



# FLEXIGROBOTS

## D7.2 Communication Plan & Communication Kit

Document Identification			
Status	Final	Due Date	30/06/2021
Version	V1.0	Submission Date	28/06/2021

Related WP	WP7	Document Reference	D7.2
Related Deliverable(s)	D7.1	Dissemination Level (*)	PU
Lead Participant	ATOS	Lead Author	Ana María Morales
Contributors	ALL	Reviewers	Ismael Suárez (SER)
			Mindaugas Kelpša (ART21)

### Disclaimer

*This document is issued within the frame and for the purpose of the FlexiGroBots project. This project has received funding from the European Union's Horizon2020 Framework Programme under Grant Agreement No. 101017111. The opinions expressed, and arguments employed herein do not necessarily reflect the official views of the European Commission.*

*This document and its content are the property of the FlexiGroBots Consortium. All rights relevant to this document are determined by the applicable laws. Access to this document does not grant any right or license on the document or its contents. This document or its contents are not to be used or treated in any manner inconsistent with the rights or interests of the FlexiGroBots Consortium or the Partners detriment and are not to be disclosed externally without prior written consent from the FlexiGroBots Partners.*

*Each FlexiGroBots Partner may use this document in conformity with the FlexiGroBots Consortium Grant Agreement provisions.*





# Document Information

List of Contributors	
Name	Partner
Jere Kaivosoja	LUKE
Matti Tikanmaki	PRO
Joao Valente	WUR
Juha-Pekka Soininen	VTT
Markos Matsas	IDSA
Angela Ribeiro	CSIC
Moritz Laurer	CEPS
Mikko Hakojärvi	MTECH
Mindaugas Kelpša	ART
Thomas Gitsoudis	ART
Emilio Canas	TER
Oskar Marko	BIO
Ismael Suárez	SER
Nevena Momirovic	ZEL
Daniel Rodera	ATOS
Miguel González	ATOS
Daniel Calvo	ATOS

Document History			
Version	Date	Change editors	Changes
0.1	05/04/2021	Ana María Morales (ATOS)	Table of contents and first draft version created.
0.2	04/05/2021	Dmitriy Pap and Ana María Morales (ATOS)	Elaboration of the second draft version and partners inputs.
0.3	06/06/2021	Daniel Calvo (ATOS)	Final inputs and review.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit	<b>Page:</b>	2 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	V1.0	<b>Status:</b> Final



Document History			
Version	Date	Change editors	Changes
0.4	18/06/2021	Nevena Momirovic (ZEL)	Input from ZEL.
1.0	28/06/2021	Daniel Calvo (ATOS)	Final corrections.

Quality Control		
Role	Who	Approval Date
Deliverable leader	Ana María Morales/Dmitriy Pap (ATOS)	21/06/2021
Quality manager	Ivan Zaldivar (ATOS)	21/06/2021
Project Coordinator	Daniel Calvo (ATOS)	28/06/2021

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	3 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



# Table of Contents

---

Document Information.....	2
Table of Contents .....	4
List of Tables.....	6
List of Figures.....	6
List of Acronyms .....	7
Executive Summary .....	9
1 Introduction.....	10
1.1 Purpose of the document .....	10
1.2 Structure of the document.....	11
2 Communication Strategy .....	12
2.1 Branding .....	14
2.1.1 Logo .....	14
2.1.2 Font .....	15
2.1.3 Colours.....	15
2.1.4 Iconography.....	15
2.1.5 Language .....	15
2.2 Objectives.....	16
2.3 Target audiences .....	16
2.4 Phases and messages .....	18
2.5 Channels and tactics.....	20
2.5.1 FlexiGroBots Website .....	20
2.5.2 Website Analytics .....	22
2.5.3 Social Media .....	24
2.5.4 Communication Material .....	26
2.5.5 Media & PR Strategy .....	28
2.5.6 Events & Workshops .....	31
2.6 Key Performance Indicators (KPIs) .....	32
3 Individual Communication Plans .....	34

Document name:	D7.2 Communication Plan & Communication Kit					Page:	4 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



3.1.1	ATOS .....	34
3.1.2	CEPS .....	34
3.1.3	SER .....	35
3.1.4	CSIC .....	35
3.1.5	TER .....	36
3.1.6	WUR .....	37
3.1.7	VTT .....	37
3.1.8	BIO .....	38
3.1.9	ART .....	39
3.1.10	LUKE .....	40
3.1.11	MTE .....	41
3.1.12	PRO .....	41
3.1.13	IDSA .....	42
3.1.14	AGS .....	43
3.1.15	AFL .....	43
3.1.16	ZEL .....	43
4	Conclusions .....	45
	Annexe 1: Communication report template .....	46
	References .....	47

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	5 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



## List of Tables

Table 1 FlexiGroBots logos .....	14
Table 2 FlexiGroBots target audiences.....	17
Table 3 Target audiences and main channels .....	18
Table 4 FlexiGroBots communication plan phases and messages .....	19
Table 5 Twitter statistics .....	24
Table 6 LinkedIn statistics .....	25
Table 7 Press Release Media .....	29
Table 8 Participation of FlexiGroBots project in events until M6.....	32
Table 9 Key Performance Indicators (KPIs).....	33

## List of Figures

Figure 1 Communication Plan Overview .....	13
Figure 2 Detailed Communication plan for the first 6 months .....	13
Figure 3 FlexiGroBots branding .....	14
Figure 4 FlexiGroBots colours.....	15
Figure 5 FlexiGroBots website – front page .....	21
Figure 6 FlexiGroBots web page - Motivation .....	21
Figure 7 Website Analytics .....	22
Figure 8 Users' geographical statistic .....	23
Figure 9 Top Channels .....	23
Figure 10 Twitter statistics .....	25
Figure 11 LinkedIn account .....	26
Figure 12 PPT Template .....	27
Figure 13 Social Media Banners .....	27
Figure 14 Newsletter and Press Release templates .....	27
Figure 15 Press Release .....	28
Figure 16 Screenshot of interview with BioSense in Serbian TV.....	30

Document name:	D7.2 Communication Plan & Communication Kit					Page:	6 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



# List of Acronyms

Abbreviation / Acronym	Description
AB	Advisory Board
CA	Consortium Agreement
CAP	Common agricultural policy
CFS	Certificate on the Financial Statements
DoA	Description of Action
DIH	Digital Innovation Hub
DL	Deliverable Leader
DT	Deliverable Team
Db.	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
ICT	Information and communications technology
KPI	Key Performance Indicator
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
SC	Steering Committee
SME	Small and medium-sized enterprises

Document name:	D7.2 Communication Plan & Communication Kit					Page:	7 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



Abbreviation / Acronym	Description
TM	Technical Manager
TL	Task Leader
WP	Work Package
WPL	Work Package Leader





## Executive Summary

---

An appropriate and well-defined communication strategy is of paramount importance to maximise the impact of the project. It has been designed together with the plans for dissemination, training, standardisation and exploitation.

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 document presents the FlexiGroBots project's communication plan, including the goals and methods for the outreach activities and the material that has been prepared to be shared with the target audiences. The branding produced by the FlexiGroBots consortium is also presented.

D7.2 also defines the instruments that will be used during the project execution to reach the target audiences and the Key Performance Indicators (KPIs) that the consortium aims to achieve.

The commitment of all the partners with the communication activities is demonstrated with the inclusion of specific individual plans.

This document will be updated three times on an annual basis, including also KPIs and main outcomes achieved during each period through deliverables D7.10, D7.11 and D7.12.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	9 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



# 1 Introduction

---

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, **D7.2 Communication Plan and Communication Kit** presents a detailed plan for ongoing project communication activities, partner roles, and performance KPIs.

The first analysis of target audiences will be provided. In addition, a communication kit will be provided, including a project visual identity book, website, blog, social media accounts, promotional materials, and document templates.

Additionally, this deliverable includes the individual communication plans of all partners.

Finally, this document presents the list of the future actions to be performed soon and the conclusions.

## 1.1 Purpose of the document

---

This document has the main purpose to present work related to the task T7.2 "Communication", which aims to communicate about ongoing activities of the project and achieved results to the general public, prospective end-users, industry stakeholders, and innovation partners.

The current document provides a detailed communication strategy and the initial plan designed to be performed in close collaboration and coordination with all FlexiGroBots consortium partners. The communication plan will be implemented throughout the entire project duration and reported yearly.

Appropriate resources, materials, and communication channels (the Communication Kit) will be set up to ensure effective implementation of the communication plan, including project visual identity, a dedicated project website, and blog, social media accounts (Twitter, LinkedIn, YouTube), promotional materials (brochure, leaflets, etc), press release forms and document templates, etc. All key communication materials will be translated into partner national languages.

Additionally, this document is closely related to the "D7.1 Dissemination Plan" and has an initial dissemination strategy and plan of action for the next months in terms of dissemination.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	10 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



## 1.2 Structure of the document

---

This document is structured in four main chapters:

- Section 1 focuses on the introduction and description of this document
- Section 2 presents the initial communication strategy including the objectives, target audience, channels, materials, and defined KPIs
- Section 3 summarizes the Individual Communication Plans of all partners.
- Section 4 cover the conclusions and plan of actions for the next months.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	11 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



## 2 Communication Strategy

First of all, the current initial plan endorses the continuous terms of "communication" as a part of the T7.2 and also how has been defined by 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.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	12 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



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

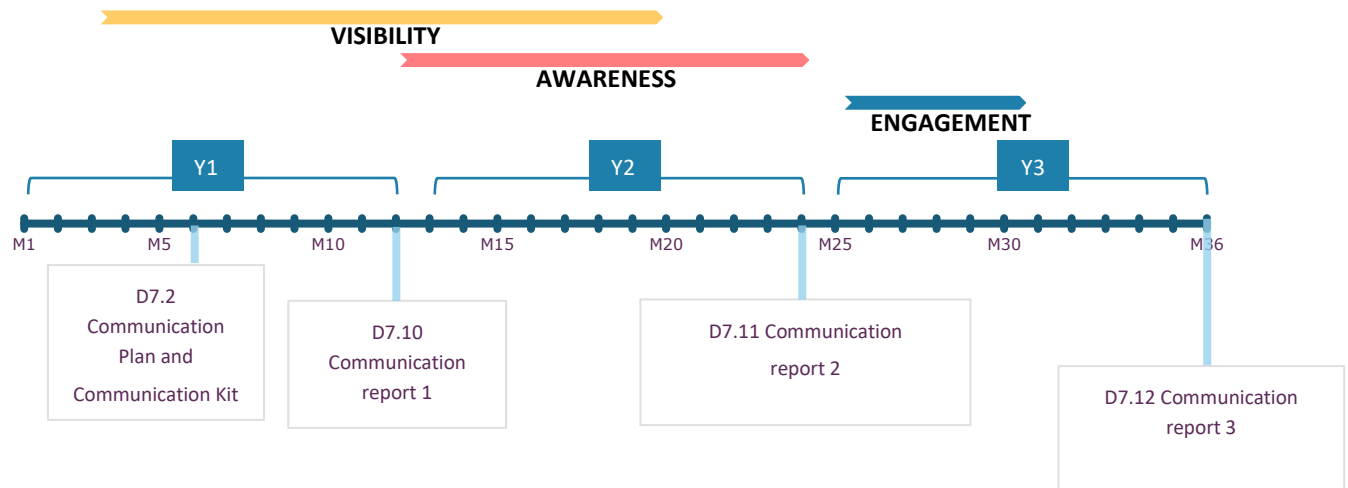


Figure 1 Communication Plan Overview

As was illustrated in Figure 1, the FlexiGroBots project has defined three communication stages with the concrete action to implement in each of them. Figure 2 shows the detailed Communication plan for the first six months with the description of the work done and the activities to be done during the next months.

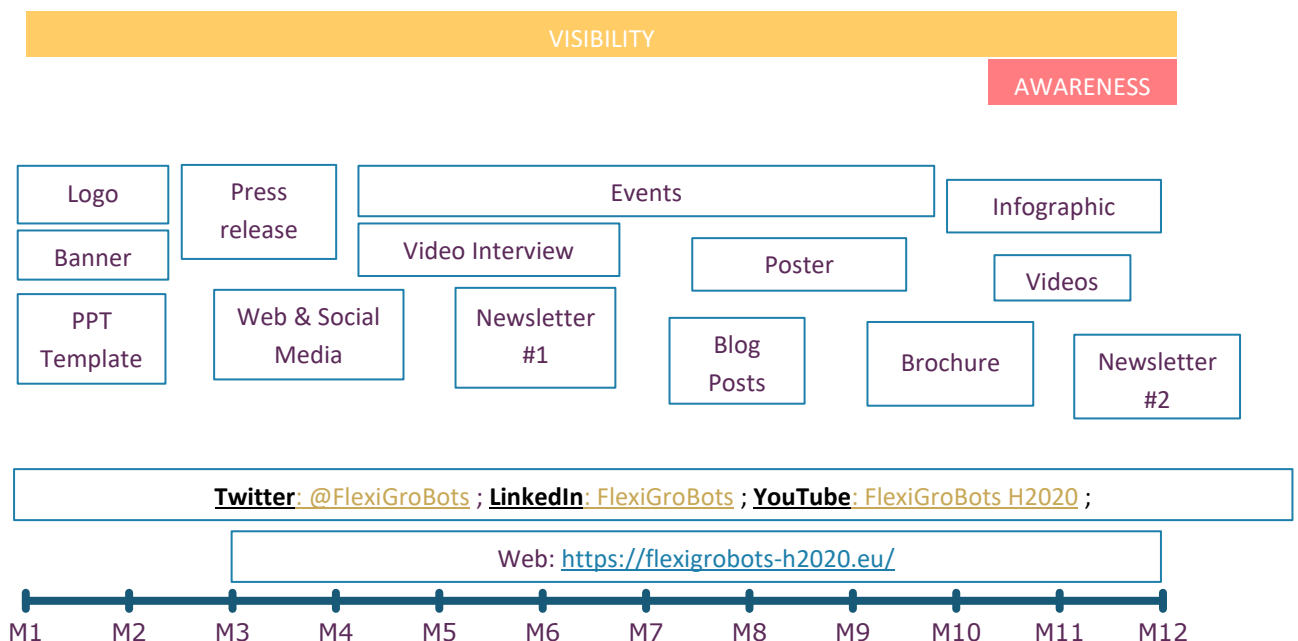


Figure 2 Detailed Communication plan for the first 6 months

Document name:	D7.2 Communication Plan & Communication Kit	Page:	13 of 47
Reference:	D7.2	Dissemination:	PU
Version:	V1.0	Status:	Final



## 2.1 Branding

Why branding is so important for FlexiGroBots? From our point of view: “branding is everything” or at least taking into consideration the definition of one of the possible descriptions of the branding as “a clear personality which helps to reach the emotional side of key audiences through visual elements such as the project logo, colours, imagery, font, etc.”

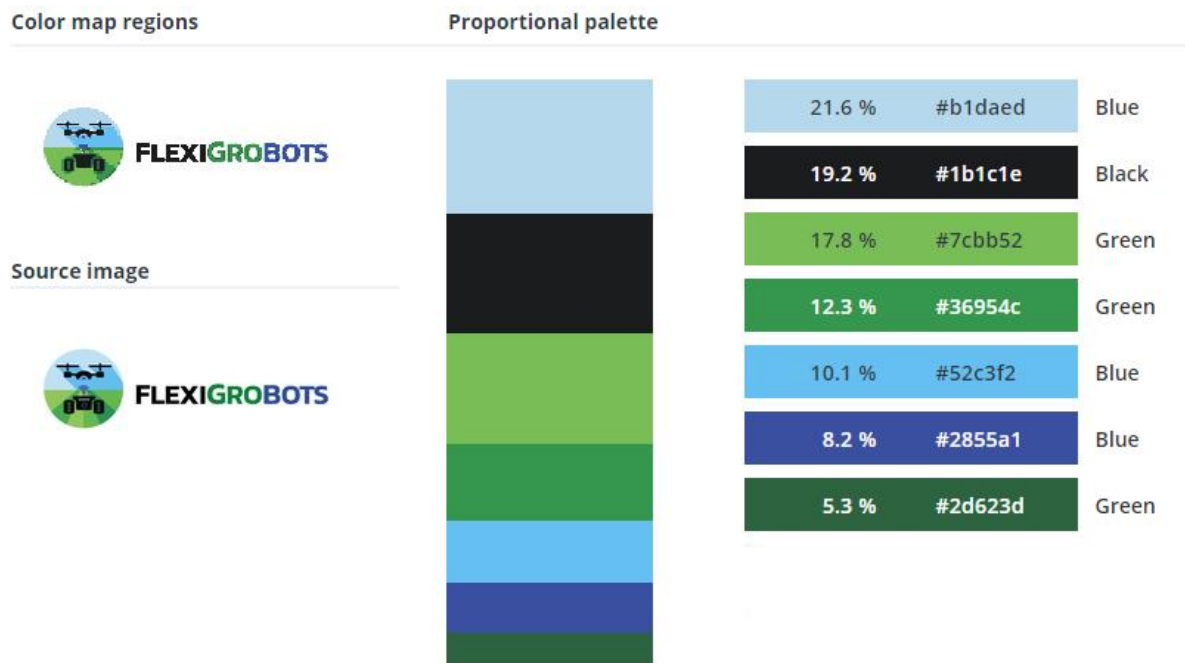


Figure 3 FlexiGroBots branding

### 2.1.1 Logo

The logo was created inspiring on “Flexible robots or drones working on agriculture operations” which is related to the project aims. The colours chosen for the logo are black, green, and blue that describes the "product" (machine) and "workplace" as the green ground, and blue which means "sky".

Logo Vertical	Logo Horizontal	Icon

Table 1 FlexiGroBots logos

Document name:	D7.2 Communication Plan & Communication Kit					Page:	14 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final

## 2.1.2 Font

The main project fonts to be used by FlexiGroBots partners related to all D&C materials and formats including the PowerPoint Presentations are “Source Sans Pro Seibold” for headings and titles and “Source Sans Pro Light” for body text.

Both fonts are very easy to read and similar to most common to most used fonts.

Additionally, Calibri is a secondary font that will be used for other project content and deliverables.

## 2.1.3 Colours

Using the “Colours” service that helps us to generate or browse beautiful colour combinations for the project designs and define the more appropriate. In the case of FlexiGroBots, we mainly use the different tones of green and blue and also the black colour.

Based on the “**Colour Psychology**” and the emotions we position project with the following ones:

- Black: Security, power, and authority
- Green: Nature, health, and prosperity
- Blue: Inspiring, stable, and most important of all, innovation.

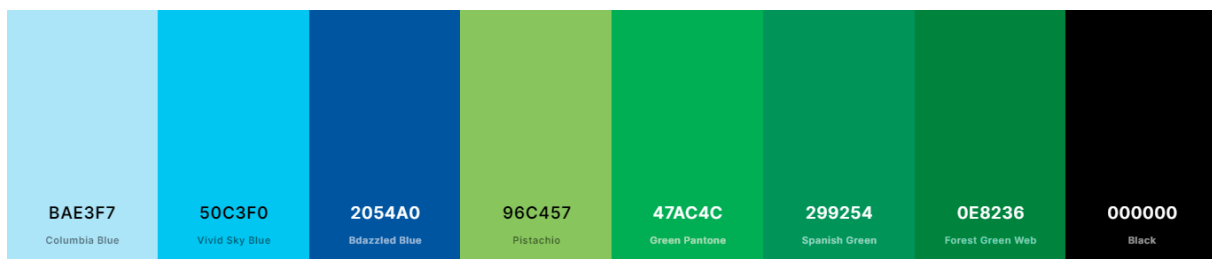


Figure 4 FlexiGroBots colours

## 2.1.4 Iconography

Icons elements are becoming an effective tool to communicate concepts visually. To transmit clear messages while keeping a simple look during dissemination and communication activities such as events, the use of icons has been highly recommended among the consortium instead of using large blocks of text. Several icon options related to the FlexiGroBots thematic will be provided soon and available for all partners on the project repository.

## 2.1.5 Language

The official language of the FlexiGroBots project is "British English". However, the dissemination material such as press releases should be translated into the different partners’

Document name:	D7.2 Communication Plan & Communication Kit					Page:	15 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



languages to reach local audiences effectively. The social media accounts of the project will only post content related to events in other languages if the event is not held in English.

## 2.2 Objectives

As outlined in the proposal, the main goal of T7.2 is to achieve maximum visibility and raise awareness of FlexiGroBots among different stakeholders and audiences. However, since this task consists of communication activities, for the consortium is very important to define some specific 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 for achieving 6000 unique visitors on the website and a 1% engagement rate on social media accounts by the end of the project.
- 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.

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

## 2.3 Target audiences

The primary target end-users and direct beneficiaries of the projects' results are **farmers, farmer associations and the agriculture industry**.

FlexiGroBots will enable these target users to utilize flexible multi-robot systems for intelligent automation of farm operations increase farm production efficiency and economic sustainability.

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

Target Audience	Work Definition and Interest
<b>Digital Innovation Hubs</b>	Hubs throughout Europe that are specialized in robotics, agriculture, or associated fields. The DIHs will gain access to novel technologies, solutions, and their components for dissemination among its partners, piloting and demonstrating these innovative solutions and

Document name:	D7.2 Communication Plan & Communication Kit					Page:	16 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final





Target Audience	Work Definition and Interest
	commercially exploiting project results by selling new products or providing new services to local farms and the agriculture industry;
<b>Innovation Developers</b>	They are working on novel robotic and ICT-based solutions for agriculture and will benefit from the technological and engineering capabilities provided by the FlexiGroBots data space. This also includes developers that are integrating already existing hardware and software solutions or their components to meet the specific operational and business needs of farmers and the agriculture industry;
<b>Agriculture Service Providers</b>	Such as SMEs, that are working in close cooperation with and proximity to farmers. These providers will benefit by designing and providing new products and services to local farmers, based on the platform, its tools and pilot solutions developed during the FlexiGroBots project.
<b>Research and Academic communities</b>	Universities, research centres, and industry R&D departments, and individuals involved within these, with a special focus on Artificial Intelligence, Machine Learning developments, topics addressed by FlexiGroBots, and business verticals that could leverage the concepts and results of the project.
<b>Policy Makers</b>	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.
<b>Common agricultural policy (CAP) Agencies</b>	CAP is a set of subsidies and programmes for Europe's agriculture covering farming and rural development. Payments are executed through paying agencies which ensure the eligibility of applicants and the correct execution of the grants [2].
<b>Media</b>	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.
<b>General Public</b>	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.

**Table 2 FlexiGroBots target audiences**

All the communication activities that will be executed within the FlexiGroBots project, relevant key messages shall be shared with specific audiences according to their interest and potential relationship with the project.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	17 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



A detailed message analysis will be presented in the next reports D7.11 and D7.12 using as input the market and stakeholders' analysis done within D7.3 "Business modelling and commercial exploitation report 1" at the M24.

The next table also presents the main channels and activities used to target each one of the key audiences.

Target Audience	Website	Twitter	LinkedIn	Comm Material	Scientific Publications	Press Releases	Newsletter	Blog Posts	Events & Workshops
Digital Innovation Hubs	X	X	X	X		X	X	X	X
Innovation Developers	X	X	X	X		X	X	X	X
Agriculture Service Providers	X	X	X	X		X	X	X	X
Policy Makers	X	X	X	X		X	X	X	X
CAP Agencies	X	X			X	X	X		X
Research and Academia	X				X		X		X
Media	X					X			
Public in General	X	X	X			X			

Table 3 Target audiences and main channels

## 2.4 Phases and messages

Phase	Duration	Objective and Actions	Related Deliverables
1	M1-M12	<b><u>Raise Awareness</u></b> <b>Launching FlexiGroBots</b> Topics and content: <ul style="list-style-type: none"> <li>Motivation</li> <li>Objectives</li> </ul>	D2.1 Stakeholder view to FlexiGroBots system scenarios D2.2 Requirements and platform architecture specifications 1 D2.7 Pilot alignment and

Document name:	D7.2 Communication Plan & Communication Kit					Page:	18 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



Phase	Duration	Objective and Actions	Related Deliverables
		<ul style="list-style-type: none"> <li>Partners</li> <li>Overview and expected results</li> <li>Platform Release #1</li> </ul>	joint assessment report D3.1 FlexiGroBots Platform D4.1 & D5.1 & D6.1 Pilot 1, 2 and 3 objectives, requirements, and design
2	M13-M26	<b>Inform and Engage FlexiGroBots Platform Releases</b> Topics and Content: <ul style="list-style-type: none"> <li>Plan, develop, deploy, test and evaluate all 3 pilots</li> <li>Features and benefits</li> <li>Market and technology influences</li> <li>Encourage feedback from external stakeholders and potential end-users</li> <li>Platform Release #2</li> </ul>	D2.3 Requirements and platform architecture specifications Final D2.4 Standardisation activities report 1 D2.6 ELSE factor analysis and guidelines D2.8 Pilot alignment and joint assessment report 2 D3.2 FlexiGroBots Platform v2
3	M27-M30	<b>Promote Results and Uptake FlexiGroBots Platform Releases + Validation</b> Topics and content: <ul style="list-style-type: none"> <li>Validation of project outcomes from 3 different pilots</li> <li>Results and benefits obtain</li> <li>Early uptake of results by external communities</li> </ul>	D2.9 Pilot alignment and joint assessment report final D3.3 FlexiGroBots Platform v3 Pilot 1, 2 and 3 Technical report on the demonstrators' specific components Pilot 1, 2 and 3 Demonstrator integration, testing and deployment

**Table 4 FlexiGroBots communication plan phases and messages**

As was illustrated in Table 4, the project strategy follows the evolution of the project as it experiments with the technical issue. Progress will be communicated through various activities and channels until reaching a phase where the main aim is to promote results and uptake by external communities. In this sense, the messages will be aligned with the progress, and the tone used will vary from technical to commercial, mainly targeting potential end-users.

- **Phase 1 will be centralized on "raise awareness"** related to the project, identifying key stakeholder communities and target audiences, and also focused on ensuring that people and organizations involved in activities and topics relevant for FlexiGroBots are

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit	<b>Page:</b>	19 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	V1.0	<b>Status:</b> Final



aware of the project's presence, motivation, expected outcomes, and how those results can benefit them according to their roles.

- **Phase 2 will be involved on "inform and engage"**, will start when this release is made and will continue until the M26. The availability of results at this point will be fundamental to demonstrate the progress and engage with stakeholders targeted in Phase 1, while also supporting all exploitation tasks to elaborate valuable feedback for the creation of the roadmap considering stakeholders' comments.
- **Phase 3 will be finalized this cycle with the main purpose to "promote the FlexiGroBots results"** and demonstrate all project achievements including the platform releases and pilots' updates.

## 2.5 Channels and tactics

To efficiently reach the metrics and to maximize the visibility of FlexiGroBots according to the phases described in the previous section, a broad range of communication channels and tactics have been selected to cover both online and offline scenarios, therefore creating a comprehensive 360 degrees strategy focused on project audience:

- The digital ecosystem (website and social media networks)
- Communication materials (brochure, leaflets, or posters)
- Participation in industrial events, workshops, or webinars
- Content creation via press releases, periodical newsletters, blog posts, or interviews.

### 2.5.1 FlexiGroBots Website

The project website is the key element in our dissemination and communication strategy. FlexiGroBots website is the backbone of the project and is crucial as the provider of all relevant information about the project. All the activities, news, articles, communication materials, and deliverables related to the project have been published on this channel.

The project website was released in the second month of the project's lifetime and acquired the domain: <https://flexigrobots-h2020.eu/>

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	20 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final

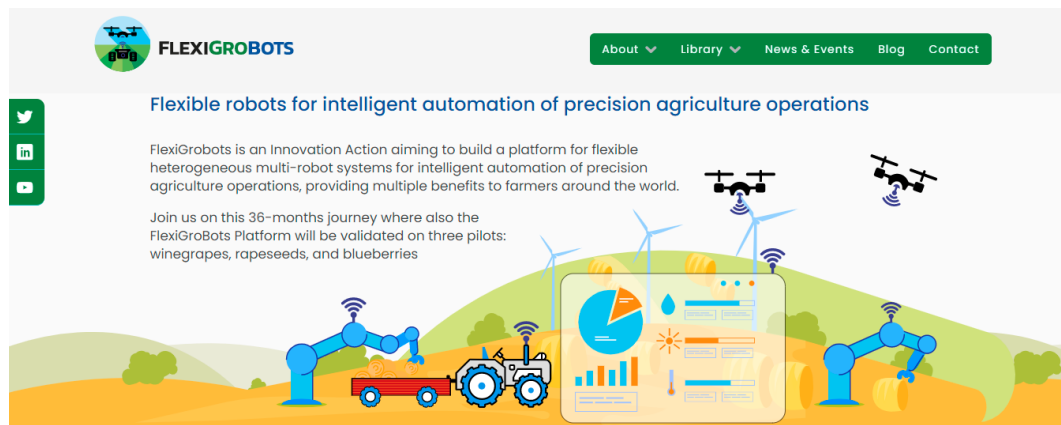


Figure 5 FlexiGroBots website – front page

Up to M6 (June 2021), the key sections included in the website are:

- Home Page
- About
  - Objectives
  - Partners
  - Platform
  - Pilots
- Library
  - Deliverables
  - Publications
  - Marketing Material
  - Videos
- News & Events
- Blog
- Contact

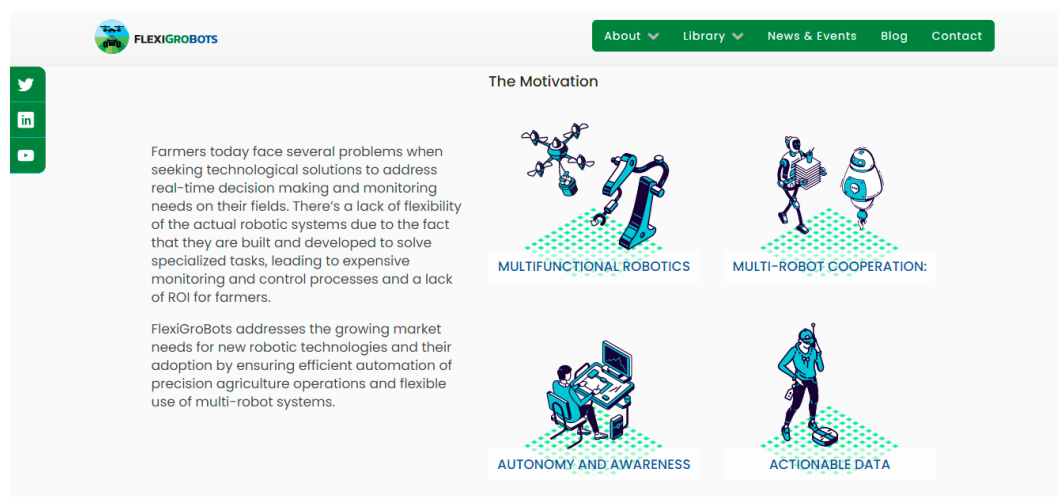


Figure 6 FlexiGroBots web page - Motivation

Document name:	D7.2 Communication Plan & Communication Kit	Page:	21 of 47
Reference:	D7.2	Dissemination:	PU
		Version:	V1.0
		Status:	Final

At the same time, the content has been adapted to the project needs and continuously acquired and improved results. The detailed information according to the website technical and design changes will be included in the next D7.10 and D7.11.

At this initial phase, the content has been adapted to the project strategy with the idea of continuous updates according to the project needs and obtained results in the next months.

## 2.5.2 Website Analytics

The FlexiGroBots website has been registered in the Google Analytics tool, provided by Google. This service is free of cost and provides us with numerous benefits in terms of measure and analyse our website.

This service helps the project collect valuable insights, facilitates the possibility of managing the website traffic and report the results in different aspects managed by our team and periodically analysed:

- Monitor the global results
- Analyse the numerous metrics
- Segmentation of our users per age, gender, location, or interests

The following figure illustrates the results in terms of how many users engaged our website weekly throughout the first five months of the project and also the user's activity on the FlexiGroBots website from 01/02/2021 until 30/05/2021.

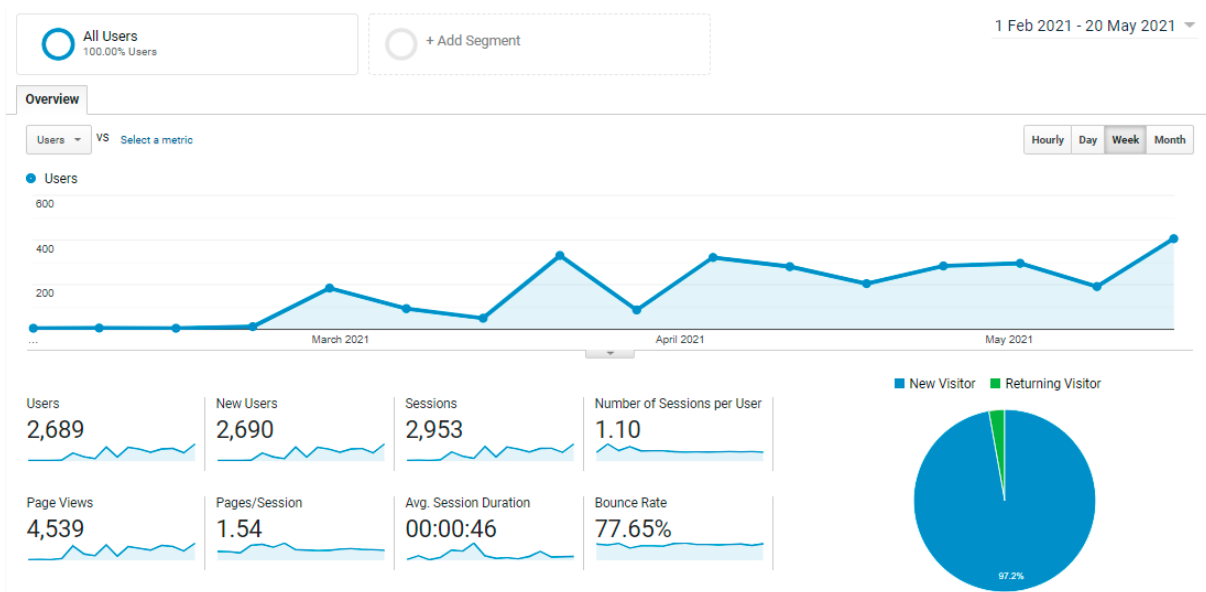


Figure 7 Website Analytics

**2,689** - users who have initiated at least one session during the date range

**2,953** - this number shows the sessions within the date range. A session is a time a user is actively engaged with the web.

Document name:	D7.2 Communication Plan & Communication Kit				Page:	22 of 47	
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



**00:00:46** - the average length per session

**4,539** - a total result of pageviews is the total number of pages viewed.

The next figure provides detailed information on **geographical dimensions** as the list of countries, numbers, and percentage of the total audience of the FlexiGroBots website:

Country	Users	% Users
1.  Spain	853	31.71%
2.  France	354	13.16%
3.  Finland	175	6.51%
4.  Serbia	159	5.91%
5.  United States	144	5.35%
6.  Germany	107	3.98%
7.  Netherlands	97	3.61%
8.  Greece	96	3.57%
9.  Italy	80	2.97%
10.  Canada	66	2.45%

**Figure 8 Users' geographical statistic**

The next figure shows the top channels metrics which includes the numbers and percentages:

1.  Direct	2,016	74.04%
2.  Organic Search	320	11.75%
3.  Referral	247	9.07%
4.  Social	140	5.14%

**Figure 9 Top Channels**

This figure illustrates the top channels metrics in terms:

- **Organic Search (11%)**, number of users visits from unpaid search results
- **Direct (74%)**, number of users who navigated directly to the website URL
- **Referral (9%)**, number of users who clicked a link from another site
- **Social (5%)**, number of users from social networks

Analysing this data, we can observe the acceptable numbers for the current period in terms of accessed users, sessions, and total page views that has a positive impact in terms of the established KPIs. The geographical distribution also shows interesting results as many visitors provided not only from European countries. A more detailed report will be provided in the next D7.10 (M12).

Document name:	D7.2 Communication Plan & Communication Kit				Page:	23 of 47	
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



### 2.5.3 Social Media

Various social media channels will provide a fundamental mechanism and boost communication activities while also engaging the key audience. Due to their relevance and frequent use by targeted consumers, two leading social media channels have been selected:

- **Twitter:** has a huge audience to promote the more relevant information using the appropriate format for this network (text content of a Tweet can contain up to 280 characters).
- **LinkedIn:** another important channel for engaging stakeholders with a more professional and business-oriented background.
- **YouTube:** is the second most visited website in the world that helps us to upload all video materials of the project including the demo sessions, webinars, among others.

#### 2.5.3.1 Twitter

The FlexiGroBots account plays an essential role in project dissemination and communication, and it is a key social media tool to help the project carry out effective communication with its audience. For this initial period of the project (from M1-M5), the statistics are the following:

<b>First publication</b>	27/01/2021
<b>Project Account</b>	FlexiGroBots   @FlexiGroBots
<b>Key Hashtags</b>	#H2020, #ArtificialIntelligence, #IntelligentAutomation, #Agriculture
<b>Related Accounts</b>	@EU_H2020, @EU_Commission
<b>Followers</b>	110
<b>Number of Tweets</b>	78

Table 5 Twitter statistics

Our Twitter account use all graphical identity of the project as logo and banner. Providing the posts our team uses numerous tactics such as:

- Creation of specific campaigns
- Constant interaction with key users, partners, or related projects (mention, retweet with or without comment, like, direct messages).
- Creation and use of the visual materials as GIFs and short videos
- Use of related hashtags and emojis.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	24 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final





Figure 10 Twitter statistics

Twitter Analytics is used to monitor the account performance every month and the more extended report with the numbers of followers, engagement rate, and impressions will be presented in the next Communication report 1 (M12).

### 2.5.3.2 LinkedIn

Another important channel for engaging the potential stakeholders is the LinkedIn account that has been created at the M1 of the project. This network is attracting more professional target audiences with specific technical and business interests. In the case of FlexiGroBots, we opt for a company page.

<b>First publication</b>	28/01/2021
<b>Project Account</b>	FlexiGroBots   company/flexigrobots
<b>Key Hashtags</b>	#H2020, #ArtificialIntelligence, #IntelligentAutomation, #Agriculture
<b>Related Accounts</b>	@EU_H2020, @EU_Commission
<b>Followers</b>	134

Table 6 LinkedIn statistics

As in the case of Twitter, we use some specific tactics in LinkedIn as well as the follows:

- Engaging with the other communities, projects, and pages
- Mention relevant people and/or companies on the posts to increase connections and visibility of the account
- Use the appropriate hashtags
- Prepare and upload rich images and videos together with written content
- Interact with our followers in comments etc.

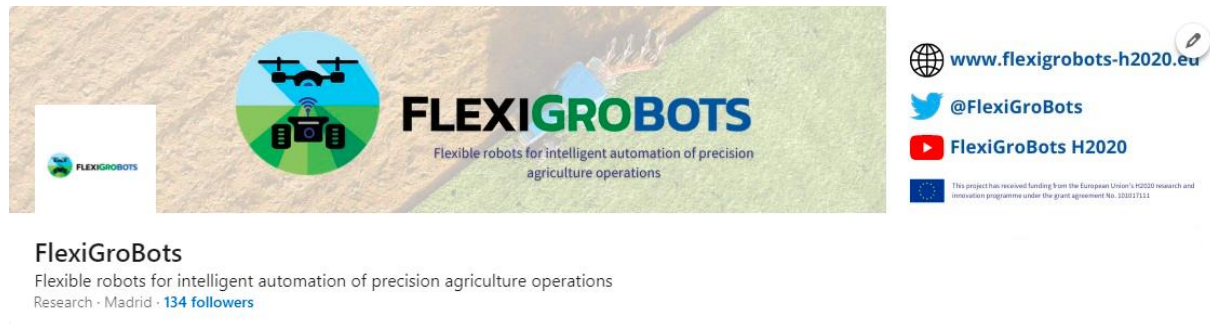
In order to monitor the account performance of FlexiGroBots, we use LinkedIn Analytics monthly that reflect the following numbers (up to M5)

- Number of followers: 134

Document name:	D7.2 Communication Plan & Communication Kit					Page:	25 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final

- Number of visitors: 478
- Organic Impressions 4420

The more extended report with the numbers of engagement rate and detailed information of the location, industry, and company size of our users will be presented in the next Communication report 1 (M12).



**Figure 11** LinkedIn account

## 2.5.4 Communication Material

As was mentioned before, FlexiGroBots lays much effort in branding and visual identity, and the development of communication and marketing material is intended to raise awareness about the project.

Following the aim of each phase, different material will be created to communicate the objectives and expected results (Phase 1), share valuable information about the progress of technical results such as numerous platform releases of the FlexiGroBots (Phase 2), and finally, encourage the potential end-users to make use of the project achievements and promote the final results (Phase 3).

This material will range from infographics, posters, brochures, and social media banners, to newsletters and animated videos.

At this initial phase out provided the following materials:

- PPT Template

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	26 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final

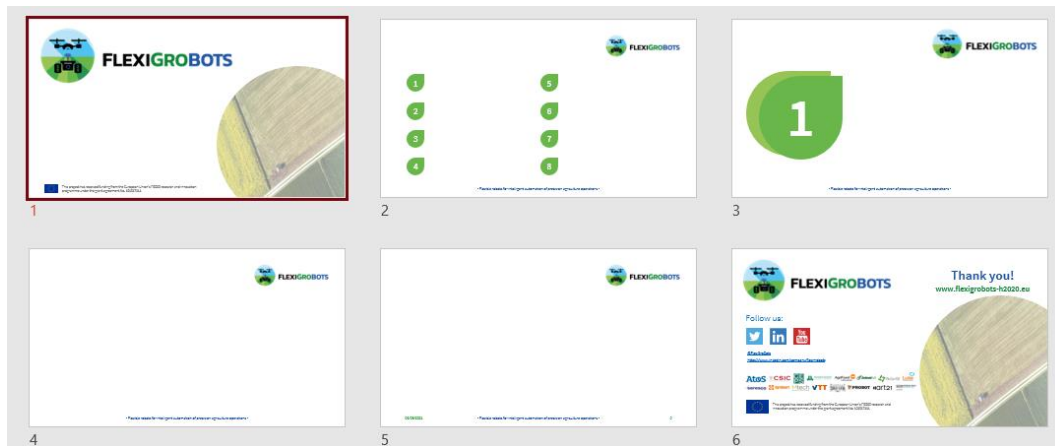


Figure 12 PPT Template

- Social Media Banners



Figure 13 Social Media Banners

- Newsletter and Press Release templates



Figure 14 Newsletter and Press Release templates

In our plans for the period, prepare the official "Brochure" and "Video" that will be used at digital or physical venues according to specific communication needs identified to better engage with key customers. This is one of the main reasons why this material will be fundamental at the end of the project to showcase the project results translated into business benefits for end-users.

Document name:	D7.2 Communication Plan & Communication Kit	Page:	27 of 47
Reference:	D7.2	Dissemination:	PU
Version:	V1.0	Status:	Final



### 2.5.5 Media & PR Strategy

During the past month of April 2021, the consortium team led by Atos has prepared and published the first “Press Release” titled: Atos coordinates European project FlexiGroBots to foster the use of robotics in agriculture”. This action was supported by the global ATOS team promoted this action on their website. As a result, the FlexiGroBots Press Release reached a huge number of publications in different media that will be included in the table below. This activity also had successful results in order to offer detailed information about the project and give visibility to the main objectives and goals.

Additionally, these actions have been advertised in numerous sources including the booklet of Atos in Spain here. Posteriorly, the FlexiGroBots "Press Release" was officially announced on the global Atos website with more than 100,000 employees in more than 70 countries. See Figure 15 and use the link [here](#).

This action helped us to promote this publication in a short time in many countries. Table 7 below presents the initial status of the media where this press release was published. In the future, we plan to promote it in more countries through our partners and other related projects.



Figure 15 Press Release

Media	Date	Link
Tecnogarden	07/04/2021	<a href="https://profesionaleshoy.es/jardinaria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154">https://profesionaleshoy.es/jardinaria/2021/04/07/el-proyecto-flexigrobots-busca-aumentar-la-eficiencia-de-la-produccion-agricola-y-la-sostenibilidad-economica/24154</a>

Document name:	D7.2 Communication Plan & Communication Kit					Page:	28 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



Media	Date	Link
Campo Galego	31/05/2021	<a href="https://www.campogalego.es/terras-gauda-participa-en-un-proyecto-europeo-para-robotizar-parte-de-los-trabajos-en-la-vina/">https://www.campogalego.es/terras-gauda-participa-en-un-proyecto-europeo-para-robotizar-parte-de-los-trabajos-en-la-vina/</a>
Economía digital	31/05/2021	<a href="https://www.economiadigital.es/galicia/innovacion/agro-mar/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-para-mejorar-la-sostenibilidad.html">https://www.economiadigital.es/galicia/innovacion/agro-mar/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-para-mejorar-la-sostenibilidad.html</a>
Economía en Galicia	31/05/2021	<a href="https://www.economiaengalicia.com/articulo/innovacion/terras-gauda-participa-proyecto-optimizar-gestion-vinedos-traves-robotica/20210531163048017650.html">https://www.economiaengalicia.com/articulo/innovacion/terras-gauda-participa-proyecto-optimizar-gestion-vinedos-traves-robotica/20210531163048017650.html</a>
Hggtonline	31/05/2021	<a href="http://www.hggtonline.com/2021/05/terras-gauda-participa-en-un-proyecto.html">http://www.hggtonline.com/2021/05/terras-gauda-participa-en-un-proyecto.html</a>
Indisa	01/06/2021	<a href="https://www.indisa.es/al-dia/terras-gauda-mejorara-eficiencia-sostenibilidad-vinedo-proyecto">https://www.indisa.es/al-dia/terras-gauda-mejorara-eficiencia-sostenibilidad-vinedo-proyecto</a>
La alacena roja	01/06/2021	<a href="https://laalacenaroja.com/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/">https://laalacenaroja.com/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/</a>
La Gaceta del vino	01/06/2021	<a href="https://laalacenaroja.com/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/">https://laalacenaroja.com/terras-gauda-participa-en-un-proyecto-europeo-de-robotica-aplicada-al-vinedo/</a>
El correo Gallego	02/06/2021	<a href="https://www.elcorreogallego.es/galicia/terras-gauda-da-entrada-a-los-robots-a-sus-vinedos-BF7878751">https://www.elcorreogallego.es/galicia/terras-gauda-da-entrada-a-los-robots-a-sus-vinedos-BF7878751</a>
Radio interview	02/06/2021	<a href="https://play.cadenaser.com/audio/cadenaser_tui_hoyporhoybaixomino_20210602_130000_140000/">https://play.cadenaser.com/audio/cadenaser_tui_hoyporhoybaixomino_20210602_130000_140000/</a>
Vinos y caminos	03/06/2021	<a href="https://www.vinosycaminos.com/texto-diario/mostrar/2937368/terras-gauda-mejorara-eficiencia-sostenibilidad-vinedo-participando-proyecto-europeo-robotica">https://www.vinosycaminos.com/texto-diario/mostrar/2937368/terras-gauda-mejorara-eficiencia-sostenibilidad-vinedo-participando-proyecto-europeo-robotica</a>
Crónica económica	03/06/2021	<a href="https://www.cronicaeconomica.com/terras-gauda--proyecto-europeo-de-robotica-155876.htm">https://www.cronicaeconomica.com/terras-gauda--proyecto-europeo-de-robotica-155876.htm</a>
Diario de Pontevedra	03/06/2021	<a href="https://www.diariodepontevedra.es/articulo/o-salnes/robots-viticultura-precision-mas-eficiente/202106021409381144409.html">https://www.diariodepontevedra.es/articulo/o-salnes/robots-viticultura-precision-mas-eficiente/202106021409381144409.html</a>
Radio interview	04/06/2021	<a href="https://www.rtve.es/alacarta/audios/a-golpe-de-bit/golpe-bit-terras-gauda-participa-proyecto-europeo-robotica-04-06-21/5928924/">https://www.rtve.es/alacarta/audios/a-golpe-de-bit/golpe-bit-terras-gauda-participa-proyecto-europeo-robotica-04-06-21/5928924/</a>

Table 7 Press Release Media

A similar press release was also launched by our partner CSIC: <https://www.csic.es/en/node/1285477>.

Document name:	D7.2 Communication Plan & Communication Kit				Page:	29 of 47	
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final





Another important action led by our partner “BioSense” was the interview on the national Serbian TV "Radio-televizija Vojvodine" with more than 67.8K subscribers on YouTube.



Figure 16 Screenshot of interview with BioSense in Serbian TV

The full video can be found [here](#).

## Newsletter

The project will produce newsletters every 6 months to provide regular updates on the progress of the tasks, highlighting the fulfilment of milestones and the availability of results. They will also cover the next steps to be addressed by FlexiGroBots, and the events and communication activities so that the target audiences and the stakeholders can be updated. They will be also published on the project website.

The structure of the first version that will be published in June of 2021, M6 of the project, is the following:

- Editorial
- WPs progress and results
  - WP2 – Requirements, architecture and standardisation.
  - WP3 – Platform development.
  - WP4 – Pilot 1: Grapevines.
  - WP5 – Pilot 2: Rapeseeds.
  - WP6 – Pilot 3: Blueberries.
  - WP7 – Dissemination and exploitation.
- News & Events.
- FlexiGroBots Partners – Short presentation of the organisation, role within the project and team involved. In this case, the newsletter will be focused on Atos and CSIC.

Document name:	D7.2 Communication Plan & Communication Kit					Page:	30 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final



FlexiGroBots communication team has defined a template following the branding guidelines. It is populated with the content provided by the project partners and a PDF document is generated and uploaded to the website.

Mailchimp is then used to notify the subscribers about the availability of the newsletter, being redirected to the project website, with the aim to increase the incoming traffic and the visits.

All project partners will be encouraged to promote the project information in their corresponding internal newsletters and also in other externals but which they have connections.

## 2.5.6 Events & Workshops

During this period from M1-M6, our team has participated in nine industrial events and conferences that are counted as a "communication" action. This table provides short information of the event with a date and link:

Event	Date	Link
Satelec ETSIT Forum	14/02/2021	<a href="https://satelec.etsit.upm.es/">https://satelec.etsit.upm.es/</a>
Fieldrobotics is coming	25/02/2021	<a href="https://www.tts.fi/tutkimus_ja_kehitys/tutkimushankkeet/maatalous/kestavaa_kehitysta_maatalouteen_uusilla_teknologioilla/menneet/peltorobotiikka_tekee_tuloaan_25.2.2021">https://www.tts.fi/tutkimus_ja_kehitys/tutkimushankkeet/maatalous/kestavaa_kehitysta_maatalouteen_uusilla_teknologioilla/menneet/peltorobotiikka_tekee_tuloaan_25.2.2021</a>
Agriculture for life, life for agriculture (The role and importance of ICT in Agriculture future development)	06/04/2021	<a href="http://viralerasmus.org/wp-content/uploads/2021/05/Ariculture4life_VIRAL_Worksho_Agenda_4th-of-June.pdf">http://viralerasmus.org/wp-content/uploads/2021/05/Ariculture4life_VIRAL_Worksho_Agenda_4th-of-June.pdf</a>
European Robotics Forum	14/04/2021	<a href="https://www.eu-robotics.net/robotics_forum/index.html">https://www.eu-robotics.net/robotics_forum/index.html</a>
European Regions for Smart Communities Summit	12/05/2021	<a href="http://go.irradiare.com/20210503-Summit-Registration">http://go.irradiare.com/20210503-Summit-Registration</a>
AI4EU Café with FlexiGroBots	12/05/2021	<a href="https://register.gotowebinar.com/register/1985605164710677775">https://register.gotowebinar.com/register/1985605164710677775</a>
INBOTS Conference 2021	18/05/2021	<a href="http://inbotsconference2021.inbots.eu/registration/">http://inbotsconference2021.inbots.eu/registration/</a>
VIRTUAL JOINT - INTELLIGENT GROUND TRANSPORTATION SYSTEMS - Organized by Madrid Robotics Digital Innovation Hub (Robocity2030)	11/06/2021	<a href="http://www.robocity2030.org/events/event/jornada-virtual-sistemas-inteligentes-de-transporte-terrestre/">http://www.robocity2030.org/events/event/jornada-virtual-sistemas-inteligentes-de-transporte-terrestre/</a>

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit	<b>Page:</b>	31 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	V1.0	<b>Status:</b> Final



Event	Date	Link
IDSA Summit 2021	22-23/06/2021	<a href="https://internationaldataspaces.org/idsa-summit-2021/">https://internationaldataspaces.org/idsa-summit-2021/</a>

**Table 8 Participation of FlexiGroBots project in events until M6**

More detailed information with the full reports is available on the project website here:

<https://flexigrobots-h2020.eu/news-events/events>

As we mentioned before, the T7.2 has the main approach in industrial events and workshops meanwhile the T7.1 covers all academic and research events with a main focus on the dissemination part.

Annexe 1 includes the template that is being used to monitor the participation in communication events by the partners.

## 2.6 Key Performance Indicators (KPIs)

Table 9 below presents the list of Key Performance Indicators (KPIs) that will be used to assess the success of the communication 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.

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.

Type	KPI	Target by M36 - PROPOSAL	Target by M36 - ADJUSTED	Current
Website	Unique Visitors	2000	6000	1814
	Sessions	1500	8000	2006
	Page Views	3000	12000	3189
	# of References to the project on the search engine (Link building)	25	+50	23
Twitter	Tweets	280	360	24
	Retweets/Likes	400	800	178
	Followers	250	300	95
	Eng rate	>0,02%	1%	1,3%
	Impressions	20K	100K	19941
LinkedIn	Visitors	400	1500	245

Document name:	D7.2 Communication Plan & Communication Kit					Page:	32 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final





Type	KPI	Target by M36 - PROPOSAL	Target by M36 - ADJUSTED	Current
	Reactions	1.2%	1.2%	4%
	Organic Impressions	4000	10000	3546
	Followers	25	150	111
YouTube	Followers	30	30	1
Marketing Material	Infographics	3	3	0
	Project Poster	2	2	0
	Videos	1	1	0
	Brochures	2	2	0
	Press Releases	2	2	1
	Audience reached by PR	1500	1500	2000
	Newsletters	6	6	0
Events	Industrial conferences	3	3	9
	Industrial Exhibitions	1	1	0
	Audience reached	<250	1000	563

**Table 9 Key Performance Indicators (KPIs)**



## 3 Individual Communication Plans

### 3.1.1 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. Atos is also committed to supporting all communication activities via online communication (social networks, press media, website, etc.), exploiting synergies with already running research projects, and support all dissemination activities carried out by the project.

For the FlexiGroBots project, Atos will make use of the following channels to contribute to the visibility and positioning of the project: Atos Research and Innovation monthly internal newsletter (350 recipients), Atos Research and Innovation Booklet (<http://booklet.atosresearch.eu/>) with more than 500 Unique Visitors per month, Atos internal weekly newsletter (1100 recipients), Atos Spain and Global Twitter and LinkedIn accounts, and Atos Research and Innovation Twitter account. In addition, Atos will publish at least one of the FlexiGroBots press releases on its website and issue it to Spanish and European media.

### 3.1.2 CEPS

CEPS plan to continuously disseminate activities linked to FlexiGroBots via social media (Twitter and LinkedIn). Key activities will also be disseminated via CEPS' website and newsletter. 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. CEPS will also disseminate the blog post via its website and social media channels (Twitter, LinkedIn).

As part of T7.6/D7.7, CEPS will publish a consolidated synopsis report containing horizontal lessons learned and recommendations, to be distributed via different online communication channels (Twitter, LinkedIn, Newsletter) and a dedicated event. We will also advertise the event with an email campaign targeted at suitable stakeholders from the policy, technology and research communities.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	34 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



- Overview of CEPs's resources for dissemination:
- Twitter: 50.000+ followers. [https://twitter.com/CEPS\\_thinktank](https://twitter.com/CEPS_thinktank)
- LinkedIn: 30.800+ followers. <https://www.linkedin.com/company/ceps/mycompany/>
- Newsletter on digital innovation: 3535 subscribers

### 3.1.3 SER

SERESCO's Communication Plan consists of different activities that have started at the beginning of the project and that will go on after the project is concluded. SERESCO has contacts in local and national media, as well as in different networks both in the technological world and related to agriculture. Among the communication activities that we are going to carry out, as often as the project progress requires, are:

- Publication of newsletters in our SERESCO ([www.seresco.com](http://www.seresco.com)) & Cultiva Decisiones' (<https://www.cultiva.green/en/>) Web Pages, available in five languages (Spanish, English, French, Portuguese and Italian). SERESCO's website accumulates some 140.000 visits every year.
- Publications in media: Europapress, EFE, 20 minutos, La nueva España, El Comercio, IT User, EFE Agro, Agronegocios, Agro Popular and Euro ganadería.
- Press releases in different countries: at least Spain, Portugal, Costa Rica and Ecuador
- Contacts with regional and national TV and Radio
- Posts in social networks: LinkedIn (8.212 followers), Facebook (2.030 followers) and Twitter (1.484 followers).
- Communications to different associations of which SERESCO is a member, such as OENOVITI, PTV and AMETIC.

### 3.1.4 CSIC

The CSIC has two powerful tools to give visibility to all the activity generated in the organization: the Departments of Communication and Scientific Culture. They are used to disseminate everything from basic research to scientific culture, including knowledge transfer, internationalization, training and institutional performance. Thus, the Department of Scientific Communication and Culture fulfils the mission of consolidating the CSIC as a national scientific reference, offering communication in line with the dimension of the organization as the engine of the entire Spanish Science, Technology and Innovation System. Throughout 2020, 269 press releases were prepared, and the Department conducted 2,000 interviews. This activity was reflected in the appearance of 13,000 references to CSIC in the written press; 1,215 appearances on radio, and 1,643 on television; 702,800 in online press and social networks.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	35 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



It also manages the CSIC's institutional social networks. The official @CSIC Twitter account continues to grow, reaching almost one million followers in 2021 (980,000), which puts it ahead of the accounts of counterpart organizations such as the French CNRS (185,000) and the German Max Planck (166,000). In the rest of the institutional accounts, growth is also sustained: on Facebook, it stands at 40,000, on Instagram at 40,300 and YouTube, with 6,360 subscribers.

CSIC communication plan for the FlexiGroBots project has as main objectives to present the capabilities as well as the results of the project, to raise awareness of the key technologies of FlexiGroBots, such as AI and robotics applied in a field of such transcendence as agriculture, in particular precision agriculture. The communication activities in the CSIC will take into account the heterogeneity and multisector interest of various stakeholders as well as the general public, taking into consideration gender issues.

In other words, CSIC will carry out activities tailored to the specific needs, interests and participation of the target groups. CSIC will also use established dissemination channels such as its own newsletters, websites and events to disseminate FlexiGroBots activities and results to a wide audience. To ensure maximum penetration among the target audience, promotional material will be produced in English and Spanish.

The project brochure will be one of the main promotional materials that will be delivered and sent to the various stakeholders. The project roll-up and posters will be developed for presentation at internal and external events, conferences and workshops. The project roll-up will present general information on the project and, in particular, on Pilot 1.

Likewise, the experience of CSIC's Communications and Scientific Culture departments will be of great help in the design and generation of diverse multimedia material.

CSIC will take part in international and local conferences/ meetings outside the project in order to disseminate the project and raise awareness around the FlexiGroBots activities and results.

Finally, scientific and technical publications represent an important means for the communication of the project's results in a research organization such as CSIC. It is expected that at least six scientific paper will be published during the project, especially targeting researchers and professionals from the relevant areas.

### 3.1.5 TER

As we usually do during harvests (September), in 2021 we plan to hold a Press Conference in the winery's boardroom to disseminate the FlexiGroBots project and the progress up to that point. Based on this press conference, written media, radio and TV will publish the news and interviews about the project. We will do this once a year.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	36 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



In an initial communication (May 2021), we will inform our website about the start of the project with a summary of the key points of FlexiGroBots.

With regard to our social media channels, we will start with information about the start of the project so that, as the project progresses, we will repost news about the progress and objectives achieved.

TERRAS, as a use case of Pilot 1, we will try to organize with our partners of this Pilot, demos in the vineyard with UAVs and UGVs, for companies or business associations of the agri-food sector for the correct dissemination of the FlexiGroBots project

### 3.1.6 WUR

Digitalization is on the WUR scientific agenda to create smart farming solutions that will have an impact on people's life and the environment. Therefore, the communication activities will be directed to raised awareness of the FlexiGroBots mission and vision, while enhancing the WUR contribution. Communication activities will target three groups: 1) General public by publication, through the support of beneficiary press offices, of a press release to the main national news-media (newspapers, magazines, radios and TV) in Dutch, English, Spanish, and Portuguese languages, and updates to beneficiary's social media (Twitter, LinkedIn, Instagram, YouTube), and participation at specific public events. 2) Young people and students by participating in university meetings and activities where the project and cutting-edge science could be presented to prospective students and inspire them to get involved. 3) Local scientific community by writing articles in popular magazines and scientific blogs, showcase posters in thematic meetings to share the experience with application experts.

### 3.1.7 VTT

VTT plans to contribute to communication about the FlexiGroBots project by using its internal and external communication channels, resources, and capabilities. The objectives of communication activities are to present the project objectives and results, to create awareness of key technologies of FlexiGroBots such as AI, Data Spaces, and robotics, and to increase awareness and needs of applying the results of policymakers. Communication activities will target both VTT's current partners, policymakers and broader audiences.

Key communication channels are:

- Company social media accounts will be used for communication of project information (Twitter, LinkedIn)
- Networks:
  - VTT customer networks
  - VTT project partner network
  - Other VTT contact network (administration and policymakers)

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	37 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



- The DIH2 innovation hub, Arctic Drone Hub
- Events and meetings
  - The events and meetings to participate in will be decided during the project. National Automation Seminar 2023 is an example of planned events.
- Local and national media
  - Media choices will be made according to specific communication need and availability to publish such articles.

### 3.1.8 BIO

In order to promote the FlexiGroBots project and its benefits for the agriculture ecosystem in Serbia and at the same time to contribute to overall visibility and awareness of the project, BioSense will continuously carry out communication activities and, by practising both traditional and digital media, embrace a multi-channel communication approach. Namely, BioSense will:

- Regularly share information about the FlexiGroBots project on the Institute's website and official social media accounts all FlexiGroBots major activities and results as well as all activities relevant to the farming sector in Serbia will be announced on Biosense official website and/or social media networks. The expected frequency of posting on social media accounts is 2-4 posts per month, depending on the current dynamic of the project.
- Present the project at local and national agricultural and educational fairs Biosense Institute regularly exhibits on fairs that gather agriculture professionals and students. FlexiGroBots project will be well presented on all relevant events attended by the Institute representatives.
- Reach out to local, provincial and national media Throughout the years, Biosense has established good connections with different types of media outlets that are regularly reporting on the latest news and activities of the Institute. Dissemination will rely on TV and radio appearances, online articles and newspapers in general, but also the ones specialized in agriculture, innovation, IT, and business.
- Internal newsletter All information relevant to Biosense employees such as announcements of the online activities, workshops, webinars, open meetings, online conferences and all events organised in Serbia will be distributed among Biosense staff through the internal newsletter.

Channels that will be used for amplifying FlexiGroBots communications:

- Biosense Facebook account / Number of likes/followers: 2217
- Biosense Twitter account / Number of followers: 1772
- Biosense LinkedIn profile / number of followers: 2970

Media outreach:

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	38 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



- N1 / TV with national coverage (news channel)
- RTS / Radio Television of Serbia
- RTV / Radio Television of Serbia; regional coverage
- AGRO TV / the only channel in Serbia dedicated solely to the news in agriculture (airs on YouTube)
- TV Brainz / First television in Serbia dedicated solely to the Serbian scientific community (national coverage, news about science and research)
- NOVOSADSKA TV / local coverage, general news and specialized agriculture TV shows
- RADIO NOVI SAD / regional coverage (news and agriculture radio shows)
- RADIO BEOGRAD / national coverage (news and agriculture radio shows)
- POLITIKA / general media, newspaper (national distribution) and internet portal
- VEČERNJE NOVOSTI / general media, newspaper (national distribution) and internet portal
- DNEVNIK / general media, newspaper (national distribution) and internet portal
- DANAS / general media, newspaper (national distribution) and internet portal
- BLIC / general media, newspaper (national distribution) and internet portal
- RADIO 021 / general media, internet portal
- SERBIA CREATES / national project / thematic internet portal (promotion of successful stories in Serbia)
- AGROMEDIA / specialized agriculture internet portal
- AGROKLUB / specialized agriculture internet portal
- AGROSMART / specialized agriculture internet portal
- POLJOPRIVREDNIK / specialized agriculture internet portal
- AGROPLUS / specialized agriculture internet portal
- POLJOSFERA / specialized agriculture internet portal

### 3.1.9 ART

ART21 plans to contribute to communication about the FlexiGroBots project by using its internal and external communication channels, resources and capacities, as well as aiding in communication planning and strategy as the lead coordinator of the projects' associated work package (WP7 Dissemination and Exploitation). Communication activities will target both current partners and stakeholders of ART21, and broader audiences to whom the project and its outcomes might be of interest and relevance. Both national (Lithuanian) and international stakeholders will be targeted with communication about FlexiGroBots done on a regular – weekly or bi-weekly – basis. Key communication channels that will be utilized are:

- The company website ([www.art21.lt](http://www.art21.lt)) will be used to present general information about the project, its objectives and main outcomes (on a separate web sub-page), as

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	39 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



well as for announcement of most important project-related news and activities at least once every quarter.

- Company social media (LinkedIn, Twitter, Facebook) pages will be used to communicate about ongoing project activities, events and appearances, as well as general information about the project (objectives, challenges, progress, partners, etc.). At least 4 social media posts related to FlexiGroBots will be published each month throughout the project.
- Local and national media outlets, both general and industry-specific, will be reached out to publish FlexiGroBots related publications and report on project objectives, relevance, ongoing activities and major actions. This includes such national outlets as Delfi (biggest news portal in Lithuania), Verslo Zinios (biggest business portal and newspaper), Ukininko patarėjas (biggest agriculture news portal), etc.
- Direct and collaborative communication actions – communication about the project at various events and meetings (co)organized or participated by ART21, direct messaging of the most important FlexiGroBots news and announcements to partners and stakeholders within the immediate network of the company, coordination with project partner AgriFood Lithuania DIH on conducting joint communication actions to boost the visibility and outreach of the FlexiGroBots project.

### 3.1.10 LUKE

LUKE plans to contribute to communication about the FlexiGroBots project by using its internal and external communication channels, resources and capabilities. Communication activities will target both current partners and stakeholders of LUKE and SmartAgriHubs, and broader audiences to whom the project and its outcomes might be of interest and relevance. Both national (Finnish) and international stakeholders will be targeted with communication about FlexiGroBots. Key communication channels that will be utilized are:

Company webpage <https://www.luke.fi/projektit/flexigrobots/> will be used to present general information about the project.

Company social media (Twitter, Facebook) Networks:

- SmartAgrihubs
- DroneFinland
- Fuave.fi
- European Robotics Forum

Events and meetings:

- [www.koneagria.fi](http://www.koneagria.fi) -event for agricultural professionals, reaching about 12000 visitors. The aim is to present FlexiGroBots and its tools in Luke's stand, 10/2021

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	40 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final





- <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\\_tekkee\\_tuloaan\\_25.2.2021](https://www.tts.fi/tutkimus_ja_kehitys/hankkeet/maatalous/kestavaa_kehitysta_maatalouteen_uusilla_teknologioilla/menneet/peltorobotiikka_tekkee_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

Local and national media outlets:

- Käytännön Maamies, Koneviesti

### 3.1.11 MTE

Digitalization and advancements in the smart farming domain with new solutions and practices are a great opportunity for farms. Innovations in the sector will eventually increase food security, transparency, and traceability of food in general. Mtech digital solutions Oy (MTE) will promote the FlexiGroBots project, its activities, and its benefits for the agriculture ecosystem in Europe through communication activities that will contribute to the overall visibility and awareness of the project among agricultural experts.

Firstly, MTE will present the project and its results on events arranged with the agricultural domain. MTE participates in domestic fairs and events targeted to agricultural experts and other entities operating on the domain. The frequency of such events is expected to be from one to three events per year.

Secondly, MTE will promote project activities on the official social media accounts. Project activities and results will be announced on our social media networks with farm management and farmer point of view always when news available.

Channels that will be used for amplifying FlexiGroBots communications:

- MTE Facebook account, followers: 319
- MTE Twitter account, followers: 201
- MTE LinkedIn account, followers: 998
- Blogs section for domestic and international news and topics

### 3.1.12 PRO

In order to promote the FlexiGroBots project and its benefits for the agriculture ecosystem in Finland and at the same time to contribute to overall visibility and awareness of the project, Probot Oy (PRO) will continuously carry out communication activities and, by practising both

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	41 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



traditional and digital media, embrace a multi-channel communication approach. Namely, Probot will:

Regularly share information about the FlexiGroBots project on the company's website and official social media accounts. All FlexiGroBots major activities and results as well as all activities relevant to the farming sector in Finland will be announced on Probots social media networks as well as on the company's website if relevant. The expected frequency of posting on social media accounts is 1 post per month, depending on the current dynamic of the project.

Present the project at local and national agricultural and educational fairs Probot plans to begin participation in agricultural fairs during 2021. The company plans to present the FlexiGroBots project at these fairs if possible.

Reach out to local, provincial and national media Probot Oy has regular reporting to the local/national media in Finland. For any significant progress within the project, Probot will share press releases for local media.

Channels that will be used for amplifying FlexiGroBots communications:

- Probot Oy Facebook account / Number of likes/followers: 180
- Biosense Twitter account / Number of followers: 29 (the channel was found in 2021/01)
- Biosense LinkedIn profile / number of followers: 726

### 3.1.13 IDSA

IDSA will promote the FlexiGroBots project, its activities, and its benefits for the agriculture ecosystem in Europe through a number of communication activities that will contribute to the overall visibility and awareness of the project. More specifically, IDSA will:

- Share news and results of the project on different sections of the IDSA website that includes an EU project-specific page as well as a Blog section. All FlexiGroBots activities that contribute to the bigger vision of the European strategy for data will be announced and highly promoted through our website.
- Promote the activities of the project on the official social media accounts. All major activities and results of the project will be announced on our social media networks with an expected frequency of 2-3 post per month, depending on the availability of news.
- Present the project at international data-related and agriculture fairs. IDSA exhibits on fairs that have an audience interested in data ecosystems as well as in the combination of AI and Robotics technologies with agriculture. FlexiGroBots project will be well presented on all relevant events attended by IDSA members.

Channels that will be used for amplifying FlexiGroBots communications:

- IDSA Twitter account / Number of followers: 1565

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	42 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



- IDSA LinkedIn profile / number of followers: 1668
- Newsletter: 3900 subscribers
- Blog / News section of IDSA website

### 3.1.14 AGS

Agrosmart will support the communication and promotion of the FlexiGroBots project and its benefits for the agri-food sector in Latvia and the neighbouring region. Regular news and announcements about the project will be communicated to current and future partners in the agri-food and robotics domains, as well as to national stakeholders and policymakers through direct messaging. Stakeholder-focused communication will be further supplemented by holding pilot demonstration events, as well as reaching out to local and national media outlets for publication of the project's press releases, articles and other communication materials.

### 3.1.15 AFL

AgriFood Lithuania DIH will contribute to the communication activities of FlexiGroBots by promoting the project to national and international partner networks, robotics solution developers and end-users in the agri-food sector, regulators, and the wider society. Throughout its communication efforts, AgriFood Lithuania DIH will cooperate with project partner ART21 to mutually enhance and amplify each other's communication reach and coverage of relevant stakeholders. Communication channels used in these efforts are:

- Website ([www.agrifood.lt](http://www.agrifood.lt) (currently in redesign)) will be used to present key information about the FlexiGroBots projects, its objectives, benefits and results. Information about major project events and developments will be also announced regularly and on a timely basis.
- Social media (LinkedIn, Twitter, Facebook) operated by the DIH will be used to communicate ongoing project news, announcements, results and other relevant information. Facebook will be used mainly to reach national wider audiences (posts in Lithuanian), while other social media will target the wider European network.

### 3.1.16 ZEL

Zeleni hit plans to continuously carry out communication activities by both traditional and digital media, often together with Biosense Institute regarding the same national media. Zeleni hit and Biosense Institute prepared a joint announcement of the FlexiGroBots project at different media platforms, e.g. at [ww.agronews.rs](http://ww.agronews.rs). To enhance the consciousness of future AI in blueberry farms, the plan is to use different types of media: local papers, our website, popular national agro TV shows (Plodno i rodno, Dobra zemlja), social media such as Facebook and Instagram. The first introduction of the project was made on 26.04.2021, through our

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	43 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



Facebook page. However, more posts should be expected once we have more to share with the audience. All FlexiGroBots major activities and results will be announced on Zeleni hit official website and/or social media networks. The expected frequency of posting is depending on the dynamic of the project, therefore will be more frequent in further steps of the project.

Beginning of May, Zeleni hit has started its own YouTube show “Green Garden” about modern agriculture, healthy nutrition and environmental preservation, with a different topic of interest every week. End of June or the beginning of July there will be a special show focused on blueberry production filmed in different grower’s sites, where we will also mention the new FlexiGroBots project and its potential benefits. One of the sites (Dzodan Berry in Kosmaj) was already visited in May, by both Zeleni hit and Biosense members, for purpose of the project. We expect full support from the Dzodan family who owns the plantation.

Zeleni hit is regularly exhibiting at different agricultural fairs in the country, and this influence will be used for the promotion of the FlexiGroBots project as well. The next one is planned for September in Novi Sad if the pandemic situation allows. We are closely connected with international conferences, seminars, scientific papers by the impact of Professor Momirovic who is still very active at the University and highly appreciated in respectable Institutes.

Nevertheless, most important is that we have already informed our biggest blueberry growers and clients that there will be the opportunity to modify their current problems with harvest (lack of workers) and diseases in near future. Their reaction was very positive, and it can be expected from Zeleni hit to contribute to communication with growers/retailers through presentations, meetings, panel discussions, conferences and all other ways of internal and external communication.

Channels that will be used for enhancing FlexiGroBots communications to the audience:

- Zeleni hit d.o.o. Facebook account / Number of likes/followers: 11366
- Zeleni hit Instagram account / Number of followers: 7344
- Zeleni hit official website (after the redesign planned)

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	44 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



## 4 Conclusions

---

The content of this document presents the communication plan that has been produced during the first six months of the FlexiGroBots project, providing a consistent and ambitious framework within the scope of T7.2 Communication.

D7.2 presents also an overview of the audiences that will be target by the project, the phases and key messages that will be used as part of the communication plan to reach each one of the groups of stakeholders and the instruments that have been (or will be) put in place.

The first results reported by this document consists of the website, social media presence, project identity and communication material. Evidence about the generation of these items has been included in the present document. They have been prepared in an early phase of the project since they are key items to spread the project results and developments, resulting in a wider community around FlexiGroBots.

In addition, the project has already participated in six events with presentations oriented to increase awareness and for networking reasons. Several press releases have been also published with a reasonable impact in national and international media. One issue of the FlexiGroBots newsletter has been released to communicate the current status, events, news and to introduce partners.

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit				<b>Page:</b>	45 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b> Final



# Annexe 1: Communication report template

Events participated in or organized as part of or in relation to the FlexiGroBots project																
Date	Type of Event	Event	Role	Place	Partner (s) attending	Estimated number of persons reached										Comments or related links
dd/mm/yyyy	Select event type	Event name	Select Participant or Organizer?	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	
															0	
															0	

<b>Document name:</b>	D7.2 Communication Plan & Communication Kit					<b>Page:</b>	46 of 47
<b>Reference:</b>	D7.2	<b>Dissemination:</b>	PU	<b>Version:</b>	V1.0	<b>Status:</b>	Final



## References

---

- [1] E. Commission, “What is the difference between dissemination, exploitation and communication?” <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/933>.
- [2] E. Commission, “Common agricultural policy.” [https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy\\_en](https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy_en).

Document name:	D7.2 Communication Plan & Communication Kit					Page:	47 of 47
Reference:	D7.2	Dissemination:	PU	Version:	V1.0	Status:	Final