.

**Table 8: Indicative events**

Indicative events for the dissemination of the project outcomes	
ERF	The European Robotics Forum is the most influential meeting of the robotics community in Europe, where all stakeholders gather to discuss how to accelerate innovation in robotics and relevant AI.
Hannover Messe	Hannover Messe is a leading trade show for industrial technology with over 220,000 visitors and 5,000 exhibitors covering core areas of industry (e.g. R&D, industrial automation, and ICT).
ECCV & CVPR	The European Conference on Computer Vision (ECCV) and the Conference on Computer Vision and Pattern Recognition (CVPR) are two of the top conferences in computer vision.
ICRA & IROS	The International Conference on Robotics and Automation (ICRA) and the Intelligent Robots and Systems (IROS) are two of the largest and most impacting robotics research conferences.
ISM	The International Conference on Industry 4.0 and Smart Manufacturing (ISM) represents a platform where 200 experts exchange knowledge, discuss theoretical advances and industrial experiences.
Industry 4.0 Summit	An event dedicated to the future of manufacturing with over 1,600 participants and 70 exhibitors, showcasing leading-edge solutions aimed at improving manufacturing (smarter, cleaner, etc).

So far, AGIMUS had the opportunity to participate in the workshop, titled “Czech-French AI Workshop on Artificial Intelligence”, organised by the Czech Ministry of Foreign Affairs, the French Embassy in Prague, the Czech Institute of Informatics, Robotics and Cybernetics CTU in Prague, and the National Institute for Research in Digital Science and Technology INRIA, with the support of other partners and synergic networks. The aim of the event was to bring together leading experts from various AI fields, entrepreneurs and decision-makers. The event took place on September 13rd 2022, in-person and online. The AGIMUS project participated also at the Humanoids 2022 Conference's workshop on November 28<sup>th</sup>, 2022. The project presentation focused on the impact of the project that leverages cutting-edge technologies to equip robots with optimal control policies to improve motion behaviour.

### 4.3.3 Final conference

A final conference will be co-organised near the end of the project by Q-PLAN with the support of all partners so as to spread the accumulated knowledge and present the final achievements to scientists, industry, policymakers and generally to all interested parties. In order to maximise the outreach of this event, we will seek to organise it as a satellite event at a larger international event. AGIMUS partners should contribute to further dissemination of the final event through their own networks.



## 4.4 Networks and synergies

Establishing communication pathways with relevant local, national or EU projects can greatly benefit the consortium through the obtained experience and knowledge. Joint events and networking increase the impact of the project activities in a rather sustainable manner as the related collaborations are mutually beneficial. Such collaborative actions include but are not limited to: news exchange, invitations to external events, press releases and further dissemination actions through social media communication channels, mutual reference of projects on respective websites, events co-organization, participation in events of similar projects and open trainings.

It is worth mentioning that a very important pool of relevant initiatives and networks already exists:

- 42 newly EU funded projects in AI and Robotics
- 8 in the Dig.Emer.1-11 -> CONVINCe, CoreSense, HARIA, IntelliMan, MOZART, PILLAR-Robots, REGO, Sestosenso
- Networks of Excellence centers (EC) -> euRobin & ELSA
- ADRA-e
- AI-on-Demand platform or Digital Industrial Platform for Robotics

The synergy list was created by Q-PLAN as Task leader. A copy of this list can be found in the Annex IV.

Through AGIMUS project lifespan, this list will be enriched even further, and the updated list will be included in the next version of this document.

Such collaborative activities, as described in the Dissemination & Communication Plan, are essential for the full exploitation of AGIMUS project potential. In this respect, the consortium should be constantly vigilant for new collaborations and joint actions.

## 4.5 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by AGIMUS throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted

## 5. Timeline and implementation plan

In the following table, an action plan of AGIMUS dissemination and communication activities is presented, spanning the whole duration of the project.

Figure 13: AGIMUS timeline

Activity	Responsible Partner	Related WP	2022				2023				2024				2025			
			1st year				2nd year				3rd year				4th year			
			October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May
Development of promotional material																		
Logo	Q-Plan	WP7	■															
Templates (report, presentation and letterhead)		All WPs	■															
Leaflet, poster and roll-up		WP7		■														
Promotional video		WP7			■													
Website																		
Development and operation of project's website	Q-Plan	WP7	■	■														
Publicity through project's website	All partners	All WPs		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publicity through partners' website	All partners	All WPs		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social media networks																		
Creation of social media accounts (Facebook, Twitter and LinkedIn)	Q-Plan	WP7	■															
Creation of social media accounts (YouTube)	Q-Plan	WP7		■														
Publicity through projects' social media	All partners	All WPs		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publicity through partners' social media	All partners	All WPs		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publicity through project YouTube channel	Q-Plan	WP7																
Digital presence																		
Recipients list creation and update	Q-Plan	WP7			■	■	■	■	■	■	■	■	■	■	■	■	■	■
E-newsletter	Q-Plan	WP7			■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publications																		
Non – scientific (press releases, blogging)	All partners	WP7	■															
Scientific publications and conference papers	All partners	WP7																

## D7.1 Dissemination and Communication Plan and Activities - First Version

Activity	Responsible Partner	Related WP	2022					2023					2024					2025								
			1st year					2nd year					3rd year					4th year								
			October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September
External events																										
Exhibitions, business events, information days etc.	All partners	WP7																								
Scientific events, conferences etc.	All partners	WP7																								
Project workshops																										
Workshops	All partners	All WPs																								
Final Conference																										
Final conference	Q-PLAN	All WPs																								
Synergies with related projects/initiatives																										
Synergies with related projects/initiatives	Q-Plan, all partners	WP7																								



## 6. Key Performance Indicators and monitoring

To measure the success of AGIMUS dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether AGIMUS is on the right path or if increased efforts need to take place.

**Table 9: AGIMUS dissemination KPIs**

Key Performance Indicator	Target
Project workshops and events	>7
Stakeholders participated in project events	>50
External events/conferences attended	>20
Synergies with initiatives & networks	10 joint actions
Publications at international journals	At least 4
Publications at international conferences	At least 12
Followers on social media	>1,000
Views of the promotional video	>500
Number of newsletters released	8
Promotional material distributed	>300
Stakeholders engaged in overall	3,000
Unique visits to the website	>10,000

To meet target values, project partners are expected to continuously carry out publicity actions and also continuously report all publicity and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of AGIMUS dissemination activities.

Partners have to report in detail all the communication and dissemination actions they undertook through the AGIMUS Dissemination and Communication Reporting Template. This template is sent to all partners by email. The table can be found in Annex V. Q-PLAN will notify all partners in advance for input collection.

Any kind of promotional material related to the project produced by the partner should be previously reviewed and approved by T7.1 leader Q-PLAN. Each project partner should immediately contact Q-PLAN if they identify opportunities, problems or risks arising while planning or implementing publicity actions.

## 7. Conclusions

This document, titled “Dissemination and Communication Plan and Activities – First Version”, provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, AGIMUS will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in second and final version (M24 and M48 respectively).

# Annexes

## Annex I – AGIMUS D&C guidelines



Contact details: [kanellos@qplan-intl.gr](mailto:kanellos@qplan-intl.gr)

### AGIMUS D&C guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces main dissemination monitoring tools that you are kindly asked to use throughout the project.

#### Main guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the AGIMUS logo and website URL together with the EU logo and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The granting authority cannot be held responsible for them".

In practice, it should look like this:

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Funded by the European Union

When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: [https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/).

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style. In general:
  - Use Arial as font for documents generated with MS Office programmes and for web applications.
  - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
  - Be consistent in using currency references (for example, use EUR instead of € throughout).
  - Be consistent in the numbering format: comply with the British usage (e.g. 75,000,230.23), unless differently indicated by the bid manager.
  - If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "pp").
  - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
  - Review the language and the coherence of the structure of the text you drafted.

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4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the AGIMUS communication channels in a timely manner.
6. You will have to report in detail all the communication and dissemination actions you undertook (see AGIMUS Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.
7. Always report about meetings and events you organised and/or participated to (please see AGIMUS External and Future Events Template for an explanation on how to report about events. This template was sent to all partners by email).
8. A Synergies List is provided to all partners to fill. Please follow instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update.
9. In compliance with GDPR requirements, always gather consent when collecting, using and storing personal data during your events/conferences.

#### Guidelines for enhancing AGIMUS online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the AGIMUS website and social media accounts (SMAs).

#### Website

1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all AGIMUS activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and on the AGIMUS SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your pilot area or the AGIMUS project and provide Q-PLAN with a link/scan for giving it more visibility online.

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#### Social Media Accounts

1. Register to all AGIMUS SMAs (i.e. Facebook, Twitter, LinkedIn and YouTube, when available) and use them: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the AGIMUS SMAs within your network of contacts.
4. Signal to AGIMUS relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. Select among the available project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are:

~~Mandatory:~~ #AGIMUSproject

Available: #HorizonEurope #AI #robots #robotics #software #innovation #AgileProduction

6. Tag the AGIMUS project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content.
7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The granting authority cannot be held responsible for them"). Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

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## Annex II - News reporting form

### News

<b>Picture(s)</b>	
<b>Title</b>	
<b>News (main content)</b>	
<b>Key words/ hashtags (for social media)</b>	

### Attachments

Please attach any relevant pictures/ images as separate png or jpg files with as high resolution as possible.



## Annex IV – Synergy list

### Part A

GENERAL INFORMATION OF THE INITIATIVE							
No	Name of Initiative	Ends in	Type of Initiative <small>(e.g. Horizon 2020 &amp; Horizon Europe project, network, standardisation body, association, technology platform, etc)</small>	Short description	Website	Geographic scope <small>(Regional, National, EU, Global)</small>	Type of stakeholders / target group <small>(e.g. General public, Industrial Technology Providers, Industrial Adopters, Academia &amp; Researchers, Policy-makers &amp; Regulators)</small>
1							
2							
3							
4							
5							
6							

Part B

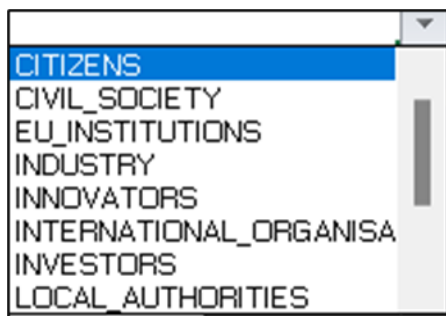
CONTACT PERSON DETAILS				PROGRESS			
Name	Role	Telephone	E-mail	Contacted (Yes/No)	By whom	Response (Yes/No/Pending)	Type of synergy <i>[1. joint D&amp;C (press release, campaign, other), 2. invitation of other projects to participate in our events, 3. organisation of joint webinars]</i>



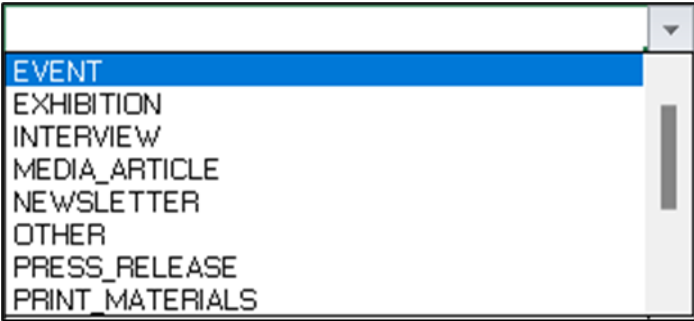
## Annex V - Dissemination and Communication reporting template

### A) Communication activities

#	Type of activity	Description/ title of activity	Objective(s)	Link to WP	Partner(s)	Date	Type of audience	Messages	Countries addressed	Communication Tool	URL for Social Media	Outcome of the activity (Impact)	Status of the activity	Comments

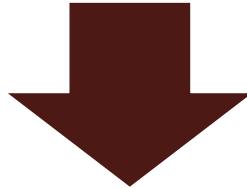


Messages	Countries addressed	Communication Tool	URL for Social Media	Outcome of the activity (impact)	Status of the activity	Comments



B) Dissemination activities

#	Type of activity	Description/ title of activity	Date	Type of audience	Size of audience	Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the activity	Comments



### C) Publications

#	Type of PID	Type of publication	Title of the scientific publication	Authors	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher



	<input type="text"/>	<input type="text"/>
	on type	

- Article in journal
- Publication in conference proceeding/ workshop
- Books/ monographs
- Chapters in books
- Thesis/ dissertation
- Other

