



FLEXIGROBOTS

D7.1 Dissemination plan

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List of Acronyms

Abbreviation / acronym	Description
AMETIC	Association of Information Technology, Communications and Electronics Companies
DOI	Digital Object Identifier System
DOS	Wine Denominations of Origin of Spain
ECAI	European Conference on Artificial Intelligence
EIT	European Institute of Innovation & Technology
ERF	European Robotics Forum
EO	Earth Observation
EU	European Union
FCV	Foundation for Wine Culture
FEV	Spanish Wine Federation
GA	Grant Agreement

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Abbreviation / acronym	Description
H2020	Horizon 2020 Framework Programme
ICRA	International Conference on Robotics and Automation
ICRAA	International Conference on Robotics in Agriculture and Automation
ICT	Information Communication Technology
IEEE	Institute of Electrical and Electronics Engineers
IoT	Internet of Things
INBOTS	Inclusive Robotics for a Better Society
IEEE	Institute of Electrical and Electronics Engineers
IROS	International Conference on Intelligent Robots and Systems
KPI	Key performance indicators
MDPI	Multidisciplinary Digital Publishing Institute
OENOVITI	International Network in Oenology and Viticulture
PLANETIC	Spanish Technology Platform for the adoption and dissemination of digital ICT technologies
PTV	Wine Technology Platform
R&D	Research and development
SME	Small and medium-sized enterprise
TRL	Technology Readiness Level
UAVg	Unmanned Aerial Vehicles in geomatics
WDOS	Wine Denominations of Origin of Spain
WP	Work Package



Executive Summary

This document is a deliverable of the FlexiGroBots project, funded by the European Commission under its Horizon 2020 Framework Programme (H2020). A dissemination plan is understood as a group of actions and activities for transmitting outcomes, research finding or/and products to interested target groups, users and stakeholders via specific communication channels. This document presents the D7.1 Dissemination plan deliverable, including the expected impact of the dissemination plan, ongoing and planned activities, target audience, milestones, and mechanisms to assess the dissemination plan. Finally, the commitment of all the partners with the dissemination activities is demonstrated with the inclusion of specific dissemination plans.

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1 Introduction

1.1 Purpose of the document

FlexiGroBots is an Innovation Action with a duration of 36 months, involving 16 partners from different sectors. The project aims to build a platform for flexible heterogeneous multi-robot systems for intelligent automation of precision agriculture operations, providing multiple benefits to farmers around the world.

This document has the main purpose to present work related to the task T7.1 "Dissemination", which aims to disseminate ongoing project results such as scientific publications, participation at conferences, seminars, industry meetings, to the general public, prospective end-users, industry stakeholders, and innovation partners.

D7.1 presents the FlexiGroBots overall dissemination strategy, describing the target audiences, channels and means to address dissemination during the project. It has a series of connected deliverables and shown in Figure 1. The dissemination plan will be evaluated together with the communication strategy during the execution of the project, including the assessment of the activities, updated key performance indicators and the collection of the specific actions related to communication and dissemination.

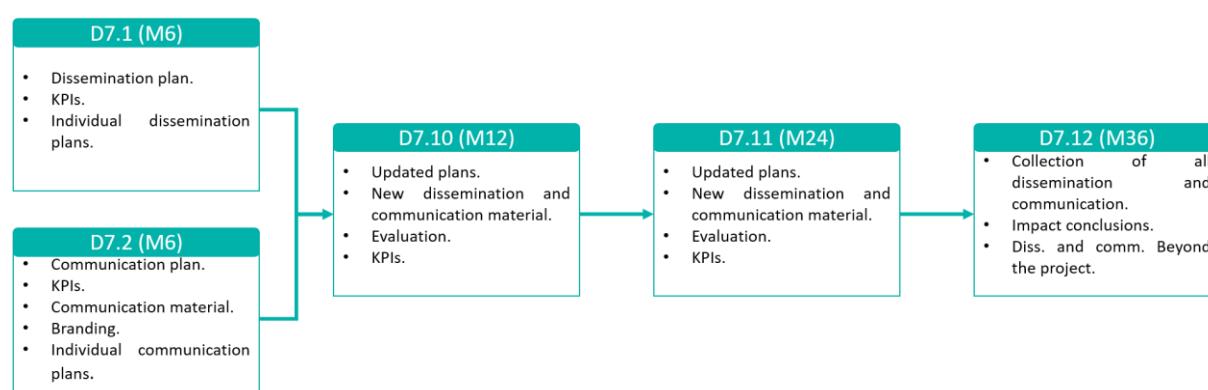


Figure 1 Overview of deliverables of T7.1

1.2 Structure of the document

This document is structured in four major sections and one annexe:

- **Section 1** is the current section that introduces this deliverable D7.1.
- **Section 2** presents the dissemination strategy, impact, target groups and activities.
- **Section 3** provides the individual dissemination plan from each partner from the FlexiGroBots consortium.
- **Section 4** gives the concluding remarks.

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- **Annexe 1** includes the document used to gather the dissemination strategies of each one of the FlexiGroBots partners.

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2 Dissemination strategy

The EU Commission, and as part of the recommendations and obligations with the purpose to promote the project, we must understand those concepts as the glossary descriptions:

Communication means “taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges”[1].

At the same time, "communication" is a task that is closely related to the "dissemination" and for better understanding of both tasks: T7.1 as "dissemination" and T7.2 "communication", the Grant Agreement explains that:

Dissemination refers to “the public disclosure of the results by any appropriate means, including by scientific publications in any medium”. Besides, dissemination “makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organizations, policymakers) in a targeted way, to enable them to use the results in their own work”. [1]

The Grant Agreement (GA) between the EU Research Executive Agency and the FlexiGroBots consortium highlights the importance of Dissemination and Communication activities, as was mentioned by Article 29.1 and Article 38 in the GA. Those articles involve all partners to commit to the obligation such as described in the following articles:

- Article 29.1 specifies the obligation to disseminate results in terms: “Each beneficiary must, as soon as possible, ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)”.
- Similarly, Article 38 concerns the task of obligation to promote the action and its results in the following terms from the first paragraph: “*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) strategically and effectively*”.
-

Having these definitions in mind, within FlexiGroBots, we assume that "dissemination" and "communication" activities are related and represent the same work package but they are two different tasks and will report their actions through the different deliverables: D7.1 Dissemination Plan and D7.2 Communication Plan and Communication Kit.

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2.1 Dissemination objectives

The main goal of the FlexiGroBots dissemination strategy is to spread the project main objectives, achievements and messages, with the intention to maximise the impact of the FlexiGroBots project at the European level. In particular, the FlexiGroBots dissemination plan will aim:

1. To contribute to achieving FlexiGroBots objectives by means of relevant dissemination activities.
2. To identify potential stakeholders and target audiences that could be interested in FlexiGroBots' results, defining the messages and channels to reach and engage them, resulting in the creation of a community around the project.
3. To provide mechanisms and tools that enable all project partners to execute dissemination activities.
4. To set up infrastructures and tools to organise and monitor dissemination activities, continuously adapting and improve them according to the project evolution and the feedback received.
5. To identify dissemination opportunities for the project, organising the tasks to participate in them.
6. To plan the creation of scientific publications that will be used to disseminate the FlexiGroBots project's outcomes.

The initial Dissemination Strategy was designed at the beginning of the project in collaboration with all partners. Figure 2 below shows an overview of the project strategy that includes the 3 main pillars as the Visibility, Awareness and Engagement phases.

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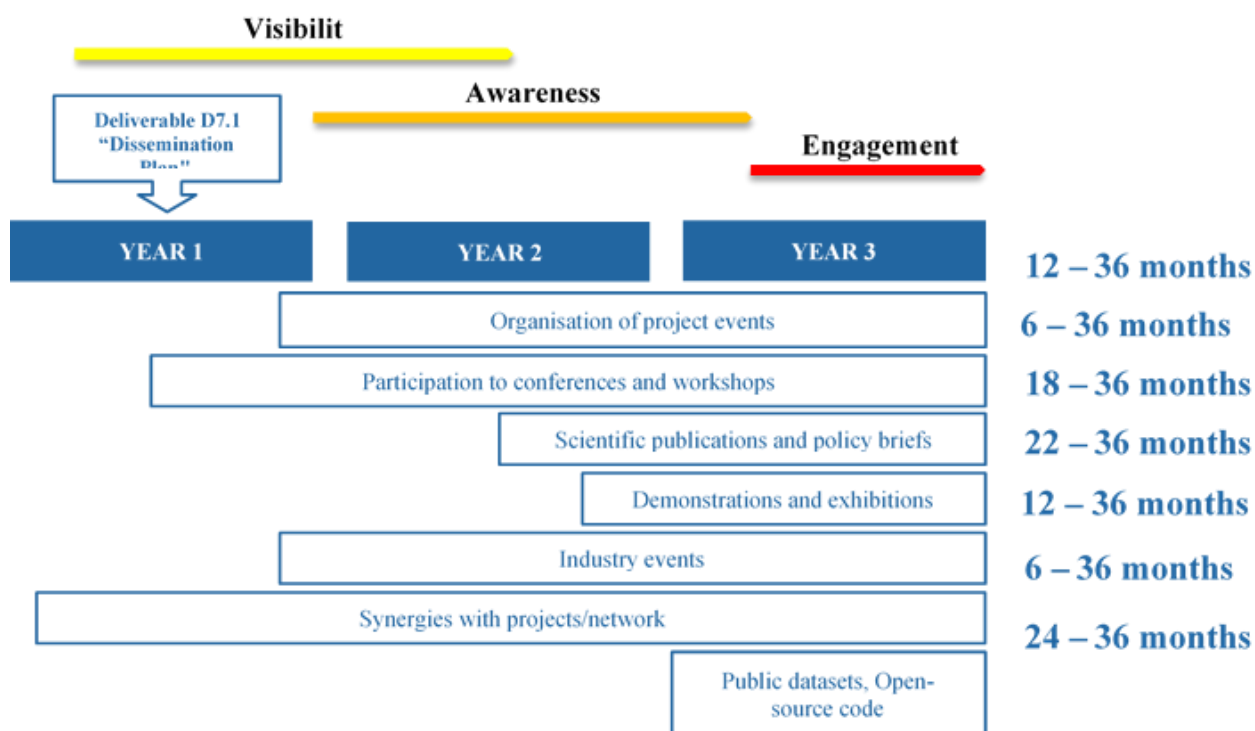


Figure 2 Dissemination plan overview and specific timeline.

As can be seen, **the first phase of the project** will be focused on **increasing the visibility** of FlexiGroBots, having an estimated duration of around 18 months. In this phase, the project will start to establish synergies with similar R&D initiatives, relevant networks and organisations. It will also participate in selected conferences and workshops to present the project goals, vision and roadmap. At the moment of writing the present deliverable, phase 1 has already started.

The second phase will be devoted mainly to raising awareness about the target audiences and stakeholders. Since three pilots will have completed the preparation activities and the first technical results will be available, the consortium will use these outcomes to organise dedicated project events, present them in conferences and workshops and continue the liaison with R&D projects and initiatives. In addition, booths and demonstrators will be organised in industry fairs and events.

The third and final phase will aim to maximise the engagement to ensure the impact of the results beyond the project lifetime. Since most of the technical assets and results will be available and the three pilots will address their integration and demonstration, the dissemination (and communication) activities will exploit them to increase the interest of the audiences and to gather the attention of potential clients, end-users and partners that could be interested in the exploitation or adoption of FlexiGroBots results. The project will have also an ambitious open-source strategy with the publication of some of the datasets collected during the project execution and even the source code of some technical components.

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2.2 Dissemination impact

To create breakthrough innovation and transfer it into the market, it is required to raise public awareness of the importance of technology, artificial intelligence and robotics applications for agriculture. FlexiGroBots will develop a targeted dissemination strategy that will allow the establishment of contacts that will serve to promote the development and implementation of new services related to robotics in the Agri-Food sector.

2.3 Objectives

FlexiGroBots will promote the relationship and collaboration with agricultural stakeholders, allowing access to novel technologies and the dissemination of FlexiGroBots solutions and their components.

Therefore, a significant dissemination effort will be put in place concerning the scientific results and carried on throughout the whole project duration, through the preparation of the following dissemination actions:

1. Organisation of project events,
2. Participation in conferences and workshops,
3. Scientific publications and policy briefs
4. Demonstrations and exhibitions,
5. Industry events,
6. Synergies with projects/network,
7. Public datasets, Open-source code.

The metrics expressed for each objective are listed in Section 2.6 Key Performance Indicators (KPIs).

2.4 Target audiences

Geographically and marketwise, the FlexiGroBots project is aimed at meeting the market needs and requirements of the European farmers and the agriculture industry and accelerating the adoption of robotic solutions throughout the EU agriculture sector. The approach of flexible multi-robot systems pursued by the project is aimed at making robotic solutions easily adaptable and deployable in various geographical conditions and market circumstances.

The FlexiGroBots partners are divided into Knowledge institute partner (WU), Research institute partner (CEPS, CSIC, VTT, BIOS, LUKE, IDSA), and Industrial partner (ATOS, SER, TER, ART21, MTE, PRO, AGS, ZEL). Therefore, the FlexiGroBots dissemination will be carried out within the scientific community, and in the agriculture industry and public agriculture domains.

The primary target end-users and direct beneficiaries of the projects' results are:

1. **Farmers.**
2. **Farmer associations.**

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3. **Agriculture industry.**
4. **Machinery and robotics solutions providers**, that develop and commercially specialised products for precision agriculture.
5. **Agriculture service providers**, such as SMEs, that are working in close cooperation with and proximity to farmers.

The secondary, intermediary beneficiaries of the projects' results are:

1. **Digital Innovation Hubs** throughout Europe that are specialized in robotics, agriculture or associated fields.
2. **Innovation developers** that are working on novel robotic and ICT-based solutions for agriculture.
3. **Research and Academic communities**, universities, research centres, and industry R&D departments, and individuals involved within them.
4. **Policy Makers**, organisation, institutions and individuals that are responsible for the formulation, amendment and application of policies and regulations. Their scope can be local, regional, national or international.
5. **Common agricultural policy (CAP) Agencies**, CAP is a set of subsidies and programmes for Europe's agriculture covering farming and rural development.
6. **Media**, mainstream and specialised media in countries represented by the FlexiGroBots partners, and international media, covering topics related to telecommunications, Artificial Intelligence, Machine Learning, Computer Vision, robotics, EO data, Innovation, technology, business, among others. The main interest would be to showcase innovation and new projects supporting the European innovation ecosystem.
7. **General Public**, address the public policy perspective of EU research and innovation funding, increasing awareness and stimulating the interest of multiple audiences (opinion leaders, institutions, final consumers, and citizens), who can be benefited from the project results and developments.

Finally, within the FlexiGroBots the activities that are suitable for the different target groups have been identified and a brief overview is provided in Table 1.

Target audience	Project events	Conferences and workshops	Scientific publications and policy briefs	Demonstrations and exhibitions	Industry events	Public datasets, Open-source code	Synergies with projects and network
Farmers (& associations)		x		x	x		



Target audience	Project events	Conferences and workshops	Scientific publications and policy briefs	Demonstrations and exhibitions	Industry events	Public datasets, Open-source code	Synergies with projects and network
Agriculture industry	x	x		x	x		
Machinery and robotics solutions providers	x	x		x	x		x
Agriculture service providers	x	x		x	x	x	x
Digital Innovation Hubs	x	x		x	x		x
Innovation developers	x	x	x	x	x	x	x
Research and Academic communities	x	x	x			x	x
Policy Makers	x						x
Common agricultural policy (CAP) Agencies	x		x				x
Media	x			x	x		x
General Public				x			x

Table 1 Target audiences and main activities.

2.5 Activities

2.5.1 Non-interactive

Non-interactive dissemination is defined as the channel where the dissemination is achieved via scientific publications and policy briefs, as well as, releasing datasets and software open-source code in public and open repositories. Some examples of specific non-interactive

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channels have been identified by the FlexiGroBots consortium and some examples are provided in Table 2.

Scientific publications and policy briefs	Precision Agriculture [2]
	Computers and Electronics in Agriculture [3]
	Robotics and Automation Letters [4]
	Journal of Field Robotics [5]
	Biosystems Engineering [6]
	Sensors [7]
	Agronomy [8]
	Centre for European Policy Studies [9]
Public datasets, Open-source code	IEEE DataPort [10]
	Data in Brief [11]
	Zenodo [12]
	GitHub [13]
	GitLab [14]
	4TU Research Data [15]

Table 2 Non-interactive activities/channels targeted by the FlexiGroBots consortium.

2.5.2 Interactive

Interactive activities are defined as dissemination activities where the dissemination is achieved via conferences, events, webinars, and other meetings gathering relevant stakeholders to the project. Some examples of specific interactive activities have been identified by the FlexiGroBots consortium and some examples are provided in Table 3.

Conferences and workshops	European Geosciences Union[16]
	ECPA European Conference in Precision Agriculture [17]
	IEEE ICRA International Conference on Robotics and Automation [18]
	IEEE IROS International Conference on Intelligent Robots and Systems [19]
	IEEE CASE International Conference on Automation Science and Engineering [20]
	UAVg Unmanned Aerial Vehicles in geomatics [21]

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	European Grass Federation symposium [22] Ethical AI, Robotics and Agri-Food [23]
Demonstrations and exhibitions	FIRA - International Forum of Agricultural Robotics [24] European Robotics Forum [25] OENOVITI sprint meetings [26] Finnish Agricultural Science days [27]
Industry events	Koneagria [28] Sarka [29] Peltopäivä [30] Okra [31] PhiWeek [32] BDVA Data Week [33]
Synergies with projects and network	WaysTUP! [34] SmartAgriHubs [35] CYBELE [36] DIATOMIC [37] IoF2020 [38] AgROBOfood [39] Robocity2030 [40] 4TU [41] VIRAL [42] DroneFinland [43] AFarCloud [44] Spanish Wine Federation [45] Foundation for Culture of Wine [46] GRAPEVINE [47] DEMETER [48] EO4AGRI [49]

Table 3 Interactive activities/channels targeted by the FlexiGroBots consortium.

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2.6 Key Performance Indicators (KPIs)

A set of key performance indicators (KPIs) have been defined to assess the success of the dissemination strategy presented in the present document and to monitor its evolution during the duration of the project, providing some evidence about the impact achieved and the awareness of the community and the society. The KPIs are shown in Table 4.

Dissemination activity	Description	KPI
Organization of projects events	Meetings, workshops organized within the project consortium with the possibility of open doors to key stakeholders.	≥ 3
Participation in conferences/workshops	Participation in international and national conferences and workshops as a speaker, invited speaker, keynote, presenting FlexiGroBots findings and outcomes.	≥ 20
Scientific publications, policies briefs	Peer review articles in high impacted journals in agriculture, robotics, computer science, and policy briefs.	≥ 10
Demonstrations and exhibitions	Showcase the technology being developed under the project FlexiGroBots and associated TRLs with live or video demos.	≥ 6
Industry events	Participation in industry fairs and events with a poster or as a speaker to present FlexiGroBots findings and outcomes to the industrial stakeholders.	≥ 20
Synergies with projects and network	Community building and engagement with end-users and stakeholders, collaboration and synergy with other projects.	≥ 10
Public datasets, Open-source code	Release of open-source code and datasets in public repositories, e.g., Zenodo, with DOI	$\geq 6^1$

Table 4: FlexiGroBots Dissemination KPIs

It must be noted that some of the KPIs have been slightly updated and increased with respect to the ones included in the proposal. Although they were relevant and ambitious enough to foster strong impact, given the level of commitment showed by all the partners during the first six months of the project with the communication tasks, the consortium has decided to revisit and align them with the current aspirations of FlexiGroBots.

The following Table 5 presents the foreseen evolution of the KPIs during the project lifetime:

Dissemination activity	KPIs		
	D7.10 (M12)	D7.11 (M24)	D7.11 (M36)
Organization of projects events	0	1	3

¹ Each DOI and/or link is considered as an outcome.

Table 5 Target KPIs of dissemination activities within the project lifetime

Furthermore, a monitoring mechanism was specifically defined to keep track of the dissemination plan progress and outcomes. An online database is available to all the partners with the following four sections:

- | Date | Type of Event | Event | Role | Place | Partner(s) attending | Estimated number of persons reached | | | | | | | | | Comments or related links | |
|---------------|-------------------|---|----------------------------------|---------------------|---|-------------------------------------|----------|---------------|----------------|---------------|-------|-----------|-----------|-------|---------------------------|---|
| d/m/yyyy | Select event type | Event name | Select Participant or Organiser? | City/country/Online | Select main partner and note others in comments | Scientific community | Industry | Civil Society | General public | Policy makers | Media | Investors | Customers | Other | TOTAL | |
| 14/02/2021 | Pitch | Sabote TESI? Forum | Participant | Online | ATOS | | | | | | | | | | 0 | |
| 16/04/2021 | Conference | European Robotics Forum | Participant | Online | OTIS | | | | | | | | | | 0 | |
| 05/05/2021 | Conference | European Regions for Smart Communities Summit | Participant | Online | ATOS | | | | | | | | | | 0 | |
| 13/05/2021 | Workshop | HARVE CARE | Participant | Online | ATOS | | | | | | | | | | 0 | |
| 18/05/2021 | Conference | INBOYS Conference 2021 | Participant | Online | aRT | | | | | | | | | | 0 | |
| 22-23/06/2021 | Conference | FISA Summit 2021 | Participant | Online | ART | | | | | | | | | | 0 | https://event.rwth-aachen.de/fisa-summit-2021/ |
| 25.2.2021 | Workshop | Robotics is coming | Participant | online | LIKE | | | | | | | | | | 0 | https://www.linkedin.com/company/likenetwerk/?original_referer=https%3A%2F%2Fwww.linkedin.com%2Fcompany/likenetwerk/&source=organic&utm_source=social&utm_medium=social&utm_campaign=social-shares&utm_term=.799291 |

- [illegible]

- | Non Scientific and non-peer-reviewed publications related to the FlexiGroBots project | | | | | | |
|---|--|-----------------------|------------|------------------------|---------------------|---|
| Type of publication | Title of the publication | Authors | Date | Place of publication | Year of publication | Comments or related links |
| Select type | Title | Author(s) | dd/mm/yyyy | Place or online outlet | yyyy | |
| Non Scientific | Poljoprivrednik (print and online media) | Biosense & Zeleni hit | 29/04/2021 | Novi Sad + online | 2021 | https://www.poljoprivrednik.net/poljoprivreda/inovacije/5924-poceo-evropski-projekat-flexigrobots-u-srbiji?highlight=WYjmbGV4aWdyb2JvdGki |

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Other dissemination actions carried out in relation to the FlexiGroBots project				
Type	Date	Partner associated with the action	Purpose	Comments or related links
Select type	dd/mm/yyyy	Select from list	Brief description	
Press Release	08/04/2021	ATOS	Press release supported by global ATOS team	
Other	10/05/2021	ATOS	Presentation to Bayer	
Other	2/1/21	BIO	Facebook post	https://www.facebook.com/biosense.institute/posts/3362905780482046

The FlexiGroBots partners will be responsible to fill this database during the project lifetime ensuring that their dissemination activities are updated for monitoring and reporting. Since the beginning of the project, the consortium has been very active in the project dissemination where several activities were already reported. This was most noticed in the participation in conferences and workshops (as for example the participation of ATOS in ERF 2021, Figure 3) and establishing synergies with other projects (see Figure 3). Should be notice that these two activities were expected to start in month 6 (see Figure 2).



Figure 3 Presentation of FlexiGroBots project by Daniel Calvo (ATOS) at the European Robotics Forum (ERF) 2021.

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Figure 4 FlexiGroBots partners ecosystem.

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3 Individual dissemination plans

3.1 ATOS

As a global ICT leader that incorporates research and innovation in key digital technologies as part of the overall strategy of the company, Atos has large expertise in the dissemination of the results from its projects and R&D teams.

In the context of the FlexiGroBots project, ATOS will explore how to maximize the potential impact of its contribution on artificial intelligence, geospatial images processing and robotics system orchestration for mission control through a powerful dissemination strategy.

Atos will disseminate the project results in scientific and technical journals like IEEE Sensors Journal, Computers and Electronics in Agriculture or conferences like the European Conference on Artificial Intelligence (ECAI) or the Phi week organized European Space Agency. Also, through the participation in forms and events such IoT Week, FIWARE summit, the European Big Data Value Forum (EBDVF), the Data Week, INBOTS (Inclusive Robotics for a better Society) Conference or the European Robotics Forum. Within the, in collaboration with the rest of the partners of the consortium, the Atos team will participate with presentations about the progress of the project or with dedicated booths and demos. Atos will participate in these activities regularly depending on the availability of results and the specific dates when these events are organised.

On the other hand, ATOS will leverage its privileged position in multiple organisations and competence networks, e.g., leaders of the task force devoted to agriculture in the BDVA, members of the FIWARE Foundation, IDSA steering committee, 5G PPP, etc. In the Spanish national ecosystem, the company has a relevant position in some of the most relevant industrial associations, e.g., AMETIC (Spanish Electronics and ICT Associations of Industry) or Planetic (Spanish Technology Platform for the adoption and dissemination of digital ICT technologies). ATOS will disseminate the FlexiGroBots project in the opportunities opened in both networks.

3.2 CEPS

CEPS plans to disseminate activities linked to FlexiGrobots via the CEPS website, CEPS newsletter, the AI4EU.eu platform and a dedicated report. The main target group of the dissemination activities will be stakeholders from the policy, research and technologies communities in Brussels in particular, but also in the EU more generally.

In particular, as part of D2.4/T2.4, CEPS will publish a summary of the insights generated by this task will also be shared with the broader AI and robotics community via a post on the AI4EU observatory to foster the public understanding of AI-driven robotics in the Agri-Food sector.

As part of T7.6/D7.7, CEPS will publish a consolidated synopsis report containing horizontal lessons learned and recommendations and a dedicated event. We will also disseminate the event and report with an email campaign targeted at suitable stakeholders from the policy, technology and research communities.

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3.3 SER

SERESCO has contacts in different networks both in the technological world and related to agriculture. Among the dissemination activities that we are going to carry out are: Participation in workshops and conferences, scientific dissemination in journals related to AI and advances in agriculture, participation in congress and events related to the application of AI and technology applied to agriculture.

SERESCO is also are members of some important technological associations which could be approached to increase dissemination. Some examples are: International Network in Oenology and Viticulture (OENOVITI), Wine Technology Platform (PTV), and multisectoral Association of Information Technology, Communications and Electronics Companies (AMETIC).

3.4 CSIC

CSIC Dissemination Strategy will have a close interaction with all project partners and will seek to create a multiplier effect by identifying and engaging the relevant stakeholders: CSIC will orient its activities for spreading the project's scientific results arising from (or based upon) the activities conducted in the framework of the project.

The dissemination activities will take into account the heterogeneity and multi-sector interest of various stakeholders as well as the general public, taking into consideration gender issues. CSIC will define the specific contents and forms of communication and dissemination material taking into account the various target groups and their specific background in terms of knowledge, context, motivation, potential uptake and abstraction capacities of various media. Specifically, the objectives of CSIC dissemination are:

1. Define and implement an integrated strategy for dissemination and exploitation focused on six target groups: farmers, cooperatives, farmers' associations, public administration, private companies in the agricultural sector. Specifically, the aim is to motivate farmers and increase their willingness to adopt robotics and AI as a part of their management vineyards strategies.
2. Guarantee the engagement of relevant stakeholders. CSIC will work closely with stakeholders interested in using advanced technologies to improve vineyards management. The project will invite these stakeholders to provide input in form of requirements (cost, performance, ease of use and adoption), recommendations and complementary practical knowledge, during the robotics ground systems implementation.
3. Provide regular information about the project and its results-oriented towards the needs of the target audience, using appropriate language and information levels. The dissemination material could be provided in English and Spanish.
4. Collaborate with international research and professional networks, and ongoing EU and national projects.

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CSIC Dissemination Strategy will allow the deployment of dissemination activities and tools to the following main target groups:

1. Farmers, agricultural associations, federations, unions and cooperatives.
2. Private companies in the agricultural sector (companies specialised in agricultural input and chemicals, and ICT companies specialised in the agricultural sector, especially for sustainable systems of agriculture), agricultural consultants, agronomists, contract-farming buyers.
3. Research and Academia (e.g. research networks and initiatives on sustainable agriculture, academic institutions, non-university research organisations, research and technology in agriculture organisations, etc.).
4. Policy Makers (e.g. Ministry and Department of Agriculture of National government as well as those of regional governments).
5. Other Stakeholders that may be interested in project outcomes (e.g. National and International Organisations in sustainable agriculture, relevant European Technology Platforms, European Institutions, Innovation oriented stakeholders (EC- funded projects, innovation ecosystems, research institutions), Chambers (Agriculture, Agronomists) etc.).

3.5 TER

Terras Gaudas will publish in scientific agro-food journals with our direct partners from Pilot 1 (vineyard, use case). We will actively participate in the organization of seminars on robotics in the agricultural industry. Moreover, together with our partners from Pilot 1, we will organize demonstration workshops in our vineyard to disseminate the progress and results of FlexiGroBots.

Terras Gaudas will approach winegrowing associations in Spain, private winegrowers' organizations, non-profit winegrowing organizations. For example, the Wine Technology Platform (PTV), which is an association that joins forces between winegrowers and technology centres to reinforce Vitivinicultural research. The Spanish Wine Federation (FEV), which is a private organization of wineries to represent and defend the interests of Spanish wineries. The foundation for Wine Culture (FCV), a non-profit organization that disseminates the culture of wine. Finally, the Wine Denominations of Origin of Spain (DOs): "Spanish Viticultural Appellations" will be approached as well for communication and dissemination of the FlexiGroBots activities.

3.6 WU

Digitalization is on the WU scientific agenda to create smart farming solutions that will have an impact on people's life and the environment. In this line, the experience gained in FlexiGroBots will increase the WU curricula in AgriFood robotics and leverage the knowledge transfer between academia and industry. Finally, FlexiGroBots will allow WU to exchange expertise between different groups which could generate future collaborations and new research and education directions.

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Dissemination is planned to four target groups being (1) the scientific community of the different disciplines such as robotics, computer science, agriculture, (2) the extension services, advisors and (3) farmers, (4) government, and national authorities. To reach the mentioned target groups different channels such as (1) agriculture divulgation newspapers and magazines in Dutch, English, Spanish, and Portuguese languages, (3) scientific journals (Computers and Electronics in Agriculture, Biosystems Engineering, Precision Agriculture, Journal of Field Robotics, others), and (4) oral presentations in target international conferences (European Conference on Precision Agriculture, International Conference on UAVs in Geomatics, International Conference on Robotics and Automation, International Conference on Intelligent Robots and Systems).

3.7 VTT

The Flexigrobots results are open and public. VTT plans to participate in the development and maintenance of those results both during the Flexigrobots projects and other projects that follow it. The results that have specific interest to VTT are related to autonomous multi-robot fleets, using AI in identification and classification, and IDSA based data economy solutions. The dissemination plan of VTT consists of the following main activities:

1. The marketing the results for direct customers as solutions for their specific needs. VTT has a large customer base consisting of both national and international companies. We expect that the solution created at Flexigrobots will serve as a good basis for further customisation. The dissemination occurs mainly at project negotiations.
2. Proposing the solutions for future joint research activities. The ideas can be exploited widely also in other domains and another different type of use cases. VTT is a multi-technology research organisation with a role to organise and enable various types of ecosystem projects. Examples of such ecosystems are related to the renewal of industry through IoT, agriculture data spaces, and next-generation AI. The dissemination formats are mainly presentations at meetings, seminars, and workshops.
3. To present the solutions for a wider audience through open access publications. VTT plans to write conference and journal articles from all main findings with scientific relevance. VTT also plans to actively collaborate with other project partners. Examples of papers are MDPI Sensors and Robotics and Autonomous Systems. The final selection of paper depends on the availability of special issues available and the suitability of paper focus.
4. Contributing to the open-source projects that develop the Flexigrobots results, so that participation and use of them are as easy as possible.

3.8 BIO

To promote FlexiGroBots findings and research activities related to Pilot 3 and to effectively contribute to the dissemination of project results, BioSense will carry out diverse

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dissemination activities targeting different audiences and stakeholders active in the Agri-Food sector through the entire duration of the project. Depending on the dynamics of the project, dissemination activities that will be carried out throughout the project scope are:

1. Presentation of the project at local and national agricultural and educational fairs and industry events. BioSense Institute actively promotes its activities and projects on various events that gather professionals working in the fields of agriculture and students, such as Agricultural Fair Novi Sad, Agro Belgrade - International Fair of Fruit, Viticulture and Vegetables, Fair "Science for the industry", Digital Farm Open Days (organized by BIOS, where latest AgTech solutions developed at BioSense are showcased, organized, a lot of industry representatives are usually there), Innovation Week, Belgrade, European Industry Stakeholder Forum, Farmer's Seminar, Western Balkan Digital Summit, European Robotics' Forum, Ministerial Conference on Innovations of China and CEE countries, Belgrade, etc. BioSense representatives will present the FlexiGroBot findings on the 5 most relevant events during the scope of the project.
2. Participation in conferences. Some examples are: Robotics and Computer Science World Forum. FIRA - International Forum of Agricultural Robotics. ICRAA - International Conference on Robotics in Agriculture and Automation. International Bioscience Conference.
3. Organization of demo events. To increase the motivation of farmers in Serbia to innovate and to consider investing in novel technology and modernized production processes, BioSense will organise a series of at least three on-farm demonstrations presenting the solutions developed under the FlexiGroBots project. Furthermore, BioSense will, jointly with a pilot partner, record demonstrations on FlexiGroBots experimental fields and disseminate material on their YouTube channel dedicated to innovations in agriculture.
4. Submit articles related to FlexiGroBots findings in scientific/tech magazines (e.g., Computers and electronics in agriculture, Biosystems engineering, MDPI Sensors, MDPI Robotics).

Finally, BioSense is the Serbian Digital Innovation Hub and the organiser of the first Digital Farm in Serbia. These two projects aim to facilitate the knowledge transfer from academia to the industry and we will use them to disseminate the project results to a wider audience of local farmers, cooperatives and large agribusinesses. Additionally, BioSense will increase FlexiGroBots dissemination through Belgrade Robotics Hub that supported the project in the proposal phase.

3.9 ART

ART will disseminate the results of the FlexiGroBots project wherever the opportunities arise. ART will relate the results of the FlexiGroBots to its annually co-organized agri-food technology hackathon – HACK AgriFood.

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ART will also leverage its membership in national and international networks, communities and initiatives to achieve a greater impact of the FlexiGroBots and disseminate its results. Key networks that will be 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.

3.10 LUKE

- Events and meetings accompanied with relevant posters or abstracts:
 - www.koneagria.fi -event for agricultural professionals, reaching about 12 000 visitors. The aim is to present FlexiGroBots and its tools in Luke's stand, 10/2021
 - <https://www.smartagrihubs.eu/regional-cluster/scandinavia>, Smart Agri Hubs, Regional Cluster Scandinavia Robotics webinar 6/2021
 - https://www.tts.fi/tutkimus_ja_kehitys/hankkeet/maatalous/kestavaa_kehitysta_maatalouteen_uusilla_teknologioilla/menneet/peltorobotiikka_tekee_tuloaan_25.2.2021, Field robots are coming: Webinar 2/2021
 - <https://twitter.com/findrones2023> FinDrones 2023
 - <http://www.smts.fi/fi/MTP2022> Finnish Agricultural Science Days 2022, 1/2022
 - <https://www.europeangrassland.org/en/> forthcoming events
 - <https://www.eurageng.eu/> forthcoming events
- Planned scientific publications on the following topics:
 - Robot tractor and supporting functionalities.
 - Drone based mapping of the status of field process for field robot operations.
 - Drone based mapping of rape beetle deposit.

3.11 MTE

The topics of FlexiGroBots are topics that are studied in other projects or can be research topics of individual research organisations or companies not involved in the FlexiGroBots project. Therefore, it is important to communicate project activities in a way that other projects have the possibility to have information about research and activities on the topic. MTE will participate in Maataloustieteenpäivät 2022 that is a scientific and national event covering research in agriculture-related topics in Finland. In the event, MTE will present a highlight of first-year project activities and plans for the second project year. According to the opportunities' MTE will promote project activities in the events of agricultural specialists and advisors in Finland. Project activities can be presented in events arranged for special topics and if necessary, special events can be arranged for this purpose with a limited number of attendees.

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3.12 PRO

Probot Oy has a widely spread network with all sort of companies and individuals and from almost all the different sectors of businesses. The dissemination of the Flexigrobots results will be focused mainly on the part of the network, working with agriculture. The most potential activities for the dissemination are:

1. Participation in workshops and conferences
2. Participation in events related to the AI, Robotics and Agriculture

Probot is working all the time with agricultural specialists in Finland. The project activities can be presented on various occasions with these partners.

3.13 IDSA

DSA plans to disseminate FlexiGroBots activities and results in a few different ways during the project and in other related projects that will start after it. The dissemination of activities will be mainly done through the IDSA website and newsletters. The main target group of the dissemination activities will be stakeholders related to the development of data spaces in agriculture as well as in robotics, which is one key cross-domain that is of great interest.

More specifically, IDSA will publish regular blog articles with summaries of the insights as results of activities in task 3.2, where the capabilities for sovereign data management tailored to the agricultural context will be created. In addition, the solution created will be used for proposing future joint research activities that will allow project results to be widely exploited in other domains and types of use cases.

The results and activities of the project will be presented in numerous events and other dissemination activities organized by IDSA or where IDSA is actively involved, such as the IDSA Insight Chat, IDSA Summit, IDSA Winterdays/Winterschool and Hannover Fair. Finally, the IDSA use case brochure that is regularly updated will include the solution of FlexiGroBots as a Research-based Agriculture Data Space.

3.14 AGS

AGS will communicate about the ongoing project activities and disseminate the results of FlexiGroBots throughout its stakeholders and partners in Latvia and the Baltics region, as well as national technology and competence centres. Project results will be disseminated during conferences, workshops and innovation demonstration events participated by the company, whenever the opportunity arises.

3.15 AFL

As a leading figure of the Lithuanian agri-food innovation ecosystem, AFL is actively engaged in facilitating international knowledge transfer, best practice sharing and competence development. AFL is organizing or participating in various events for agri-food stakeholders, during which it will disseminate the results and outcomes of the FlexiGroBots project. One of the biggest and most important of such events is the [AgriFood Forum](#) – the international

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conference for agri-food business, innovation and policy leaders, organized annually by AFL. The FlexiGroBots project and its results will be presented in three annual AgriFood Forums in 2021, 2022, and 2023.

AFL will also disseminate the results of the FlexiGroBots project through the following networks and communities that AFL is directly engaged in:

- [EIT Food](#) – Europe’s leading food innovation initiative (supported by the EIT, a body of the EU);
- [European Cluster Collaboration Platform](#) – the European online hub for industry clusters and cluster associations;
- [SmartAgriHubs](#) – a pan-European network of agri-food Digital Innovation Hubs and Competence Centres with over 164 partners;
- [Lithuanian Rural Network](#) – a national network of 236 public legal bodies representing stakeholders in the rural economy and development.
- [EDIH4IAE.LT](#) – a consortium of leading Lithuanian innovation stakeholders and a candidate to become a European DIH (EDIH).

3.16 ZEL

We, as Zeleni hit company, plan to promote the FlexiGroBots project and research activities related to Pilot 3 and to contribute to the dissemination of project results, by a different type of activities adapted to specific audience and clients. We are closely connected with the Agri-food sector and we will highlight the FlexiGrobots project on all occasions such as:

1. Both local and national fairs (e.g., Agricultural Fair Novi Sad, Agro Belgrade - International Fair of Fruit, Viticulture and Vegetables, International Horticulture – Beoplant fair)
2. Industry meetings and panel discussions, conferences and seminars (in the organization also with Faculty of Agriculture)
3. Formal events with foreign distributors and representatives
4. Meetings and gatherings for local blueberry farmers, cooperatives and large agribusinesses
5. Constant communication with growers and retailers
6. Spreading the project related news through our Youtube channel, targeting the younger population of both professional and hobby growers – by filming a “making of the project” demonstration video in our field as well in large blueberry farms in Serbia. Together with Biosense Institute, we will show how image scanning is done with drones, how diseases are detected as well show how soil sampling is done. In this manner, we will inform farmers about methods and novelties, and motivate them to possibly invest in new technologies and consider modern production practices.
7. Conducting and contributing to scientific papers according to the dynamics of the project (when there are more results).

Zeleni hit will contribute to transferring agricultural skills, virtues and practices into practical robotic use for industry, providing the best base for further steps of the project. However, we find our role very important also in the dissemination of project results to a wide audience of

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blueberry agribusinesses. We believe that the connection we have with leading growers in the country is crucial for the success of the implementation of this project in late phases. Additionally, Zeleni hit will help FlexiGroBots dissemination through all the ways mentioned above.

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4 Conclusions

The content of this document presents the dissemination plan that has been produced during the first six months of the FlexiGroBots project, providing a consistent and ambitious framework within the scope of T7.1 Dissemination.


This deliverable shows that that FlexiGroBots consortium had defined a solid dissemination strategy by identifying key dissemination activities to maximize the impact of the project results.

Should also be noticed that during the first 6 months of the project the consortium had engaged with other projects and networks. This successful engagement derived the opportunity of incorporating two new members from the advisory board who are leading EU funded projects in the same work line as FlexiGroBots. Moreover, several members from the consortium have introduced the FlexiGroBots project in some Industrial events, conferences, and workshops.

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Annexe I: Dissemination and communication questionnaire

 FLEXIGROBOTS			
Questionnaire for FlexiGroBots partners			
Category	Subcategory	Question	Answer
Dissemination & Communication	General	Partner name	
		Specific contact for Dissemination and Communication activities*	
		Specific contact for Exploitation activities*	
	Scientific Publications	Do you have experience writing technical, scientific or carrying out dissemination activities in journals or magazines?	
		Which scientific, technical journal or magazines you have experience with?	
		What are the most relevant scientific to technical press (relevant to FLEXIGROBOTS) in your home country?	
		Would you be interested in organising a special issue in a Journal or organise a special session, e.g. in a conference?	
		Please fill tab "Publications" about what publications and in what journals or media, related to FLEXIGROBOTS, are you planning to publish (submit) during the project	
	Events	Please fill tab "Events" about what are the most relevant conferences, seminars, workshops or other events that you planning to participate during the project?	
	Communication	What type of news/content update could you provide for communication on our website, social media or other channels? e.g. participation in events, scientific publications, blog posts, etc.	
		Are you able to have a dedicated space about FlexiGroBots on your organisation website? (Y/N)	
		See examples: https://www.wur.nl/en/project/Flexible-robots-for-intelligent-automation-of-precision-agriculture-operations-FLEXIGROBOTS.htm / https://booklet.atosresearch.eu/project/flexigroBots	
		Do you know any "influencer" (individual/organisation/community) relevant to FlexiGroBots to follow and interact on social media? (Y/N)	
		Please provide details and links	
Is your organisation able to distribute press releases among local media? (Y/N)			
Would you be willing to translate from english to your local language? (Y/N)			
Would you be interested in participating as a speaker at events? (Y/N) For which kind of topics?			
Would you be willing to record short videos about your role and contribution to the project? (Y/N)			
Please fill tab "Communication channels" about what are the most relevant conferences, seminars, workshops or other events that you planning to participate during the project?			
Stakeholders and target audiences	Would you be willing to share a presentation email with your contacts with the aim of raising awareness about the project, get them to follow our social media, and subscribe to the newsletter? (Y/N)		
	Please fill tab "Ecosystem" about what are the most relevant conferences, seminars, workshops or other events that you planning to participate during the project		

Please list networks, Digital Innovation Hubs, clusters, associations, project consortiums and any significant partnerships your organization is part of			
Network name	Partnership type (i.e. network, DIH, cluster, association, project, etc.)	Notes / Brief description	Links
xxx	xxx	xxx	xxx

What are the most relevant conferences, seminars, workshops or other events that you planning to participate during the project?					
Event name	Event scope (national, international, other)	Participation type (participant, organizer, other)	Approx. event date	Notes on how FLEXIGROBOTS will or could be represented during the event	Links
xxx	xxx	xxx	xxx	xxx	xxx

What publications and in what journals or media, related to FLEXIGROBOTS, are you planning to publish (submit) during the project?			
Journal or media outlet name	Publication type (scientific, thematic/technical, general media, etc.)	Brief description about the planned publication	Links
xxx	xxx	xxx	xxx

What communication channels does you organization use?			
Please also include those channels that your organization does not own, but could use or could cooperate with to communicate about FLEXIGROBOTS.			
Communication channel (social media, newsletters, websites, etc.)	Approx. audience reach (such as number subscribers, followers, etc.)	Would you be able to use the channel to communicate about FLEXIGROBOTS? In what way?	Links
xxx	xxx	xxx	xxx



Please list any organizations, networks, projects, events, journals or communication channels that you are not part of, but that would be very beneficial to get involved with during the project (for you and FLEXIGROBOTS partners)

Name	Notes / Relevance / Brief description	Links
xxx	xxx	xxx

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