



# FLEXIGROBOTS

## D7.10 Communication Report 1

Document Identification			
Status	Final	Due Date	31/12/2021
Version	1.0	Submission Date	23/12/2021

Related WP	WP7	Document Reference	D7.10
Related Deliverable(s)	D7.1, D7.2	Dissemination Level (*)	PU
Lead Participant	ATOS	Lead Author	Ana María Morales (ATOS)
Contributors	WU, TER, SER, CSIC, CEPS, VTT, BIO, MTE	Reviewers	Thomas Gitsoudis (ART) Matts Nysand (Luke)

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# Document Information

List of Contributors	
Name	Partner
Joao Valente	WU
Mar Ariza	WU
Emilio Rodriguez	TER
Ismael Suarez	SER
Angela Ribeiro	CSIC
Moritz Laurer	CEPS
Juha-Pekka Soininen	VTT
Dajana Vujaklija	BIO
Mikko Hakojarvi	MTE
Thomas Gitsoudis	ART

Document History			
Version	Date	Change editors	Changes
0.1	11/10/2021	Ana María Morales (ATOS)	Table of contents.
0.2	09/11/2021	Ana María Morales (ATOS)	First contributions and inputs added
0.3	25/11/2021	Ana María Morales (ATOS)	Partners' contributions added
0.4	30/11/2021	Mar Ariza (WU) Ana María Morales (ATOS)	Dissemination chapter added
0.5	09/12/2021	Ana María Morales (ATOS)	Final formatting and partners' contributions addition
0.6	11/12/2021	Ana María Morales (ATOS)	Partners' contributions addition
1.0	16/12/2021	Ana María Morales (ATOS)	Changes, modifications and formatting suggested by internal reviewers implemented. Final version.

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## Quality Control

Role	Who	Approval Date
Deliverable leader	Ana María Morales (ATOS)	16/12/2021
Quality manager	Ivan Zaldivar (ATOS)	17/12/2021
Project Coordinator	Daniel Calvo (ATOS)	23/12/2021

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# List of Acronyms

Abbreviation / acronym	Description
AB	Advisory Board
CA	Consortium Agreement
AI	Artificial Intelligence
CFS	Certificate on the Financial Statements
CAP	Common Agricultural Policy
DoA	Description of Action
DIH	Digital Innovation Hub
DL	Deliverable Leader
DT	Deliverable Team
Dx.y	Deliverable number y, belonging to WP number x
EC	European Commission
FSIGN	Financial Signatory
GA	Grant Agreement
GDPR	General Data Protection Regulation
IAR	Interim Activity Report
KPI	Key Performance Indicator
M2M	Market to Market
PC	Project Coordinator
PEDM	Project Ethics and Data Manager
PIM	Project Impact Manager
PM	Person-month
PMO	Project Management Office
PR	Peer Reviewer
QA	Quality Assurance
QM	Quality Manager
RAM	Risk Assessment Matrix
RASCI	Responsible/Accountable/Supportive/Consulted/Informed
RP	Reporting Period
SEO	Search Engine Optimisation

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Abbreviation / acronym	Description
SC	Steering Committee
TM	Technical Manager
TL	Task Leader
URL	Uniform Resource Locator
WP	Work Package
WPL	Work Package Leader

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# Executive Summary

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This deliverable reports on the various dissemination and communication activities between January (M1) and November 2021 (M11), that have been performed by the project, and/or where partners have participated, as part of the dissemination and communication plans presented at D7.1 and D7.2 respectively. The deliverable compiles all the activities between M1 and M11. The activities corresponding to December 2021 (M12) will be included in posterior reports informing on the activities done within Year 2.

The activities comprised in this deliverable represent a joint effort of the consortium to increase the visibility of the project among targeted stakeholders as it was defined on the first phase of the communication plan. All of the activities performed represent a step forward into positioning FlexiGroBots as an innovative project with a valuable offer for roboticists, engineers, service providers, and farmers to deploy flexible heterogeneous multi-robot systems that will contribute to empowering the Agri-Food sector in Europe.

Due to the workplan and tasks defined within the proposal phase, dissemination activities are the responsibility of T7.1 led by WU and include scientific and technical papers, as well as participation in scientific and technical events to promote the progress and developments of the project. On the other hand, communication activities are part of T7.2 led by ATOS and refer to the setup and management of various digital channels to communicate the progress to external audiences, the development of relevant content on various formats, as well as the participation in industrial more business-oriented venues to share the potential impact and benefits for end-users.

Thanks to this approach, FlexiGroBots has been able, and will continue, to promote the work and results through various activities targeting specific stakeholders with specific messages considering their potential interest and involvement with the project. The results achieved refer to:

- **Website:** 5 039 unique visitors, 5 462 sessions, 8 569 pageviews, and 371 references to the project on search engine
- **Twitter:** 148 tweets, 529 retweets and likes, 155 followers, 1.9% engagement rate, and 33 600 impressions
- **LinkedIn:** 501 visitors, 4% reactions, 11 244 organic impressions, and 201 followers
- **YouTube:** 4 videos, 5 followers, and 180 views
- **Marketing material:** 1 project poster, 1 video, 1 brochure, 1 press release, 8 000 000 people reached by press release, and 2 newsletters
- **Events:** Participation in 16 events/conferences/workshops/webinars with an audience reached of 11 500

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# 1 Introduction

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FlexiGroBots project aims to build a platform for flexible heterogeneous multi-robot systems for intelligent automation of precision agriculture operations providing various benefits and business opportunities to various stakeholders.

As established on D7.1 and D7.2, the dissemination task aims to work for the public disclosure of the results by any appropriate means and make research results known to various stakeholder groups in a targeted way to enable the use of results in their own businesses and activities. The communication task focuses on promoting the action itself and its results to a multitude of audiences including the media and general public by reaching out to society and demonstrating how EU funding contributes to tackling societal challenges.

Since the execution of dissemination and communication activities has been divided into two different tasks in FlexiGroBots, the team involved has defined an appropriate workflow based on collaboration to avoid duplicating efforts.

In this sense, dissemination activities planned and executed within T7.1 are shared with the communication task for promotion on the project website, social media channels, and if possible, support on the organization of events in case it is required. The rest of the activities executed by T7.2 such as the development of communication material, the creation of blog posts, press releases, among others, count on the involvement of all WP7 and partners for feedback and for amplifying the impact of specific communications.

Moreover, booth tasks defined similar phases and pillars throughout the life of the project to be able to work in an aligned and coordinated way: Visibility, Awareness, and Engagement.

Future activities will be reported on D7.11 (M24) and D7.12 (M36).

## 1.1 Purpose of the document

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This deliverable has the main purpose to report the work done within T7.1 – Dissemination and T7.2 – Communication, between M1 and M11 of FlexiGroBots projects.

The document provides an overview of the strategies presented on previous deliverables and the report on the specific activities performed by all partners with the aim of increasing visibility of the project among stakeholders.

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## 1.2 Structure of the document

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The document is structured into five chapters:

- Section 1 presents the introduction, purpose and description of the deliverable including a detailed list of the KPIs achieved by T7.1 and T7.2 until M11.
- Section 2 focuses on the overview of the communication strategy led by ATOS, the reporting of activities performed within the task, the analysis of the KPIs defined to evaluate the success of the strategy, and a short overview of the activities planned for 2022
- Section 3 focuses on the overview of the dissemination strategy led by WU, the reporting of activities performed within the task, the analysis of the KPIs defined to evaluate the success of the strategy, and a short overview of the activities planned for 2022
- Section 4 includes a short description of the individual contributions of each partner to the activities involved within T7.1 and T7.2
- Section 5 covers the conclusions and next steps.

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## 2 Communication Strategy

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To reach out to external stakeholders, inform them about the objectives and progress of the project, and ultimately, engage with them for the potential adoption of FlexiGroBots platform and services, a communication strategy considering three main phases was presented in D7.2. Within the first year of the project, the main objective of this strategy has been to increase the visibility of the project and communicate the activities done by the technical and pilots WPs, according to the communication objectives:

- Ensure maximum visibility and awareness of FlexiGroBots, including the progress, and results among key target audiences through a solid digital strategy focused on delivering relevant content and messages.
- Boost online and offline visibility of the project by creating valuable content in different formats following the visual identity defined for FlexiGroBots such as blog posts, posters, brochures, newsletters, and videos.
- In collaboration with our "Dissemination" task leaders diffuse the research and technological knowledge to generate more scientific material and use our efforts to promote these actions through the FlexiGroBots channels.
- Attract potential customers, users and stimulate the appropriate market segments to validate and support the project's exploitation strategy, promoting the early uptake of the final release of FlexiGroBots, by participating in industry conferences and exhibitions.

In particular, the first phase of the communication strategy included the creation of the branding of the project, the set-up of website and social media accounts, the development of various content for these two channels, the creation of marketing material to be used by partners at virtual and physical events, the publication of the 1<sup>st</sup> official press release and other project-related content by media outlets, the launch of the project newsletter, and last but not least, the publication of content at the project's blog.

By doing this, we have managed to introduce the project motivation, objectives, partners, and expected results, while also keeping various target audiences informed about the progress, such as Farmers, Farmers Associations, Agriculture Industry, Machinery and Robotics Solutions Providers, DIHs, Innovation Developers, Agriculture Service Providers, Research and Academic Communities, Policy Makers, CAP Agencies, Media and General Public.

As it is shown in the deliverable, most of the KPIs set for Year 1 have been achieved as expected so no deviations of the original plan are foreseen.

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## 2.1 Communication Reporting M1-M11

The following table presents the target of KPIs established for Year 1 (Y1) of the project, and the ones achieved between January 2021 (Month 1 - M1) and November 2021 (Month 11 - M11). At the moment of creating this document, the statistics for some of the information reported during month 12 of the project are not yet completed, so this report shows the values of the first 11 months instead. Hence, the metrics and activities executed in December 2021 (M12) will be reported on the upcoming deliverable along with the activities performed in 2022.

Type	Key Performance Indicators (KPIs)	Target by Year 1	Achieved until November 2021 (M11)
Website	Unique Visitors	2000	5039
	Sessions	2666	5462
	Page Views	4000	8569
	Number of References to the project on the search engine	10	371
Twitter	Tweets	100	148
	Retweets/Likes	250	529
	Followers	70	155
	Engagement Rate	>1%	1.9%
	Impressions	20 000	33 600
LinkedIn	Visitors	500	501
	Reactions	1.2%	4%
	Organic Impressions	2000	11 244
	Followers	40	201
YouTube	Followers	5	5
Marketing Material	Project Poster	1	1 (To be delivered in December 2021)
	Video	1	1 (To be delivered in December 2021)
	Brochure	1	1 (To be delivered in December 2021)
	Press Releases	1	1

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Type	Key Performance Indicators (KPIs)	Target by Year 1	Achieved until November 2021 (M11)
	Audience reached by Press Releases	500	+8 000 000
	Newsletters	2	2 (Issue No.2 to be published in January 2022)
Events	Industrial conferences	0	4
	Industrial exhibitions	0	3
	Audience reached	0	11 500

Table 1: Communication KPIs achieved (January 2021 (M1) to November 2021 (M11))

Upcoming sections present the detailed analysis of each one of the activities described in Table 1.

## 2.1.1 FlexiGroBots Website

FlexiGroBots website (<https://flexigrobots-h2020.eu/>) is the main channel of the dissemination and communication strategy as it provides all the relevant information of the project to external audiences. This includes news, press releases, media publications, events, marketing materials, deliverables, publications, videos, among many others with the aim of centralizing all the information about the project in only one source.

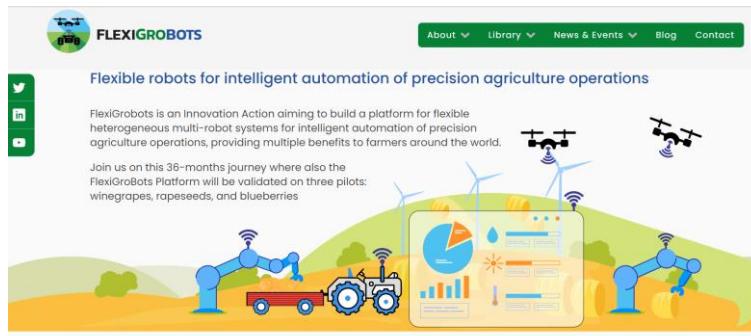
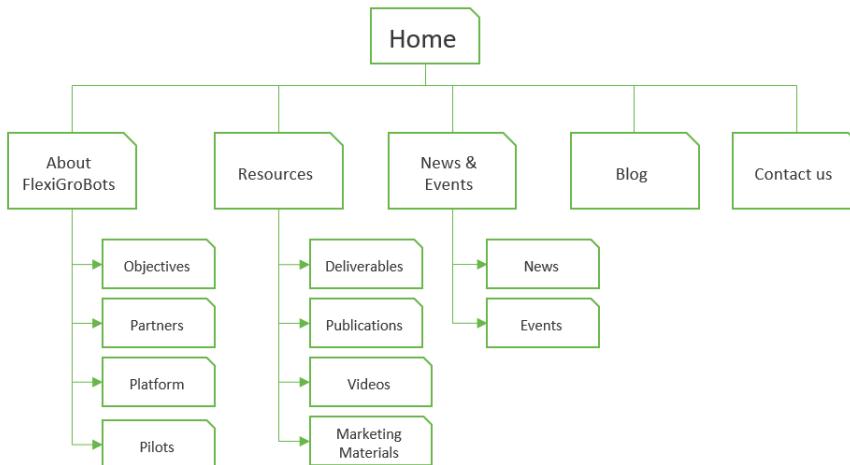


Figure 1: FlexiGroBots Website – Home page

The set-up and consequent update of the website have been done taking into consideration various SEO considerations in order to enhance the organic positioning of the website on search engines by monitoring and analysing keywords, working towards the increase of internal and external links, and following accessibility best practices which also includes having a design that can adapt to different types of screens.

The current structure of the website is:

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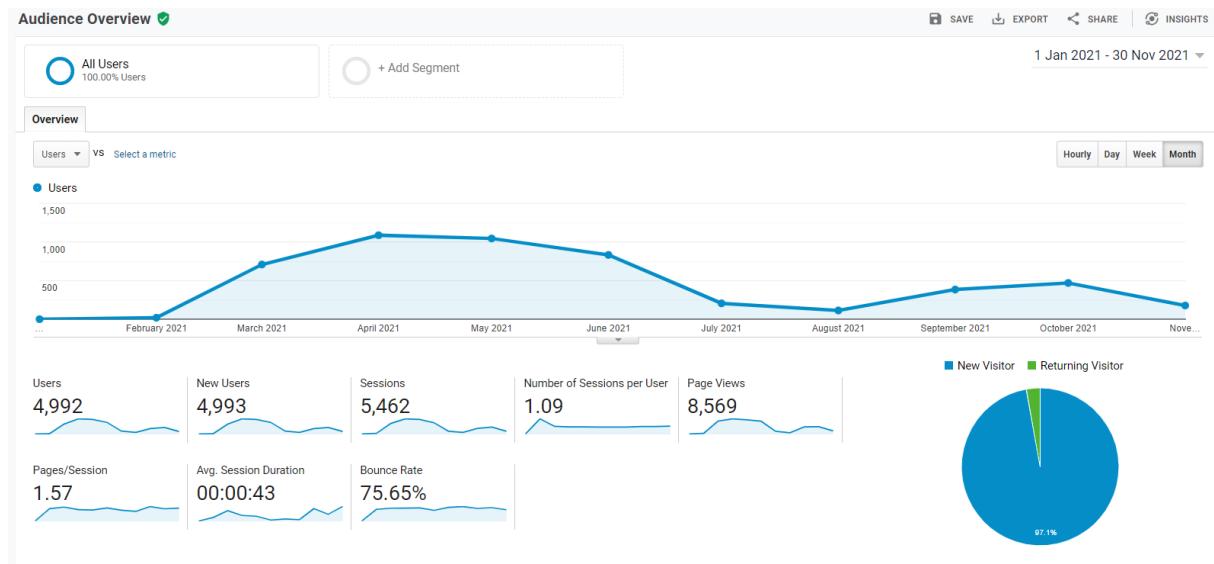
**Figure 2: FlexiGroBots Website Structure M1-M12**

Content has been updated in a frequent manner according to the progress and activities of the project on the following pages: Home, Deliverables, Videos, Marketing Materials, News, Events and Blog.

However, the content of static pages such as the ones included in About FlexiGroBots will be updated next year to reflect the status and work of each one of the WPs involved. Moreover, to support the launch of the 1st version of the FlexiGroBots platform, that page will be relocated to the main menu and a specific banner highlighting the features of the platform will be integrated at the home page. These changes would contribute to giving more relevance to identified topics marked as milestones of the project and evolve with the communication of the project aligned to the expected technical progress.

We use Google Analytics to measure and monitor relevant metrics regarding the traffic of the website which helps us to understand how the content provided is perceived by visitors and if there's an important number of people checking information about the project at its main communication channel. Figure 3 presents data on the visitors, sessions, page views, and average session duration.

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**Figure 3: FlexiGroBots Website - Audience overview (M1-M11)**

According to the data, FlexiGroBots website has had 4992 users that have initiated at least one session on the website, and the total number of sessions reaches over 5460 within the first 11 months of the project. That number is a clear reflection that we are positively raising awareness of the project, its ambition, pilots, expected results and the general progress. This traffic resulted in 8569 page views, with an estimated 1.57 pages per session, and average session duration of 00:43. Even though the average time can be seen as low, we cannot forget that the purpose of the website is to inform about the project and that it is expected that the time increases along with the availability of new content about the platform, deliverables, blog posts, among others. Also, the fact that more than 97% of the traffic corresponds to new visitors supports that we are achieving the objective of raising awareness and increasing visibility about the project.

Country	Users	% Users
1.  Spain	1,542	30.88%
2.  Finland	484	9.69%
3.  France	451	9.03%
4.  Netherlands	326	6.53%
5.  United States	252	5.05%
6.  Serbia	205	4.10%
7.  Germany	200	4.00%
8.  Austria	166	3.32%
9.  Greece	154	3.08%
10.  Italy	140	2.80%

**Figure 4: Website traffic by country**

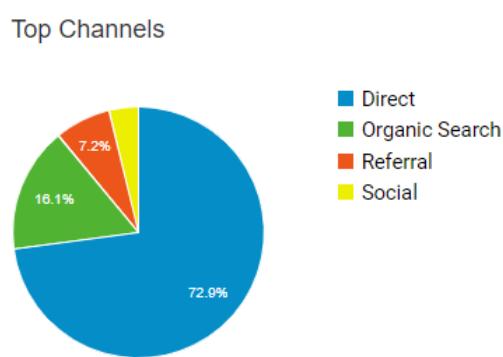
Most of the visits are from users in countries represented by the consortium partners such as Spain, Finland, the Netherlands, and Germany. Nevertheless, it is interesting to realise that

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there's also traffic coming from other EU countries like France, Austria, Greece and Italy, and non-EU Countries with the United States with 5.05% of the traffic. All these means that the content provided, and work performed in the project is reaching other countries driven by innovation and with potential needs for adopting FlexiGroBots technologies as their agriculture sector is growing increasingly:

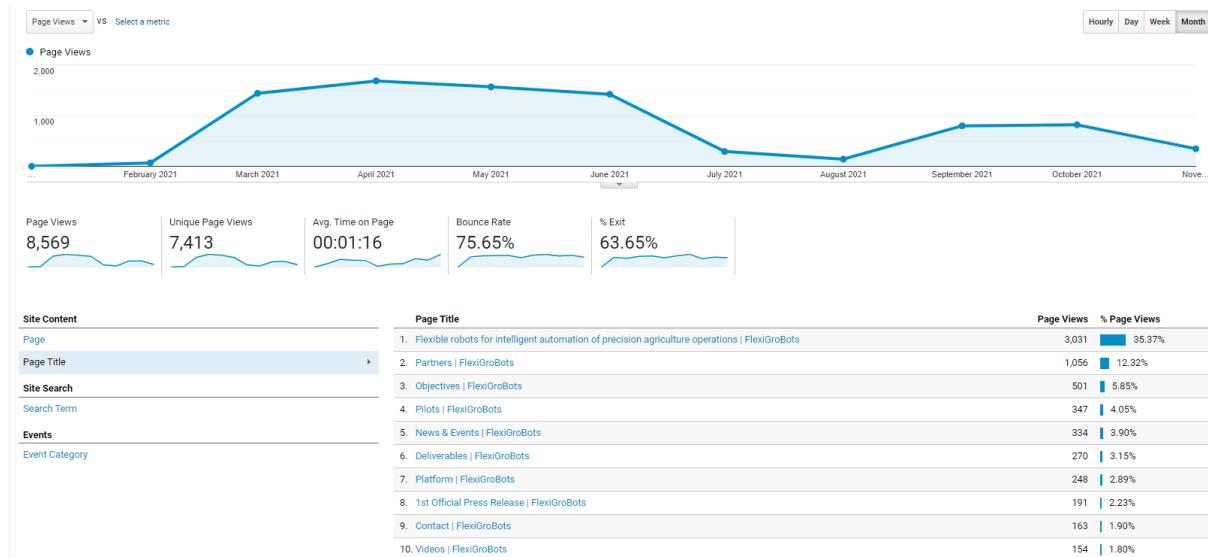
- United States: 2 million farms in America's rural landscape. About 98% of U.S. farms are operated by families – individuals, family partnerships or family corporations. [5]
- France: Total Common Agricultural Policy expenditure (million EUR) of 9 448 000 – Agricultural output of 72 931 000 from which 57.3% corresponds to crop output. [2]
- Austria: Total Common Agricultural Policy expenditure (million EUR) of 1 281 000 - Agricultural output of 7 254 000 from which 46.8% corresponds to crop output. [1]
- Greece: Total Common Agricultural Policy expenditure (million EUR) of 2 740 - Agricultural output of 11 021 000 from which 74.1% corresponds to crop output. [3]
- Italy: Total Common Agricultural Policy expenditure (million EUR) of 5 778 - Agricultural output of 51 802 000 from which 60.6% corresponds to crop output. [4]



**Figure 5: Website traffic acquisition**

Another interesting metric to analyse is how users are entering the website. Most of the traffic (72.9%) comes from direct search that means that they have entered the site address in the browser or accessed through a saved tab containing the URL. Through organic search we have 16.1% of the traffic coming from unpaid search results on various browsers. This is a direct consequence of the SEO positioning of the website due to the monitor and use of relevant keywords, following accessibility guidelines, and the strong link-building strategy. The latter reflects 7.2% of the traffic coming from referrals which means people accessing the website on links on 3rd parties' websites such as different types of publications achieved at media outlets, event websites, and others that contain a link to the website. Finally, 3.8% of visitors are coming from social media. The intention for 2022 is to increase traffic from social media and organic search.

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**Figure 6: Website visitors' behaviour**

Last but not least, Google Analytics provides a more in-depth view of the 8569 pageviews which correspond to 7413 pageviews representing the number of sessions during which a specific page was visited at least once. Here the amount of time users spent viewing a specified page or screen, or set of pages of screen, increases to 1:16 which reflects that the content is interesting and that with new content we can also increase the time users spend. The most viewed pages correspond to homepage, partners, objectives, pilots, and news and events. For Phase 2 of the strategy, we aim to increase traffic to deliverables, publications, and blog sections where we will upload content that demonstrates the progress of the project.

All the metrics achieved so far on the website are in accordance with the expected and in line with the KPIs presented on D7.2.

## 2.1.2 Social Media

To reach the various target audiences and stakeholders, social media represents a perfect channel to boost communication activities and share the work and progress of the project. As explained in the past deliverable, the election of the platforms was done taking into consideration the type of users and content to be shared on each one of them:

- **Twitter:** Promoting general information about the project and its progress with a special focus on news and events. For the latter, the usual practice is to cover live tweet content related to the presentation and/or event to increase engagement.
- **LinkedIn:** Engaging with potential end-users and adopters of the technologies developed on the project by sharing information related to events, blogs and publication of scientific publications and deliverables.
- **YouTube:** Uploading marketing-oriented videos created by the project, recordings of virtual sessions, interviews, technical tutorials, demos, and videos recorded during the

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pilots' tests. Most of the videos will be embedded in the project website to follow the premise of having as much information about the project as possible in one source.

Regardless of having the project's own accounts for sharing information about the project and engaging with target audiences and potential end-users, FlexiGroBots is leveraging and carefully monitoring the content posted in other accounts in reference to the project. This is mainly done for tracking conversations and identifying accounts that are interested in our work, and to measure an additional impact on the reach and visibility that is given to FlexiGroBots whenever a 3rd-party account makes a post about the project.

To monitor this, T7.2 uses the information included on the Dissemination Activity Registry where all partners add information about the dissemination/communication activities including social media posts made by each partner or related organization account.

Moreover, the project's Community Manager is keeping a record to leverage all the mentions done on other accounts to establish connections and conversations based on that content.

Table 5 included in Annexes compiles the more than **170 social media posts** made on external accounts that have been identified between M1 and M11.

The following sections present the work done and metrics achieved FlexiGroBots own accounts in Twitter and LinkedIn.

### 2.1.2.1 Twitter

Figure 7: FlexiGroBots Twitter Account

In order to keep our audience engaged, making the community grow with users, organizations and industries potentially interested in adopting FlexiGroBots services, we have been following some identified best practices while providing relevant content:

- Using attractive banners, visuals and emojis to increase engagement rate and emotionally connect with the followers.

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- Asking questions and running polls to increase the conversation with the audience in relation to the work done within the project.
- Promoting participation in events, news publications, media coverage and the launch of specific milestones demonstrating the progress of the project.
- Making clear calls-to-action especially for redirecting traffic to the website
- Curating and connecting with identified accounts by retweeting and liking their content.
- Establishing relationships with targeted stakeholders by mentioning them on posts
- Using relevant hashtags to expand our reach within relevant topics according to the objectives and impact of FlexiGroBots.
- Planning campaigns on identified topics in advance to get the best out of the content and activities being done, such as participation in events.
- Monitoring events and trending conversations from specific profiles working on similar topics as FlexiGroBots.
- Using analytics to monitor if the content posted is engaging targeted audiences and defining which type of content works better according to the metrics.

Within the first 11 months of the project, a total of 148 tweets were published on FlexiGroBots' account. From the total, 61 correspond to original tweets created by the T7.2 team, and the other 87 represent Retweets and Quoted external tweets done on external accounts. This is a good ratio of content shared about the project, and other related interesting topics that are useful and relevant for followers. Moreover, this contributes to the interaction we have with other accounts for future collaborations and allows us to provide different types of content.



Figure 8: Number of Tweets per month (M1-M11)

Figure 8 shows the number of original tweets done and published on @FlexiGroBots. Between M2 and M4 an average of 4.3 tweets per month were done, and between M5 and M8, there was a decrease in publications due to internal reorganization of the team in charge of the account, and the low participation in events that is normal during summer. Nevertheless, since September the number of tweets has increased considerably reaching 13 tweets in November. It is important to mention that despite no original content being tweeted during certain

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months, relevant information, and tweets from other accounts were shared. In addition, even though we prioritize quality over quantity, by analysing the metrics it has been decided that tweeting original content at least two times per week is important to keep followers informed about the project's work and increase other metrics like impressions and engagement rates.

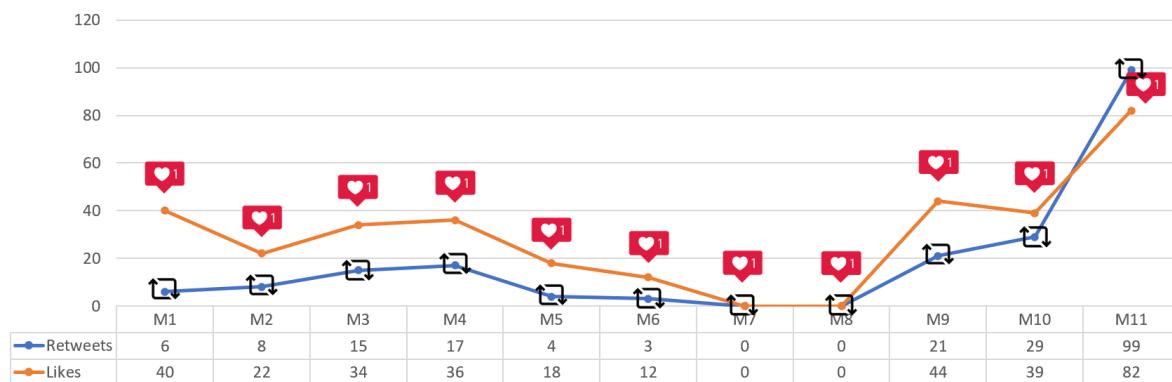


Figure 9: Retweets and Likes (M1-M11)

On the other hand, we have Retweets and Likes as important indicators of the interaction that followers are having with the content. From the graphic, is very interesting to see the trend of number of posts related to the number of reactions, and that even when not much original content was shared, the number of retweets and likes was good, with exception of M7 and M8. Also, it is clear the rise of interactions after M9 and the fact that retweets were higher than the likes in November thanks to the posts about the General Assembly and posts about participation in events. A total of 529 interactions were achieved, with 202 retweets that have supported reaching out to more people and maximizing the impact of our tweets; and 327 likes that indicate that the content shared is perceived as valuable. As described in the previous paragraph, by guaranteeing at least 2 tweets per week we will be able to increase these metrics.

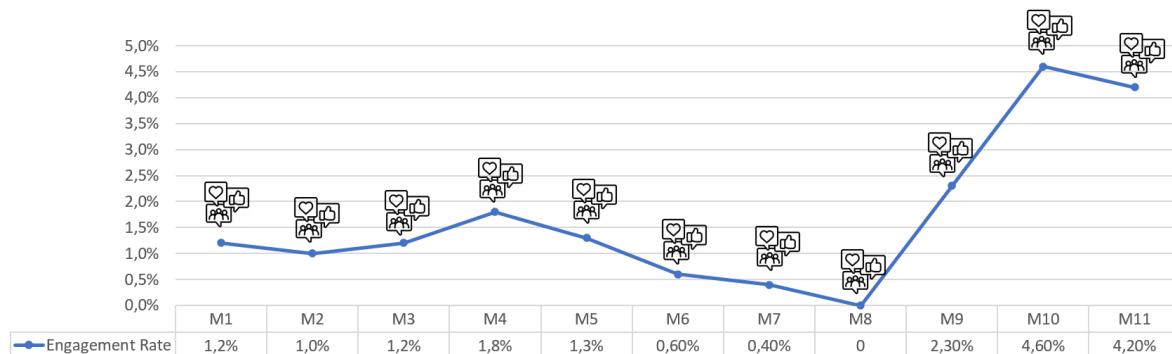


Figure 10: Twitter Engagement Rate (M1-M11)

In line with the last metrics, the engagement rate precisely measures the level of interactions with a percentage over the number of posts, interactions, and followers. As presented in the past deliverable, the target for the end of the project is an average of 1%. This number has

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been exceeded almost every month apart from M6 to M8 when the number of tweets decreased. Despite this, we have an average engagement rate of 1.9% between M1 and M11. We aim to maintain these percentages over 1.5% throughout the life of the project.

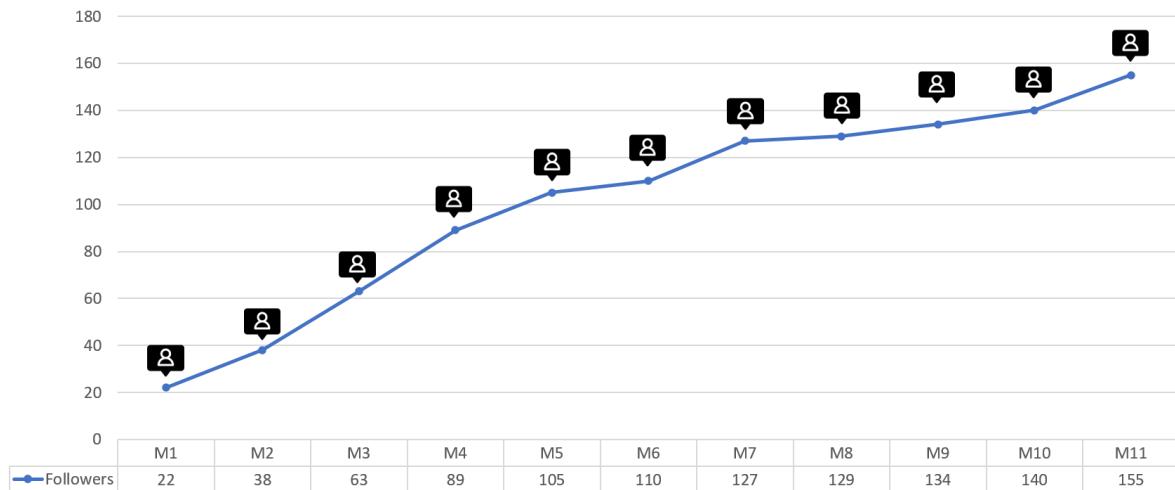


Figure 11: Twitter Followers' evolution (M1-M11)

Regardless of the number of original tweets or content retweeted on the FlexiGroBots account, it is clear that the number of followers has been increasing at a constant pace between 5 to 10 more followers each month, until reaching 155 followers by the end of November. The target set by the end of the project was 300, and we have reached more than half of this within 11 months, so it is expected that we will reach the expected number of followers without any problem by the end of the project, and even exceed it if the evolution continues the same way.

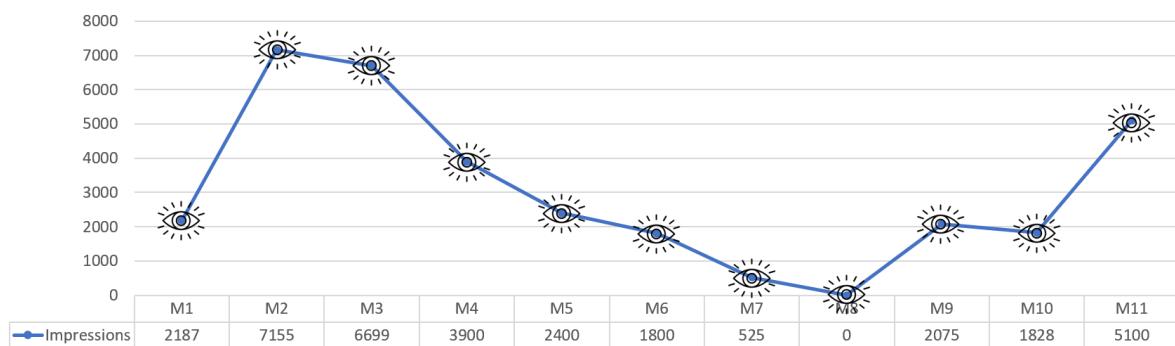


Figure 12: Twitter Impressions (M1-M11)

Finally, impressions mean the number of times FlexiGroBots' own tweets were seen by a user/follower of Twitter. In this case, the total number of impressions is 33 669, which exceeds the expected number for Y1 by 40%. Although with some decreases between M3 and M8, the average number of impressions per month is 3000 which is quite a good number to measure the impact of publications. Since the frequency of publications will be at least 2 tweets per week, it is expected that the number of impressions will be superior to 1 800 every month until the end of the project.

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In general, the activity and presence of the project on Twitter can be evaluated as successful, although some improvement measures have been already set in motion to support the communication objectives and pave the way for fruitful engagement with key stakeholders and potential end-users.

### 2.1.2.2 LinkedIn

Created as a company page, the account of FlexiGroBots is an important element of our digital strategy as it represents the project as a whole and is used for sharing various types of content in relation to the project. In this case, some of the best practices that we have been using for Business to Business (B2B) marketing, letting the project stand out and creating a community of interest around the work that is being done on the technical and validation WPs, are:

- Posting project-related updates and content that delivers a specific benefit to the audience.
- Generating conversations with followers by asking questions or calls-to-actions involving the audience.
- Using original photos and banners to increase engagement and reactions rates, rather than posting random stock pictures.
- Posting content to engage, inform and market our audience, such as blog posts on the progress of the project with a strong focus on business impact and benefits.
- Using analytics to monitor if the content posted is engaging targeted audiences and defining which type of content works better according to the metrics.

Figure 13: FlexiGroBots LinkedIn Page

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As part of Phase 2 of the communication strategy, FlexiGroBots aims to strengthen its thought leadership on various of the topics covered by the project such as AI, robotics, precision agriculture, EO, data spaces, among others. In this sense, the blog will be the main channel to share this content, although it is foreseen the use of LinkedIn as secondary channel to promote the content and maximise its impact while reaching key stakeholders.

The following figures present the metrics achieved each month on the LinkedIn account:

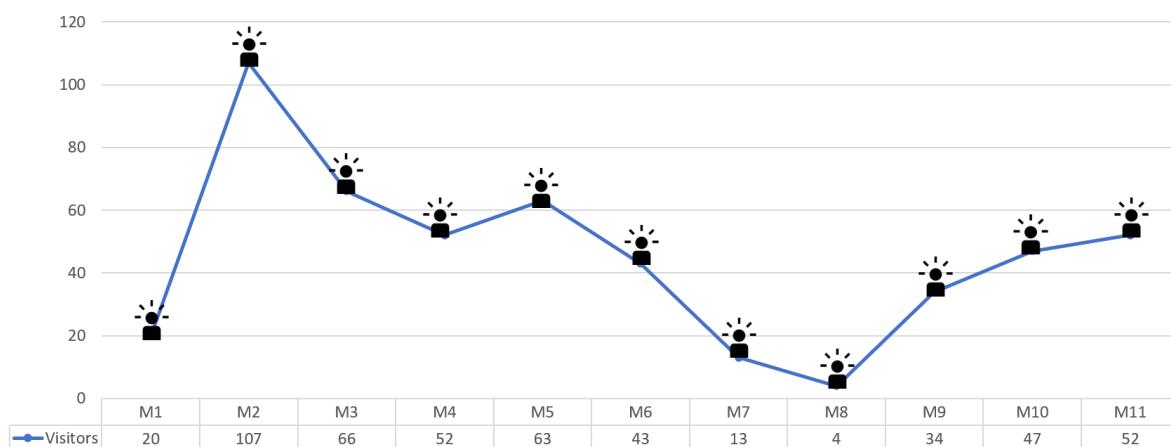


Figure 14: LinkedIn Visitors (M1-M11)

FlexiGroBots LinkedIn company page has had a total of 501 visits from the beginning of the project until the end of November. The month with more visits was February when the press release was launched and shared by most of the partners, and the months with fewer visits correspond to July and August when the frequency of posts decreased due to the summer season. The average during the 11 months corresponds to 50 visits which is a good number for an H2020 project. It is expected that the visits increase with the publication of blog posts.

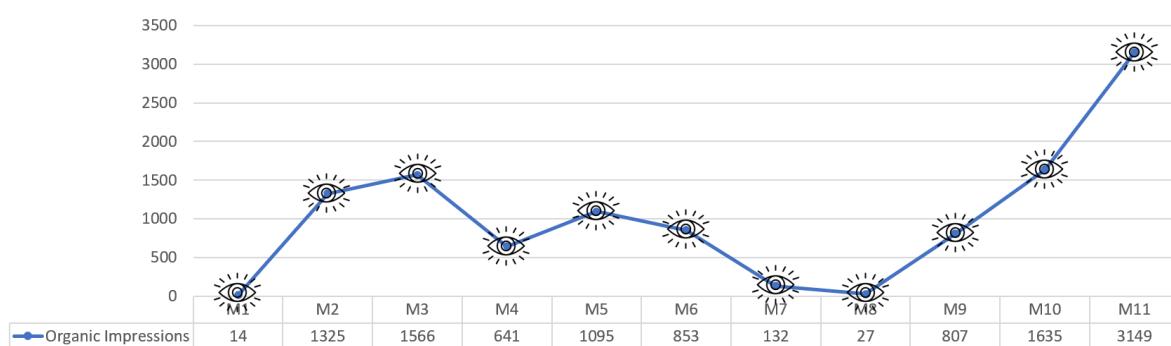


Figure 15: LinkedIn Organic Impressions (M1-M11)

The organic posts impressions, meaning the number of times unpaid content is shown to LinkedIn members on the company page or newsfeed from followers sharing the content, is one of the most important metrics to demonstrate that the content is actually increasing the

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visibility and positioning of the project. With over 11 244 impressions in total within the 11 months, the impressions exceed the target expected by the end of the project which was set at 10 000 on D7.2. This is the result of partners sharing the posts on their accounts, and that different content about the project is being posted on 3<sup>rd</sup> party accounts. Even though M1 and M8 had very low number of impressions in comparison to the rest of months, it can be concluded that the content is reaching more than the expected number of people. Given the high number of impressions, the target KPI for the end of the project will be increased to 20 000 impressions.

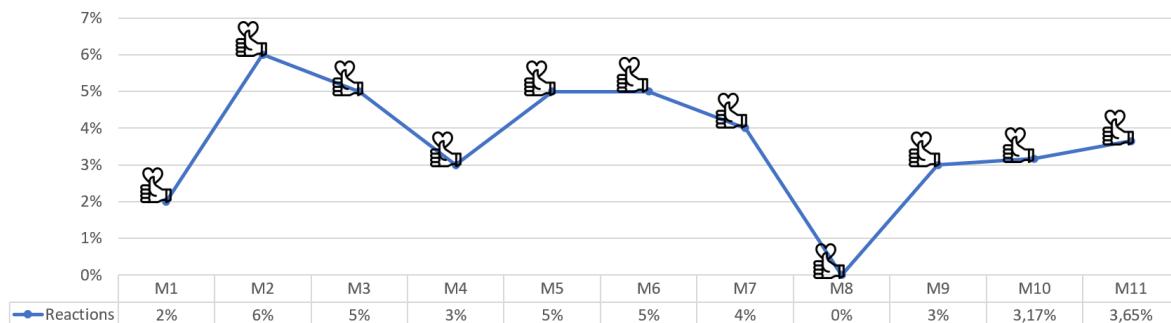


Figure 16: LinkedIn Reactions (M1-M11)

Despite the frequency of posts on LinkedIn has been lower than on Twitter, the reactions percentage (engagement rate) reflects that the content shared has been well received by followers and users of this social network, except in August where no content was shared. The average reaction rate until M11 is 4% which means we are having even more meaningful interactions than what was expected for the first year (1.2%).



Figure 17: LinkedIn Followers (M1-M11)

Finally, the number of followers has been constantly increasing until reaching 201 followers by M11. Given that the target of this KPI by the end of the project was 150, hence, it has been already achieved, it was decided to increase this metric to 300 followers.

In conclusion, the performance on LinkedIn was better than expected for half of the targets set for the end of the project, so these have been incremented to motivate the achievement of new higher metrics. Even with a great performance until now, there are still some improvement opportunities that will allow us to reach more key stakeholders and better engage with them at future phases of the communication strategy.

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## 2.1.3 Communication Material

The communication task takes care of the creation of content and marketing materials intended to increase visibility and raise awareness about the project. The planning of material to be created goes hand in hand with the different phases of the communication strategy, which at the same time, were defined considering the timeline and expected milestones of the technical WPs.

Although most of the communication material has been and will be created by ATOS as the T7.2 leader, on some occasions partners develop their own material such as presentations or videos to fit the needs of their communication activities. To guarantee that partners are using the correct branding of the project and are aligned with all the activities included in this task, a brand book and communication guidelines infographic was created and shared amongst partners.

This document intends to compile all the necessary and relevant information that partners need to have, the links where all the materials are stored at the project repository and a clear statement of procedures that need to be followed to ease the flow of communications between partners and maximize the impact of all activities our partners are involved in.

**FlexiGroBots Branding, Dissemination and Communication Guidelines**

This guide summarises the main dissemination and communication guidelines and actions to be carried out by all partners. All materials are available on the [project repository at WP7 and T7.2 Folders](#).

**Branding Logo**

Our logo is instantly recognizable through its unique typography and should be correctly used. Always use the original artwork available on the repository and website.

In order to guarantee visibility, our logo must have as much space around it as possible. The icon with the drone is used as the unit of measure to establish the safety margins around the entire contour of the logo.

In body copy and long texts, our brand name 'FlexiGroBots' is always written with a capital 'F', 'G' and 'B'.

When using the logo, do not:

- a. Distort it
- b. Redraw or recreate it
- c. Use other colours
- d. Use a shadow effect
- e. Apply gradient effects

The logo and icon are available at the project repository [HERE](#) and in the Marketing Materials section at the project website [HERE](#).

**Font**  
Our typography is made up of the Source Sans Pro and Source Sans Pro Light fonts.

Headline font <small>Source Sans Pro abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 .,!/?%\$%^&amp;@~{}()</small>	Body copy and text font <small>Source Sans Pro Light abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 .,!/?%\$%^&amp;@~{}()</small>
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**FlexiGroBots Branding, Dissemination and Communication Guidelines**

**Colours**  
Our colours are a key element of our brand identity; they express our personality and tone. We have a primary and secondary colour palette.

Our primary colour palette is composed of the colours of the logo where blue and green are predominant. These colours are used in all communications. Our secondary colour palette is composed of two grey tones.

HEX: FCFEFF CMYK: 1, 0, 0, 0 RGB: 252, 254, 255	HEX: 50C3F0 CMYK: 67, 19, 0, 6 RGB: 80, 195, 240	HEX: 2054AD CMYK: 80, 48, 0, 37 RGB: 32, 84, 160	HEX: 96C457 CMYK: 23, 0, 56, 23 RGB: 150, 196, 87	HEX: A7AC4C CMYK: 59, 0, 56, 33 RGB: 71, 172, 76
HEX: 2992E4 CMYK: 72, 0, 42, 43 RGB: 41, 146, 84	HEX: D823E6 CMYK: 89, 0, 58, 49 RGB: 14, 130, 54	HEX: 000000 CMYK: 0, 0, 0, 100 RGB: 0, 0, 0	HEX: CCCCCC CMYK: 0, 0, 20, 204 RGB: 204, 204, 204	HEX: F8F3F3 CMYK: 0, 0, 0, 5 RGB: 242, 242, 242

**Iconography**  
Icons are an effective element to communicate concepts in a visual way. We recommend you use them on presentations instead of large blocks of text. Some icon options are available on [OwnCloud](#), including the icons used on the project website. You can search and download icons on websites such as [Flaticon](#), [Freepik](#), or [Freeicons](#).

Take into account to select outline logos in white or one of our colours palette options. If changing of colour is not available use black icons.

**Figure 18: Branding, Dissemination and Communication Guidelines – Pages 1 - 2**

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				<b>Status:</b>	Final



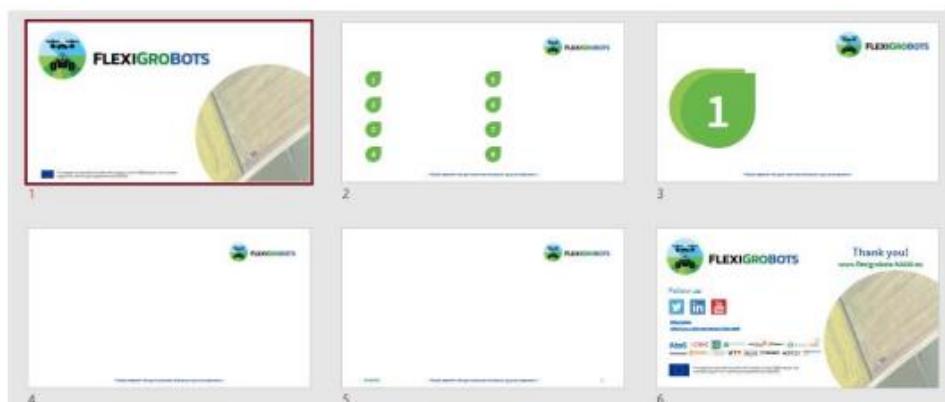
<p><b>FlexiGroBots Branding, Dissemination and Communication Guidelines</b></p> <p><b>PPT</b></p> <p><b>Project presentation</b> A <a href="#">Power Point Template</a> has been created to be used both in external and internal presentations of the project.</p> <p><b>Participation in events and conferences</b> When submitting a proposal or having confirmed participation of FlexiGroBots at a workshop or any session in an external event, add the information to the <a href="#">Dissemination Activity Register</a>. Whether the event is targeting scientific or industrial audiences, always notify <a href="#">T7.2 Leader</a> of any participation before the event takes place in order to update this information on the website and promote your participation on Twitter and LinkedIn.</p> <p>After the event, share pictures, recordings and the presentation with the T7.2 Leader to update the post about the event on the website with this new material.</p> <p><b>Conference posters</b> A <a href="#">poster template</a> has been created to guarantee graphical and visual identity consistency in all conferences. You can adapt the content to fit the requirements and needs of the event. Inform <a href="#">T7.2 Leader</a> when the poster is accepted.</p> <p><b>Marketing Material</b> All marketing material, including brochures, infographics, fact sheets, flyers, among others, will be <a href="#">available on OwnCloud</a>. This material will be shared on various channels, and will be available to be used during physical and online events. If you have a specific design request, inform the <a href="#">T7.2 Leader</a>.</p> <p><b>Online events and virtual meetings</b> Use one of the <a href="#">FlexiGroBots virtual backgrounds</a> in online presentations and webinars. See the tutorials on how to use virtual backgrounds: <a href="#">TEAMS</a>, <a href="#">Zoom</a> and <a href="#">Webex</a>.</p> <p><b>Website</b> Atos as T7.2 Leader makes sure to keep the website updated with the latest news and progress of the project. In order to promote <a href="#">FlexiGroBots website</a>, add a link to our website from your organisation's website along with a description of the project. Report this on the <a href="#">Dissemination Activity Register</a> at the Other Dissemination Actions sheet.</p> <p><b>Social Media</b> Follow FlexiGroBots on <a href="#">Twitter</a>, <a href="#">LinkedIn</a> and <a href="#">YouTube</a>. Share, like, comment, and RT the project's social media posts. Post project-related content on your personal or organisations' social media using #FlexiGroBots and/or tagging the project account.</p>	<p><b>FlexiGroBots Branding, Dissemination and Communication Guidelines</b></p> <p><b>NEWS</b></p> <p><b>Press Releases</b> All project-related press releases should be translated into your national language and launched among local contacts and social media. Share any press mentions with the <a href="#">T7.2 Leader</a> and add all the clippings the <a href="#">Dissemination Activity Register</a> at the Other Dissemination Actions sheet.</p> <p><b>NEWSLETTERS</b></p> <p>Biannual newsletters will be issued by FlexiGroBots. The T7.2 Leader will ask WP Leaders and partners to contribute with content. If you have anything special to communicate let us know! Keep in mind to <a href="#">subscribe to the newsletter</a>.</p> <p><b>BLOG POSTS</b></p> <p>Using non-technical language, the Blog Post intends to provide various audiences with valuable content regarding the progress and work within the project. These will be uploaded to the Blog section at the website, and to the LinkedIn account. <a href="#">The calendar of topics and responsible partners is available on OwnCloud</a>.</p> <p><b>REPORTING</b></p> <p>All dissemination and communication activities must be reported to the EC. By timely notifying the activities you perform both at the <a href="#">Dissemination Activity Register</a> and to the <a href="#">T7.2 Leader</a>, we will be able to update the website, promote your activity in social media, and give more visibility to the project!</p> <p><b>PUBLICATION GUIDELINES</b></p> <p>Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. In particular, it must: (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications.</p> <p>Include an acknowledgement text to FlexiGroBots in all your publications, otherwise it can not be reported to the EC.</p> <p>Once the publication has been published send the PDF along with the following information to the T7.2 Leader: DOI, Number, date or freq. of the Journal/Proc./Book, is peer-reviewed, Open Access type.</p> <p><b>Acknowledgement of EU funding</b> We have the obligation to explicitly acknowledge that FlexiGroBots has received EU funding. The following must be included in all dissemination and communication activities:</p> <p> FlexiGroBots project has received funding from the European Union's Horizon 2020 and Innovation programme under grant agreement No 10101711 <a href="#">Download the EU emblem in high resolution here</a></p> <p><a href="#">www.flexigrobots-h2020.eu</a></p>
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**Figure 19: Branding, Dissemination and Communication Guidelines - Pages 3 - 4**

Other material created within the reporting period includes:

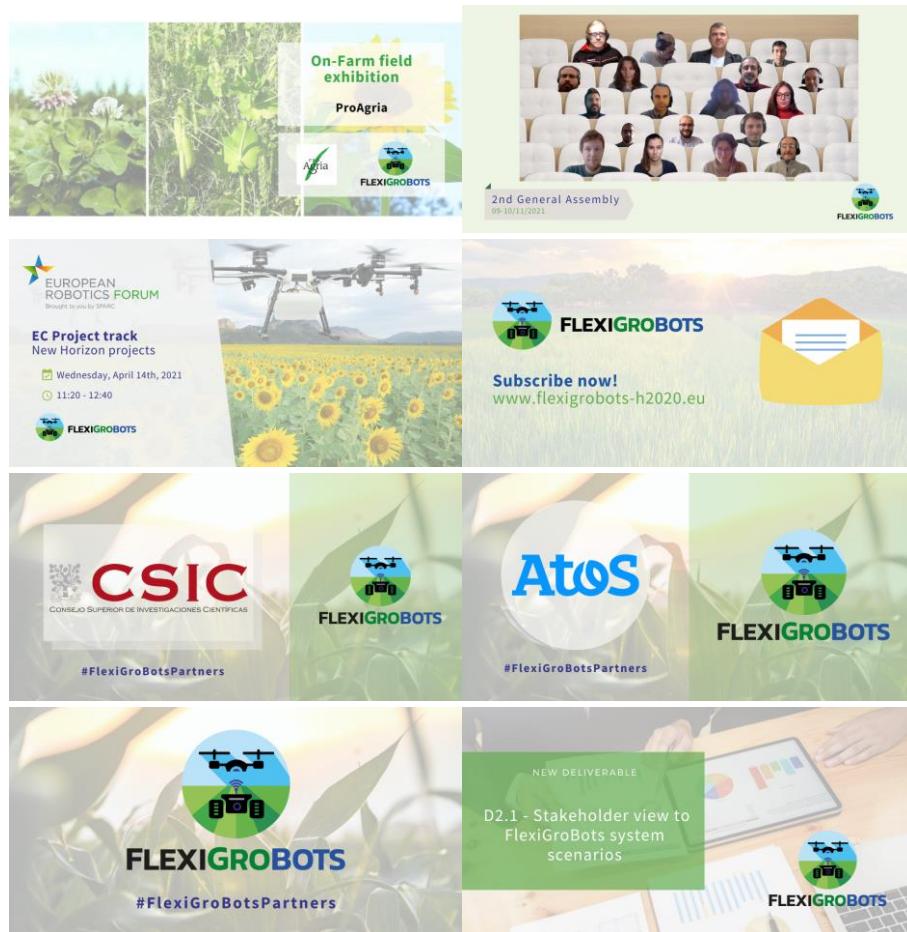
- PPT Presentation Template.
- Social Media banners.
- Newsletter Template.
- Press Release Template.
- Virtual Backgrounds.

The following images showcase each one of these.



**Figure 20: PPT Template**

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**Figure 21: Social Media banners**

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**FLEXIGROBOTS**

## Newsletter #1

# September 2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017111



**Welcome to the 1st edition of FlexiGrobots Newsletter!**

FlexiGrobots project is an innovative and EU-funded by the European Commission. The project partners are going to build a platform for flexible heterogeneous multi-robot systems for precision agriculture operations, providing farmers with benefits to the environment and society.

Throughout this newsletter, we will keep you posted about the activities, milestones, and interesting facts in relation to our project and its impact on the development of the agricultural sector.

We hope you enjoy this first edition and share the findings with your network.

[Download the newsletter](#)

**Project tasks:**

- **Partners & Tasks (Phase 1)**: Identification of the partners and preparation of the legal and administrative framework for the project, including the definition of the roles and responsibilities of each partner, the establishment of the management structure, the definition of the project's objectives and the identification of the main milestones.
- **Robotics - Project Kick-off (Phase 1)**: Identification of the objectives and goals of the first kick-off meeting at the beginning of the project, including the definition of the roles and responsibilities of each partner, the establishment of the management structure, the definition of the project's objectives and the identification of the main milestones.
- **Atmospheric Monitoring (Phase 1)**: All the relevant data about the atmospheric conditions will be generated and used. The project will develop a system for monitoring the atmosphere and its changes, and provide predictions on a medium-term perspective of the actual weather forecast and related information.
- **Smart Irrigation Monitoring (Phase 1)**: In the irrigation system, Atos and CICIC will work to generate information on soil moisture, water availability, crop growth, and other data collected through sensors.

[Download the newsletter](#)



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 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017111.  
[Read the full disclaimer here](#)

Figure 22: Newsletter Template - Cover page (PDF) & Template Mailchimp

**FLEXIGROBOTS**

**FlexiGrobots, EU-funded project for enabling efficient and automated precision agriculture operations using flexible multi-robot systems**

The project focuses on the development of a novel platform for building mission control of heterogeneous multi-robot systems which will be validated of three real-life scenarios: grapevines, rapeseeds, and blueberries.

**Madrid, Spain, March 22, 2021.** Coordinated by the Research and Innovation hub of the Atos Group in Spain, FlexiGrobots project started officially on the 1<sup>st</sup> of January of 2021 funded by the European Commission via the Horizon 2020 Programme within the topic of robotics for agri-food and agile production, and precision agriculture operations, optimising resources based on relevant data. Nevertheless, there is a gap between the installed and the real performance of different types of robots used for specific tasks.

FlexiGrobots project will run for 36 months with the main objective of creating and validating its open platform for flexible heterogeneous multi-robot systems including Unmanned Aerial Vehicle (UAVs) and Unmanned Ground Vehicle (UGVs). The platform will integrate existing technology platforms and components provided by various digital transformation initiatives and ecosystems, for addressing the most imperative needs of the Agriculture sector in terms of multifunctional robots, multi-robot cooperation, autonomy and awareness, and actionable data.

Through the FlexiGrobots platform, the project aims to empower roboticist, engineers, and service providers to build and deploy flexible heterogeneous multi-robot systems in the Agri-Food sector, while also providing various benefits to farmers around the world:

- Versatility: using the same robots for different observation and intervention tasks throughout the field.
- Cooperation: between ground and aerial robots for more complex missions
- Relevant data to power AI-driven agricultural operations
- Autonomy for real-time adaptation of mission plans and robots' behaviour at crop level
- Precision in agricultural operations to carry out accurate tasks, hence reducing costs and environmental footprint

Furthermore, the platform foresees an agricultural data space integrating a set of common data services to enable data collection and integration, publication and sharing, and security and trust, following International Data Space Association reference architecture, and considering also data coming from geospatial data platforms such as Copernicus and Information Access Services (IAS).

The FlexiGrobots platform and its different components will be demonstrated and validated within three real-life plots of significant economic value, posing different levels of complexity regarding crops, number and types of robots used from one side, and varying levels of complexity in relation to geographical regions, weather conditions and national regulations, on the other.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017111

**Grapevine (Spain):** Demonstrate the high capacity and versatility of robots to carry out different tasks in vineyards, contributing to the economic profitability and quality of grapes for wine production.

**Rapeseeds (Iberus):** Demonstrate time-critical pest management and robotization of heavy machinery fleets in grassland management.

**Blueberries (Serbia and Lithuania):** Demonstrate the potential of novel robotic solutions for blueberry farming supported by advanced remote sensing, deep learning, and decision-support techniques.

FlexiGrobots brings together a multidisciplinary consortium composed of 16 different organisations and companies, from 8 different countries, with different areas of expertise that makes it possible to build the platform and its services, define the validation roadmap and activities on the three scenarios, and outline the go-to-market and sustainability plan for the expected results. The project will also provide a consolidated report on ethical AI in Agri-Food based on the lessons learned throughout the execution of the project.

The partners involved in the project are: Atos (Spain), Spanish National Research Council (CSIC) (Spain), Selexis (Switzerland), Bodegas Terra Gaucha (Spain), Centre for European Policy Studies (CEPS) (Belgium), Wageningen University & Research (Netherlands), International Data Spaces Association (IDS) (Germany), BioSense Institute (Serbia), Zeleni (Serbia), Ar1 (Lithuania), AgriFood Lithuania, Agronsoft (Latvia), Probott OY (Finland), Natural Resources Institute Finland – LUKE (Finland), VTT Technical Research Centre of Finland, and MTECH Digital Solutions (Finland).

**Quote:**

**'FlexiGrobots will enable farmers, farmer associations and the agriculture industry to use multi-robot systems for intelligent automation of farm operations, increase farm production efficiency and economic sustainability. On top of that, the project will also benefit Digital Innovation Hubs (DIHs) throughout Europe, which are specialized in robotics, agriculture and associated fields, as well as innovation developers and agriculture service providers including SMEs working in close cooperation and proximity to farmers.'** **Daniel Calvo Alonso, Head of the AI, Data & Robotics Unit at Atos Research and Innovation, and FlexiGrobots Project Coordinator.**

For more information, visit: <https://flexigrobots-h2020.eu/>

Follow FlexiGrobots on [Twitter](#) and [LinkedIn](#), and subscribe to its biannual newsletter for more information on the progress and results achieved.

**About FlexiGrobots:**

FlexiGrobots - Flexible robots for intelligent automation of precision agriculture operations - is an EU-funded project under the Research and Innovation programme H2020 of the European Commission with the Grant Agreement #101017111. FlexiGrobots goals is to demonstrate the potential of novel robotic solutions for blueberry farming supported by advanced remote sensing, deep learning, and decision-support techniques that facilitates the development of AI-driven capabilities on robots.

For further information about the project, please contact FlexiGrobots Project Coordinator, Daniel Calvo Alonso, Atos: [daniel.calvo@atos.net](mailto:daniel.calvo@atos.net), and for any media communication enquiries contact FlexiGrobots Communication Manager, Ana María Morales, Atos: [ana.maria.morales@atos.net](mailto:ana.maria.morales@atos.net).



Figure 23: Press Release Template

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**Figure 24: Virtual Backgrounds**

More material is in process of being produced at the time of development of this deliverable. The written content used as a base for the material was created in November to present a more mature status of the project. The expected delivery date of each finished material is mid-December 2021. The material includes a promotional animated video, a brochure, and a project infographic.

All the material pretends to inform target audiences about the main ambition of the project, expected outcomes, and value it provides to the three scenarios where the platform and use of heterogeneous robots will be validated. Moreover, it is intended that the material could be used for both virtual and physical events to increase visibility and raise awareness about FlexiGroBots.

## 2.1.4 Media & PR Strategy

The development of press releases and the posterior publication of these on various digital channels such as websites and social media from the project or its partners has proved to be an astounding way to reach target audiences with a potential interest in the project.

In addition to this, the issue of press releases to local media has brought even more benefits in terms of maximized visibility on a wide range of media outlets.

All the media mentions and media coverage are published on the website and highly promoted among our social media channels. In order to ease the search for users, we have divided them by their publication type ([radio](#), [tv](#), [digital](#) or [printed](#)).

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ATOS as Leader of T7.2 prepared the first press release of the project that was officially published on the website on March 22, 2021. The content titled “FlexiGroBots, EU-funded project for enabling efficient and automated precision agriculture operations using flexible multi-robot systems” was shared with all partners along with instructions for social media posts and publication within their own channels.

We gave the liberty to partners to define where would they publish it and if they wanted to modify the content to fit marketing and communication requirements at their organizations, and to reach media by translating it to local language. This resulted in a great coverage of publications made on partners’ websites and media outlets, as some of the partners managed to publish the content through their communications agencies in Spain.

In the same line, Terras Gauda had an outstanding press relations activity by inviting local media to the field test done in summer as part of Pilot 1: Grapevines, and by hosting a press conference after the tests using drones and robots were finished.

Table 7 presented in annexes a compilation of all the publications by partners’ and external websites:

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Social Network	Account	Type	Followers	Link
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	Joao Valente - WU	Partner	130	<a href="https://twitter.com/JOA0Valente/status/1438969766203510786">https://twitter.com/JOA0Valente/status/1438969766203510786</a>
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	Agrosfera Tve	Media	14 000	<a href="https://twitter.com/agrosfera_tve/status/1441422924787773441">https://twitter.com/agrosfera_tve/status/1441422924787773441</a>
	Huerta Digital	Media	9 279	<a href="https://twitter.com/huerta_digital/status/1441371841881202693">https://twitter.com/huerta_digital/status/1441371841881202693</a>
	Cultiva Decisiones	Industry	714	<a href="https://twitter.com/cultivagreen/status/1440662991146418190">https://twitter.com/cultivagreen/status/1440662991146418190</a>
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	Tierras Digital	Media	1519	<a href="https://twitter.com/TierrasDigital/status/1439873973597134849">https://twitter.com/TierrasDigital/status/1439873973597134849</a>
	Revista Eneo - Viticultura y Enología	Media	1148	<a href="https://twitter.com/int_vino/status/1439873975191052298">https://twitter.com/int_vino/status/1439873975191052298</a>
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	COUSAS DE - revista	Media	504	<a href="https://twitter.com/cousasde/status/143864893209985026">https://twitter.com/cousasde/status/143864893209985026</a>
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	CEPS	Partner	3417	<a href="https://twitter.com/CEPS_thinktank/status/1373929593074245638">https://twitter.com/CEPS_thinktank/status/1373929593074245638</a>
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	Seresco	Partner	2048	<a href="https://www.facebook.com/watch/?v=257979469552729">https://www.facebook.com/watch/?v=257979469552729</a>



Social Network	Account	Type	Followers	Link
				<a href="https://www.facebook.com/seresco.es/posts/5259221320784927">https://www.facebook.com/seresco.es/posts/5259221320784927</a> <a href="https://www.facebook.com/seresco.es/posts/5319584711415254">https://www.facebook.com/seresco.es/posts/5319584711415254</a> <a href="https://www.facebook.com/seresco.es/posts/5423315471042177">https://www.facebook.com/seresco.es/posts/5423315471042177</a> <a href="https://www.facebook.com/seresco.es/posts/5708920099148378">https://www.facebook.com/seresco.es/posts/5708920099148378</a> <a href="https://www.facebook.com/seresco.es/posts/5955650867808632">https://www.facebook.com/seresco.es/posts/5955650867808632</a>
	Cultiva Decisiones	Industry	2017	<a href="https://www.facebook.com/watch/?v=141270354872438">https://www.facebook.com/watch/?v=141270354872438</a> <a href="https://www.facebook.com/cultivagreen/posts/1711230719067223">https://www.facebook.com/cultivagreen/posts/1711230719067223</a> <a href="https://www.facebook.com/cultivagreen/posts/1708275939362701">https://www.facebook.com/cultivagreen/posts/1708275939362701</a> <a href="https://www.facebook.com/cultivagreen/posts/1700652566791705">https://www.facebook.com/cultivagreen/posts/1700652566791705</a>
	La Alacena Roja	Media	7774	<a href="https://www.facebook.com/watch/?v=979413775936394">https://www.facebook.com/watch/?v=979413775936394</a>
	Noticias Expreso RD	Media	817	<a href="https://www.facebook.com/NoticiaExpresoRD/posts/3069545223372116">https://www.facebook.com/NoticiaExpresoRD/posts/3069545223372116</a>
	Vigo Hoy	Media	16 121	<a href="https://www.facebook.com/Vigohoynoticias/posts/1277028246055502">https://www.facebook.com/Vigohoynoticias/posts/1277028246055502</a>
	COUSAS DE Baixo Miño	Media	1500	<a href="https://www.facebook.com/Cousasdebaixominho/posts/247502944049078">https://www.facebook.com/Cousasdebaixominho/posts/247502944049078</a>
	BioSense	Partner	2280	<a href="https://www.facebook.com/biosense.institute/posts/3362905780482046">https://www.facebook.com/biosense.institute/posts/3362905780482046</a> <a href="https://www.facebook.com/biosense.institute/posts/3502274643211825">https://www.facebook.com/biosense.institute/posts/3502274643211825</a> <a href="https://www.facebook.com/biosense.institute/posts/3581867675252521">https://www.facebook.com/biosense.institute/posts/3581867675252521</a> <a href="https://www.facebook.com/biosense.institute/posts/3590411927731429">https://www.facebook.com/biosense.institute/posts/3590411927731429</a> <a href="https://www.facebook.com/biosense.institute/posts/3632280996877855">https://www.facebook.com/biosense.institute/posts/3632280996877855</a> <a href="https://www.facebook.com/biosense.institute/photos/a.790593857713264/3649323771840244">https://www.facebook.com/biosense.institute/photos/a.790593857713264/3649323771840244</a>



Social Network	Account	Type	Followers	Link
	CSIC	Partner	51 699	<a href="https://www.facebook.com/CSIC/posts/4582948715055798">https://www.facebook.com/CSIC/posts/4582948715055798</a>
				<a href="https://m.facebook.com/story.php?story_fbid=4582948715055798&amp;id=160886483928732">https://m.facebook.com/story.php?story_fbid=4582948715055798&amp;id=160886483928732</a>
LinkedIn	Seresco	Partner	8635	<a href="https://www.linkedin.com/posts/sergioaf_entrevista-a-sergio-%C3%A1lvarez-de-seresco-en-activity-6851480623815647232-qxSf">https://www.linkedin.com/posts/sergioaf_entrevista-a-sergio-%C3%A1lvarez-de-seresco-en-activity-6851480623815647232-qxSf</a>
				<a href="https://www.linkedin.com/posts/seresco_primeras-pruebas-del-proyecto-flexigrobots-activity-6848203672862687232-cu7r">https://www.linkedin.com/posts/seresco_primeras-pruebas-del-proyecto-flexigrobots-activity-6848203672862687232-cu7r</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6761945085748776961">https://www.linkedin.com/feed/update/urn:li:activity:6761945085748776961</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6767053122314489856">https://www.linkedin.com/feed/update/urn:li:activity:6767053122314489856</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6774623565422571521">https://www.linkedin.com/feed/update/urn:li:activity:6774623565422571521</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6795603443647037440">https://www.linkedin.com/feed/update/urn:li:activity:6795603443647037440</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6813713742845485056">https://www.linkedin.com/feed/update/urn:li:activity:6813713742845485056</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6843787592899563521">https://www.linkedin.com/feed/update/urn:li:activity:6843787592899563521</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6848203672862687232">https://www.linkedin.com/feed/update/urn:li:activity:6848203672862687232</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6863772012028948480/">https://www.linkedin.com/feed/update/urn:li:activity:6863772012028948480/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6851414150464192512">https://www.linkedin.com/feed/update/urn:li:activity:6851414150464192512</a>
				<a href="https://www.linkedin.com/posts/wageningenuniversity_wur-wurlife-wur2world-activity-6841322257621491712-m9L_">https://www.linkedin.com/posts/wageningenuniversity_wur-wurlife-wur2world-activity-6841322257621491712-m9L_</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6862727948290666496/">https://www.linkedin.com/feed/update/urn:li:activity:6862727948290666496/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6854376250635546624/">https://www.linkedin.com/feed/update/urn:li:activity:6854376250635546624/</a>



Social Network	Account	Type	Followers	Link
	AI4EU	Project	3400	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6797443547307028480">https://www.linkedin.com/feed/update/urn:li:activity:6797443547307028480</a>
	Wageningen Economic Research	Partner	3433	<a href="https://www.linkedin.com/posts/wageningeneconomicresearch_flexible-robots-for-intelligent-automation-activity-6762732345914114048-AEpX">https://www.linkedin.com/posts/wageningeneconomicresearch_flexible-robots-for-intelligent-automation-activity-6762732345914114048-AEpX</a>
	Grupo Vitivinícola Terras Gauda	Partner	984	<a href="https://www.linkedin.com/posts/grupo-terrass-gauda_vendimia-robaejtica-bigdata-activity-6844241146965721088-1Zii">https://www.linkedin.com/posts/grupo-terrass-gauda_vendimia-robaejtica-bigdata-activity-6844241146965721088-1Zii</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6846399735348109312">https://www.linkedin.com/feed/update/urn:li:activity:6846399735348109312</a>
	Economía en Galicia	Media	2771	<a href="https://www.linkedin.com/posts/econom%C3%ADA-en-galicia_terras-gauda-ensaya-el-uso-de-robots-de-apoyo-activity-6844542749740412928-HqLh">https://www.linkedin.com/posts/econom%C3%ADA-en-galicia_terras-gauda-ensaya-el-uso-de-robots-de-apoyo-activity-6844542749740412928-HqLh</a>
	COUSAS DE revista	Media	500	<a href="https://www.linkedin.com/posts/revista-cousas-de_terrass-gauda-completa-con-%C3%A9xito-a-1%C2%AA-proba-activity-6844575155650338816-f4Kc">https://www.linkedin.com/posts/revista-cousas-de_terrass-gauda-completa-con-%C3%A9xito-a-1%C2%AA-proba-activity-6844575155650338816-f4Kc</a>
	Vinetur	Media	1419	<a href="https://www.linkedin.com/posts/vinetur_terrass-gauda-completa-con-%C3%A9xito-la-1%C2%AA-prueba-activity-6844525584895221760-YmiO">https://www.linkedin.com/posts/vinetur_terrass-gauda-completa-con-%C3%A9xito-la-1%C2%AA-prueba-activity-6844525584895221760-YmiO</a>
	Cultiva Decisiones	Industry	312	<a href="https://www.linkedin.com/posts/cultivadecisiones_robots-para-apoyar-la-labor-de-los-vendimiadores-activity-6847084823132028928-Ybwn">https://www.linkedin.com/posts/cultivadedecisiones_robots-para-apoyar-la-labor-de-los-vendimiadores-activity-6847084823132028928-Ybwn</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6859814613190508544/">https://www.linkedin.com/feed/update/urn:li:activity:6859814613190508544/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6848205723780878336/">https://www.linkedin.com/feed/update/urn:li:activity:6848205723780878336/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6847084823132028928/">https://www.linkedin.com/feed/update/urn:li:activity:6847084823132028928/</a>
	BioSense	Partner	3336	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6761964185040551936/">https://www.linkedin.com/feed/update/urn:li:activity:6761964185040551936/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6781179543345541120/">https://www.linkedin.com/feed/update/urn:li:activity:6781179543345541120/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6791306418558423040/">https://www.linkedin.com/feed/update/urn:li:activity:6791306418558423040/</a>
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6792404388913709056/">https://www.linkedin.com/feed/update/urn:li:activity:6792404388913709056/</a>

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Social Network	Account	Type	Followers	Link
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6797860434385932288/">https://www.linkedin.com/feed/update/urn:li:activity:6797860434385932288/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6861998607172726784/">https://www.linkedin.com/feed/update/urn:li:activity:6861998607172726784/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6799980514615836672/">https://www.linkedin.com/feed/update/urn:li:activity:6799980514615836672/</a>
	CEPS	Partner	35 049	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6779694915132755968/">https://www.linkedin.com/feed/update/urn:li:activity:6779694915132755968/</a>
	CSIC	Partner	53 309	<a href="https://www.linkedin.com/posts/csic_sistemas-multi-robot-para-realizar-operaciones-activity-6781188647925399552-vh4X">https://www.linkedin.com/posts/csic_sistemas-multi-robot-para-realizar-operaciones-activity-6781188647925399552-vh4X</a>
	Industrial Automation Magazine	Media	4170	<a href="https://www.linkedin.com/posts/industrialautomationmagazine_atos-coordinates-european-project-flexigrobots-activity-6787259284808851456-E4er">https://www.linkedin.com/posts/industrialautomationmagazine_atos-coordinates-european-project-flexigrobots-activity-6787259284808851456-E4er</a>
	Probot OY	Partner	1198	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6779722217778405376/">https://www.linkedin.com/feed/update/urn:li:activity:6779722217778405376/</a>
	Atos	Partner	1 022 830	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6786939904581533696/?actorCompanyId=75109713">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6786939904581533696/?actorCompanyId=75109713</a> <a href="https://www.linkedin.com/posts/atos_robajetica-ai-agricultura-activity-6785892000878096385-ZFhJ">https://www.linkedin.com/posts/atos_robajetica-ai-agricultura-activity-6785892000878096385-ZFhJ</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6785901313319329792">https://www.linkedin.com/feed/update/urn:li:activity:6785901313319329792</a> <a href="https://www.linkedin.com/posts/christiansuell_atos-coordina-el-proyecto-europeo-flexigrobots-activity-6785898167675219968-2-oM">https://www.linkedin.com/posts/christiansuell_atos-coordina-el-proyecto-europeo-flexigrobots-activity-6785898167675219968-2-oM</a> <a href="https://www.linkedin.com/posts/alfonsode-losreyes_atos-coordinates-european-project-flexigrobots-activity-6786054550513164288-s366">https://www.linkedin.com/posts/alfonsode-losreyes_atos-coordinates-european-project-flexigrobots-activity-6786054550513164288-s366</a>
	CoRoSect	Project	257	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6866359625487306752/">https://www.linkedin.com/feed/update/urn:li:activity:6866359625487306752/</a>
	FoodscaleHub	DIH	500	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6866318440181891072/">https://www.linkedin.com/feed/update/urn:li:activity:6866318440181891072/</a>
	Robs4Crops	Project	571	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6864933140746567680/">https://www.linkedin.com/feed/update/urn:li:activity:6864933140746567680/</a>



Social Network	Account	Type	Followers	Link
	Smart News Planet	Media	336	<a href="https://www.linkedin.com/posts/smart-planet-news_projeto-europeu-flexigrobots-apoia-a-ind%C3%BAstria-activity-6818526772926132224-_G5q">https://www.linkedin.com/posts/smart-planet-news_projeto-europeu-flexigrobots-apoia-a-ind%C3%BAstria-activity-6818526772926132224-_G5q</a>
	IDSA	Partner	2533	<a href="https://www.linkedin.com/posts/international-data-spaces-association_datasovereignty-datasovereignty-dataexchange-activity-6769661279872278528-XtrD">https://www.linkedin.com/posts/international-data-spaces-association_datasovereignty-datasovereignty-dataexchange-activity-6769661279872278528-XtrD</a>

Table 6), digital media (Table 7), radio (Table 8), print (Table 9), and TV (Table 10). Titles in other languages are presented in English for a better understanding of reviewers.

**Twenty-one publications** mostly related to the press release were made by **partners** on their **websites** and **organizational internal channels**. Moreover, SERESCO as leader of pilot 1 has been a great supporter of communication activities by publishing constant updates of the progress on their news site. During this period the only mention at a related-H2020 project website is the one on AI4EU's website regarding the participation of the project coordinator at the AI4EU Café. Nevertheless, the intention for 2022 is to strengthen the collaboration with other projects and because of this, hopefully, have information posted about FlexiGroBots on their websites and vice versa. This action would also contribute to increasing the number of external links to enhance our SEO positioning. These 21 publications account for a total estimated audience reached of 1 793 119 considering each website's Monthly Unique Visitors.

Most of the media coverage comes from the publication of FlexiGroBots information on digital media outlets because of issuing the press release to local media and establishing other actions with media. In total, we have **102 publications** on various **digital media** covering various topics about the project such as its objectives, motivation, technologies, innovation, and mostly, the pilots. The majority of the publications are in Spanish, since ATOS, Terras Gauda, CSIC and SERESCO have been active with communication activities, but also have to mention the great coverage in Croatian, Serbian and Bosnian due to BioSense and ZeleniHit activities with the local press. Moreover, we managed to reach some news outlets in English, French and Dutch. Due to the type and impact of the media reached, summed with the number of publications we estimate a total audience reached of more than 27 000 000.

The various media outlets publishing information about the project cover mainstream, technology, innovation, agriculture, farming, robotics, gastronomy, business and economic topics. The work of the dissemination task during 2022 will contribute to reaching more research-oriented and scientific targets which should be also reached by the project. We aim to continue achieving a high number of publications in media to increase visibility and

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awareness about the project in general and regarding the pilots, although we will focus on more technology-focused media to share the features of the FlexiGroBots platform.

Another type of media covering news about the project is radio. The partners involved in Pilot 1 (Grapevines) participated in **five radio interviews** with Spanish local radio stations with the aim to share the objectives of the project and provide details on the use of various types of autonomous robots for the harvesting season of grapevines. The audience reached through these interviews' accounts for 6 000 000 according to estimations of each program and Monthly Unique Visitors of the websites where the interviews are accessible.

FlexiGroBots has been featured in **16 printed publications** on local newspapers and magazines in Spain, being Spanish and Galician the main languages of these publications. Also, **1 printed publication** was done in a Serbian magazine. The following images showcase the publications:

## La investigación sobre el uso de robots en el viñedo llega a Galicia

M. ALFONSO REDACCIÓN / LA VOZ



La agricultura de precisión ha llegado para quedarse. Y en Terras Gauda son muy conscientes de ello. Por eso la bodega ha decidido volver a participar en una investigación impulsada por 16 empresas y grupos científicos de España, Países Bajos, Bélgica, Finlandia, Alemania, Lituania, Serbia y Letonia. Todos es-

tos países han decidido unir sus fuerzas en FlexiGroBots, un proyecto que busca utilizar la robótica, la inteligencia artificial y el big data para aumentar la eficiencia en la producción y generar un impacto positivo en la conservación del entorno.

ATOS es el nombre de este programa, que tiene una duración de tres años y está financiado con siete millones de euros en el programa europeo Horizonte 2020. Será validado en

tres escenarios reales: los viñedos y otros dos tipos de cultivo. El campo piloto elegido en España es el viñedo de Terras Gauda, donde se comprobará la funcionalidad y eficiencia de la plataforma abierta con aplicaciones y sistemas de multi-robot heterogéneos y robots coordinados que trabajan tanto de forma aérea como a píe de campo.

Se trata de lograr una herramienta que permita realizar operaciones con la máxima preci-

sión, de forma muy localizada y ayudando a tomar decisiones en tiempo real basadas en la evidencia y los datos. Explican en Terras Gauda que la interrelación e interpretación de estos datos obtenidos mediante la inteligencia artificial es tremadamente valiosa ya que generará conocimientos muy exactos, lo que supone un gran avance en la optimización de los recursos y una mejora sustancial de la sostenibilidad ambiental, pues permiti-

rá reducir el uso de fitosanitarios, por poner un ejemplo. En esta bodega de Rías Baixas tienen claro que la investigación es un valor en el que deben invertir como una vía para diferenciar sus productos. De hecho, en 2014 ya participaron en un proyecto de viticultura de precisión, llamado Foodie. «El paso ahora es de gigante por la capacidad y versatilidad de los robots para realizar diferentes tareas en el viñedo», señalan en Terras Gauda.

Figure 25: Print publication - La Voz de Galicia



Terras Gauda prueba el uso de robots para ayudar en la recogida de la uva



Figure 27: Print publication - Agro svet

Figure 26: Print publication - Kiosko y Más

50 VIVIRAGUA

## Drones y robots para apoyar la labor de los vendimiadores

El viñedo de Terras Gauda en España para un proyecto que pretende reducir la huella medioambiental y optimizar la gestión de los viñedos



En la imagen superior venimos de robótica en la bodega la presentación del proyecto

Figure 28: Print publication - Diario de Pontevedra

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Last but not least, audio visual content about FlexiGroBots has been featured on various TV networks in Spain and Serbia. In total, **11 TV interviews** or news clips where FlexiGroBots was showcased were done by the project partners. The following images present a screenshot and are linked to the website where the video is available for consult.



Figure 42: TV Interview - Radio-televizija Vojvodine

<https://youtu.be/yAriZ7GcHWk>



Figure 43: TV Interview - TVG - Televisión de Galicia Telexornal Mediodía

<http://www.crtvg.es/tvg/a-carta/telexornal-mediodia-5316815?t=3116>



Figure 44: TV Interview - RTVE Agrosfera

<https://www.rtve.es/play/videos/agrosfera/25-09-21/6110159/>

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Figure 45: TV Interview - La Voz de Galicia

<https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/09/16/primeros-robots-vendimia-estrenan-rosal/00031631800958153566385.htm>



Figure 46: TV Interview - G24 | CRTVG

<https://www.crtvg.es/informativos/robotica-intelixencia-artificial-e-big-data-para-a-vendima-5315714>



Figure 47: TV Interview - Telexornal Serán | CRTVG

<https://www.crtvg.es/tvg/a-carta/telexornal-seran-5317022?t=2812>

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Figure 48: TV Interview - Fun Polo Aire | CRTVG

<https://www.crtvg.es/tvg/a-carta/programa-602-5325608?t=1311>

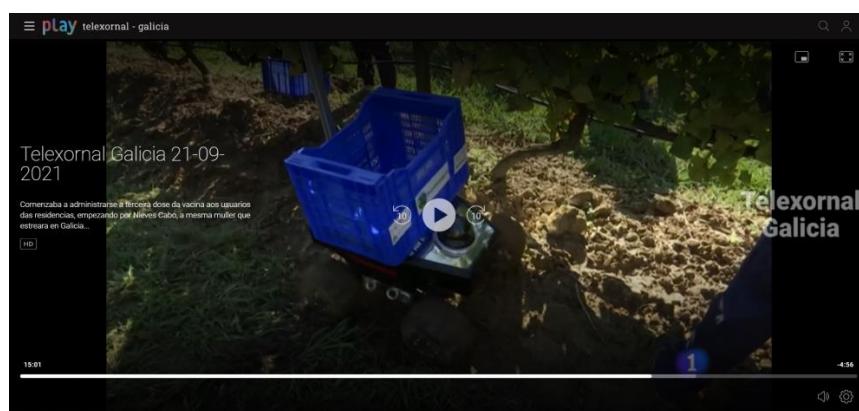


Figure 49: TV Interview - RTVE Play | Telexornal Galicia

<https://www.rtve.es/play/videos/telexornal-galicia/21-09-2021/6103787/>

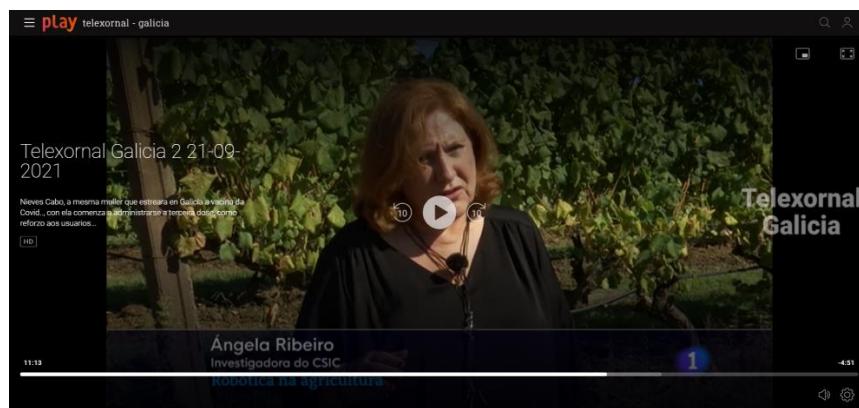


Figure 50: TV Interview - RTVE Play | Telexornal Galicia (2)

<https://www.rtve.es/play/videos/telexornal-galicia/segunda-edicion-21-09-2021/6103936/>

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Figure 51: TV Interview - Labranza | CRTVG

<https://www.crtvg.es/tvg/a-carta/o-mellor-branco-de-galicia-tecnoloxias-nos-vinedos-dia-da-construcion-sostible-no-miadoiro-da-cova-5343890?t=738>



Figure 52: TV Interview - La Sexta Noticias

<https://youtu.be/pIT467HoqVU>

## 2.1.5 Newsletter

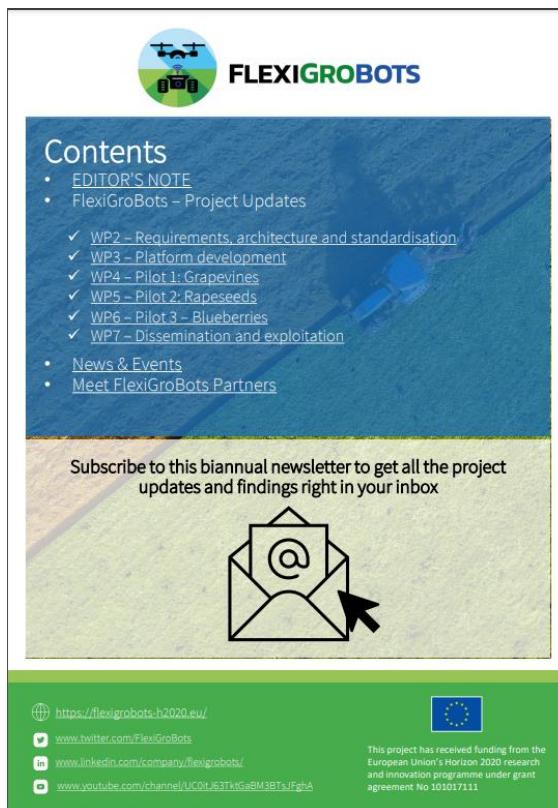
FlexiGroBots bi-annual newsletter intends to provide updates on the progress of the project via emailing and a graphic template in PDF format which is uploaded to the website. This informative material targets various audiences which have interest in the project and eventually, potential end-users that can adopt the services and technologies developed within the project.

For emailing, we are using Mailchimp, a leading email marketing tool that allows us to create original and attractive HTML templates for sending marketing communications. The tool also provides insightful metrics on the number of people who opened it, the number of clicks throughout the template, among others. Thanks to its features, the [subscription form](#) included

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on the homepage of the website is connected to Mailchimp to manage all contacts and send them information about the project in an easier manner.



**Figure 53: FlexiGroBots Newsletter No.1 - Content page**

FlexiGroBots will not only use Mailchimp to send the newsletter but it will also be leveraged for sending important communications or creating HTML templates for partners to send to the distribution lists at their organizations for promoting special milestones and activities such as the launch of the platform or the participation in important events.

The first newsletter of the project was sent out on September 17<sup>th</sup> to 21 recipients through MailChimp. The Open Rate of this newsletter was 57.1%, there were 23 opens in total, and the total clicks inside the content reached 21. The template included the titles, a short summary of each section, and links on various buttons and parts of the text redirecting to the PDF newsletter available on the website.

Moreover, the newsletter was highly promoted on social media channels using a link created on Bitly to be able to monitor and track the performance and reach. According to Bitly records, the link was used 160 times.

The structure for each edition will include general updates on the progress of each one of the WPs, news and events, and specific partners featured each month to communicate the expertise and work from each one. The current number of subscribers on Mailchimp is 30, and the next issue is planned for January 2022.

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## 2.1.6 Events & Workshops

During the first year of the project, FlexiGroBots consortium has participated in various virtual and physical events throughout Europe, to give visibility to the project and raise awareness on the expected outcomes and benefits these will provide to various stakeholders. All of the events are uploaded to the website and were promoted on social media. In some cases, we have also uploaded the recordings of virtual sessions to our YouTube channel or Video section on the project's website.

The following table presents the complete list of events together with a short description of the participation:

**Table 2: FlexiGroBots - Participation in events - Year 1**

Event Name	Date	Description	Audience Type	Estimated audience
<a href="#"><u>Satelec ETSI Forum 2021</u></a>	18/02/2021	FlexiGroBots was presented at the 47th edition of the Satelec ETSIT Forum, an event organised by students at the Higher Technical School of Telecommunications Engineers of the Polytechnic University of Madrid (ETSIT - UPM).	Academic	80
<a href="#"><u>Fieldrobotics is coming</u></a>	25/02/2021	FlexiGroBots was featured in the workshop "Where to go in field robotics and projects in Finland"	Research Academic EU Projects	30
<a href="#"><u>European Robotics Forum 2021</u></a>	14/04/2021	FlexiGroBots participated in the EC Project Track - New Horizon projects. The project coordinator held a pitch presentation highlighting the project's contribution to the field and its expected impact on the European Robotics community. In addition, Ari Ronkainen from LUKE held a session introduction in the forum.	Industry Research Academic EU Projects	50
<a href="#"><u>European Regions for Smart Communities Summit</u></a>	05/05/2021	FlexiGroBots was featured on a 10-min presentation held by the project communication manager, Ana Morales from Atos Research and Innovation.	Industry Research Academic EU Projects	45 + 86 views of the recording

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Event Name	Date	Description	Audience Type	Estimated audience
<a href="#"><u>AI4EU Café</u></a>	12/05/2021	The AI4EU Café “FlexiGroBots Flexible robots for intelligent automation of precision agriculture operations” was held by the project coordinator and focused on presenting the motivation, objectives and the innovative platform.	Industry Research Academic EU Projects DIH	150 + 78 views of the recording
<a href="#"><u>INBOTS Conference</u></a>	18/05/2021	FlexiGroBots participated at the event with a 10-min pre-recorded presentation, within the Session "Showcasing H2020 European projects in Robotics", and with a project virtual booth where the partners from ART21 were available to present information to attendees during the day of the event.	Research Academic EU Projects DIH	50 + 23 views of the recording
<a href="#"><u>SAH RC Scandinavia Webinar: Agri-robotics for a Smart Agriculture - Glance to field robotics</u></a>	21/05/2021	Juha-Pekka Soininen, VTT, Principal Scientist, held the presentation "Enablers for complex multi-robot missions" based on FlexiGroBots approach and findings	Research Academic EU Projects DIH	50 + 26 views of the recording
<a href="#"><u>Viral workshop: "The role and importance of ICT in Agriculture future development"</u></a>	04/06/2021	The workshop “The role and importance of ICT in Agriculture future development” was part of the international conference “Agriculture for life, life for Agriculture”. Joao Valente held the presentation: “FlexiGroBots - a versatile and flexible multi-robot system to precision agriculture”	Industry Research Academic EU Projects	60
<a href="#"><u>Webinar - Intelligent Ground Transportation Systems</u></a>	11/06/2021	Organised by Madrid Robotics Digital Innovation Hub (Robocity2030), this event focused on presenting various approaches to ground vehicles and automation technologies in Spain. Angela Ribeiro from CSIC held the presentation "Autonomous multi-robot systems" where she featured	Industry Research DIH	50

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Event Name	Date	Description	Audience Type	Estimated audience
		FlexiGroBots project as a success story of project implementing novel robotics and automation technologies.		
<a href="#"><u>Peltoteknologia päivä, Field technology day, Proagria</u></a>	21/07/2021	Jere Kaivosoja, LUKE, (and Oiva Niemeläinen, LUKE) held a presentation "new measurement technologies for field management in Flexigrobots" and demonstrated different drone technologies.	Industry	60
<a href="#"><u>On-Farm field exhibition, ProAgria</u></a>	03/08/2021	Oiva Niemeläinen, LUKE, held a pitch about new measurement technologies for farms.	Industry	180
	05/08/2021			
<a href="#"><u>InnoPanorama 2021</u></a>	26-28/08/2021	FlexiGroBots was presented by AGS during the InnoPanorama expo event	Industry	100
<a href="#"><u>Robotics and Computer Science World Forum</u></a>	04-06/10/2021	Presentation "Optimising Blueberry Production using AI-driven Aerial and Ground Robots" by Oskar Marko	Industry Research DIH	100
<a href="#"><u>Koneagria, Farm Machinery Exhibition</u></a>	14-16 / 10 / 2021	Madis Lemsalu, LUKE, presented the EFDI-controlled UGV platform. Pitch and three-day exhibition. Also, our partners from MTE presented FlexiGroBots on their Exhibition Booth.	Industry	10k
<a href="#"><u>SmAgTech EXPO Conference</u></a>	16-17/11/2021	Our partner Joao Valente participated in the Smart Fruit Growing session with the presentation "Efficient orchards and vineyards management using AI-driven UAVs".	Academic EU Projects	100
<a href="#"><u>AgriFood Forum 2021</u></a>	25/11/2021	Daniel Calvo presented FlexiGroBots within the panel "Working side by side with agri-food robots – opportunities and challenges". The panel was co-organised by CoRoSect, Robs4Crops, Canopies and Robotics4EU projects.	DIH Industry EU Projects	100
<a href="#"><u>European Big Data Value Forum</u></a>	29/11/2021	FlexiGroBots was featured at Atos Virtual Booth on Thursday, December 2nd, between 10:00 and 11:00. The communication manager of the project	Industry Research Academic	100

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Event Name	Date	Description	Audience Type	Estimated audience
		was available during that time in the booth to present all interested attendees the project motivation, expected results, use cases, and answer the questions that may arise from the work the project has been doing until now.	EU Projects	

From all the events attended, the communication task has made the following categorisation:

- Industrial exhibitions:
  - INBOTS Conference
  - Koneagria, Farm Machinery Exhibition
  - European Big Data Value Forum 2021
- Industrial conferences:
  - European Robotics Forum 2021
  - European Regions for Smart Communities Summit
  - SmAgTech EXPO Conference
  - AgriFood Forum 2021

For the second year of the project, the objective is to present the project on relevant industrial and academic events, as well as to organize some project events to demonstrate the work done within the technical development of the platform and the pilots. Moreover, if COVID-19 allows it the idea is to participate in more physical events to better engage with potential end-users and key stakeholders and gather valuable feedback on their perceptions and expectations.

## 2.2 Communication Key Performance Indicators (KPIs)

The execution of communication activities as part of T7.2 has been successfully done in accordance with the plan presented in D7.2. Thanks to the work and contribution of all partners to the activities on this task, the KPIs achieved until now indicate that the task will have no deviations or problems in achieving the KPIs established for the end of the project.

Even though some of the KPIs were already increased to foster a stronger impact, in this opportunity we will just increase the number of impressions and followers on LinkedIn given that the targets were already achieved. According to the performance in the upcoming reporting period, the task leader will evaluate if some others can be increased.

Table 3 presents all the metrics until M11 of the project, and the target set by M36.

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Type	KPI	Target by M36	Achieved until November 2021 (M11)
<b>Website</b>	Unique Visitors	6000	5039
	Sessions	8000	5462
	Page Views	12 000	8569
	Number of References to the project on the search engine (Link building)	50	371
<b>Twitter</b>	Tweets	360	148
	Retweets/Likes	800	529
	Followers	300	155
	Engagement rate	>1%	1,9%
	Impressions	100 000	33 600
<b>LinkedIn</b>	Visitors	1500	501
	Reactions	1.2%	4%
	Organic Impressions	20 000 <sup>1</sup>	11 244
	Followers	300 <sup>2</sup>	201
<b>YouTube</b>	Followers	30	5
<b>Marketing Material</b>	Infographics	3	0
	Project Poster	2	1
	Videos	1	1
	Brochures	2	1
	Press Releases	2	1
	Audience reached by Press Releases	1500	+8 000 000
	Newsletters	6	2
<b>Events</b>	Industrial conferences	3	4
	Industrial Exhibitions	1	3
	Audience reached	1000	11 500

Table 3: FlexiGroBots Communication KPIs until M36

<sup>1</sup> Increased from 10.000 to 20.000<sup>2</sup> Increased from 150 to 300



### 3 Dissemination Strategy

#### 3.1 Dissemination Reporting M1-M11

The achievement of all the Key Performance Indicators (KPIs) set at the beginning of the project for the first 12 months has been successful. Almost all dissemination activities have reached the objective KPI and some even doubled the number of activities recorded, for instance in the participation of conferences and workshops. Nevertheless, the KPI of scientific publications and policies briefs has not been fulfilled, as is explained in section 3.1.3.

Dissemination activity	Target by November 2021 (M11)	Achieved until November 2021 (M11)
Organization of projects events	0	0
Participation in conferences/workshops	5	14
Scientific publications, policies briefs	2	0
Demonstrations and Exhibitions	1	2
Industry events	3	5
Synergies with projects and network	2	14
Public datasets, Open-source code	1	2

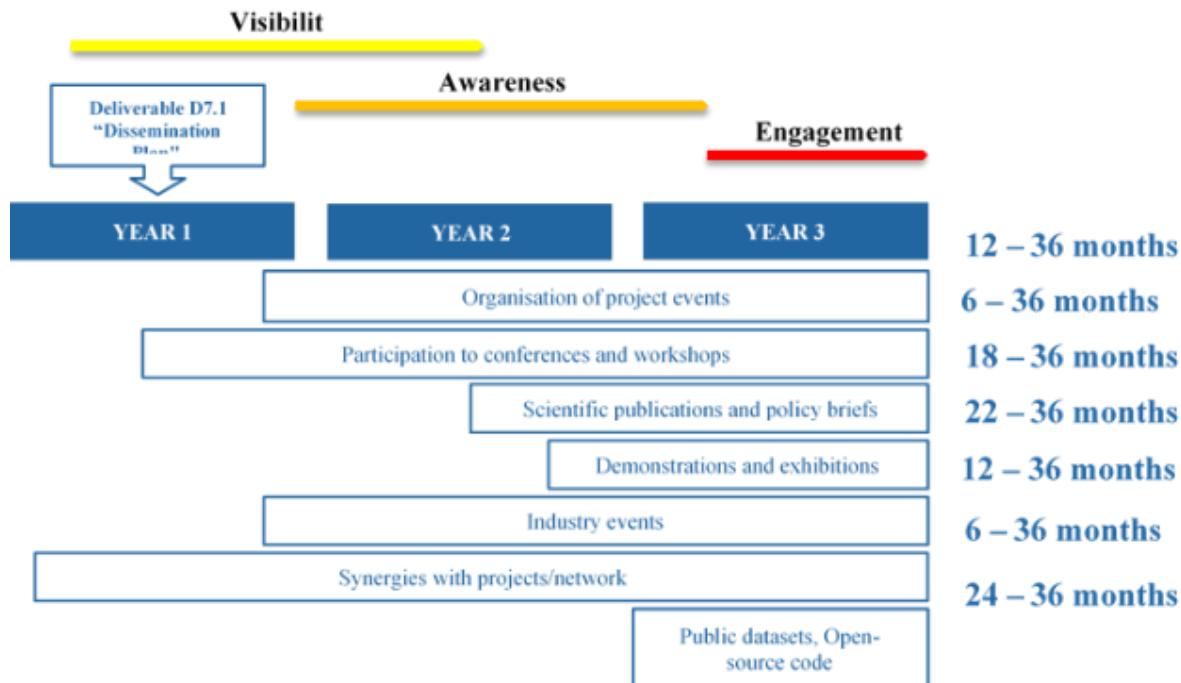
Table 4: Dissemination KPIs achieved (M1-M11)

##### 3.1.1 Organisation of project events

Events will be very important to promote the project and to get to know to a general audience about the new discoveries made during the development of FlexiGroBots.

Until the moment, no project events have been organized. This is in accordance with the plan since this type of dissemination activities are expected during the second and third year of the project, as can be seen in Figure 42.

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**Figure 43: Dissemination plan overview and specific timeline.**

### 3.1.2 Conferences and workshops

Attending conferences and workshops is relevant for the FlexiGroBots project to promote the work that all the professionals are doing while networking and sharing knowledge of the same or a similar discipline.

Until M11, FlexiGroBots has participated in 7 conferences and 7 workshops, surpassing the KPI set for this dissemination activity, which was set to 5 participations. All the participations have taken place online. However, the Finnish pilot is planning on holding a physical conference, that will take place in January 2022.



**ROBOTICS AND COMPUTER SCIENCE WORLD FORUM**



**Summit  
European Regions for Smart Communities**



**SmAgTech EXPO**  
SMART AGRITECHNOLOGY EXPO

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Fieldrobotics is coming

**AI4EU Café**

**IDSA Summit 2021**

 RoboCity2030.org

SustaiNLP 2020



SAH RC Scandinavia Webinar

**Figure 54: Conferences and workshops 2021**

For the coming year, the plan is to present our work at several international conferences, such as IGARSS 2022, IROS 2022, AgEng2022, ICRA2022, EGU General Assembly 2022, ICUAS, IEEE ICMA 2022, MED 2022, among many others that we will decide during the development of the project.

International Geoscience and Remote Sensing Symposium  
**IGARSS 2022**

**KYOTO 2022**  
**iROS**



 **ICRA 2022**  
IEEE International Conference on Robotics and Automation

 **EGU General Assembly 2022**

 **ICUAS**

 **IEEE ICMA 2022**  
IEEE International Conference on Mechatronics and Automation

**MED 2022**

**Figure 55: Events and conferences targeted for 2022**

### 3.1.3 Scientific publications / policy briefs

Scientific publications are crucial for FlexiGroBots to disseminate to the scientific community about all the discoveries made during the development of the project.

No scientific publications nor policy briefs have been published during the first year of the project. The main reason for that is that the datasets were collected at the end of this year and the processing part requires quite some time (pre-processing, documentation, organization, labelling...). However, we are certain that we will reach the KPI during the next year. Moreover, it is also too soon to achieve the maturity to release a policy brief with the first year of the project.

The plan for the next year is to publish several journal articles. Some journals have already been selected as potential options, such as Precision Agriculture, Biosystems Engineering, Computers and Electronics in Agriculture and the Journal of Field Robotics.

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Figure 56: Scientific publications targeted for 2022

### 3.1.4 Demonstrations and exhibitions

Demonstrations and exhibitions are of importance for the project to disseminate, promote and teach other professionals the work that it has been developed. Moreover, with the attendance of both events, FlexiGroBots reaches different targets than in conferences.

Two physical exhibitions have taken place during this first year of FlexiGroBots by MTE. Both were three-day participation in the Farm Machinery Exhibition in Tampere, Finland. With these exhibitions, we achieved and surpassed the KPI for demonstrations and exhibitions of the first year. Also, FlexiGroBots was featured at virtual exhibitions as part of virtual events such as INBOTS and EBDVF2021.

For the coming year, we are planning on participating and/or organizing more events to promote and disseminate the FlexiGroBots project.

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Figure 57: Exhibitions

### 3.1.5 Industry events

Participating in industry events is essential for FlexiGroBots to be known by field experts and to create in-person connections with other professionals.

Five events have been carried out until M12, reaching and surpassing the expected KPI. They were not concentrated at the end of the year but were spread around, starting on February 2021. The procedure will be the same during the next year so more industry events are executed during the whole year.

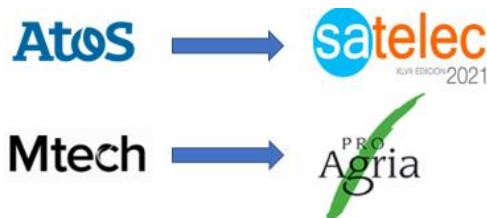


Figure 58: Industry events

### 3.1.6 Synergies with projects and network

Synergies with other projects are of importance for FlexiGroBots to base our decisions on previous work and to reuse the results obtained in other projects. It is a technological pseudo transference to learn about projects that are being developed at the same time as FlexiGroBots. Thanks to synergies with other projects, we can create on top of the work that previous projects have developed.

Wageningen University & Research has started a synergy with the [Scorpion-H2020](#) project and the Institute for Systems and Computer Engineering, Technology and Science of Portugal. We will work together on the development of an algorithm to detect early Botrytis from video datasets to reduce input costs by applying precision spraying.

ATOS is involved in several related H2020 projects such as EO4AGRI, GRAPEVINE, CoRoSect, AI4EU, DEMETER, OPEN DEI, DIH4AI and IoTNGIN with whom various collaborative dissemination and communication actions can be planned. Moreover, ATOS is part of BDVA-DAIRO, OGC, and has contacts at various DIHs and innovation associations that could benefit the dissemination of the project and also contribute to the sustainability activities.

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VTT does collaboration with data space activities in Finland with Finnish IDS Hub, Finnish GAIA-X Hub and Finnish GAIA-X Agriculture data space working group. They have existing collaboration with [EU Reservist](#) and [KITT4SME](#) projects that also implement embryonic data spaces. They also share knowledge with the Finnish InDEx programme that builds industrial data excellence for the manufacturing industry. There the focus is on M2M data sharing using data space concepts. The DIH2, Finnish agriculture DIH and Arctic Drone Lab also belong to their partner network and they are pushing FlexiGroBots data space concepts to Finnish agriculture data space programmes that are under preparation.

Luke is also involved in many networks, for instance, SmartAgriHubs, Agricultural Automation of Finland, Finnish UAV ecosystem and the Forum for Intelligent Machines. With their collaboration, they can improve the quality of the aerial fleet services of Pilot 2.

MTE has worked together with the [AFarCloud](#) project, which will end in the coming days since their topic and research questions in FlexiGroBots are very similar.

CEPS recently became a founding member of the Data Science in Policy Network, a civil society network for discussing opportunities and challenges linked to data science and policy. The network will also discuss ethical and legal implications of data science, therefore providing positive synergies with the ethical research in FlexiGroBots.



Figure 59: Atos Synergies with other projects and network

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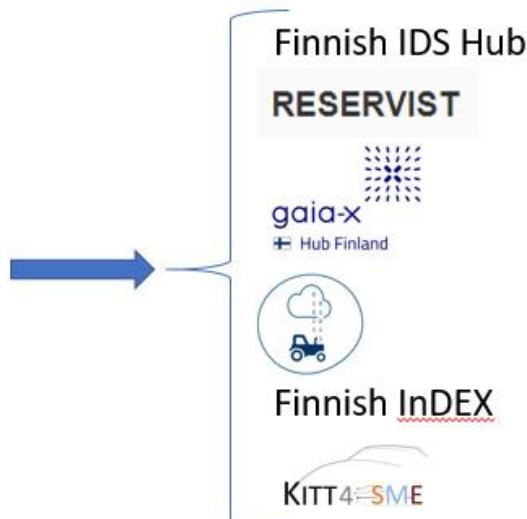
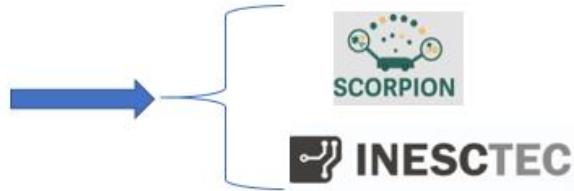


Figure 60: WU and VTT synergies with other projects and network



Data Science in Policy Network

Figure 61: LUKE, MTE and CEPS synergies with other projects and network

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### 3.1.7 Public datasets, open-source code

Making datasets available for the public (create open data) is important to strengthen the reproducibility and allow other researchers reusing the collected data for future studies. Moreover, it shows a transparent research procedure, which highlights the quality and reliability of the work. Finally, it helps to maximize the impact of the research.

Two public datasets have been uploaded in [Zenodo](#) by WU and the [institutional repository of the Spanish National Research Council](#) (CSIC) by CSIC corresponding to the Spanish pilot. Both datasets contain raw data, meaning that the images and videos present do not have any pre-processing or labelling. In a future step, datasets with labels will be made available for the scientific community.

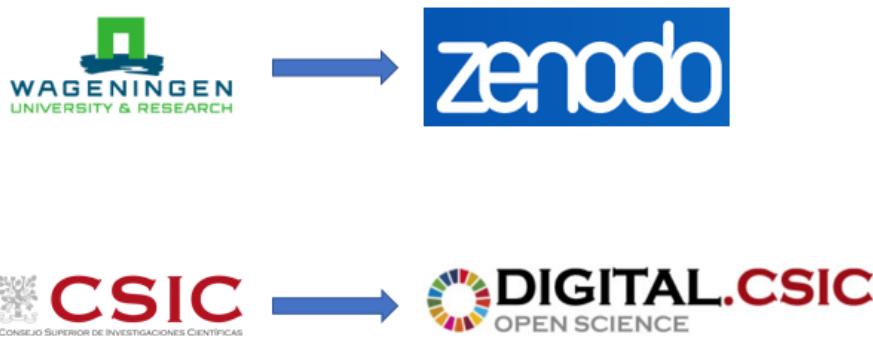


Figure 62: Public datasets

## 3.2 Dissemination Key Performance Indicators (KPIs)

Table 5 shows the KPI set for the whole project regarding the dissemination activities, together with the KPI that have been achieved until the moment. It can be seen that if we continue in the same direction, we will reach all the KPIs set at the end of the project.

Dissemination activity	Target by M36	Achieved until November 2021 (M11)
Organization of projects events	3	0
Participation in conferences/workshops	20	14
Scientific publications, policies briefs	10	0

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Dissemination activity	Target by M36	Achieved until November 2021 (M11)
Demonstrations and Exhibitions	6	2
Industry events	20	5
Synergies with projects and network	10	14
Public datasets, Open-source code	6	2

**Table 5: Dissemination KPIs objective until the end of the project.**

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## 4 Individual Communication and Dissemination Activities

### 4.1 ATOS

ATOS has large expertise in communicating and disseminating results from its research projects. Through its communication and design group, Atos Research and Innovation can provide all methods and tools for effective communication. In the context of the FlexiGroBots project, ATOS is responsible for defining the communication strategy as the T7.2 leader and guaranteeing the maximum visibility of the project and the achievement of the KPIs established.

During Y1, ATOS has supported communication activities via online communication (social networks, press media, website, etc.), exploiting synergies with already running research projects, and supporting all dissemination activities carried out by the project. Also, it has made use of various of its internal channels to spread the word about the project and its progress through various newsletters and information portals accessible for all employees.

The team involved in the project has participated in various events and will continue to identify important events and venues to increase the visibility of the project and engage with key stakeholders.

### 4.2 CEPS

CEPS participated in the workshop on Sustainable AI (SustaiNLP) at the EMNLP conference on 10.11.21 as part of the networking and research on sustainable practices and the impact of AI and different ELSE factors. <https://sites.google.com/view/sustainlp2021/organization>

In December, CEPS will contribute a blog post to the FlexiGroBots website explaining the ELSE factor analysis process and how public and private ethical standards are taken into account. CEPS will redistribute the blog post via its social media channels once it is published on the FlexiGroBots website.

### 4.3 SER

SERESCO has been working in different initiatives of dissemination, mainly through social media: publishing newsletters on the company's websites, available in five languages (Spanish, English, French, Portuguese and Italian), posting in the most important social networks (LinkedIn, Facebook, Twitter), and sending different releases to some local, regional

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and national press. We also have participated in one TV program and one radio program, both in the regional media.

As members of some important technological associations, we have spread the notice of the project through the following technological platforms: OENOVITI: International Network in Oenology and Viticulture; PTV: Wine Technology Platform (Spain); AMETIC: Multisectoral Association of Information Technology, Communications and Electronics Companies (Spain).

In the following year, our plan is to continue working with the same kind of activities, trying to increase the level of publications in order to reach a wider audience and contact with a larger number of stakeholders so as to promote the FlexiGroBots approach and technologies.

## 4.4 CSIC

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During 2021, CSIC has led and participated in numerous activities of Communication and Dissemination of the FlexiGroBots project, some of them individually, such as the Workshop RoboCity2030-DIH-CM, in which Angela Ribeiro participated in the conference "Autonomous multi-robot systems: The future of the agriculture" or fairs such as Fruit Attraction, where the [video](#) prepared by the CSIC on robots to assist manual harvesting was presented. It has also been the team that has developed the harvest assistance robot, core of the demo that took place in September 2021 in Galicia in collaboration with the partners of Pilot 1 and, therefore, has had an important participation in the preparation of the press releases as well as in the press conference where the work developed in FlexiGroBots was shown to the media. The impact on national newspapers, magazines, radio and TV has been remarkable, including numerous interviews with the team members.

Next year CSIC team plans to attend the Transfiere fair ([Transfiere2022](#)), the largest professional and multisectoral forum for knowledge and technology transfer held in Spain, which brings together the most relevant actors of the national and international R&D&I ecosystem. The aim is to participate in the "Demo Center - TRL7" with a prototype of a harvesting aid robot showing its different functionalities. The team also want to be present at the CSIC institutional stand with information about the FlexiGroBots project. Throughout the year the CSIC team will have different field workdays which will be disseminated together with the partners of Pilot 1. Finally, CSIC will attend the Fruit Attraction Fair again. Finally, throughout next year the CSIC team will continue to promote the FlexiGroBots project through its own channels (LinkedIn, Twitter, etc.) with the most relevant stakeholders.

## 4.5 TER

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During this first year, Terras Gauda has actively participated in the Communication and Dissemination activities of the FlexiGroBots project.

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We have organized meetings with interested parties, we have prepared press releases that have had a very good impact not only on the specialized press, but also on the general press. Several Spanish radios have interviewed us.

In September 2021, together with our partners within Pilot 1, we prepared a demo in the Terras Gauda vineyard, as well as a press conference where we showed the media our work and development in FlexiGroBots. The incidence in national newspapers, magazines, radios and TV has been remarkable.

For next year we plan to prepare new press releases to disseminate the progress of the project, organize meetings with demonstrations with farmers, as well as another press conference to expand communication and dissemination of the FLEXIGROBOTS project.

## 4.6 WU

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WU is the responsible partner of T7.1 and therefore we lead the general dissemination strategy. We also promote the project through our own channels (LinkedIn, Twitter, etc.) with the most relevant stakeholders. Until now, most of the dissemination activities carried out consisted of publications in the national and local press of Spain, where an interview with João Valente and many pictures of the UAV flown could be seen, but also in the Dutch agriculture popular press. Some examples can be found [here](#) and [here](#).

Regarding T7.2, WU targeted three main groups to address our communication activities: the general public, young people, and the local scientific community. To reach the scientific community, we participated in the workshop called "Agriculture for life, life for agriculture (The role and importance of ICT in Agriculture future development)". We will also participate in next week in the [SmAgTech EXPO Conference](#).

In Year 2, we plan to participate in international conferences such as IGARSS, ICRA, IROS... among many others and publish some papers in journals with high impact factor, such as PRAG, biosystems engineering, computers and electronics in agriculture or field robotics.

## 4.7 VTT

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VTT dissemination and communication activities have been following:

- Presentation of FlexiGroBots in SAH RC Scandinavia Webinar: Agri-robotics for a Smart Agriculture - Glance to field robotics, where Juha-Pekka Soininen gave a talk on enablers for complex multi-robot missions" based on FlexiGroBots approach and findings. (21/05/21).
- FlexiGroBots data space concept was briefly introduced in Finnish GAIA-X Hub organized a meeting on Agriculture domain data spaces. The objective of the meeting was to start the Agriculture Data Space working group in Finland that will create a

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Finnish view to European level GAIA-X working group on Agriculture data spaces. (28/10/2021).

- Finnish IDS Hub is creating a website for the dissemination of data space ideas. VTT is coordinating the Hub (outside FlexiGroBots project) and FlexiGroBots approach will be given as a reference of data space. The work has been started in October 2021 and it will involve a series of meetings until the launch of the website in 2022.
- Participation in a joint publication with LUKE and other WP5 partners.

## 4.8 BIO

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During the first year of project implementation, BioSense has been actively involved in communication and dissemination activities. The project was presented in the "[Morning Show](#)" broadcast by the Radio Television of Vojvodina on April 26th, 2021. The first project press article was adapted to the Serbian language and disseminated jointly by BioSense Institute and Zeleni hit. The press release was published on 13 internet and 3 print media with local, regional and national coverage.

BioSense promoted the project on official Institute's social media channels — Facebook, LinkedIn and Twitter. Posts about the FlexiGroBots project reached over 2360 people on BioSense Facebook Page, while content on LinkedIn and Twitter accounts gained 8335 and 5608 impressions respectively.

On October 4<sup>th</sup>, 2021, Oskar Marko presented Pilot 3 on Robotics and Computer Science World Forum (Amsterdam/Online) which brings together scientists, researchers, students and professionals from industry and academia working in the disciplines of robotics and engineering.

## 4.9 ART

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ART has leveraged its membership in national and international networks, communities and initiatives to achieve a greater impact of the FlexiGroBots and disseminate its results during Y1. Key networks that have been engaged include EIT Food (Europe's leading food innovation initiative, supported by the EIT, a body of the EU), SmartAgriHubs (a pan-European network of agri-food Digital Innovation Hubs and Competence Centres with over 164 partners), and EDIH4IAE.LT (a consortium of leading Lithuanian innovation stakeholders and a candidate to become a European DIH (EDIH)), among others. ART has, also, represented FlexiGroBots during the INBOTS conference on 18-20<sup>th</sup> of May 2021.

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## 4.10 LUKE

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Luke's research group has been active on national events reaching farmers, advisors, politicians, related industries, and stakeholders. These included three field technology days around Finland, Fieldrobotics workshop, European Robotics Forum, and machinery exhibition "Koneagria" with 14 000 visitors and two webinars hosted by external organisations. These pitches and presentations involved machinery and tool related to FlexiGroBots. In addition, efforts have been put into the preparation of a national roadmap to smart agriculture 2030 and starting of scientific publications.

In 2022, we will continue the interactions with the farmers and advisory but will also reach international scientific audience by publishing in scientific journals and by participating in conferences, such as CIGR (International Commission of Agricultural and Biosystems Engineering) 2022, Kyoto.

## 4.11 MTE

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MTE participated in a domestic agricultural exhibition on 14.11.-16.11. held on Tampere, Finland. On our booth the FlexiGroBots project was represented to a historically wide and exited audience including farming professionals, advisors, politicians, and the general public.

## 4.12 PRO

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- [LinkedIn post at Probot Oy company-page](#) (2021-03-22) about entering the FlexiGroBots -project. (likes: 18 OrganicViews: 972)
- Probot Oy introduced the project briefly in ArcticFoodLab seminar (2021-11-23) (Audience: 37 persons)

## 4.13 IDSA

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IDSA has been focusing its' dissemination activities on social media posts and newsletters. Posting has been the main activity in the first year of the project, with Twitter and LinkedIn being the social networks in use. In addition, IDSA promoted the activities of FlexiGroBots in an Information Session on a Common European Agricultural Data Space organized by the European Commission. The purpose of the session was to prepare the audience about the establishment of a single market for data, where data can flow between countries and sectors, and be accessed and used easily. as envisioned by the European Strategy for Data published in February 2020. Agriculture Data Space is one of the data spaces identified in this strategy and FlexiGroBots is one of the first so-called "embryonic" data spaces that can provide valuable input and become later part of the pan European agriculture data space.

In the second year of the project, IDSA will promote the activities within the pilots of FlexiGroBots and promote the project through newsletters, events and other dissemination

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activities such as the Data Space Tuesday campaign, a weekly Twitter and LinkedIn post about all types of IDSA-based data spaces.

IDSA, being a member of the Open DEI CSA Project has been leveraging the outcomes of its' task forces, specifically when it comes to the designing of data spaces, where Open DEI has crafted and published the first version in 2021 (to be finalized by 30/11).

## 4.14 AGS

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AGS has participated actively in the communication and dissemination of the project's activities and results throughout its stakeholders and partners in Latvia and the Baltics region, as well as national technology and competence centres. The project was also presented by AGS during the InnoPanorama expo event in Kaunas, Lithuania on the 26-28<sup>th</sup> of August 2021.

## 4.15 AFL

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AFL has organized and participated in various events for agri-food stakeholders, during which it has disseminated the results and outcomes of the FlexiGroBots project for Y1. One of the biggest and most important of such events is the AgriFood Forum – the international conference for agri-food business, innovation and policy leaders, organized annually by AFL. FlexiGroBots was one of the four H2020 projects (Robotics4EU, CoRoSect and ROBS4CROPS) that participated in a session during the Forum, dedicated exclusively to the robotics industry.

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## 5 Conclusions and next steps

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Dissemination and communication activities done by FlexiGroBots and its consortium partners have been successful and executed in line with the plans presented on previous deliverables. During the first 11 months of the project, various activities have been set up to increase the visibility of the project and start raising awareness about what FlexiGroBots is doing and its potential contribution and impact on agriculture, robotics, and innovation sectors.

The results achieved so far are aligned with what was expected, and even exceeded in some cases which demonstrate that both tasks working on these topics are doing a good job of positioning the project and leveraging different types of opportunities arising from the synergies identified with other projects, initiatives, etc. Both dissemination and communication tasks have defined a three-phased strategy with following similar objectives as the work done in each one of these is complementary and makes part of a single need of reaching out to potentially interested stakeholders, end-users, researchers, and even the general public to demonstrate the work and progress of the project.

As such, the dissemination task is more related to the positioning and presentation of the technical progress among academic and research ecosystems to promote the uptake of technologies developed and contribute to the strengthening of the agriculture sector in Europe. On the other hand, the communication task works towards the project's positioning on more industrial venues on top of providing various digital and non-digital communication channels and content used to reach out to various key stakeholder groups.

As a conclusion and next steps, the following activities are foreseen:

- Dissemination task (T7.1):
  - The organisation of FlexiGroBots own events.
  - Participate in several international conferences, such as IGARSS 2022, IROS 2022, AgEng2022, ICRA2022, EGU General Assembly 2022, ICUAS, IEEE ICMA 2022, MED 2022, etc.
  - Boost the development, submission, and publications of scientific papers to academic conferences and/or journals to demonstrate the work and progress achieved within the project.
  - Identify relevant exhibitions targeting key stakeholders to present FlexiGroBots work.
  - Exploit synergies with other projects and initiatives to maximise the reach of stakeholders and promote the uptake of the FlexiGroBots platform.
  - Publish other datasets created within the project.
- Communication task (T7.2):

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- Website revamp with new content and structure to give more visibility to the FlexiGroBots platform and pilots as soon as milestones are achieved, and new information/results become available.
- Continue developing and posting content on the blog on the different topics identified to provide a more in-depth view of the different elements and technologies that are involved in the project and as a result of this, consolidate strong thought leadership on various domains.
- Set the frequency of posts on social networks to 2 tweets per week and at least 3 LinkedIn posts per month. Moreover, continue identifying relevant profiles to interact and enhance the metrics, while also establishing meaningful connections for future collaborations.
- Launch the 1<sup>st</sup> release of the FlexiGroBots platform through the project's own digital channels and maximise the reach by also using partners' channels to promote this main milestone. For a greater impact, the communication task will produce different types of materials such as PPT presentation, brochures, videos, press releases, among others.
- Continue providing content to media outlets to have more media coverage about FlexiGroBots on technology, innovation, economics, agriculture, and mainstream media.
- Publish FlexiGroBots newsletter every 6 months to share the progress on the development of the platform, and on the three pilots.
- Support and promote the project's participation in various types of events.

The results of the activities developed between M11 and M23 will be reported on D7.11 in December 2022.

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- [2] **Report:** European Commission (2021) - EU Country Factsheets. Agriculture in France 2021
- [3] **Report:** European Commission (2021) - EU Country Factsheets. Agriculture in Greece 2021
- [4] **Report:** European Commission (2021) - EU Country Factsheets. Agriculture in Italy 2021
- [5] **Article on Website:** Farm Bureau (2021), *Fast Facts About Agriculture & Food*, <https://www.fb.org/newsroom/fast-facts>, retrieved 2021-12-06)

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## Annexes

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**Table 5: Social Media posts - External accounts**

Social Network	Account	Type	Followers	Link
Twitter	Seresco	Partner	1512	<a href="https://twitter.com/seresco/status/1445411937815236621">https://twitter.com/seresco/status/1445411937815236621</a> <a href="https://twitter.com/seresco/status/1443183664960098311">https://twitter.com/seresco/status/1443183664960098311</a> <a href="https://twitter.com/seresco/status/1442468746241589251">https://twitter.com/seresco/status/1442468746241589251</a> <a href="https://twitter.com/seresco/status/1439880017702531073">https://twitter.com/seresco/status/1439880017702531073</a> <a href="https://twitter.com/seresco/status/1438442970051657729">https://twitter.com/seresco/status/1438442970051657729</a> <a href="https://twitter.com/seresco/status/1356177158062923776">https://twitter.com/seresco/status/1356177158062923776</a> <a href="https://twitter.com/seresco/status/1460875601313685504">https://twitter.com/seresco/status/1460875601313685504</a> <a href="https://twitter.com/seresco/status/1458442232600698881">https://twitter.com/seresco/status/1458442232600698881</a> <a href="https://twitter.com/seresco/status/1458008360570269698">https://twitter.com/seresco/status/1458008360570269698</a> <a href="https://twitter.com/seresco/status/1453643487530962956">https://twitter.com/seresco/status/1453643487530962956</a> <a href="https://twitter.com/seresco/status/1361286449388208128?s=20">https://twitter.com/seresco/status/1361286449388208128?s=20</a> <a href="https://twitter.com/seresco/status/1368861058023251970">https://twitter.com/seresco/status/1368861058023251970</a> <a href="https://twitter.com/seresco/status/1373922649194164227">https://twitter.com/seresco/status/1373922649194164227</a>

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Social Network	Account	Type	Followers	Link
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	Tecnovino	Media	12 400	<a href="https://twitter.com/TecnoVino/status/1445058644178087950">https://twitter.com/TecnoVino/status/1445058644178087950</a>
	Vinetur	Media	29 800	<a href="https://twitter.com/vinetur/status/1438759889384345608">https://twitter.com/vinetur/status/1438759889384345608</a>
	Joao Valente – WU	Partner	130	<a href="https://twitter.com/JOA0Valente/status/1438969766203510786">https://twitter.com/JOA0Valente/status/1438969766203510786</a> <a href="https://twitter.com/JOA0Valente/status/1456616998591475720">https://twitter.com/JOA0Valente/status/1456616998591475720</a>
	Digital Agri Food	Media	3529	<a href="https://twitter.com/DigitalAgriFood/status/1442781879116177416">https://twitter.com/DigitalAgriFood/status/1442781879116177416</a>
	Agrosfera Tve	Media	14 000	<a href="https://twitter.com/agrosfera_tve/status/1441422924787773441">https://twitter.com/agrosfera_tve/status/1441422924787773441</a>



Social Network	Account	Type	Followers	Link
	Huerta Digital	Media	9 279	<a href="https://twitter.com/huerta_digital/status/1441371841881202693">https://twitter.com/huerta_digital/status/1441371841881202693</a>
	Cultiva Decisiones	Industry	714	<a href="https://twitter.com/cultivagreen/status/1440662991146418190">https://twitter.com/cultivagreen/status/1440662991146418190</a> <a href="https://twitter.com/cultivagreen/status/1453690719953109003">https://twitter.com/cultivagreen/status/1453690719953109003</a> <a href="https://twitter.com/cultivagreen/status/1451482665698402307">https://twitter.com/cultivagreen/status/1451482665698402307</a>
	RTVE Galicia	Media	2477	<a href="https://twitter.com/RTVEGalicia/status/1440324065219076098">https://twitter.com/RTVEGalicia/status/1440324065219076098</a>
	SP Comunicación	Media	31	<a href="https://twitter.com/SPComunicacion_/status/1440360901765259266">https://twitter.com/SPComunicacion_/status/1440360901765259266</a>
	Tierras Digital	Media	1519	<a href="https://twitter.com/TierrasDigital/status/1439873973597134849">https://twitter.com/TierrasDigital/status/1439873973597134849</a>
	Revista Eneo - Viticultura y Enología	Media	1148	<a href="https://twitter.com/int_vino/status/1439873975191052298">https://twitter.com/int_vino/status/1439873975191052298</a>
	Tec4Agro	Media	207	<a href="https://twitter.com/tec4agro/status/1439890588309065742">https://twitter.com/tec4agro/status/1439890588309065742</a>
	Laura Sanz López	Other	337	<a href="https://twitter.com/lسانlopez/status/1439992247668207616">https://twitter.com/lسانlopez/status/1439992247668207616</a>
	COUSAS DE - revista	Media	504	<a href="https://twitter.com/cousasde/status/1439864893209985026">https://twitter.com/cousasde/status/1439864893209985026</a> <a href="https://twitter.com/cousasde/status/1438808183666089984">https://twitter.com/cousasde/status/1438808183666089984</a>
	Agroinformacion	Media	9425	<a href="https://twitter.com/Agroinformacio/status/1438454131367235589">https://twitter.com/Agroinformacio/status/1438454131367235589</a>
	Quincemil Santiago	Other	1741	<a href="https://twitter.com/quincemilSCQ/status/1438483573506396166">https://twitter.com/quincemilSCQ/status/1438483573506396166</a>
	Treintayseis	Media	1859	<a href="https://twitter.com/treintayseis_36/status/1438528368207532038">https://twitter.com/treintayseis_36/status/1438528368207532038</a>
	ARI Institute	Media	270	<a href="https://twitter.com/ARI_Institute/status/1438803677557501958">https://twitter.com/ARI_Institute/status/1438803677557501958</a>
	Jm Bourio	Other	39	<a href="https://twitter.com/Jmbourio1/status/1438923214600773632">https://twitter.com/Jmbourio1/status/1438923214600773632</a>

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	Terras Gauda	Partner	7539	<a href="https://twitter.com/TerrasGauda/status/1438527729545195525">https://twitter.com/TerrasGauda/status/1438527729545195525</a>
	Robotnik Robots	Industry	3685	<a href="https://twitter.com/RobotnikRobots/status/1438780455759843330">https://twitter.com/RobotnikRobots/status/1438780455759843330</a>
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CSIC	Partner	2208		<a href="https://twitter.com/csic/status/1375435643376050178">https://twitter.com/csic/status/1375435643376050178</a>
CEPS	Partner	3417		<a href="https://twitter.com/CEPS_thinktank/status/1373929593074245638">https://twitter.com/CEPS_thinktank/status/1373929593074245638</a>
CoRoSect	Project	123		<a href="https://twitter.com/CoRoSect/status/1460595976905928710">https://twitter.com/CoRoSect/status/1460595976905928710</a>
FoodScaleHub	DIH	131		<a href="https://twitter.com/FoodscaleHub/status/1460552725918359555">https://twitter.com/FoodscaleHub/status/1460552725918359555</a>
Atos Spain	Partner	3752		<a href="https://twitter.com/AtosES/status/1379068883223638030">https://twitter.com/AtosES/status/1379068883223638030</a> <a href="https://twitter.com/AtosES/status/1380125291260080132">https://twitter.com/AtosES/status/1380125291260080132</a> <a href="https://twitter.com/AtosES/status/1389127849202835458">https://twitter.com/AtosES/status/1389127849202835458</a> <a href="https://twitter.com/AtosES/status/1362338091424509954">https://twitter.com/AtosES/status/1362338091424509954</a> <a href="https://twitter.com/AtosES/status/1389490211093155844">https://twitter.com/AtosES/status/1389490211093155844</a>
Atos Research Innovation	& Partner	483		<a href="https://twitter.com/AriMarcomm/status/1354705525670367233">https://twitter.com/AriMarcomm/status/1354705525670367233</a> <a href="https://twitter.com/AriMarcomm/status/1380167016619905029">https://twitter.com/AriMarcomm/status/1380167016619905029</a> <a href="https://twitter.com/AriMarcomm/status/1361253717085986816">https://twitter.com/AriMarcomm/status/1361253717085986816</a> <a href="https://twitter.com/AriMarcomm/status/1361238828074348546">https://twitter.com/AriMarcomm/status/1361238828074348546</a> <a href="https://twitter.com/AriMarcomm/status/1389203095503052805">https://twitter.com/AriMarcomm/status/1389203095503052805</a> <a href="https://twitter.com/AriMarcomm/status/1389520181127376899">https://twitter.com/AriMarcomm/status/1389520181127376899</a> <a href="https://twitter.com/AriMarcomm/status/1354711207417176064">https://twitter.com/AriMarcomm/status/1354711207417176064</a> <a href="https://twitter.com/AriMarcomm/status/1362370190462304256">https://twitter.com/AriMarcomm/status/1362370190462304256</a> <a href="https://twitter.com/AriMarcomm/status/1362335697999429633">https://twitter.com/AriMarcomm/status/1362335697999429633</a>
Atos Global	Partner	35 700		<a href="https://twitter.com/Atos/status/1380110672202194946">https://twitter.com/Atos/status/1380110672202194946</a>
Facebook	Empleados del Instituto Nacional de Vitivinicultura	Government	181	<a href="https://www.facebook.com/groups/142034422485283/posts/4466307160057966/">https://www.facebook.com/groups/142034422485283/posts/4466307160057966/</a>



Social Network	Account	Type	Followers	Link
	Sánchez Pardo Comunicación	Media	197	<a href="https://www.facebook.com/sanchezpardocomunicacion/posts/2318681331597597">https://www.facebook.com/sanchezpardocomunicacion/posts/2318681331597597</a>
	Terras Gauda	Partner	10 135	<a href="https://www.facebook.com/watch/?v=228058939298942">https://www.facebook.com/watch/?v=228058939298942</a>
				<a href="https://www.facebook.com/watch/?v=570753077409025">https://www.facebook.com/watch/?v=570753077409025</a>
	Tele Mariñas	Media	27 010	<a href="https://www.facebook.com/telemarinashostel/posts/4579269928783963">https://www.facebook.com/telemarinashostel/posts/4579269928783963</a>
	Tecnovino	Media	2162	<a href="https://www.facebook.com/tecnovino/posts/4369852353051045">https://www.facebook.com/tecnovino/posts/4369852353051045</a>
	Vinetur	Media	65 878	<a href="https://www.facebook.com/vinetur/posts/4282943368419865">https://www.facebook.com/vinetur/posts/4282943368419865</a>
	Agroinformación España	Media	16 268	<a href="https://www.facebook.com/Agroinformacionespana/posts/4532207406825706">https://www.facebook.com/Agroinformacionespana/posts/4532207406825706</a>
	La Huerta Digital	Media	4494	<a href="https://www.facebook.com/lahuertadigital/posts/3989886224449969">https://www.facebook.com/lahuertadigital/posts/3989886224449969</a>
	Seresco	Partner	2048	<a href="https://www.facebook.com/watch/?v=257979469552729">https://www.facebook.com/watch/?v=257979469552729</a> <a href="https://www.facebook.com/seresco.es/posts/6491171317589915">https://www.facebook.com/seresco.es/posts/6491171317589915</a> <a href="https://www.facebook.com/seresco.es/posts/6374810319226016">https://www.facebook.com/seresco.es/posts/6374810319226016</a> <a href="https://www.facebook.com/seresco.es/posts/5259221320784927">https://www.facebook.com/seresco.es/posts/5259221320784927</a> <a href="https://www.facebook.com/seresco.es/posts/5319584711415254">https://www.facebook.com/seresco.es/posts/5319584711415254</a> <a href="https://www.facebook.com/seresco.es/posts/5423315471042177">https://www.facebook.com/seresco.es/posts/5423315471042177</a> <a href="https://www.facebook.com/seresco.es/posts/5708920099148378">https://www.facebook.com/seresco.es/posts/5708920099148378</a> <a href="https://www.facebook.com/seresco.es/posts/5955650867808632">https://www.facebook.com/seresco.es/posts/5955650867808632</a>
	Cultiva Decisiones	Industry	2017	<a href="https://www.facebook.com/watch/?v=141270354872438">https://www.facebook.com/watch/?v=141270354872438</a> <a href="https://www.facebook.com/cultivagreen/posts/1711230719067223">https://www.facebook.com/cultivagreen/posts/1711230719067223</a>



Social Network	Account	Type	Followers	Link
				<a href="https://www.facebook.com/cultivagreen/posts/1708275939362701">https://www.facebook.com/cultivagreen/posts/1708275939362701</a> <a href="https://www.facebook.com/cultivagreen/posts/1700652566791705">https://www.facebook.com/cultivagreen/posts/1700652566791705</a>
	La Alacena Roja	Media	7774	<a href="https://www.facebook.com/watch/?v=979413775936394">https://www.facebook.com/watch/?v=979413775936394</a>
	Noticias Expreso RD	Media	817	<a href="https://www.facebook.com/NoticiaExpresoRD/posts/3069545223372116">https://www.facebook.com/NoticiaExpresoRD/posts/3069545223372116</a>
	Vigo Hoy	Media	16 121	<a href="https://www.facebook.com/Vigohoynoticias/posts/1277028246055502">https://www.facebook.com/Vigohoynoticias/posts/1277028246055502</a>
	COUSAS DE Baixo Miño	Media	1500	<a href="https://www.facebook.com/Cousasdebaixomino/posts/247502944049078">https://www.facebook.com/Cousasdebaixomino/posts/247502944049078</a>
	BioSense	Partner	2280	<a href="https://www.facebook.com/biosense.institute/posts/3362905780482046">https://www.facebook.com/biosense.institute/posts/3362905780482046</a> <a href="https://www.facebook.com/biosense.institute/posts/3502274643211825">https://www.facebook.com/biosense.institute/posts/3502274643211825</a> <a href="https://www.facebook.com/biosense.institute/posts/3581867675252521">https://www.facebook.com/biosense.institute/posts/3581867675252521</a> <a href="https://www.facebook.com/biosense.institute/posts/3590411927731429">https://www.facebook.com/biosense.institute/posts/3590411927731429</a> <a href="https://www.facebook.com/biosense.institute/posts/3632280996877855">https://www.facebook.com/biosense.institute/posts/3632280996877855</a> <a href="https://www.facebook.com/biosense.institute/photos/a.790593857713264/3649323771840244">https://www.facebook.com/biosense.institute/photos/a.790593857713264/3649323771840244</a>
				<a href="https://www.facebook.com/CSIC/posts/4582948715055798">https://www.facebook.com/CSIC/posts/4582948715055798</a>



Social Network	Account	Type	Followers	Link
	CSIC	Partner	51 699	<a href="https://m.facebook.com/story.php?story_fbid=4582948715055798&amp;id=160886483928732">https://m.facebook.com/story.php?story_fbid=4582948715055798&amp;id=160886483928732</a>
	La Huerta Digital	Media	3782	<a href="https://www.facebook.com/lahuertadigital/posts/3486782784760318/">https://www.facebook.com/lahuertadigital/posts/3486782784760318/</a>
LinkedIn	Seresco	Partner	8635	<a href="https://www.linkedin.com/posts/sergioaf_entrevista-a-sergio-%C3%A1lvarez-de-seresco-en-activity-6851480623815647232-qxSf">https://www.linkedin.com/posts/sergioaf_entrevista-a-sergio-%C3%A1lvarez-de-seresco-en-activity-6851480623815647232-qxSf</a> <a href="https://www.linkedin.com/posts/seresco_primeras-pruebas-del-proyecto-flexigrobots-activity-6848203672862687232-cu7r">https://www.linkedin.com/posts/seresco_primeras-pruebas-del-proyecto-flexigrobots-activity-6848203672862687232-cu7r</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6761945085748776961">https://www.linkedin.com/feed/update/urn:li:activity:6761945085748776961</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6767053122314489856">https://www.linkedin.com/feed/update/urn:li:activity:6767053122314489856</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6774623565422571521">https://www.linkedin.com/feed/update/urn:li:activity:6774623565422571521</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6795603443647037440">https://www.linkedin.com/feed/update/urn:li:activity:6795603443647037440</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6813713742845485056">https://www.linkedin.com/feed/update/urn:li:activity:6813713742845485056</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6843787592899563521">https://www.linkedin.com/feed/update/urn:li:activity:6843787592899563521</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6848203672862687232">https://www.linkedin.com/feed/update/urn:li:activity:6848203672862687232</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6863772012028948480/">https://www.linkedin.com/feed/update/urn:li:activity:6863772012028948480/</a>



Social Network	Account	Type	Followers	Link
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6851414150464192512">https://www.linkedin.com/feed/update/urn:li:activity:6851414150464192512</a>
	Wageningen University & Research	Partner	158 962	<a href="https://www.linkedin.com/posts/wageningenuniversity_wurwurlife-wur2world-activity-6841322257621491712-m9L">https://www.linkedin.com/posts/wageningenuniversity_wurwurlife-wur2world-activity-6841322257621491712-m9L</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6862727948290666496/">https://www.linkedin.com/feed/update/urn:li:activity:6862727948290666496/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6854376250635546624/">https://www.linkedin.com/feed/update/urn:li:activity:6854376250635546624/</a>
	AI4EU	Project	3400	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6797443547307028480">https://www.linkedin.com/feed/update/urn:li:activity:6797443547307028480</a>
	Wageningen Economic Research	Partner	3433	<a href="https://www.linkedin.com/posts/wageningeneconomicresearch_flexible-robots-for-intelligent-automation-activity-6762732345914114048-AEpX">https://www.linkedin.com/posts/wageningeneconomicresearch_flexible-robots-for-intelligent-automation-activity-6762732345914114048-AEpX</a>
	Grupo Vitivinícola Terras Gauda	Partner	984	<a href="https://www.linkedin.com/posts/grupo-terrass-gauda_vendimia-robadejica-bigdata-activity-6844241146965721088-1Zii">https://www.linkedin.com/posts/grupo-terrass-gauda_vendimia-robadejica-bigdata-activity-6844241146965721088-1Zii</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6846399735348109312">https://www.linkedin.com/feed/update/urn:li:activity:6846399735348109312</a>
	Economía en Galicia	Media	2771	<a href="https://www.linkedin.com/posts/econom%C3%A1da-en-galicia_terrass-gauda-ensaya-el-uso-de-robots-de-apoyo-activity-6844542749740412928-HqLh">https://www.linkedin.com/posts/econom%C3%A1da-en-galicia_terrass-gauda-ensaya-el-uso-de-robots-de-apoyo-activity-6844542749740412928-HqLh</a>
	COUSAS DE - revista	Media	500	<a href="https://www.linkedin.com/posts/revista-cousas-de_terrass-gauda-completa-con-%C3%A9xito-a-1%C2%AA-proba-activity-6844575155650338816-f4Kc">https://www.linkedin.com/posts/revista-cousas-de_terrass-gauda-completa-con-%C3%A9xito-a-1%C2%AA-proba-activity-6844575155650338816-f4Kc</a>



Social Network	Account	Type	Followers	Link
	Vinetur	Media	1419	<a href="https://www.linkedin.com/posts/vinetur_terras-gauda-completa-con-%C3%A9xito-la-1%C2%AA-prueba-activity-6844525584895221760-YmiQ">https://www.linkedin.com/posts/vinetur_terras-gauda-completa-con-%C3%A9xito-la-1%C2%AA-prueba-activity-6844525584895221760-YmiQ</a>
	Cultiva Decisiones	Industry	312	<a href="https://www.linkedin.com/posts/cultivadecisiones_robots-para-apoyar-la-labor-de-los-vendimiadores-activity-6847084823132028928-Ybwn">https://www.linkedin.com/posts/cultivadecisiones_robots-para-apoyar-la-labor-de-los-vendimiadores-activity-6847084823132028928-Ybwn</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6859814613190508544/">https://www.linkedin.com/feed/update/urn:li:activity:6859814613190508544/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6848205723780878336/">https://www.linkedin.com/feed/update/urn:li:activity:6848205723780878336/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6847084823132028928/">https://www.linkedin.com/feed/update/urn:li:activity:6847084823132028928/</a>
	BioSense	Partner	3336	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6761964185040551936/">https://www.linkedin.com/feed/update/urn:li:activity:6761964185040551936/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6781179543345541120/">https://www.linkedin.com/feed/update/urn:li:activity:6781179543345541120/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6791306418558423040/">https://www.linkedin.com/feed/update/urn:li:activity:6791306418558423040/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6792404388913709056/">https://www.linkedin.com/feed/update/urn:li:activity:6792404388913709056/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6797860434385932288/">https://www.linkedin.com/feed/update/urn:li:activity:6797860434385932288/</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6861998607172726784/">https://www.linkedin.com/feed/update/urn:li:activity:6861998607172726784/</a>



Social Network	Account	Type	Followers	Link
				<a href="https://www.linkedin.com/feed/update/urn:li:activity:6799980514615836672/">https://www.linkedin.com/feed/update/urn:li:activity:6799980514615836672/</a>
	CEPS	Partner	35 049	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6779694915132755968/">https://www.linkedin.com/feed/update/urn:li:activity:6779694915132755968/</a>
	CSIC	Partner	53 309	<a href="https://www.linkedin.com/posts/csic_sistemas-multi-robot-para-realizar-operaciones-activity-6781188647925399552-vh4X">https://www.linkedin.com/posts/csic_sistemas-multi-robot-para-realizar-operaciones-activity-6781188647925399552-vh4X</a>
Industrial Automation Magazine		Media	4170	<a href="https://www.linkedin.com/posts/industrialautomationmagazine_atos-coordinates-european-project-flexigrobots-activity-6787259284808851456-E4er">https://www.linkedin.com/posts/industrialautomationmagazine_atos-coordinates-european-project-flexigrobots-activity-6787259284808851456-E4er</a>
	Probot OY	Partner	1198	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6779722217778405376/">https://www.linkedin.com/feed/update/urn:li:activity:6779722217778405376/</a>
	Atos	Partner	1 022 830	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6786939904581533696/?actorCompanyId=75109713">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6786939904581533696/?actorCompanyId=75109713</a> <a href="https://www.linkedin.com/posts/atos_robaejtica-ai-agricultura-activity-6785892000878096385-ZFhJ">https://www.linkedin.com/posts/atos_robaejtica-ai-agricultura-activity-6785892000878096385-ZFhJ</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6785901313319329792">https://www.linkedin.com/feed/update/urn:li:activity:6785901313319329792</a> <a href="https://www.linkedin.com/posts/christiansuell_atos-coordina-el-proyecto-europeo-flexigrobots-activity-6785898167675219968-2-oM">https://www.linkedin.com/posts/christiansuell_atos-coordina-el-proyecto-europeo-flexigrobots-activity-6785898167675219968-2-oM</a> <a href="https://www.linkedin.com/posts/alfonsodelosreyes_atos-coordinates-european-project-flexigrobots-activity-6786054550513164288-s366">https://www.linkedin.com/posts/alfonsodelosreyes_atos-coordinates-european-project-flexigrobots-activity-6786054550513164288-s366</a>
	CoRoSect	Project	257	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6866359625487306752/">https://www.linkedin.com/feed/update/urn:li:activity:6866359625487306752/</a>



Social Network	Account	Type	Followers	Link
	FoodscaleHub	DIH	500	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6866318440181891072/">https://www.linkedin.com/feed/update/urn:li:activity:6866318440181891072/</a>
	Robs4Crops	Project	571	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6864933140746567680/">https://www.linkedin.com/feed/update/urn:li:activity:6864933140746567680/</a>
	Smart Planet News	Media	336	<a href="https://www.linkedin.com/posts/smart-planet-news_projeto-europeu-flexigrobots-apoia-a-ind%C3%BAstria-activity-6818526772926132224-G5q">https://www.linkedin.com/posts/smart-planet-news_projeto-europeu-flexigrobots-apoia-a-ind%C3%BAstria-activity-6818526772926132224-G5q</a>
	IDSA	Partner	2533	<a href="https://www.linkedin.com/posts/international-data-spaces-association_datasovereignty-datasovereignty-dataexchange-activity-6769661279872278528-XtrD">https://www.linkedin.com/posts/international-data-spaces-association_datasovereignty-datasovereignty-dataexchange-activity-6769661279872278528-XtrD</a>

Table 6: FlexiGroBots publication at partners' and external websites

Title	Partner	Estimated Audience <sup>3</sup>	Link
Presented the FlexiGroBots project, of which Seresco is part	SER	9510	<a href="https://seresco.es/actualidad-noticias/presentado-el-proyecto-flexigrobots-del-que-forma-parte-seresco">https://seresco.es/actualidad-noticias/presentado-el-proyecto-flexigrobots-del-que-forma-parte-seresco</a>
Flexible robots for intelligent automation of precision agriculture operations (FLEXIGROBOTS)	WU	482 670	<a href="https://www.wur.nl/en/project/Flexible-robots-for-intelligent-automation-of-precision-agriculture-operations-FLEXIGROBOTS.htm">https://www.wur.nl/en/project/Flexible-robots-for-intelligent-automation-of-precision-agriculture-operations-FLEXIGROBOTS.htm</a>

<sup>3</sup> The estimated audience reached has been calculated through the free online tool Siteworth Traffic (<https://www.siteworthtraffic.com/>) which provides information on the number of unique visitors of a website on a daily, monthly and yearly basis. The number presented in the tables for Estimated Audience Reached corresponds to the monthly unique visitors and it calculates all the people accessing the website. For estimating the number of people reading the news or article dedicated to FlexiGroBots we recommend considering only between 5% and 7% of the monthly views. This is a standard practice in communication agencies.



Title	Partner	Estimated Audience <sup>3</sup>	Link
The initial meeting of the pilot led by Seresco within the FlexiGroBots project was held	SER	9510	<a href="https://seresco.es/actualidad-noticias/celebrada-la-reunion-inicial-del-piloto-que-lidera-seresco-dentro-del-proyecto-flexigrobots">https://seresco.es/actualidad-noticias/celebrada-la-reunion-inicial-del-piloto-que-lidera-seresco-dentro-del-proyecto-flexigrobots</a>
Multi-robot systems to perform precision and automated agricultural operations	CSIC	248 610	<a href="https://www.csic.es/es/actualidad-del-csic/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y">https://www.csic.es/es/actualidad-del-csic/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y</a>
Efficient and automated precision agriculture operations using flexible multi-robot systems	CEPS	35 340	<a href="https://www.ceps.eu/ceps-news/efficient-and-automated-precision-agriculture-operations-using-flexible-multi-robot-systems/">https://www.ceps.eu/ceps-news/efficient-and-automated-precision-agriculture-operations-using-flexible-multi-robot-systems/</a>
Launch of the website of the Flexigrobots project in which Seresco participates	SER	9510	<a href="https://seresco.es/actualidad-noticias/lanzamiento-web-flexigrobots">https://seresco.es/actualidad-noticias/lanzamiento-web-flexigrobots</a>
FLEXIGROBOTS Robotics in Application Areas and Coordination & Support	CEPS	35 340	<a href="https://www.ceps.eu/ceps-projects/flexigrobots/">https://www.ceps.eu/ceps-projects/flexigrobots/</a>
FlexiGroBots: Flexible heterogenous multi-robot solutions for intelligent automation of precision agriculture operations	ATOS	1860	<a href="https://booklet.atosresearch.eu/project/flexigrobots">https://booklet.atosresearch.eu/project/flexigrobots</a>
FlexiGroBots: Flexible heterogenous multi-robot solutions for intelligent automation of precision agriculture operations	LUKE	24 660	<a href="https://www.luke.fi/en/projektit/flexigrobots/">https://www.luke.fi/en/projektit/flexigrobots/</a>
FlexiGroBots - multi-purpose robotic solutions for the agricultural industry	IDSA	3579	<a href="https://internationaldataspaces.org/make/projects/">https://internationaldataspaces.org/make/projects/</a>



Title	Partner	Estimated Audience <sup>3</sup>	Link
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture (Spain)	ATOS	288 060	<a href="https://atos.net/es/2021/comunicados-de-prensa-es_2021_04_08/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura">https://atos.net/es/2021/comunicados-de-prensa-es_2021_04_08/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura</a>
Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture (Global)	ATOS	288 060	<a href="https://atos.net/en/2021/press-release_2021_04_08/flexigrobots-robotics-agriculture">https://atos.net/en/2021/press-release_2021_04_08/flexigrobots-robotics-agriculture</a>
Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture (France)	ATOS	288 060	<a href="https://atos.net/fr/2021/communiques-de-presse_2021_04_08/robotique-agriculture-flexigrobots">https://atos.net/fr/2021/communiques-de-presse_2021_04_08/robotique-agriculture-flexigrobots</a>
Upcoming Event: AI4EU CAFE: FlexiGroBots – Flexible robots for intelligent automation of precision agriculture operations	AI4EU Website	400	<a href="https://www.ai4eu.eu/news/upcoming-event-ai4eu-cafe-flexigrobots-flexible-robots-intelligent-automation-precision">https://www.ai4eu.eu/news/upcoming-event-ai4eu-cafe-flexigrobots-flexible-robots-intelligent-automation-precision</a>
AI4EU CAFE: FlexiGroBots – Flexible robots for intelligent automation of precision agriculture operations	AI4EU Website	400	<a href="https://www.ai4eu.eu/event/ai4eu-cafe-flexigrobots-flexible-robots-intelligent-automation-precision-agriculture">https://www.ai4eu.eu/event/ai4eu-cafe-flexigrobots-flexible-robots-intelligent-automation-precision-agriculture</a>
The Flexigrobots project continues its expansion	SER	9510	<a href="https://seresco.es/actualidad-noticias/proyecto-flexigrobots-expansion">https://seresco.es/actualidad-noticias/proyecto-flexigrobots-expansion</a>
The first General Assembly of the Flexigrobots project was held	SER	9510	<a href="https://seresco.es/actualidad-noticias/celebrada-la-primer-a-samblea-general-del-proyecto-flexigrobots">https://seresco.es/actualidad-noticias/celebrada-la-primer-a-samblea-general-del-proyecto-flexigrobots</a>
First trial of the Flexigrobots artificial intelligence and robotics project led by Seresco in Spain	SER	9510	<a href="https://seresco.es/actualidad-noticias/primer-ensayo-del-proyecto-flexigrobots-de-inteligencia-artificial-y-robotica">https://seresco.es/actualidad-noticias/primer-ensayo-del-proyecto-flexigrobots-de-inteligencia-artificial-y-robotica</a>

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Title	Partner	Estimated Audience <sup>3</sup>	Link
The Flexigrobots project, in which Seresco participates, a protagonist in Agrosfera	SER	9510	<a href="https://seresco.es/actualidad-noticias/l-proyecto-flexigrobots-protagonista-en-agrosfera">https://seresco.es/actualidad-noticias/l-proyecto-flexigrobots-protagonista-en-agrosfera</a>
Sergio Álvarez from Seresco interviewed on RTPA's 'radio es mía'	SER	9510	<a href="https://seresco.es/actualidad-noticias/sergio-alvarez-de-seresco-entrevistado-en-la-radio-es-mia-de-rtpa">https://seresco.es/actualidad-noticias/sergio-alvarez-de-seresco-entrevistado-en-la-radio-es-mia-de-rtpa</a>
FlexiGroBots - Success Story - Atos Sales Portal - Internal only	ATOS	20 000	<a href="https://salesservice.myatos.net/overall/en/salesmaterial.cfm?obj=395999">https://salesservice.myatos.net/overall/en/salesmaterial.cfm?obj=395999</a>

Table 7: FlexiGroBots publications at digital media outlets

Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
Multi-robot systems to perform precision and automated agricultural operations	26/03/2021 Spanish	Digital Affaires	1860	<a href="https://digitalaffaires.es/art/6045/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y-automatizadas">https://digitalaffaires.es/art/6045/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y-automatizadas</a>
Multi-robot systems to perform precision and automated agricultural operations	26/03/2021 Spanish	REDIB Informa	24 660	<a href="https://redibinforma.com/art/2171/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y-automatizadas">https://redibinforma.com/art/2171/sistemas-multi-robot-para-realizar-operaciones-agricolas-de-precision-y-automatizadas</a>

<sup>4</sup> The estimated audience reached has been calculated through the free online tool Siteworth Traffic (<https://www.siteworthtraffic.com/>) which provides information on the number of unique visitors of a website on a daily, monthly and yearly basis. The number presented in the tables for Estimated Audience Reached corresponds to the monthly unique visitors and it calculates all the people accessing the website. For estimating the number of people reading the news or article dedicated to FlexiGroBots we recommend considering only between 5% and 7% of the monthly views. This is a standard practice in communication agencies.



Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
The FlexiGroBots project seeks to increase the efficiency of agricultural production and economic sustainability	07/04/2021 Spanish	Profesionales de Hoy	38 370	<a href="https://profesionaleshoy.es/jardineria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154">https://profesionaleshoy.es/jardineria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154</a>
Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture	08/04/2021 ---	Global News Wire	3 658 980	<a href="https://www.globenewswire.com/news-release/2021/04/08/2206433/0/en/Atos-coordinates-European-project-FlexiGroBots-to-foster-the-use-of-robotics-in-agriculture.html">https://www.globenewswire.com/news-release/2021/04/08/2206433/0/en/Atos-coordinates-European-project-FlexiGroBots-to-foster-the-use-of-robotics-in-agriculture.html</a>
Atos coordinates FlexiGroBots	08/04/2021 French	Boursier	603 930	<a href="https://www.boursier.com/actions/actualites/news/atos-coordonne-flexigrobots-846990.html">https://www.boursier.com/actions/actualites/news/atos-coordonne-flexigrobots-846990.html</a>
The European FlexiGroBots project focused on the food industry will be coordinated by Atos	08/04/2021 French	Actuia	41 670	<a href="https://www.actuia.com/actualite/le-projet-europeen-flexigrobots-centre-sur-lindustrie-agroalimentaire-sera-coordonne-par-atos/">https://www.actuia.com/actualite/le-projet-europeen-flexigrobots-centre-sur-lindustrie-agroalimentaire-sera-coordonne-par-atos/</a>
Atos Helps Develop Robotics in Farming	08/04/2021 ---	Pipeline	44 100	<a href="https://www.pipelinepub.com/news/atos-helps-develop-robotics-in-farming">https://www.pipelinepub.com/news/atos-helps-develop-robotics-in-farming</a>
Atos: supports the arrival of robots in agriculture	08/04/2021 French	ABC Bourse	151 530	<a href="https://www.abcbourse.com/marches/atos-soutient-l-arrivee-des-robots-dans-l-agriculture_530529">https://www.abcbourse.com/marches/atos-soutient-l-arrivee-des-robots-dans-l-agriculture_530529</a>
Atos: supports the arrival of robots in agriculture	08/04/2021 French	Zone Bourse	410 190	<a href="https://www.zonebourse.com/cours/action/ATOS-SE-4612/actualite/Atos-nbsp-soutient-l-arrivee-des-robots-dans-l-agriculture-32913518/">https://www.zonebourse.com/cours/action/ATOS-SE-4612/actualite/Atos-nbsp-soutient-l-arrivee-des-robots-dans-l-agriculture-32913518/</a>



Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
Atos: supports the arrival of robots in agriculture	08/04/2021 French	Easy Bourse	57 450	<a href="https://www.easybourse.com/high-tech/news/1400229/atos-soutient-arrivee-robots-dans-agriculture.html">https://www.easybourse.com/high-tech/news/1400229/atos-soutient-arrivee-robots-dans-agriculture.html</a>
Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture	12/04/2021 ----	Industrial Automation Magazine	58 560	<a href="https://www.industrialautomationindia.in/newsitem/11850/Atos-coordinates-European-project-FlexiGroBots-to-foster-the-use-of-robotics-in-agriculture/news">https://www.industrialautomationindia.in/newsitem/11850/Atos-coordinates-European-project-FlexiGroBots-to-foster-the-use-of-robotics-in-agriculture/news</a>
The CSIC will develop multi-robot systems for precision agricultural operations	19/04/2021 Spanish	Phytoma	13 590	<a href="https://www.phytoma.com/noticias/noticias-de-actualidad/el-csic-desarrollara-sistemas-de-multi-robots-para-operaciones-agricolas-de-precision-y-automatizadas">https://www.phytoma.com/noticias/noticias-de-actualidad/el-csic-desarrollara-sistemas-de-multi-robots-para-operaciones-agricolas-de-precision-y-automatizadas</a>
BioSens develops automation of blueberry production	22/04/2021 Croatian	RTV - Website	93 990	<a href="http://rtv.rs/sr_lat/vojvodina/novi-sad/biosens-razvija-automatizacija-proizvodnje-borovnica_1232145.html">http://rtv.rs/sr_lat/vojvodina/novi-sad/biosens-razvija-automatizacija-proizvodnje-borovnica_1232145.html</a>
Terras Gauda will improve the efficiency and sustainability of the vineyard by participating in a European robotics project	01/06/2021 Spanish	Galicia Exterior	12 510	<a href="https://www.espanaexterior.com/terrass-gauda-mejorara-la-eficiencia-y-sostenibilidad-del-vinedo-participando-en-un-proyecto-europeo-de-robotica/">https://www.espanaexterior.com/terrass-gauda-mejorara-la-eficiencia-y-sostenibilidad-del-vinedo-participando-en-un-proyecto-europeo-de-robotica/</a>
The FlexiGroBots project seeks to increase the efficiency of agricultural production and economic sustainability	08/04/2021 Spanish	Tecnogarden	38 370	<a href="https://profesionaleshoy.es/jardineria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154">https://profesionaleshoy.es/jardineria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154</a>



Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
Terras Gauda participates in a European project to robotize part of the work in the vineyard	08/04/2021 Spanish	Campo Galego	94 590	<a href="https://www.campogalego.es/terrass-gauda-participa-en-un-proyecto-europeo-para-robotizar-parte-de-los-trabajos-en-la-vina/">https://www.campogalego.es/terrass-gauda-participa-en-un-proyecto-europeo-para-robotizar-parte-de-los-trabajos-en-la-vina/</a>
Terras Gauda will participate in a European robotics project to improve sustainability	08/04/2021 Spanish	Economía Digital	188 460	<a href="https://www.economiadigital.es/galicia/innovation/agro-mar/terrass-gauda-participara-en-un-proyecto-europeo-de-robotica-para-mejorar-la-sostenibilidad.html">https://www.economiadigital.es/galicia/innovation/agro-mar/terrass-gauda-participara-en-un-proyecto-europeo-de-robotica-para-mejorar-la-sostenibilidad.html</a>
Terras Gauda participates in a European project to robotize part of the work in the vineyard	08/04/2021 Spanish	Economía en Galicia	6810	<a href="https://www.economiaengalicia.com/articulo/innovation/terrass-gauda-participa-proyecto-optimizar-gestion-vinedos-traves-robotica/20210531163048017650.html">https://www.economiaengalicia.com/articulo/innovation/terrass-gauda-participa-proyecto-optimizar-gestion-vinedos-traves-robotica/20210531163048017650.html</a>
Terras Gauda participates in a European project to robotize part of the work in the vineyard	08/04/2021 Spanish	Hggtonline	200	<a href="http://www.hggtonline.com/2021/05/terrass-gauda-participa-en-un-proyecto.html">http://www.hggtonline.com/2021/05/terrass-gauda-participa-en-un-proyecto.html</a>
Terras Gauda will improve the efficiency and sustainability of the vineyard by participating in a European robotics project	08/04/2021 Spanish	Indisa	11 070	<a href="https://www.indisa.es/al-dia/terrass-gauda-mejorara-eficiencia-sostenibilidad-vinedo-proyecto">https://www.indisa.es/al-dia/terrass-gauda-mejorara-eficiencia-sostenibilidad-vinedo-proyecto</a>
Terras Gauda participates in a European project to robotize part of the work in the vineyard	08/04/2021 Spanish	La Alacena Roja	200	<a href="https://laalacenaroja.com/terrass-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/">https://laalacenaroja.com/terrass-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/</a>

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Artificial intelligence, robotics and big data in the vineyard	08/04/2021 Spanish	La Gaceta del Vino	200	<a href="https://lagacetadelvino.com/noticias-sobre-vino-actualidad/idi/inteligencia-artificial-robotica-y-big-data-en-el-vinedo/">https://lagacetadelvino.com/noticias-sobre-vino-actualidad/idi/inteligencia-artificial-robotica-y-big-data-en-el-vinedo/</a>
Terras Gauda gives entry to robots to its vineyards	08/04/2021 Spanish	El Correo Gallego	184 830	<a href="https://www.elcorreogallego.es/galicia/terrassauda-da-entrada-a-los-robots-a-sus-vinedos-BF7878751">https://www.elcorreogallego.es/galicia/terrassauda-da-entrada-a-los-robots-a-sus-vinedos-BF7878751</a>
Terras Gauda will improve the efficiency and sustainability of the vineyard by participating in a European robotics project	08/04/2021 Spanish	Vinos y Caminos	22 650	<a href="https://www.vinosycaminos.com/texto-diario/mostrar/2937368/terrassauda-mejorara-eficiencia-sostenibilidad-vinedo-participando-proyecto-europeo-robotica">https://www.vinosycaminos.com/texto-diario/mostrar/2937368/terrassauda-mejorara-eficiencia-sostenibilidad-vinedo-participando-proyecto-europeo-robotica</a>
Terras Gauda, European robotics project	08/04/2021 Spanish	Crónica Económica	12 780	<a href="https://www.cronicaeconomica.com/terrassauda--proyecto-europeo-de-robotica-155876.htm">https://www.cronicaeconomica.com/terrassauda--proyecto-europeo-de-robotica-155876.htm</a>
Robots for more efficient and precision viticulture	08/04/2021 Spanish	Diario de Pontevedra	92 040	<a href="https://www.diariodepontevedra.es/articulo/osalnes/robots-viticultura-precision-mas-eficiente/202106021409381144409.html">https://www.diariodepontevedra.es/articulo/osalnes/robots-viticultura-precision-mas-eficiente/202106021409381144409.html</a>
Terras Gauda seeks the improvement of vineyards with a European robotics project	08/04/2021 Spanish	El Correo Gallego	184 830	<a href="https://www.elcorreogallego.es/tendencias/terrassauda-busca-la-mejora-de-vinedos-con-un-proyecto-europeo-de-robotica-FG7901689">https://www.elcorreogallego.es/tendencias/terrassauda-busca-la-mejora-de-vinedos-con-un-proyecto-europeo-de-robotica-FG7901689</a>
Terras Gauda will improve the efficiency and sustainability of the vineyard by participating in a European robotics project	08/04/2021 Spanish	Interempresas	495 720	<a href="https://www.interempresas.net/Grandes-cultivos/Articulos/352967-Terras-Gauda-mejorara-la-eficiencia-y-sostenibilidad-de-su-vinedo-gracias-a-la-robotica.html">https://www.interempresas.net/Grandes-cultivos/Articulos/352967-Terras-Gauda-mejorara-la-eficiencia-y-sostenibilidad-de-su-vinedo-gracias-a-la-robotica.html</a>

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Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture that will be developed at the Terras Gauda winery in Galicia	08/04/2021 Spanish	Economía de Hoy	52 470	<a href="https://www.economiadehoy.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura-que-se-desarrollara-en-la-bodega-terrash-gauda-de-galicia">https://www.economiadehoy.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura-que-se-desarrollara-en-la-bodega-terrash-gauda-de-galicia</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Murcia.com	99 600	<a href="https://www.murcia.com/empresas/noticias/2021/06/09/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura.asp">https://www.murcia.com/empresas/noticias/2021/06/09/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura.asp</a>
Atos regulates the European venture FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Tendencia y Belleza	200	<a href="https://tendenciaybelleza.com/tecnologia/atos-regula-el-emprendimiento-europeo-flexigrobots-para-promover-la-utilizacion-de-la-robotica-en-la-agricultura/">https://tendenciaybelleza.com/tecnologia/atos-regula-el-emprendimiento-europeo-flexigrobots-para-promover-la-utilizacion-de-la-robotica-en-la-agricultura/</a>
Terras Gauda joins a robotics project to optimize vineyard management and reduce the environmental footprint	08/04/2021 Spanish	Tecnovino	39 420	<a href="https://www.tecnovino.com/terrash-gauda-se-une-a-un-proyecto-de-robotica-para-optimizar-la-gestion-del-vinedo-y-reducir-la-huella-medioambiental/">https://www.tecnovino.com/terrash-gauda-se-une-a-un-proyecto-de-robotica-para-optimizar-la-gestion-del-vinedo-y-reducir-la-huella-medioambiental/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Diario Siglo XXI	49 110	<a href="https://www.diariosigloxxi.com/texto-diario/mostrar/2947918/atos-coordina-proyecto-europeo-flexigrobots-fomentar-robotica-agricultura">https://www.diariosigloxxi.com/texto-diario/mostrar/2947918/atos-coordina-proyecto-europeo-flexigrobots-fomentar-robotica-agricultura</a>



Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	MC Mutual	21 240	<a href="https://prevencion.mcmutual.com/web/prevencion/actualidad-detalle-/asset_publisher/ksRMfl4DgwKI/content/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura">https://prevencion.mcmutual.com/web/prevencion/actualidad-detalle-/asset_publisher/ksRMfl4DgwKI/content/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Stick Noticias	12 210	<a href="https://sticknoticias.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://sticknoticias.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Diario ABC	3150	<a href="https://www.diario-abc.com/nota/29936/atos-coordina-el-proyecto-europeo-flexigrobots-par.html">https://www.diario-abc.com/nota/29936/atos-coordina-el-proyecto-europeo-flexigrobots-par.html</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	ASTRO tour	No info	<a href="https://astrotour.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://astrotour.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Negocios Expansión	5100	<a href="https://negocioexpansion.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://negocioexpansion.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Cantabria Económica	3540	<a href="https://www.cantabriaeconomica.com/informacion-al-dia/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://www.cantabriaeconomica.com/informacion-al-dia/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>

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Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	HREF	3240	<a href="https://href.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://href.es/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	Independiente Libre	200	<a href="https://independientelibre.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://independientelibre.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	InforMadrid	4230	<a href="https://informadrid.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://informadrid.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates the European project FlexiGroBots to promote the use of robotics in agriculture	08/04/2021 Spanish	101 News Industry	200	<a href="https://101newsindustry.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/">https://101newsindustry.com/atos-coordina-el-proyecto-europeo-flexigrobots-para-fomentar-el-uso-de-la-robotica-en-la-agricultura/</a>
Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture	08/04/2021 ---	BeeBooMonline	4980	<a href="https://beeboomonline.com/atos-coordinates-european-project-flexigrobots-to-foster-the-use-of-robotics-in-agriculture.html">https://beeboomonline.com/atos-coordinates-european-project-flexigrobots-to-foster-the-use-of-robotics-in-agriculture.html</a>
Atos International: Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture	08/04/2021 ---	Markets Insider	51 927 450	<a href="https://markets.businessinsider.com/news/stocks/atos-international---atos-coordinates-european-project-flexigrobots-to-foster-the-use-of-robotics-in-agriculture-9996149">https://markets.businessinsider.com/news/stocks/atos-international---atos-coordinates-european-project-flexigrobots-to-foster-the-use-of-robotics-in-agriculture-9996149</a>
Atos promotes the use of robotics in agriculture by coordinating the European project FlexiGroBots	08/04/2021 French	Daily Advent	1 839 900	<a href="https://www.dailyadvent.com/fr/news/cea615a940c720fbb5cee17693a9ddc9">https://www.dailyadvent.com/fr/news/cea615a940c720fbb5cee17693a9ddc9</a>

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Blueberry robot	29/04/2021 Croatian	Poljoprivrednik (print and online media)	17 250	<a href="https://www.poljoprivrednik.net/poljoprivreda/novacije/5924-poceo-evropski-projekat-flexigrobots-u-srbiji?highlight=WyJmbGV4aWdyb2JvdHMiXQ">https://www.poljoprivrednik.net/poljoprivreda/novacije/5924-poceo-evropski-projekat-flexigrobots-u-srbiji?highlight=WyJmbGV4aWdyb2JvdHMiXQ</a>
Robots among blueberries	22/04/2021 Croatian	Agro News	3690	<a href="http://www.agronews.rs/roboti-meduborovnicama/">http://www.agronews.rs/roboti-meduborovnicama/</a>
Robots control the production of blueberries, grapes, oilseed rape...	21/04/2021 Bosnian	Agro Smart	10 710	<a href="https://agrosmart.net/2021/04/21/roboti-upravljuju-proizvodnjom-borovnica-grozdia-uljane-repice/">https://agrosmart.net/2021/04/21/roboti-upravljuju-proizvodnjom-borovnica-grozdia-uljane-repice/</a>
Robots take an active role in the production of blueberries	24/04/2021 Bosnian	Poljoprivreda.info	9120	<a href="https://poljoprivreda.info/tekst/aktivnu-ulogu-u-proizvodnji-borovnica-preuzimaju-roboti">https://poljoprivreda.info/tekst/aktivnu-ulogu-u-proizvodnji-borovnica-preuzimaju-roboti</a>
Novi Sad's BioSens Institute is developing automation for blueberry production	23/04/2021 Bosnian	Agrofin	6300	<a href="https://www.agrofin.rs/vesti/novosadski-institut-biosens-razvija-automatizaciju-proizvodnje-borovnica/">https://www.agrofin.rs/vesti/novosadski-institut-biosens-razvija-automatizaciju-proizvodnje-borovnica/</a>
BioSens develops automation of blueberry production	22/04/2021 Croatian	Tanjug media agency	54 810	<a href="http://www.tanjug.rs/full-view.aspx?izb=648270">http://www.tanjug.rs/full-view.aspx?izb=648270</a>
The BioSens Institute is developing a platform for the production of blueberries with the assistance of robots	21/04/2021 Croatian	eKapija—general news portal	150 720	<a href="http://me.ekapija.com/news/3248762/institut-biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota">http://me.ekapija.com/news/3248762/institut-biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota</a>
Robots control the production of blueberries, grapes, oilseed rape	22/04/2021 Serbian	Dobro jutro—agriculture portal	7530	<a href="https://www.dobrojutro.co.rs/roboti-upravljuju-proizvodnjom-borovnica-grozdia-uljane-repice/">https://www.dobrojutro.co.rs/roboti-upravljuju-proizvodnjom-borovnica-grozdia-uljane-repice/</a>



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BioSens develops blueberry production automation	22/04/2021 Croatian	Vest.rs—general news portal	116 160	<a href="https://www.vesti.rs/Dodela-oskara/BioSens-razvija-automatizaciju-proizvodnje-borovnica.html">https://www.vesti.rs/Dodela-oskara/BioSens-razvija-automatizaciju-proizvodnje-borovnica.html</a>
The BioSens Institute is developing a platform for the production of blueberries with the assistance of robots	21/04/2021 Croatian	Naslovi.net—general news portal	242 100	<a href="https://naslovi.net/2021-04-21/ekapija/institut-biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota/27766648">https://naslovi.net/2021-04-21/ekapija/institut-biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota/27766648</a>
The BioSens Institute is developing a platform for the production of blueberries with the assistance of robots	22/04/2021 Croatian	Krila severa—general news portal	3300	<a href="https://krilasevera.rs/vesti/ekonomija/it-sektor/biosens-razvija-automatizaciju-proizvodnje-borovnica/">https://krilasevera.rs/vesti/ekonomija/it-sektor/biosens-razvija-automatizaciju-proizvodnje-borovnica/</a>
Robots among blueberries	22/04/2021 Croatian	Agro svet—agriculture magazine	15 780	<a href="https://www.agromarket.rs/files/deals/Agrosvet_1125.pdf">https://www.agromarket.rs/files/deals/Agrosvet_1125.pdf</a>
BioSense is working to automate blueberry production	23/04/2021 Croatian	Agro TV	11 100	<a href="https://www.agrotv.net/biosense-radi-na-automatizaciji-proizvodnje-borovnica/">https://www.agrotv.net/biosense-radi-na-automatizaciji-proizvodnje-borovnica/</a>
BioSens is developing a platform for the production of blueberries with the assistance of robots	22/04/2021 Croatian	inSTORE	6480	<a href="https://www.instore.rs/srbija/biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota-18471.html">https://www.instore.rs/srbija/biosens-razvija-platformu-za-proizvodnju-borovnica-uz-asistenciju-robota-18471.html</a>
Serbia on the button: Robots will make us blueberries	22/04/2021 Serbian	24SEDAM	145 080	<a href="https://24sedam.rs/biznis/srbija-na-dugme-roboti-ce-nam-praviti-borovnice/">https://24sedam.rs/biznis/srbija-na-dugme-roboti-ce-nam-praviti-borovnice/</a>
Robots among blueberries - "BioSens" and "Zeleni hit" in a European project	22/04/2021 Bosnian	Poljosfera	30 840	<a href="https://www.poljosfera.rs/agrosfera/agro-teme/ostalo/roboti-medju-borovnicama-biosens-i-zeleni-hit-u-evropskom-projektu/">https://www.poljosfera.rs/agrosfera/agro-teme/ostalo/roboti-medju-borovnicama-biosens-i-zeleni-hit-u-evropskom-projektu/</a>

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Robots among blueberries. BioSens Institute and the company "Zeleni Hit"	22/04/2021 Bosnian	Plodna zemlja	11 160	<a href="https://plodnazemlja.com/2021/04/21/roboti-medju-borovnicama/">https://plodnazemlja.com/2021/04/21/roboti-medju-borovnicama/</a>
BioSens develops automation of blueberry production	22/04/2021 Croatian	Poslovno jutro	7080	<a href="http://www.poslovnojutro.com/tekst/poslovne%20vesti/biosens-razvija-automatizaciju-proizvodnje-borovnica-143540">http://www.poslovnojutro.com/tekst/poslovne%20vesti/biosens-razvija-automatizaciju-proizvodnje-borovnica-143540</a>
Blueberry production digital management system	24/04/2021 Bosnian	Agro dan	6210	<a href="http://www.agrodan.rs/vesti/vocarstvo/sistem-za-digitalno-vodenje-proizvodnje-borovnice.html">http://www.agrodan.rs/vesti/vocarstvo/sistem-za-digitalno-vodenje-proizvodnje-borovnice.html</a>
Novi Sad's BioSens Institute is developing automation for blueberry production	23/04/2021 Bosnian	025	no info	<a href="https://www.025.rs/novosadski-institut-biosens-razvija-automatizaciju-proizvodnje-borovnica/">https://www.025.rs/novosadski-institut-biosens-razvija-automatizaciju-proizvodnje-borovnica/</a>
Robots control the production of blueberries, grapes, oilseed rape	22/04/2021 Bosnian	Agro portal	4080	<a href="https://agroportal.rs/roboti-upravlaju-proizvodnjom-borovnica-grozda-uljane-repice/">https://agroportal.rs/roboti-upravlaju-proizvodnjom-borovnica-grozda-uljane-repice/</a>
Robots that take care of the vineyard	01/06/2021 Spanish	La Voz de Galicia	1 227 870	<a href="https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/05/31/robots-cuidan-vinedo/00031622457856419720952.htm">https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/05/31/robots-cuidan-vinedo/00031622457856419720952.htm</a>
FlexiGroBots: The first trial of the European project of artificial intelligence and robotics in the vineyard at the start of the harvest	16/09/2021 Spanish	Agroinformación	53 280	<a href="https://agroinformacion.com/flexigrobots-el-primer-ensayo-de-proyecto-europeo-de-inteligencia-artificial-y-robotica-en-el-vinedo-en-el-arranque-de-la-vendimia/">https://agroinformacion.com/flexigrobots-el-primer-ensayo-de-proyecto-europeo-de-inteligencia-artificial-y-robotica-en-el-vinedo-en-el-arranque-de-la-vendimia/</a>
Success of the first test of FlexiGrobots: the project tests the assistance of robots in harvest	16/09/2021 Spanish	Tecnovino	39 420	<a href="https://www.tecnovino.com/exito-de-la-primer-a-prueba-de-flexigrobots-el-proyecto-de-">https://www.tecnovino.com/exito-de-la-primer-a-prueba-de-flexigrobots-el-proyecto-de-</a>



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				<a href="cooperacion-internacional-prueba-la-asistencia-de-robots-en-plena-vendimia/">cooperacion-internacional-prueba-la-asistencia-de-robots-en-plena-vendimia/</a>
Terras Gauda tests the use of vintage support robots	16/09/2021 Spanish	Economía en Galicia	6810	<a href="https://www.economiaengalicia.com/articulo/innovacion/terrass-gauda-ensaya-uso-robots-apoyo-vendimia/20210916211230018516.html">https://www.economiaengalicia.com/articulo/innovacion/terrass-gauda-ensaya-uso-robots-apoyo-vendimia/20210916211230018516.html</a>
Success in the first trial of a European project of artificial intelligence and robotics in vineyards	20/09/2021 Spanish	Innovagri	6120	<a href="https://www.innovagri.es/actualidad/exito-en-el-primer-ensayo-de-un-proyecto-europeo-de-inteligencia-artificial-y-robotica-en-vinedo.html">https://www.innovagri.es/actualidad/exito-en-el-primer-ensayo-de-un-proyecto-europeo-de-inteligencia-artificial-y-robotica-en-vinedo.html</a>
The first vintage robots make their debut at O Rosal	22/09/2021 Spanish	La Voz de Galicia	1 227 870	<a href="https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/09/16/primeros-robots-vendimia-estrenan-rosal/00031631800958153566385.htm">https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/09/16/primeros-robots-vendimia-estrenan-rosal/00031631800958153566385.htm</a>
Seresco participates in the first trial of the European artificial intelligence and robotics project	16/09/2021 Spanish	Qcom	14 940	<a href="http://www.qcom.es/alimentacion/mas-noticias/seresco-participa-en-el-primer-ensayo-de-proyecto-europeo-de-inteligencia-artificial-y-robotica_43800_2960_51281_0_1_in.html">http://www.qcom.es/alimentacion/mas-noticias/seresco-participa-en-el-primer-ensayo-de-proyecto-europeo-de-inteligencia-artificial-y-robotica_43800_2960_51281_0_1_in.html</a>
Terras Gauda: robotics, artificial intelligence and big data for the grape harvest	16/09/2021 Spanish	Economía Digital	188 460	<a href="https://www.economiadigital.es/galicia/innovacion/agro-mar/terrass-gauda-robotica-inteligencia-artificial-y-big-data-para-la-vendimia.html">https://www.economiadigital.es/galicia/innovacion/agro-mar/terrass-gauda-robotica-inteligencia-artificial-y-big-data-para-la-vendimia.html</a>
Drones and robots to improve the albariño of the largest vineyard in Galicia	16/09/2021 Spanish	Vigoe	59 640	<a href="https://www.vigoe.es/comarcas/baixo-mino/o-rosal/drones-y-robots-para-mejorar-el-albariño-del-mayor-vinedo-de-galicia/">https://www.vigoe.es/comarcas/baixo-mino/o-rosal/drones-y-robots-para-mejorar-el-albariño-del-mayor-vinedo-de-galicia/</a>



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International robotics project puts to test in the O Rosal vineyard (Pontevedra)	16/09/2021 Spanish	El Español	6 319 080	<a href="https://www.elespanol.com/treintayseis/articulos/actualidad/ponen-a-prueba-un-proyecto-internacional-de-robotica-en-el-vinedo-de-o-rosal-pontevedra">https://www.elespanol.com/treintayseis/articulos/actualidad/ponen-a-prueba-un-proyecto-internacional-de-robotica-en-el-vinedo-de-o-rosal-pontevedra</a>
O Rosal tests the harvest of the future	17/09/2021 Spanish	Faro de Vigo	53 952	<a href="https://www.farodevigo.es/comarcas/2021/09/17/o-rosal-ensaya-vendimia-futuro-57378963.html">https://www.farodevigo.es/comarcas/2021/09/17/o-rosal-ensaya-vendimia-futuro-57378963.html</a>
Harvesting with robots	21/09/2021 Spanish	Diario de León	193 050	<a href="https://www.diariodeleon.es/articulo/innova/verdimia-robots/202109210334572147788.html">https://www.diariodeleon.es/articulo/innova/verdimia-robots/202109210334572147788.html</a>
Terras Gauda applies Artificial Intelligence to vintage	17/09/2021 Spanish	Diario Abierto	17 640	<a href="https://www.diarioabierto.es/575816/terrass-gauda-aplica-la-inteligencia-artificial-a-la-vendimia">https://www.diarioabierto.es/575816/terrass-gauda-aplica-la-inteligencia-artificial-a-la-vendimia</a>
A Galician winery tests a faster and more ecological harvest with drones	17/09/2021 Spanish	ABC.es	6 446 190	<a href="https://www.abc.es/espaa/galicia/abci-bodega-gallega-ensaya-drones-vendimia-mas-rapida-y-ecologica-202109171059_noticia.html">https://www.abc.es/espaa/galicia/abci-bodega-gallega-ensaya-drones-vendimia-mas-rapida-y-ecologica-202109171059_noticia.html</a>
Robotics and drones reach Galician vineyards to improve their quality	16/09/2021 Spanish	Cadena SER	1 489 380	<a href="https://cadenaesr.com/emisora/2021/09/16/radio_vigo/1631799948_623093.html">https://cadenaesr.com/emisora/2021/09/16/radio_vigo/1631799948_623093.html</a>
A vintage with drones, big data and artificial intelligence	16/09/2021 Galician	Boísimo	11 970	<a href="https://boisimo.gciencia.com/2021/09/16/unha-vendima-con-drons-big-data-e-intelixencia-artificial/">https://boisimo.gciencia.com/2021/09/16/unha-vendima-con-drons-big-data-e-intelixencia-artificial/</a>



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Terras Gauda and the success of the international project on robotics, artificial intelligence and big data	16/09/2021 Spanish	VinoSelección	34 740	<a href="https://www.vinoseleccion.com/blog/categoría/vinos/">https://www.vinoseleccion.com/blog/categoría/vinos/</a>
Multi-robot systems in agriculture	30/03/2021 Spanish	Agriculturers	57 060	<a href="https://agriculturers.com/sistemas-multi-robot-en-el-agro/">https://agriculturers.com/sistemas-multi-robot-en-el-agro/</a>
Robots and drones to achieve more efficient and sustainable vineyards	16/09/2021 Spanish	COPE	787 920	<a href="https://www.cope.es/actualidad/economía/noticias/robots-drones-para-lograr-vinedos-mas-eficientes-sostenibles-20210916_1503933">https://www.cope.es/actualidad/economía/noticias/robots-drones-para-lograr-vinedos-mas-eficientes-sostenibles-20210916_1503933</a>
Robotics, drones and artificial intelligence in the Galician vintage	17/09/2021 Spanish	Atlántico	90 870	<a href="https://www.atlantico.net/articulo/economía/robotica-drones-inteligencia-artificial-vendimia-gallega/20210917032027864486.html">https://www.atlantico.net/articulo/economía/robotica-drones-inteligencia-artificial-vendimia-gallega/20210917032027864486.html</a>
Terras Gauda innovates with a drone project during the harvest	17/09/2021 Spanish	El Correo Gallego	184 830	<a href="https://www.elcorreogallego.es/tendencias/senalizadas-las-rutas-do-vino-de-la-ribeira-sacra-monterrei-y-valdeorras-KH9009972">https://www.elcorreogallego.es/tendencias/senalizadas-las-rutas-do-vino-de-la-ribeira-sacra-monterrei-y-valdeorras-KH9009972</a>
Terras Gauda successfully completes the 1st test of the international project of robotics, artificial intelligence and 'big data'	17/09/2021 Galician	Cousas de Revista	1500	<a href="https://www.cousasde.com/terrás-gauda-completa-con-exito-a-1a-prueba-del-proyecto-internacional-de-robotica-intelixencia-artificial-e-big-data/">https://www.cousasde.com/terrás-gauda-completa-con-exito-a-1a-prueba-del-proyecto-internacional-de-robotica-intelixencia-artificial-e-big-data/</a>
State-of-the-art technology to achieve more efficient and sustainable vineyards	17/09/2021 Spanish	Noticias Galicia	9390	<a href="https://www.noticiasgalicia.com/articulo/tecnología/tecnología-última-generación-lograr-vinedo-mas-eficiente-sostenible/20210916205946140161.html">https://www.noticiasgalicia.com/articulo/tecnología/tecnología-última-generación-lograr-vinedo-mas-eficiente-sostenible/20210916205946140161.html</a>

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Terras Gauda launches the first vintage robots in O Rosal	16/09/2021 Spanish	Tele Mariñas	20 670	<a href="https://telemarinias.com/terras-gauda-estrena-en-o-rosal-los-primeros-robots-para-la-vendimia/">https://telemarinias.com/terras-gauda-estrena-en-o-rosal-los-primeros-robots-para-la-vendimia/</a>
Terras Gauda successfully completes the 1st test of the international robotics, artificial intelligence and big data project	17/09/2021 Spanish	Info Minho	14 460	<a href="https://www.infominho.com/terras-gauda-completa-con-exito-la-1a-prueba-del-proyecto-internacional-de-robotica-inteligencia-ar-46623.html#">https://www.infominho.com/terras-gauda-completa-con-exito-la-1a-prueba-del-proyecto-internacional-de-robotica-inteligencia-ar-46623.html#</a>
The Asturian Seresco participates in a project to use robots in the harvest	17/09/2021 Spanish	La Nueva España	911 100	<a href="https://www.lne.es/economia/2021/09/17/asturiana-seresco-participa-proyecto-robots-57379944.html">https://www.lne.es/economia/2021/09/17/asturiana-seresco-participa-proyecto-robots-57379944.html</a>
Drones to reduce the environmental footprint and optimize vineyard management	16/09/2021 Spanish	Vigo Hoy	3420	<a href="https://vigohoy.es/drones-para-reducir-la-huella-medioambiental-y-optimizar-la-gestion-de-los-vinedos/">https://vigohoy.es/drones-para-reducir-la-huella-medioambiental-y-optimizar-la-gestion-de-los-vinedos/</a>
Robotics, drones and artificial intelligence in the Galician vintage	16/09/2021 Spanish	The World News	566 040	<a href="https://theworldnews.net/es-news/robotica-drones-e-inteligencia-artificial-en-la-vendimia-gallega">https://theworldnews.net/es-news/robotica-drones-e-inteligencia-artificial-en-la-vendimia-gallega</a>
Terras Gauda relies on robotics to reduce the environmental footprint and optimize vineyard management	17/09/2021 Spanish	Galicia Exterior	12 510	<a href="https://www.espanaexterior.com/terras-gauda-se-apoya-en-la-robotica-para-reducir-la-huella-medioambiental-y-optimizar-la-gestion-del-vinedo/">https://www.espanaexterior.com/terras-gauda-se-apoya-en-la-robotica-para-reducir-la-huella-medioambiental-y-optimizar-la-gestion-del-vinedo/</a>
State-of-the-art technology to achieve more efficient and sustainable vineyards	18/09/2021 Spanish	Agrodiario	30 900	<a href="https://www.agrodiario.com/texto-diario/mostrar/3163227/tecnologia-ultima-generacion-lograr-vinedo-eficiente-sostenible">https://www.agrodiario.com/texto-diario/mostrar/3163227/tecnologia-ultima-generacion-lograr-vinedo-eficiente-sostenible</a>

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Title	Date – Original Language	Media	Estimated Audience <sup>4</sup>	Link
Robotics, artificial intelligence and big data in the Terras Gauda vintage	20/09/2021 Spanish	Interempresas	495 720	<a href="http://www.interempresas.net/Vitivinicola/Articulos/367312-Robotica-inteligencia-artificial-y-big-data-en-la-vendimia-de-Terras-Gauda.html">http://www.interempresas.net/Vitivinicola/Articulos/367312-Robotica-inteligencia-artificial-y-big-data-en-la-vendimia-de-Terras-Gauda.html</a>
Terras Gauda successfully presents the first test of the international robotics project	17/09/2021 Spanish	La Alacena Roja	2300	<a href="https://laalacenaroja.com/terrass-gauda-presenta-con-exito-la-primer-prueba-del-proyecto-internacional-de-robotica/">https://laalacenaroja.com/terrass-gauda-presenta-con-exito-la-primer-prueba-del-proyecto-internacional-de-robotica/</a>
Robots to support the work of grape pickers	21/09/2021 Spanish	La Semana Vitivinícola	8100	<a href="http://www.sevi.net/es/3599_enoturismo/21/16915/Robots-para-apoyar-la-labor-de-los-vendimiadores-terrass-gauda.htm">http://www.sevi.net/es/3599_enoturismo/21/16915/Robots-para-apoyar-la-labor-de-los-vendimiadores-terrass-gauda.htm</a>
Terras Gauda successfully completes the 1st test of the international robotics, artificial intelligence and big data project	16/09/2021 Spanish	Vinetur	109 290	<a href="https://www.vinetur.com/2021091666119/terrass-gauda-completa-con-exito-la-1-prueba-del-proyecto-internacional-de-robotica-inteligencia-artificial-y-big-data.html">https://www.vinetur.com/2021091666119/terrass-gauda-completa-con-exito-la-1-prueba-del-proyecto-internacional-de-robotica-inteligencia-artificial-y-big-data.html</a>
Field robots should learn to think for themselves	26/10/2021 Dutch	Nieuwe Oogst	26 220	<a href="https://www.nieuweoogst.nl/nieuws/2021/10/26/veldrobots-moeten-zelf-eens-leren-denken">https://www.nieuweoogst.nl/nieuws/2021/10/26/veldrobots-moeten-zelf-eens-leren-denken</a>

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Table 8: FlexiGroBots - Radio interviews

Title	Date – Original Language	Media	Estimated Audience <sup>5</sup>	Link
(Radio Interview) Terras Gauda and CSIC participate in a European robotics project	06/06/2021 Spanish	A golpe de Bit Play Radio	5 578 350	<a href="https://www.rtve.es/play/audios/a-golpe-de-bit/golpe-bit-terrass-gauda-participa-proyecto-europeo-robotica-04-06-21/5928924/">https://www.rtve.es/play/audios/a-golpe-de-bit/golpe-bit-terrass-gauda-participa-proyecto-europeo-robotica-04-06-21/5928924/</a>
(Radio Interview) Hoy por Hoy Baixo Miño - (50:57 - 59:02)	02/06/2021 Spanish	Cadena SER	1 489 380	<a href="https://play.cadenaser.com/audio/cadenaser_tu_i_hoyporhoybaixomino_20210602_130000_1400_00/">https://play.cadenaser.com/audio/cadenaser_tu_i_hoyporhoybaixomino_20210602_130000_1400_00/</a>
(Radio interview) Terras Gauda is part of the H2020 project FlexiGroBots. (18:35 - 27:50)	02/06/2021 Spanish	Radiovoz	6330	<a href="http://www.radiovoz.com/archivo/54/lamanhanaconeva/">http://www.radiovoz.com/archivo/54/lamanhanaconeva/</a>
(Radio interview) (06:15 – 16:02)	27/09/2021 Spanish	A tarde - Radio Galega.	205 200	<a href="http://www.crtvg.es/rg/a-carta/a-tarde-a-tarde-do-dia-27-09-2021-5334599?t=964">http://www.crtvg.es/rg/a-carta/a-tarde-a-tarde-do-dia-27-09-2021-5334599?t=964</a>
(Radio interview) Sergio Álvarez de Seresco talks about the Flexigrobots project at RTPA	04/10/2021 Spanish	RPA - La Radio es mía	235 700	<a href="https://podcasts.google.com/feed/aHR0cHM6Ly93d3cuaXZvb3guY29tL3BvZGNhc3QtGEtcmFkaW8tZXMtbtWlhLXJwYV9mZ19mMTg1NTM1OF9maWx0cm9fMS54bWw/episode/aHR0cHM6Ly93d3cuaXZvb3guY29tLzc2Mzl2MTY0?hl=es&amp;ved=2a">https://podcasts.google.com/feed/aHR0cHM6Ly93d3cuaXZvb3guY29tL3BvZGNhc3QtGEtcmFkaW8tZXMtbtWlhLXJwYV9mZ19mMTg1NTM1OF9maWx0cm9fMS54bWw/episode/aHR0cHM6Ly93d3cuaXZvb3guY29tLzc2Mzl2MTY0?hl=es&amp;ved=2a</a>

<sup>5</sup> The estimated audience reached has been calculated through the free online tool Siteworth Traffic (<https://www.siteworthtraffic.com/>) which provides information on the number of unique visitors of a website on a daily, monthly and yearly basis. The number presented in the tables for Estimated Audience Reached corresponds to the monthly unique visitors and it calculates all the people accessing the website. For estimating the number of people reading the news or article dedicated to FlexiGroBots we recommend considering only between 5% and 7% of the monthly views. This is a standard practice in communication agencies.



Title	Date – Original Language	Media	Estimated Audience <sup>5</sup>	Link
				<a href="https://hUKEwjiziNP5yIH0AhVDA2MBHdvSD-8QieUEegQIAhAF&amp;ep=6">hUKEwjiziNP5yIH0AhVDA2MBHdvSD-8QieUEegQIAhAF&amp;ep=6</a>

Table 9: FlexiGroBots publications in print media

Title	Date – Original Language	Media	Estimated Audience <sup>6</sup>
Agriculture 4.0. Drones, robots and artificial intelligence	06/04/2021 Spanish	La Rioja	78 000
Research on the use of robots in the vineyard reaches Galicia	02/06/2021 Spanish	La Voz de Galicia	55 200
Robots for more efficient and precision viticulture	02/06/2021 Spanish	Diario de Pontevedra	32 000
Robots for more efficient and precision viticulture	08/04/2021 Spanish	Diario de Pontevedra	34 000
Terras Gauda seeks the improvement of vineyards with a European robotics project	08/04/2021 Spanish	El Correo Gallego	79 572
Artificial intelligence, robotics and big data in Terras Gauda	23/09/2021 Spanish	Expansión	126 000
A Galician winery tests a faster and more ecological harvest with drones	17/09/2021 Spanish	ABC	250 000

<sup>6</sup> Data provided by Media Agency



Title	Date – Original Language	Media	Estimated Audience <sup>6</sup>
Robots and drones in Terras Gauda	26/09/2021 Spanish	HUM!	125 789
The first harvest with robots	17/09/2021 Spanish	La Voz de Galicia	298 400
O Rosal tests the harvest of the future	17/09/2021 Spanish	Faro de Vigo	43 000
Terras Gauda tests the use of robots to help in the grape harvest	17/09/2021 Spanish	Kioskoymas	22 000
Terras Gauda innovates with a drone project during the harvest	18/09/2021 Spanish	El Correo Gallego	55 780
Drones and robots to support the work of grape pickers	17/09/2021 Spanish	Diario de Pontevedra	71 263
Vintage with robots	21/09/2021 Spanish	Innova	30 456
Robotics, drones and artificial intelligence in the Galician vintage	21/09/2021 Spanish	Atlántico	15 887
Robots and drones to advise efficient and sustainable wines	20/09/2021 Galician	La Mañana	12 620



Table 10: FlexiGroBots - TV interviews

Title	Date – Original Language	Media	Estimated Audience <sup>7</sup>	Link
New BioSens project	26/04/2021 Croatian	Radio-televizija Vojvodine	3450	<a href="https://www.youtube.com/watch?v=yAriZ7GcHWk">https://www.youtube.com/watch?v=yAriZ7GcHWk</a>
51:29 A Rosal winery is participating in a European project for more sustainable agriculture with robots and drones	16/09/2021 Galician	TVG - Televisión de Galicia Telexornal Mediodía	205 200	<a href="http://www.crtvg.es/tvg/acta/telexornal-mediodia-5316815?t=3116">http://www.crtvg.es/tvg/acta/telexornal-mediodia-5316815?t=3116</a>
23:54 Precision Agriculture 4.0   Robots among vineyards	25/09/2021 Spanish	RTVE Agrosfera 23:25 - 25:22	3 065 820	<a href="https://www.rtve.es/play/videos/agrosfera/25-09-21/6110159/">https://www.rtve.es/play/videos/agrosfera/25-09-21/6110159/</a>
The first vintage robots make their debut at O Rosal	22/09/2021 Spanish	La Voz de Galicia	1 227 870	<a href="https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/09/16/primeros-robots-vendimia-estrenan-rosal/00031631800958153566385.htm">https://www.lavozdegalicia.es/noticia/somosagro/agricultura/2021/09/16/primeros-robots-vendimia-estrenan-rosal/00031631800958153566385.htm</a>
Robotics, artificial intelligence and big data for the harvest	16/09/2021 Galician	G24   CRTVG TV interview. Informativos, Televisión de Galicia.	205 200	<a href="https://www.crtvg.es/informativos/robotica-intelixencia-artificial-e-big-data-para-a-vendima-5315714">https://www.crtvg.es/informativos/robotica-intelixencia-artificial-e-big-data-para-a-vendima-5315714</a>

<sup>7</sup> The estimated audience reached has been calculated through the free online tool Siteworth Traffic (<https://www.siteworthtraffic.com/>) which provides information on the number of unique visitors of a website on a daily, monthly and yearly basis. The number presented in the tables for Estimated Audience Reached corresponds to the monthly unique visitors and it calculates all the people accessing the website. For estimating the number of people reading the news or article dedicated to FlexiGroBots we recommend considering only between 5% and 7% of the monthly views. This is a standard practice in communication agencies.



Title	Date – Original Language	Media	Estimated Audience <sup>7</sup>	Link
Drones and robots are helping to harvest in a Rosal vineyard	16/09/2021 Galician	TV interview. Informativos Serán, Televisión de Galicia. 46:52 - 48:32	205 200	<a href="https://www.crtvg.es/tvg/a-carta/telexornal-seran-5317022?t=2812">https://www.crtvg.es/tvg/a-carta/telexornal-seran-5317022?t=2812</a>
Harvest in the Rosal	21/09/2021 Galician	TV interview. Fun Polo Aire, Televisión de Galicia. 21:51 – 24:39	205 200	<a href="https://www.crtvg.es/tvg/a-carta/programa-602-5325608?t=1311">https://www.crtvg.es/tvg/a-carta/programa-602-5325608?t=1311</a>
Telexornal - Galicia   RTVE play 15:00 - 16:21	21/09/2021 Galician	Telexornal - Galicia   RTVE play 15:00 - 16:21	3 065 820	<a href="https://www.rtve.es/play/videos/telexornal-galicia/21-09-2021/6103787/">https://www.rtve.es/play/videos/telexornal-galicia/21-09-2021/6103787/</a>
Telexornal Galicia 2   RTVE play 10:56 -12:16	21/09/2021 Galician	Telexornal Galicia 2   RTVE play 10:56 -12:16	3 065 820	<a href="https://www.rtve.es/play/videos/telexornal-galicia/segunda-edicion-21-09-2021/6103936/">https://www.rtve.es/play/videos/telexornal-galicia/segunda-edicion-21-09-2021/6103936/</a>
Technologies in the vineyards	02/10/2021 Galician	CRTVG - Labranza - TVG 12:18 -21:24	205 200	<a href="https://www.crtvg.es/tvg/a-carta/o-mellor-branco-de-galicia-tecnoloxias-nos-vinedos-dia-da-construcion-sostible-no-miadoiro-da-cova-5343890?t=738">https://www.crtvg.es/tvg/a-carta/o-mellor-branco-de-galicia-tecnoloxias-nos-vinedos-dia-da-construcion-sostible-no-miadoiro-da-cova-5343890?t=738</a>
The "Cyberharvesting" arrives	01/11/2021 Spanish	La Sexta Noticias	1 172 000	<a href="https://youtu.be/pIT467HoqVU">https://youtu.be/pIT467HoqVU</a>