D7.1: Dissemination, Communication and Exploitation Strategy

Revision: v.1.3

Work package	WP 7
Task	Task 7.1
Due date	31/03/2024
Submission date	29/03/2024
Deliverable lead	Digital for Planet
Version	1.3
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Abstract	This document presents a sound and well-articulated communication strategy that has been developed to increase awareness of the COROB vision, objectives, and achievements and a stakeholders engagement strategy for an open, participatory, and sustainable community. The document describes the strategic approach, sets the overall framework, and provides directions regarding all planned communication and engagement activities and will be regularly updated to match the evolving needs and opportunities.
Keywords	Community building, communication, dissemination, synergy, AI, robotics

CHANGE CONTROL

Date	Version	Editor	Changes to document
2023/12/06	v0.1	Matilde Voltolini	Template
2024/03/15	v1.0	Flavia Maragno	First Content version
2024/03/19	v1.1	Octavio Oliva	Implementation of Images and Website analytics
2024/03/25	v1.2	Marta Dziarnowsla	Community strategy
2024/03/27	V1.3	Octavio Oliva	Document structure review and final formatting

Important remarks:
The contributors listed in this table and on the front page are the report's primary editing authors. It is important to note that all COROB partners are contributing critical technical contributions to this ongoing work.

Grant Agreement No.: **101120640**
Call: **HORIZON-CL4-2022-DIGITAL-EMERGING-02**
Topic: **HORIZON-CL4-2022-DIGITAL-EMERGING-02-05**
Type of action: **HORIZON-IA HORIZON Innovation Actions**

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Project funded by

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State Secretariat for Education, Research and Innovation SERI

COROB (*Cooperative robotics powered by AI and data for flexible production cells*) project is co-funded by the EU's Horizon Europe programme under Grant Agreement number 101120640. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. This work has received funding from the Swiss State Secretariat for Education, Research, and Innovation (SERI).

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Nature of the deliverable:	**to specify R, DEM, DEC, DATA, DMP, ETHICS, SECURITY, OTHER***	
Dissemination Level		
PU	*Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)*	✓
SEN	*Sensitive, limited under the conditions of the Grant Agreement*	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

* *R: Document, report (excluding the periodic and final reports)*

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

Outlining the project's organizational structure, outreach plan, activities from M01 to M06, planned dissemination and communication initiatives, and impact measurements to meet project objectives and assist partners with communication-related tasks, this deliverable outlines the COROB project's communication, dissemination, and exploitation strategy. As a reference for project partners, the suggested approach not only creates a uniform structure for the entire project but also provides precise instructions for carrying out communication and distribution efforts. It facilitates smooth coordination and implementation by fostering agreement on communication objectives and outlining planned dissemination actions.

A thorough explanation of the Communication, Dissemination, and Exploitation Strategy is given in the **first part of the document**. This includes the general plan, the actions that have been taken so far, and cooperative efforts with pertinent initiatives. The primary objectives of the COROB Communication, Dissemination and Exploitation Strategy are articulated as follows:

- **Spreading project details and results** to ensure wide visibility and knowledge of COROB results. In order to properly support distribution efforts, this project seeks to create a unique and identifiable identity.

- **Reaching out to a wide range of stakeholders** in order to successfully present the project's outcomes and advertise Open Calls. In order to promote the wider acceptance of the produced technologies and concepts, especially within specialized vertical industries, it is necessary to properly promote the project's selections.

- **Forming cooperative partnerships with relevant European initiatives**, working groups, and organizations in the fields of AI and robotics, as well as establishing liaisons with relevant institutions and associations. In the field of research and innovation, this endeavor guarantees close collaboration and alignment with relevant activities and stakeholders.

The project's future communication and distribution actions are described in the **second half** of the document. With the explicit goal of directly assisting in the growth and unification of the AI and robotics EU community, these activities are especially designed to contribute to the overall success of COROB.

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INTRODUCTION

DOCUMENT LAYOUT

The structure of this deliverable is as follows: **Section 2** outlines the main aspects of the dissemination and communication strategy, the key stakeholders relevant to the project and the sustainable approach to the communication activities; **Section 3** describes the tools developed and activities performed till M06; **Section 4** illustrates the synergy activities with relevant initiatives; **Section 5** outlines the exploitation strategy; **Section 6** describes the planned activities and events for the upcoming months, including the promotional activities for the Open Calls; **Section 7** outlines the current status of activities at M06 against the panned KPIs; finally **Section 8** is dedicated to the conclusions and next steps

COROB'S MISSION

The vision of COROB is to develop a flexible, cooperative and intelligent multi-robotic solution powered by Inspection, Monitoring, Control and AI techniques that will increase the efficiency and improve the flexibility of industrial processes.

COROB, conceived as a global solution, will employ a cooperative multi-robot system powered by **Inspection, Monitoring, Control and AI** techniques to optimise the welding process, and the adjacent manufacturing stages (pre-process and post-process) for time, cost, energy, and resource reduction.

The data generated will be processed in a **data acquisition** platform to feed the AI technologies, addressing optimisation, search, planning, and analysis, ensuring AI robustness and trustworthiness. Real time optimisation of key process parameters and robot trajectories will be developed for more efficient resource, energy and material use following a sustainable economy approach.

The solution will be validated in two semi-industrial use cases focused on arc-welding joining and wire-arc additive manufacturing for repairing, and will be ready to be extrapolated to other processes such as assembling, painting, finishing etc. In this way, manufacturing processes will take advantages of the latest technological innovations in cooperative and intelligent robotic solutions, but with **human in the loop** approach, towards a **more sustainable and competitive manufacturing industry.**

COMMUNICATION AND DISSEMINATION STRATEGY

To establish a cogent plan of action that will significantly impact the European robotics ecosystems, all work packages closely coordinate their communication and distribution efforts. To expand the project's reach and optimize the impact of COROB activities, the consortium actively seeks and maintains close coordination with the European Commission, other ongoing Horizon Europe projects, and other associations and initiatives in closely related domains, such as EuRobotics, BDVA, ADRA, and more.

With the intention of optimizing its anticipated impact, COROB combines the exploitation and sustainability operations with the communication and dissemination efforts in a close-knit manner.

The following project objectives will be achieved through a series of focused outreach and communication initiatives:

- Develop a **distinctive and identifiable brand identity** to aid in marketing campaigns.
- **Spread the word about COROB's accomplishments** and outcomes to guarantee the project's broad visibility and acceptance within the European robotics communities.
- To guarantee that the **project outcomes** and **Open Call opportunities** are presented properly and that the created technologies and concepts are accepted, identify and interact with as many project stakeholders as you can.
- Build and **grow the project's community** within the consortium network and foster relationships with other initiatives, with a focus on EU-funded projects on related subjects to encourage discussion, synergy, and knowledge exchange. • Provide the robotics community with visibility and resonance within the European ecosystem and beyond.

COMMUNICATION AND DISSEMINATION PHASES

The strategy and plan for COROB's outreach and impact creation include digital presence, offline and online communication, event organization and participation, engagement with other research and innovation projects in the field, and connections with pertinent stakeholders and related initiatives.

The three stages comprise the main structure of the proposed plan:

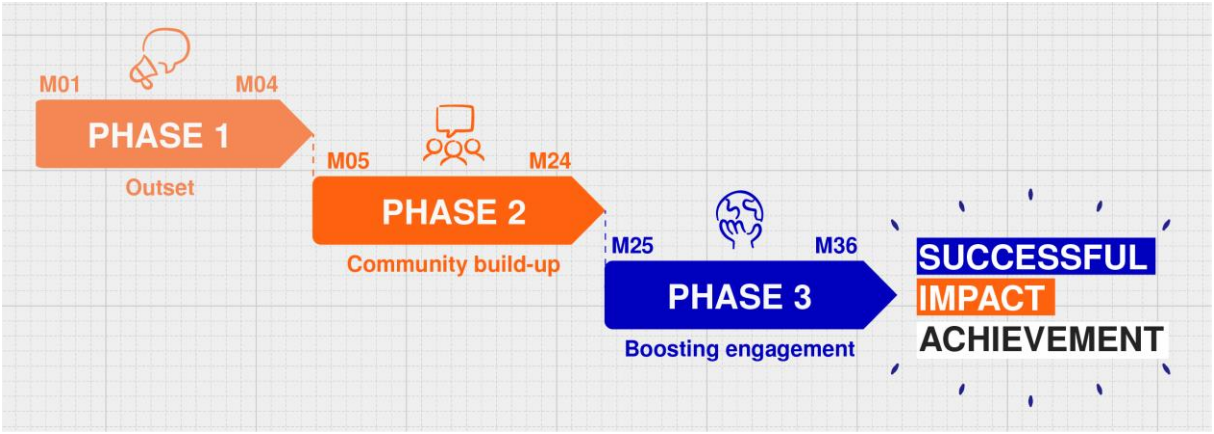


Figure 1: COROB'S Communication and Dissemination Phases

SUSTAINABLE APPROACH

When organizing events and developing communication materials, the COROB dissemination and communication strategy heavily emphasizes the sustainability approach. To achieve this, COROB partners will:

- Whenever feasible, substitute virtual meetings and seminars for in-person get-togethers.
- Avoid utilizing material resources (e.g., print fewer flyers than required and encourage downloading online, make promotional materials out of recyclable materials, stay away from single-use things).
- Create exclusive connections with suppliers (caterers, printers, etc.) that use environmentally friendly products and materials.

REACHING A BROAD AUDIENCE: COROB'S KEY STAKEHOLDERS

COROB creates and uses targeted ways for various target groups in order to efficiently convey pertinent messages to each audience segment and encourage cascade opportunities.

An enhanced list has been created following the initial stakeholder evaluation and will be updated often over the course of the project. The following stakeholders are on the targeted list:

- The scientific and research communities at universities and research institutions that work in the domains of artificial intelligence, robotics, and manufacturing.

- Technology suppliers and industry participants, such as those in the use-case industries.
- The community of experimenters, organizations interested in testing and certifying a new algorithm, piece of hardware, software, or technology for non-profit uses. Organizations that replicate and validate use cases are also included in this group.
- SMEs and start-ups, a group in need of increased capacity to evaluate the novel AI technologies that are being suggested and which will be essential to their business models, entry into new markets, or assistance to larger companies.
- Standardization organizations and open-source communities: open-source groups, including Apache (Arrow, Parquet, Ranger, Atlas, Egeria), the Linux Foundation, and CNFC. Organizations that develop standards (SDOs): IRTF, IEEE, 3GPP, ETSI, etc.
- Public officials, policy makers, and civil society.
- The general public: Individuals with a private interest in data, manufacturing, robots, AI, and efficiency

KICKING-OFF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

This section outlines the communication and dissemination activities that have been carried out up until M06 of the project.

COROB'S BRAND IDENTITY

The logo, color scheme, and typography that make up the COROB brand identity are all intended to communicate a certain identity message. In addition to offering unique and memorable elements, a strong brand identity provides a unified and consistent "look and feel" throughout all media (including printed and electronic visual media).

The visual identity and rules were set at the outset of the project in order to produce a strong and unique brand. They will be included into all dissemination and distribution materials produced during the project and used by all project partners in their communication efforts.

The complete COROB Brand Guidelines are available in APPENDIX A.

COROB
COOPERATIVE ROBOTICS POWERED BY AI AND DATA
FOR FLEXIBLE PRODUCTION CELLS

Figure 2: COROB Logo

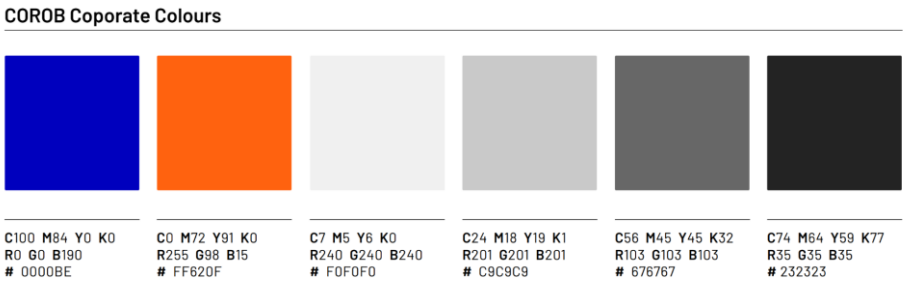


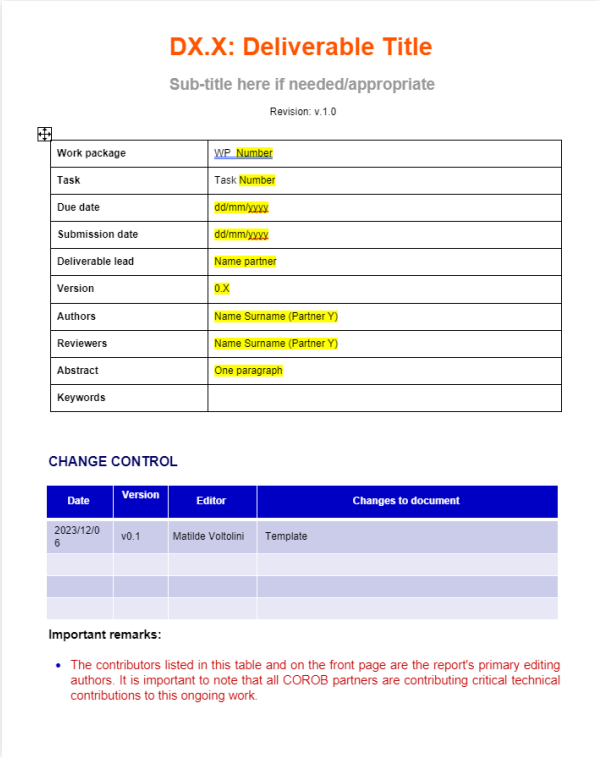
Figure 3: COROB Colour Palette

TEMPLATES

A comprehensive **PowerPoint presentation template** has been developed for all partners to utilize seamlessly across a wide range of contexts, including external events, meetings, and internal sessions.

Figure 4: COROB templates – PowerPoint

We have produced a common Word document that will be used by all partners for the length of the project in order to make managing the deliverables easier. As a single template for all deliverables, this document promotes uniformity and facilitates efficient communication between all project participants.



DX.X: Deliverable Title

Sub-title here if needed/appropriate

Revision: v.1.0

Work package	WP Number
Task	Task Number
Due date	dd/mm/yyyy
Submission date	dd/mm/yyyy
Deliverable lead	Name partner
Version	0.X
Authors	Name Surname (Partner Y)
Reviewers	Name Surname (Partner Y)
Abstract	One paragraph
Keywords	

CHANGE CONTROL

Date	Version	Editor	Changes to document
2023/12/06	v0.1	Matilde Voltolini	Template

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Figure 5: COROB templates – Deliverable

PROJECT WEBSITE

The COROB website (www.corob-project.eu) represents the entrance point that enables the project to interact with all relevant stakeholders. Through its dedicated areas the portal has been designed around, all pertinent information concerning projects, outcomes, events, milestones, developments, etc. is displayed and easily accessible. The website also provides access to the consortium's most important documents as well as the public deliverables.

Figure 6: COROB Website – Wireframe

For the website to serve as a central location to promote and present all project's activities, all partners have been encouraged to submit their news related to the project and strengthen the relevance of the website and connect with the partners' networks and communities.

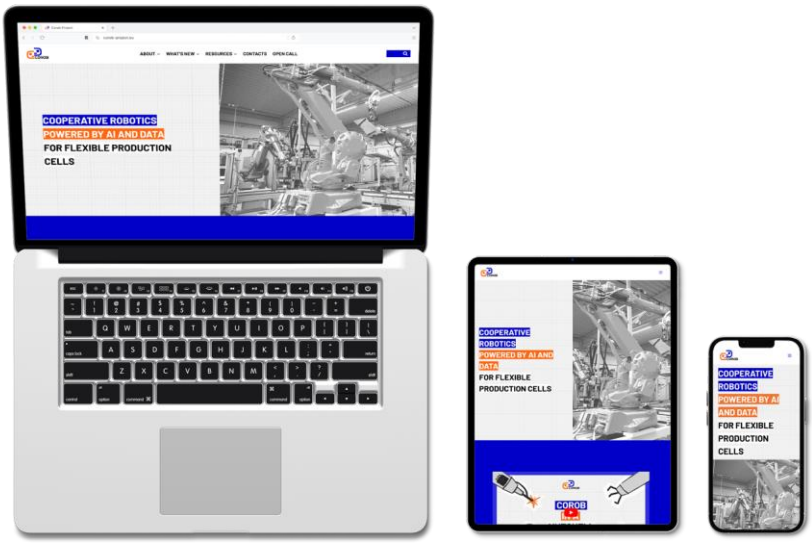

Figure 7: COROB website - Responsive views

The website consists of the following sections:

- **Home Page:** The home page serves as the first interface to present the project and includes COROB's Vision, Objectives, Overview of the consortium, Links to Social Media channels, Upcoming events and input to subscribe to the Newsletter.

- **About:** This section gives more detailed information about the project's mission, the uses cases and the members of the consortium.

- **What's New:** The scope of this section is to give the latest updates on the project's activities, upcoming and past events and news. All the Newsletters are stored in this section.

- **Resources:** This section hosts all the publicly available documents and files that have been produced throughout the project's lifetime. These include public deliverables, presentations carried out at events and workshops, scientific publications and all promotional material such as flyers and posters.

- **Contacts:** The contacts section contains a form that allows site visitors to contact the members of the projects via a dedicated email address (info@corob-project.eu) for any question, feedback or input.

- **Open Calls:** This section is dedicated to the cascading opportunities. This page hosts all the application details and forms to apply and acts as landing page for all funding opportunities.

The website data is carefully and consistently analyzed to evaluate the performance and adjust the content strategy accordingly. The platform analytics software used is Matomo, as it allows to collect detailed reports on the communication campaigns, website visits and acquisitions. Importantly, Matomo aligns with European GDPR standards and safeguards the ownership of collected data.

From October 31st 2023 (date launch website) in M01 to March 30th 2024, the time of writing, M06, the website has already counted 723 visitors that generated 2024 pageviews and that had an average visit duration of **3 minute and 47 seconds, as shown in Figure** 8.

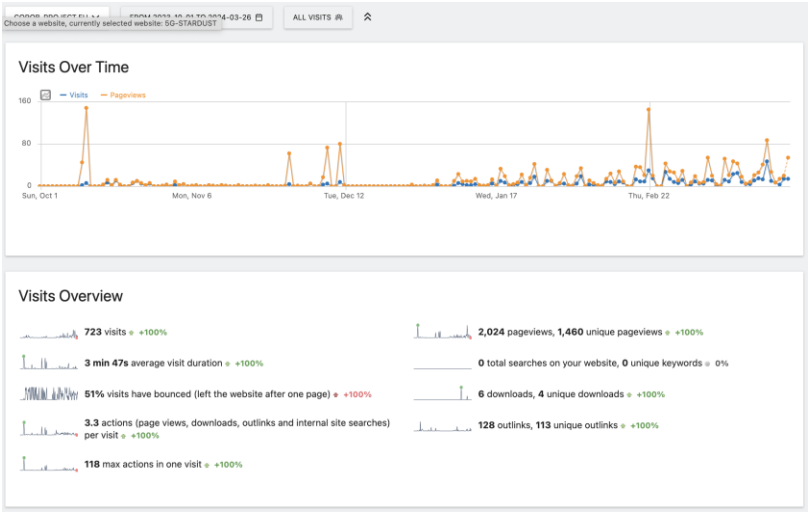

Figure 8: COROB website – Analytics

PROMOTIONAL MATERIAL

To effectively communicate work and conclusions, a wide range of promotional materials will be generated during the course of the project. A vast variety of papers, deliverables, technical reports, posters, webinars, and presentations are included in this. This extensive collection of results shows the project's dedication to openly exchanging knowledge, encouraging teamwork, and distributing insightful information across the community. Listed below are illustrative examples of the promotional materials developed:

Flyer

The purpose of the **introductory project flyer** is to introduce the external audience about COROB and its goal while serving as a point of contact. The primary project contact details, including the project website, social media accounts, and email addresses for information, are listed on the postcard-style flyer.

Figure 9: COROB Introductory Flyer

Leaflet

A complete **leaflet** has been produced to highlight open call possibilities and offer comprehensive information about the project. This pamphlet provides comprehensive information about the goals, parameters, and salient characteristics of the COROB. It also gives a summary of the different open call possibilities that are part of the project. In order to streamline access to additional information and the application procedure, the pamphlet has a QR code that points interested parties to the project's website's open call area, where they may easily apply for funding and obtain comprehensive details about the opportunity. Through the use of this interactive method, the initiative hopes to facilitate information sharing and stimulate active participation from prospective candidates, ultimately creating a lively and diverse community of contributors.This leaflet was first distributed at the European Robotics Forum 2024 that took place in Rimini, Italy.

Figure 10: COROB Leaflet

Cards

The **Open Call Business Card** that highlights the open calls within the project. This card is a handy and efficient way to advertise these possibilities because it highlights the financing that is available and important details. Essentially, the card has a large QR code on it that takes receivers to a specific webpage with all the details about the open calls. This smooth technological integration makes it possible for interested parties to quickly acquire comprehensive descriptions of the opportunities that are available and streamlines the application procedure. The Open Call Business Card increases involvement and fosters a varied pool of contributors to the project.

The Business Card was distributed at the European Robotics Forum 2024 that took place in Rimin, Italy.

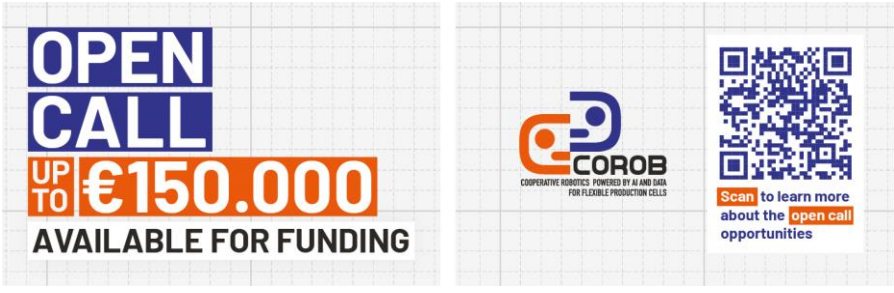

Figure 11: COROB Open Call Business Card

Videos

Two videos have been developed and uploaded to the project's YouTube channel, each serving to illuminate different facets of the COROB project.

The **first video** features the project coordinator, Iñaki Sainz (LORTEK) delivering a comprehensive overview of COROB during the Horizon Europe AI, Data & Robotics (ADRA) - Launch Event 2024, offering valuable insights into the project's scope and objectives.

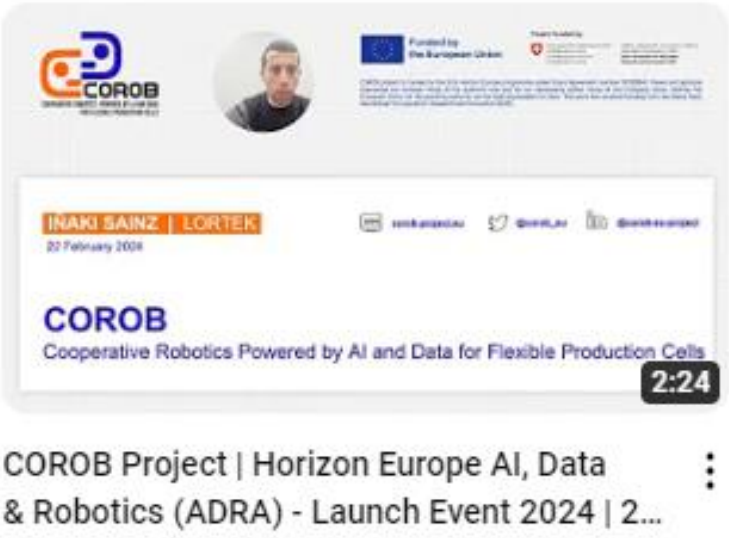

Figure 12: COROB Video: Project presentation at ADRA Launch event 2024

The second video, titled "**COROB in a Nutshell**," delves deeper into the project's objectives and intricacies, visually presenting its two primary use cases. This video is carefully produced to give a clear visual representation of the project's intricate objectives and activities. The movie, which is frequently used to promote projects, has received a lot of attention. In 2024, it was even shown at the European Robotics Forum, which increased its effect and audience.

Figure 13: COROB Video: COROB in a nutshell

SOCIAL MEDIA PRESENCE

To foster engagement with the project's activities and results, several social media platforms have been established and linked to the project's website. These channels will stimulate discussions on AI and robotics technologies, alongside other relevant topics, while also showcasing the project's achievements and nurturing an active community. Details regarding the social media platforms tailored for COROB are outlined below.

LinkedIn

With over 130 million members in more than 200 countries and territories, LinkedIn is the world's most popular business network. To interact with the intended stakeholders, a special corporate profile was created on LinkedIn prior to the project's official start in October 2023. The purpose of the COROB LinkedIn profile is to facilitate communication with project partners and act as a venue for Open Call advertising. To promote pertinent conversations and increase visibility, the page administrator carefully selects which partner accounts to link to. European research and innovation projects will be aggressively promoted in relevant LinkedIn groups with direct connections to the project page, in an effort to increase the social media reach and diversify the user base. Presently, the page counts 93 followers and has garnered over 500 views since its inaugural post announcing the project's inception.

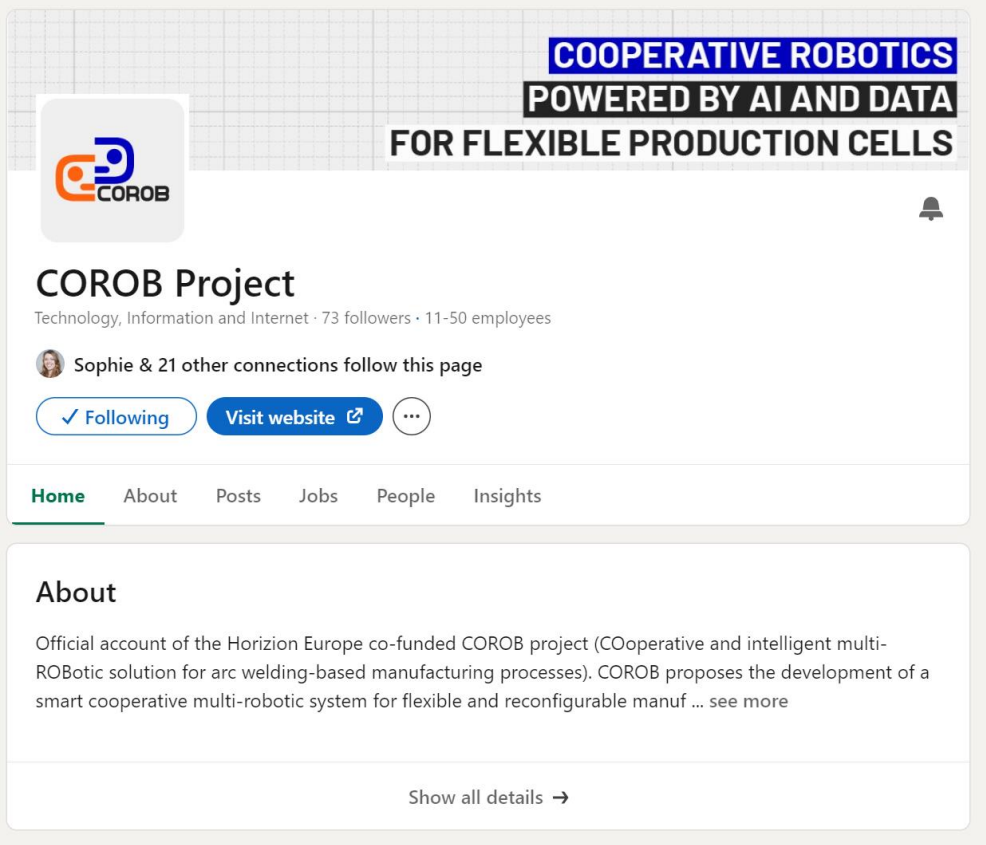

Figure 14: COROB LinkedIn Page

X (former Twitter)

X is an active social media platform that disseminates breaking news around the world in realtime. The COROB X account, @COROB_project (https://twitter.com/COROB_project) has been established in October 2023 and currently counts **55 followers** and over **10 posts**.

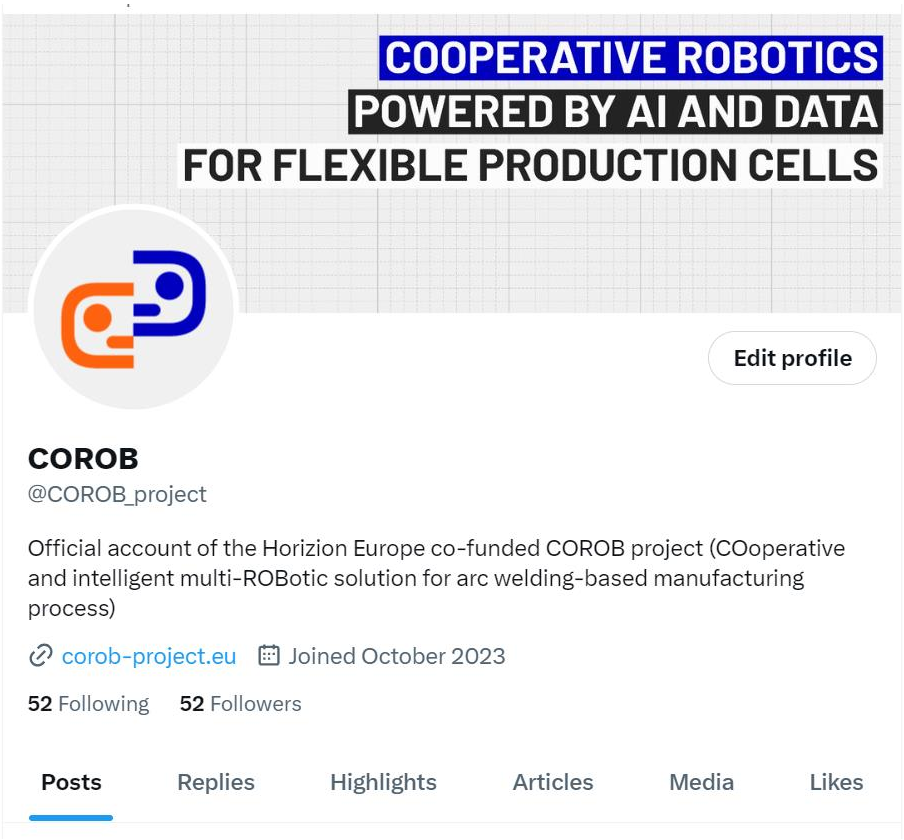

Figure 15: COROB X Profile

News, events, results, and open call opportunities are among the updates on COROB's development that are promoted and shared through the X account. Retweets are another way for people to share pertinent content from other sources. COROB attracts more followers and has access to a greater variety of relevant news and updates by following relevant persons.

COROB employs X to foster significant relationships with relevant and interested parties, such as the European Commission and associated Directorates-General, legislators, business stakeholders, small and medium-sized enterprises, and the broader public. Potential opportunities for the project inside the stakeholder network may result from these encounters. X also functions as a tool for giving current information about events, project workshops, and other relevant activities.

To ensure the project's content reaches its target audience, garners more views, likes, and shares, and drives increased traffic to the COROB website, appropriate hashtags and accounts have been identified to optimize the reach and visibility of the COROB X channel.

YouTube

COROB launched a dedicated YouTube channel (https://www.youtube.com/@COROBproject) with the intention of sharing captivating videos with the community. These videos serve as an introduction to the project and its members while acting as a platform for promoting COROB across various channels, including social media. Furthermore, COROB intends to consistently release videos to provide updates on the project, share its vision and achievements, feature participating experts and stakeholders, and present partner interviews, event coverage, and marketing-related content. Through the creation and distribution of such valuable content, the project aims to raise awareness, engage stakeholders, connect with the public, and advocate for the utilization of project outcomes and newly developed technologies.

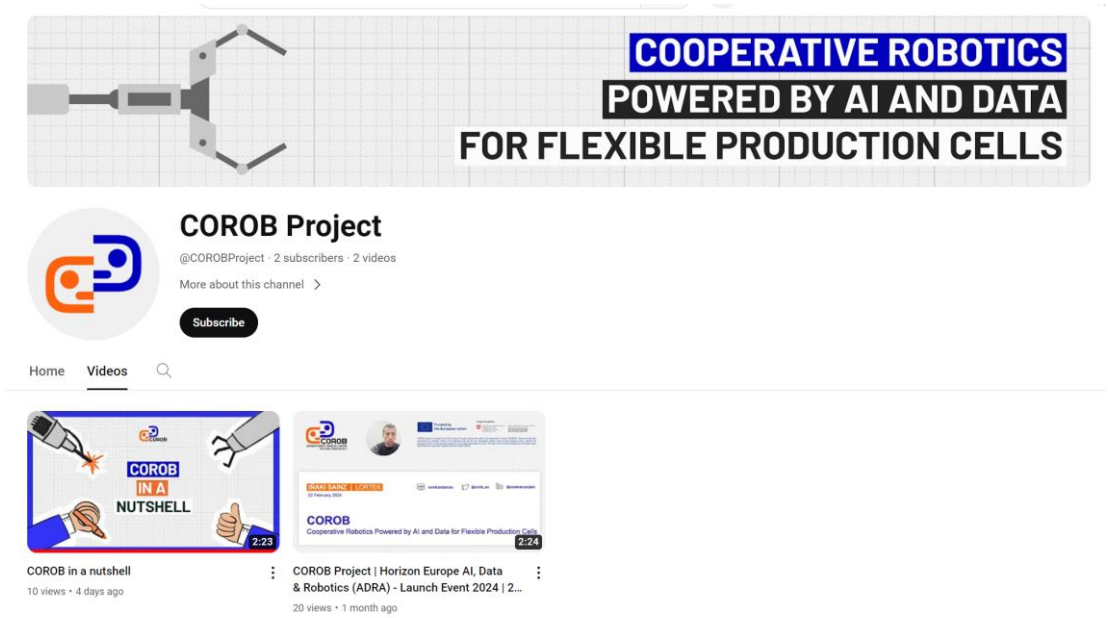

Figure 16: COROB YouTube Channel

Hashtags and handles

A number of hashtags and handles have been identified to be tagged in relevant posts in order to foster dialogues and interactions and maximize the impact of the project on the social media platforms.

X Handles	• @HorizonEU • @DigitalEU • @EU_Commission • @NetTechEU • @Adra_eu • @eu_Robotics • @RoboticsEU

LinkedIn Handles	• EU Science, Research and Innovation • Adra, The European AI-Data-Robotics Association
Hashtags	#robotics #AI #collaborative #multirobotic #HorizionEU

Table 1: COROB Social Media handles and hashtags

COROB keeps track of partners' social media profiles and tags them whenever appropriate for any partner, in order to engage with the consortium and have a significant ripple effect.

COROB Partner	LinkedIn Handle	X Handle
LORTEK	@Lortek	@Lortek
FundingBox	@FundingBox	@FundingBox
LMS	@ Laboratory for Manufacturing Systems and Automation	@LMSUPATRAS
Netcompany Intrasoft	@Netcompany-Intrasoft	@NetCo_Intra
Grupo DGH	@DGH ROBÓTICA, AUTOMATIZACIÓN Y MANTENIMIENTO INDUSTRIAL, S.A.	@GrupoDGH
Digital for Planet	@Digital for Planet	@Digital4Planet
Eindhoven University of Technology	@Eindhoven University of Technology	@TUeindhoven
Gizelis Robotics	@Gizelis Robotics SA	@GizelisRobotics

Table 2: COROB Parnters' handles

"Meet the Consortium" Series

A special social media series called **"Meet the Consortium"** has been created to emphasize the unique contributions made by each project partner. In order to gain insight into each partner organization's function, area of expertise, and level of involvement in the effort, this series will involve interviewing representatives. The purpose of developing and publishing these interviews on the project website is to make them accessible to all parties involved. In order to increase the content's visibility and interaction, it is also aggressively shared on a number of social media platforms. By means of this endeavor, the project hopes to demonstrate the variety of expertise that exists within the consortium while also promoting openness, cooperation, and acknowledgment of each partner's important contributions to the overall project.

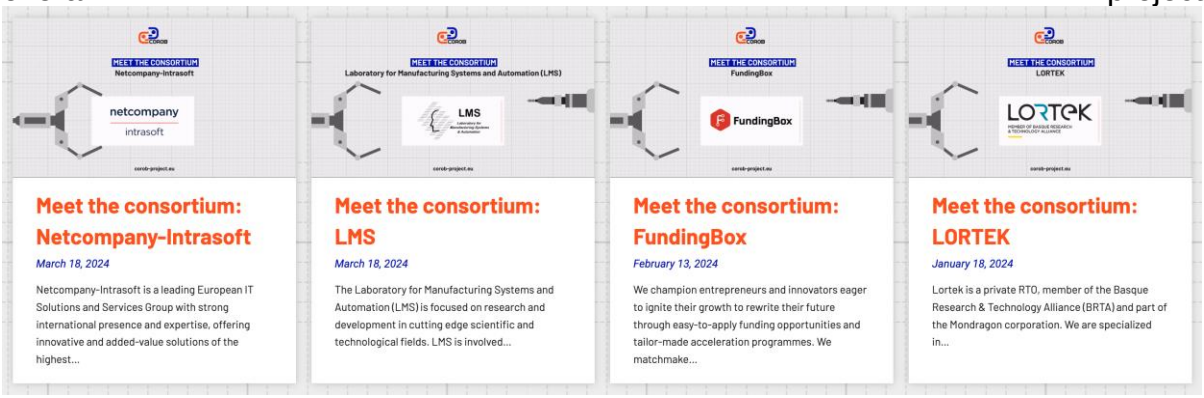

Figure 17: COROB Meet the Consortium Series

NEWSLETTER, PRESS RELEASE AND MEDIA COVERAGE

Newsletter

The project publishes a newsletter every six months, and the first one will be available in March 2024 (M06 of the project). This newsletter highlights innovative trends, news from industry partners, project findings, and results. It also acts as a frequent update platform covering the different technologies researched under COROB, such as AI, robots, and data.

The Newsletters will also include information on upcoming assignments, events, and possibilities for public participation in the project, including related projects, Open Calls, deadlines, and more. Essential highlights, news, announcements, and a schedule of important forthcoming events will all be included in each issue. Before the newsletter is released or when it is not appropriate to be included, additional messages, such as invitations to workshops and webinars, requests for consultations, and other pertinent items, will be routinely delivered to the same database.

All devices will be able to view the design of each Newsletter while keeping it consistent with the COROB brand identity. All newsletters that are published will be housed in a special section on the project website. Mass distribution of the Newsletter is facilitated through a mailing list created based on subscriptions, which can be easily accessed through the project website's registration feature, ensuring compliance with GDPR guidelines. The platform chosen for creating and distributing the Newsletter is MailerLite, renowned for its accessibility and privacy options, enabling the production of user-friendly and informative content effortlessly.

The Newsletter is also shared across the COROB Social Media channels and uploaded on the project website (click here).

Press Release

A first Press Release was issued on the occasion of the Project Kick-Off meeting. Press releases aim at outlining the main objectives of the project as well as the main project results. The Press Release has been published on the COROB website and has been distributed among targeted media outlets via the tool Prowly to reach relevant media outlets. The complete Press Release can be found in **ANNEX C.**

Media Coverage

The project's dedication to transforming manufacturing processes was highlighted by COROB's Project Coordinator LORTEK in the December 2023 issue of the esteemed Spanish industrial publication "EMPRESA XXI."

With a four-decade tradition of bringing together Basque business leaders, EMPRESA XXI acknowledged COROB's efforts to create an intelligent, adaptable manufacturing environment and its main objective of creating a cooperative, flexible, and intelligent multi-robotic solution.

The press clipping is available on the website.

EVENTS

The consortium attended a number of events to raise awareness about the project's mission and its activities and future plans:

- On November 16th 2024, COROB partner Digital for Planet attended the Digital SME Summit, connecting with key stakeholders working on the role of AI for innovative and sustainable manufacturing.

Figure 18: Digital SME Summit

• On February 22, 2024, At the Launch Event hosted by Adra - AI-Data-Robotics-Association, Inaki Sainz, the Project Coordinator for COROB, took the podium to outline the goals and primary activities of the project.

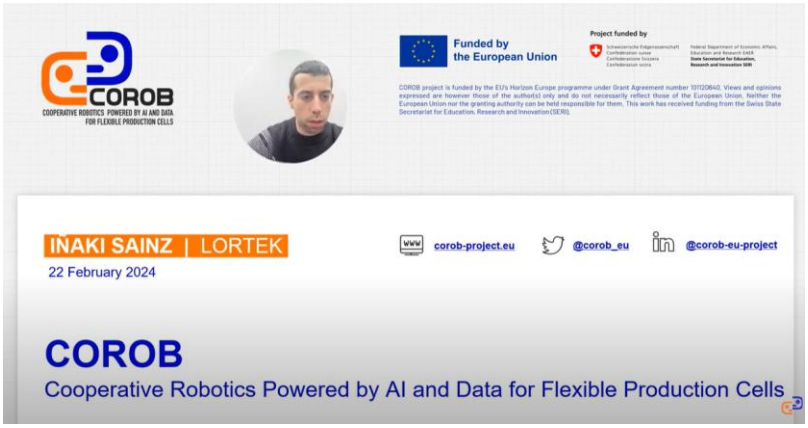

Figure 19: Launch Event: showcasing the future of innovation in AI, Data, and Robotics

- On March 13th -15th COROB partner FundingBox attended the European Robotics Forum 2024. COROB was showcased within a booth, alongside two other projects (RISE, TALOS). The partners had the chance to meet relevant stakeholders from the AI and Robotics industry and showcase the objectives of COROB through the promotional materials and the video. During the event 86 leads for the Open Call were gathered.

Figure 20: European Robotics Forum 2024

COMMUNITY STRATEGY

The purpose of the COROB Community is to foster a thriving ecosystem in which members actively engage, find opportunities for collaboration, and gain from their relationships with other members. Serving as a focal point for interested parties, the Community ensures that members are kept informed about the project's progress and fosters teamwork. The collaborative endeavor not only improves the ecosystem of the project but also expands its impact beyond its local confines.

COROB COMMUNITY SET-UP

FundingBox spearheaded the development of the COROB Community on the Discord Platform, leveraging Discord's unique features such as customizable channel structures and configurable roles. These features are harnessed to cultivate vibrant and participatory communities, facilitating enhanced collaboration on the project, fostering meaningful connections among tech enthusiasts, and providing engaging activities.

As the COROB Community evolves, it aims to integrate seamlessly into the broader "Connected World" community, which encompasses diverse projects across AI, Robotics, Data/Cloud, and IoT sectors. This integration is designed to promote interaction among COROB Community members and similar initiatives, while also extending invitations to ecosystem members to collaborate and strengthen collective efforts.

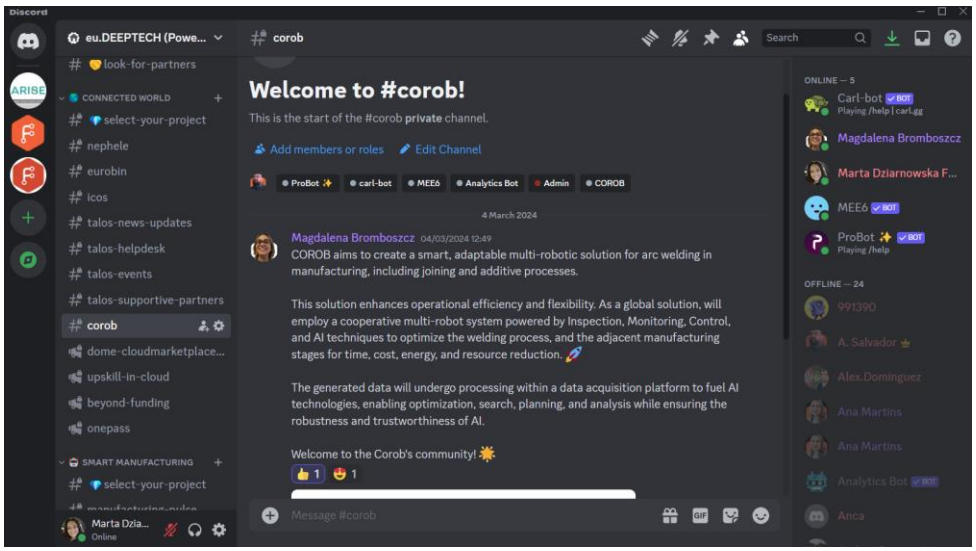

Figure 21: COROB community set-up on Discord

COROB COMMUNITY OBJECTIVES

The main objectives to create a thriving community of and for the COROB project are:

- To share best practices, use cases, and general news and events related to robotics, AI and the manufacturing sector.
- To disseminate the project's value proposition.

- To publish and compile all the needed information about the project, its milestones and achievements, and its open calls.
- To network with one another and enable transnational cooperation enhanced by the project.
- To foster cooperation between different stakeholders as the COROB community is set under the "Connected World" broader community.
- To attract relevant stakeholders in the project partners' ecosystems.
- To inform the general public about the project's development and results.

Through these efforts, the COROB project seeks to create a dynamic and inclusive community that drives innovation and progress in the fields of robotics, AI, and manufacturing.

TARGET GROUPS

The COROB community cater to various groups with diverse roles, necessitating seamless interaction and curated content tailored to their interests. Here are the target groups we aim to attract:

1. Manufacturing SMEs and start-ups seeking to leverage robotics solutions in their processes.
2. Technology providers or system integrators interested in implementing innovative robotics solutions.
3. Digital Innovation Hubs (DIHs) operating at European, national, or regional levels, including both certified DIHs actively involved in the project and any other interested DIHs.
4. Other stakeholders capable of advancing the project at national or regional levels, potentially becoming supportive partners and engaging in mutually beneficial cooperation. This includes competence centres, private clusters, regional governmental entities, financial institutions, media outlets, influencers, and more.

In attracting and integrating these target groups into the community, our approach will be tailored to their specific interests, ensuring their participation and ongoing engagement.

Target group	Value proposition	Types of contents
1. Manufacturing SMEs	COROB will help you increase your global competitiveness by connecting you with information, tech providers, and funding to innovate your	- Best practices, use cases, and guides on robotics solutions and their implementation. - Info on relevant funding

	manufacturing processes thanks robotic solutions.	opportunities. - Networking and events. - Industry news.
2. Tech providers	COROB will help you develop innovative technology solutions in production environments.	- Industry news and trends. - Info on relevant funding opportunities. - Matchmaking and networking.
3. DIHs	COROB is driving the robotisation of the manufacturing industry in Europe. Being active in its community means DIHs can be the first to learn about the latest advances in the field and gain visibility in front of a huge community of potential customers.	- Best practices, use cases, and guides on robotics. - Industry news and trends. - Info on relevant funding opportunities and acceleration. - Networking and info events.
4. Start-ups and other stakeholders	COROB is driving the robotisation of the manufacturing industry in Europe through the development and adoption robotics-based solutions.	- Best practices, use cases, guides. - Industry news and trends. - Info on relevant funding opportunities and acceleration.

Table 3: COROB community: value proposition and type of content per target group.

GROWTH HACKING PLAN

The COROB community's action plan is structured around growth hacking funnels and the traditional phases of inbound marketing methodology. Growth hacking involves a mix of conventional and unconventional marketing tactics aimed at rapidly expanding a business, utilizing low-cost alternatives such as social media, viral marketing, targeted advertising, influencer marketing, and more, to reach a large pool of highly qualified leads.

The traditional growth hacking funnel comprises Acquisition → Activation → Retention → Revenue stages, leveraging the loyalty and referrals of existing users. This combined approach of growth hacking and inbound marketing proves to be the most effective method for building a thriving community and quickly attracting COROB stakeholders.

Value is primarily generated through a series of meticulously crafted content tailored to specific customer segments and stages of the customer journey. This content is disseminated through various communication channels.

While FBC oversees the community, all consortium partners are encouraged to contribute to the growth hacking strategy, ensuring a collaborative effort towards achieving our objectives.

1. ACQUISITION

The initial stage of our growth hacking strategy focuses on drawing the specified target groups of COROB into the community. Establishing visibility among the appropriate audience, coupled with delivering the correct message, is pivotal for attaining our objectives. Below is a synopsis of the key actions we will implement to entice stakeholders to join the community:

A) Supportive partners' programme. Consortium partners shall begin by assembling a list of stakeholders mixing primary targets, potential adopters, media outlets, and other entities who are relevant to the project and may be interested in joining the community and/or contributing to its dissemination. From this initial list of stakeholders, several entities will be selected and contacted, so they engage as supportive partners of the COROB project. This will be a first step to further identify the most active and valuable members of the community to be further engaged as ambassadors of the project.

B) Announcement in the "Connected World" Discord channel. The COROB community will be frequently announced across "Connected World" main channels.

C) Social media activity and email marketing. Through coordination with the WP7 leader there will be frequent calls to join the community on LinkedIn account to help disseminate the project. Also, the community will be promoted on FundingBox channels such as: social media, newsletters, events.

D) Open Call dissemination. The announcements and other posts related to the Open Call present a great opportunity to attract users to the community.

E) Community content. Attracting new users to the community is great as long as the community has good quality content that brings value to the users.

2. ACTIVATION

Upon the initial visit of a non-member to the community following exposure to our communications (following the acquisition trigger), our primary aim is to persuade them to join the COROB community and actively engage within its space. To accomplish this objective, we will implement several strategies, including:

A) Directly communicate the community's value proposition. We will stress the value of the interaction, the synergies, and the curated content about the latest industry news and breakthroughs.

B) Compelling content. We will fuel the community with the highest quality content.

C) Clear Calls-to-Action (CTAs). Every post published in the community needs to have a clear CTA to keep users engaged and moving towards the goals that we set: pre-register for a webinar, submit answers in a poll, share an opinion in a comment, and many more options to select from.

D) Interactive events. During the project's timeline, Q&A sessions and various events will take place. Registration for these events will be announced within the community to attract newly joined members and keep them informed about upcoming events and project-related activities. Additionally, post-event follow-ups will be conducted within the community to share session materials and outcomes, fostering ongoing discussion and interaction.

3. RETENTION

After users have joined the community, it is essential to maintain their engagement to foster a vibrant community. Below are examples of retention techniques we will implement to sustain the community's vitality:

A) Welcome message. Every new signer will receive an onboarding message when joining the community.

B) Quality and post frequency. We will use analytics tools and techniques to keep track of the engagement rates on the contents posted in the community, in order to identify the best post frequency and timings and the most engaging contents.

C) Monitoring. We will closely monitor new online publications concerning robotics to curate and share the most valuable content within the community.

D) Conversations. We will strive to facilitate bidirectional communication, encouraging members to provide comments and feedback. This approach aims to prevent a one-sided conversation within the community. Engaged members who actively participate by sharing their opinions and content not only benefit from the community but also recognize its added value.

4. REFERRAL

If the strategies executed throughout the growth hacking funnel prove successful, organic referrals will naturally occur, with COROB community members recommending the community to their peers. Nonetheless, we will also implement specific referral initiatives.

A) Supportive partners. These institutions/organizations are esteemed entities within fields pertinent to the project, boasting established communication channels and extensive networks of partners and collaborators. They align with the project's values and framework, serving as amplifiers for COROB messages. These organizations will be approached and invited to participate in the supportive partners program, offering visibility, cross-dissemination, and networking opportunities in return.

B) Showcasing. We will give the visibility to SMEs testimonials and success stories in the COROB Community.

The COROB community will contribute to build an active ecosystem around robotics solutions for the manufacturing sector, that is expected to last beyond the duration of the project.

SYNERGIES AND LIAISONS

Members of the consortium have worked together and formed partnerships on similar robotics and artificial intelligence projects.

Co-organizing a booth at the European Robotics Forum 2024, COROB teamed up with two other initiatives, ARISE and TALOS. Important information sharing and cooperation in the field of collaborative robotics technology were made possible by this collaboration.

The consortium actively participates in various activities targeting initiatives including:

- **Big Data Value Association (BDVA)**: is an industry-driven organisation with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe. BDVA has over 230 members all over Europe and a well-balanced composition of large, small, and medium-sized industries as well as research and user organizations. It focuses on advancing in areas such as big data technologies and services, data platforms and data spaces, Industrial AI, data-driven value creation, standardisation, and skills

- **Advanced Robotics for Agile Manufacturing (ADRA)**: Adra-e supports the AI, Data and Robotics Association and Partnership to create the conditions for a sustainable European ecosystem. The association is aimed at increasing the innovation capacity and adoption of core AI, Data and Robotics technology.

- **FIWARE**: Together with its members and partners, FIWARE Foundation drives the definition – and the Open Source implementation – of key open standards that enable the development of portable and interoperable smart solutions in a faster, easier and affordable way, avoiding vendor lock-in scenarios, whilst also nurturing FIWARE as a sustainable and innovation-driven business ecosystem.

- **European Factories of the Future Research Association (EFFRA)**: The European Factories of the Future Research Association (EFFRA) is a non-for-profit, industry-driven association promoting the development of new and innovative production technologies. EFFRA has been representing the private side of the manufacturing partnership with the EU Commission. The key objective of EFFRA is to promote pre-competitive research on production technologies within the European Research Area by engaging the European Commission through partnerships.

- **EuRobotics**: euRobotics aisbl (Association Internationale Sans But Lucratif) is a Brussels based international non-profit association for all stakeholders in European robotics. It was founded in September 2012 with the aim to strengthen Europe's competitiveness and to ensure industrial leadership of manufacturers, providers and end-users of robotics technology-based systems and services.

  The objectives of euRobotics are to boost European robotics research, development and innovation and to foster a positive perception of robotics. It aims at strengthening competitiveness and ensuring industrial leadership of manufacturers, providers and end users of robotics technology-based systems and services.

- **BRTA**: BRTA (Basque Alliance for R&D) responds to the socio-economic challenges of the Basque Country through research and technology, with international scope and visibility. We collaborate in the generation of knowledge and its transfer to Basque society and industry to make them more innovative and competitive.

- **Next Generation Internet (NGI)**: The Next Generation Internet (NGI) is a European Commission (EC) initiative that aims to shape the development and evolution of the Internet into an Internet of Trust. An Internet that responds to people's fundamental needs, including trust, security, and inclusion, while reflecting the values and the norms all citizens enjoy in Europe.

These engagements underscore the consortium's commitment to fostering collaboration, innovation, and advancement in the fields of robotics and AI within Europe and beyond.

EXPLOITATION STRATEGY

The main purpose of the COROB exploitation methodology and the process that the consortium will follow during the project is to facilitate the technology uptake by European companies across different sectors. This methodology will allow us to identify the COROB results with more promising market impact and drive these results towards market readiness. A particular focus will be put on the beneficiaries from the Open Call, which will serve as a probe of the sector and solution readiness, which then may be considered for joint exploitation activities together with the project partners. Additionally, an outreach campaign aimed at a broader audience will be set up and launched, with the goal of collecting insights and feedback from the potential early adopters, which will maximize the chances of success of the project results after its finalization.

However, before diving deeper into the process to be followed, it is convenient to revisit the intended exploitable results of the project, which can be grouped in two categories: Key Exploitable Result (KER), and Exploitable Results (ERs).

- **COROB's main KER**: COROB aims to develop a flexible, cooperative and intelligent multi-robotic solution for arc welding-based manufacturing processes (joining and additive manufacturing), to offer new operational capabilities that allow to increase the efficiency and improve the flexibility of industrial processes.
- **COROB Exploitable Results (ERs)**: Table 3 below shows the predefined ERs from the project.

Exploitable Result (ER)	Partners Involved
ER1.1: Cooperative multi-robot system for flexible manufacturing: jigless robotic system with modular multi-reference gripper	LOR, DGH, external SMEs/start-ups
ER1.2: Cooperative multi-robot system for flexible manufacturing: system comprising a WAAM processing robot combined with an auxiliary robot	LMS, GROB, external SMEs/start-ups
ER2: advanced control system	LOR
ER3: NDT methods for quality inspection	LOR, LMS, external SMEs/start-ups
ER4: Inspection systems for complex environments	External SMEs/start-ups
ER5: trainable and reconfigurable AI models	LMS, LOR
ER6: COROB digital platform	INTRA, external SMEs/start-ups
ER7: Development of a digital passport of the product for traceability control	DGH, GROB, INTRA, external SMEs/start-ups

ER8: methodology for reasoning and decision-making processes that are human understandable to facilitate human-robot interaction	LMS, TuE
ER9: Guidelines and recommendations	LOR, LMS, INTRA
ER10: Third Parties' Solutions	FSTP Beneficiaries

Table 4: COROB Exploitable Results

EXPLOITATION METHODOLOGY

The COROB exploitation methodology (see Figure 22 below) aims to achieve the following objectives linked to each of the above-mentioned project solutions:

- To identify the results (KER and ERs) that will be exploited by the COROB partners.
- To rank these results (KER and ERs) based on their potential market viability, partners' experience, and market readiness.
- To validate the market fit of the results (KER and ERs) with end-users and define a sound and actionable go-to-market plan.

To reach these milestones, project partners will be involved in several actions throughout the duration of the project. Each partner will be requested to complete surveys and actively participate in exploitation workshops. In a later stage, external early adopters will be addressed to validate the market readiness of the COROB solutions via an Outreach campaign. The final goal is to devise an actionable and useful plan to reach market fit with the results of the project by the end of it.

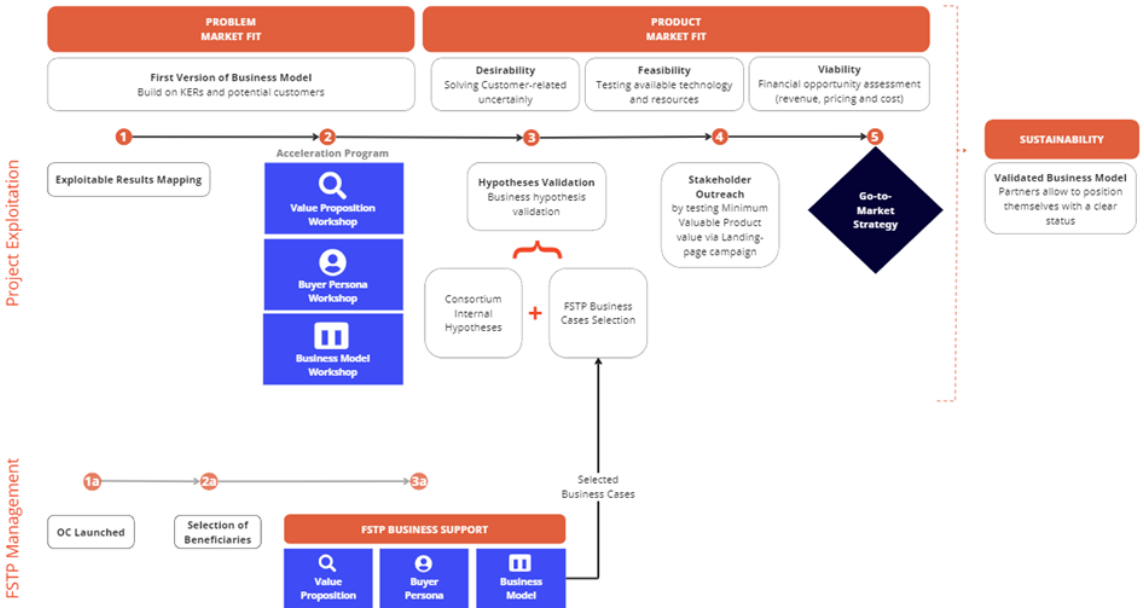

Figure 22: COROB Exploitation Methodology

As an introductory step to initiating the process, **the partners** complete a preliminary **Exploitation Survey**, to understand the commercial and non-commercial goals of all actors involved. Next, the list of exploitable results of the COROB project is revisited and thoroughly analysed via the **Exploitable Results Mapping Workshop** (1) to understand the different levels of readiness of each result, the interrelationships between partners, results and the pilots, as well as the specific needs they may have. Subsequently, the partners undergo an **Acceleration Program** (2) consisting of three steps: definition of the **Value Proposition** of each result, analysis of the **Buyer Persona & Customer Journey**, and drafting of the **Business Model**.

In parallel, **the FSTP Beneficiaries** will go through an analogous Acceleration Process under the **Business Support Program** (3a) that will be provided to them. The goal of such program is to maximize the impact the FSTP yields on the beneficiaries, aiming at reinforcing their business cases and fostering sustainability after their projects end through sound Individual Exploitation Plans. In fact, a selection of the most promising business cases among all the FSTP beneficiaries will be invited to engage into discussions with the COROB consortium partners to explore further possibilities of collaboration or potential ways of joint exploitation.

This will then lead to the selection of the **hypotheses or business assumptions to be validated** (3), incorporating both the perspective of the consortium partners, as well as the potential invited FSTP beneficiaries. Afterwards, the selected hypotheses to be validated will be exposed to the potential interested external stakeholders, through the **Stakeholders Outreach campaign** (4). In practice, this will be done through agile testing methods such as landing pages.

In parallel, two other processes take place. First, a crucial and continuously ongoing **IP Monitoring** process makes sure the exploitable results and the generated IP assets remain secure throughout the project. This, together with a supporting **Market Analysis** effort that enables filling the potential gaps partners may identify during the course of the project, impacts the findings and outcomes at any of the exploitation stages, thereby acting as a loop that can be iterated and refined as deemed necessary.

As the ultimate goal, all of the previously explained steps of the methodology culminate into a comprehensive and actionable **Go-to-Market or Exploitation Strategy** (5).

EXPLOITATION SURVEY

An **Exploitation Survey**, composed of questions related to the exploitation results was sent and filled in by each partner. The questions asked were related to their perspective on commercial and non-commercial exploitation of the results and were oriented towards understanding how market-driven the results are. The results of the survey were used as a basis to organise the first exploitation workshop, which is described in Section 1.2.

The project partners were requested to provide their perspective on the exploitation of the results, to better understand whether they intend to exploit the results commercially or not, and in each case requesting them to be more precise on the type of exploitation they envision. The results of the question regarding commercial exploitation are shown in Figure 23. The options the partners were given were the following:

- Approach customers directly with the results of the project.
- Find individual partners to help me exploit my results (e.g., a larger service provider)
- Integrate my results into my organisation's existing product portfolio.
- Use the project results in follow-up commercial R&D activities.
- Adopt results within my organisation.

- Support results and partners indirectly with the core services of my organisation (legal, standardisation, biz development etc.).
- No Commercial Exploitation.

Figure 23: Commercial Exploitation questions on the Exploitation Survey shared among partners.

The partners in charge of the commercial uptake (i.e., DGH and GROB) are the ones that clearly indicated their intention to pursue commercial activities, in the form of further R&D projects, or event directly approaching their customers. Other partners, although not directly interested in commercializing the results of the project (such as LMS, TUE or D4P) will definitely contribute to the success of the developments with their core activities.

The following question in the survey, which deals directly with the pool of potential customers the partners have, led to a somewhat positive outcome. A considerable number of partners could already have potential clients identified. Obviously, the transversal partners, such as D4P, or the supporting research institutions, such as LMS or TUE indicate that either they do not have any identified client, or that it does not apply to them.

The focus of the exploitation approach proposed by FundingBox will be to bring the results of the project as close as possible to the market and do so by verifying real market interest through the outreach campaign.

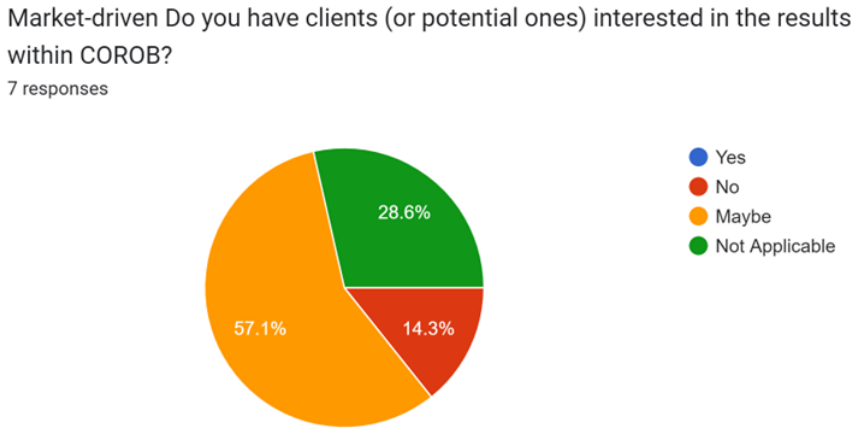

Figure 24: Analysis of the current knowledge of potential clients in the portfolio of the COROB partners.

Lastly, partners also indicated their non-commercial interests in the project results. Most of the partners will use these results as part of non-commercial research activities, and therefore their strategy for following-up on these results is to find more public funding to reach a higher TRL, meanwhile contributing to the research and scientific community.

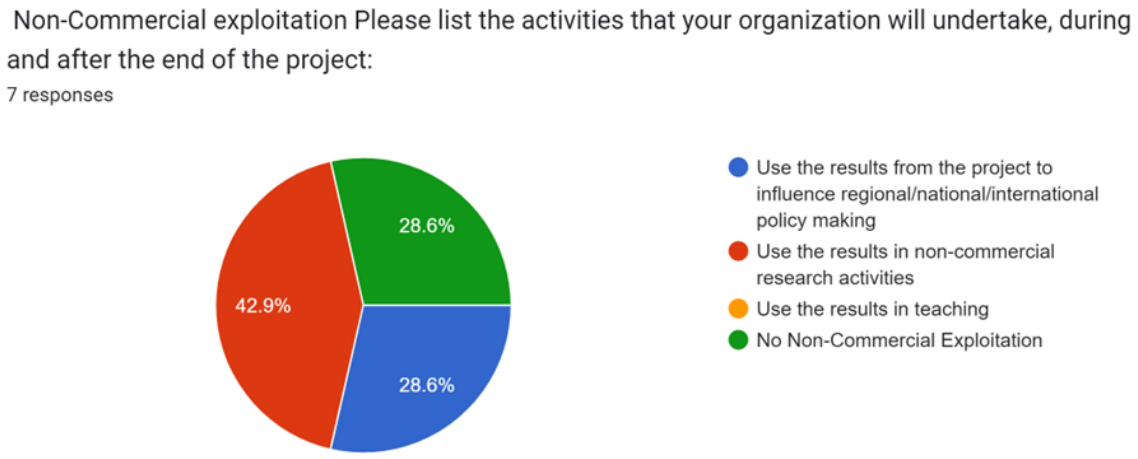

Figure 25: Non-commercial exploitation intentions by the partners.

MAPPING OF COROB'S EXPLOITABLE RESULTS (1ST EXPLOITATION WORKSHOP)

After the preparatory work with the exploitation survey was completed, the partners gathered online to carry out the 1st Exploitation Workshop: The Exploitable Results Mapping Workshop. This workshop was hosted online, on February 14, 2024, via Google Meet, and using the online collaborative tool MIRO. It allowed partners to jointly revise the results of the project, prioritise them and clarify their interrelations. The goals of the workshop were the following:

- Initiate the discussion among partners regarding the COROB exploitation methodology.
- Position partners on the COROB exploitation landscape.
- Visualise the interdependencies between ERs and partners and align their objectives.
- Rank the COROB results based on their market readiness and business potential.
- Develop a timeframe and scope of which solutions will be ready before the milestones of the project (Selection of FSTP Beneficiaries use cases & Outreach Campaign).

All the steps addressed in the workshop and its outcomes are described in the next subsections.

1.2.1 Exploitation landscape (Joint vs. Individual Exploitation)

The first action was oriented to position the partners on the exploitation landscape based on their interest towards joint or individual exploitation and their interest in investing in commercialisation activities going forward after the end of the project (Figure 26). The answers provided by the partners were generic, not based on a specific result, and had the objective of visualising the level of involvement of each partner towards the COROB results. The following concepts were addressed:

- **Joint Exploitation:** defined as working towards licensing or creating a startup with various partners involved.

- **Individual Exploitation:** defined as commercial or non-commercial exploitation of the results of the project (publications, policy recommendations, standards, etc.) involving one partner.
- **Interested in Investing:** defined as in-kind or monetary contributions to the future commercial activities of the result to support it in its development.

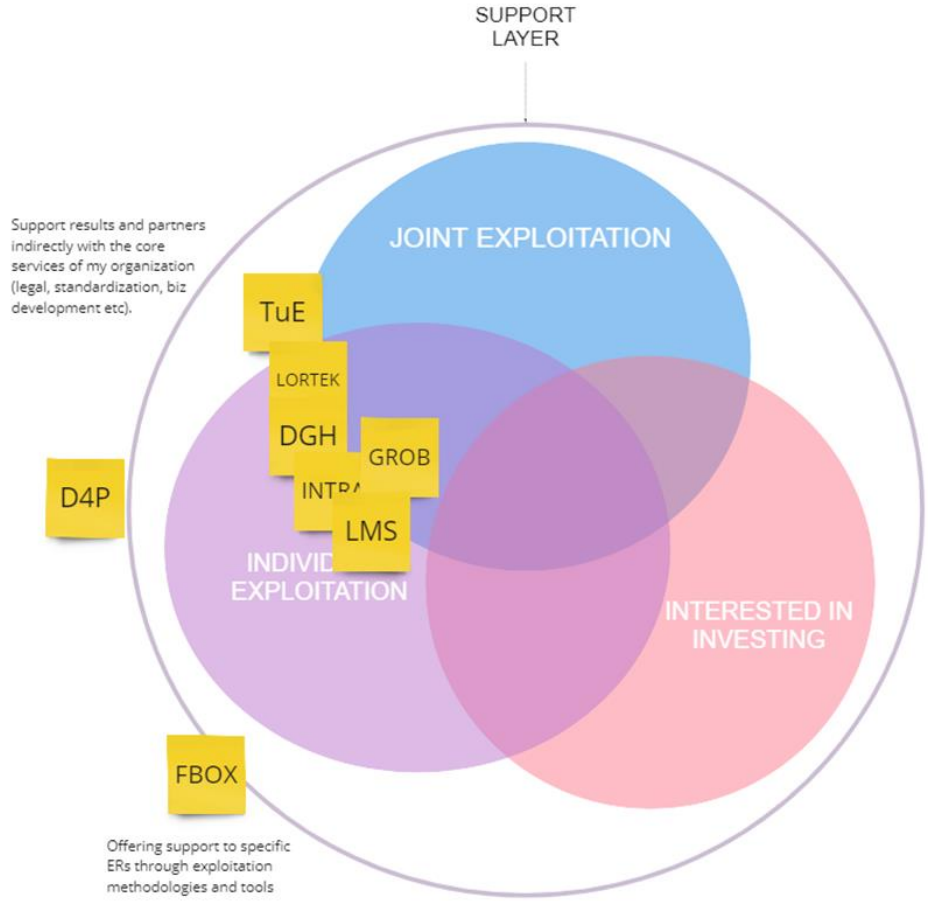

Figure 26: COROB partner positioning on the exploitation landscape.

Based on the inputs obtained, the partners can be divided into 2 main groups:

- Partners interested in both, joint and individual exploitation, but not yet ready to invest (depending on the outcomes of the results): TUE, LORTEK, DGH, GROB, INTRA, and LMS.
- Supportive partners: companies that usually are not the owners of the IP, but rather are supporting the consortium with services such as standardisation, legal, market analysis, exploitation methodologies and other tools. The supportive partners are:
    - **FBOX:** they will support partners in the drafting the exploitation path of COROB and growing the COROB Community.
    - **D4P:** in charge of the dissemination and communication of the project results, which is critical to ensure a proper engagement of the target audience of the project.

It should be noted that, at the moment, no partner shows willingness to invest in any result of the project, besides the already committed effort. This is natural, and some changes are expected as the project evolves, as the interests of each partner will solidify. An updated version of the partner's positioning will be presented in further reviews of the Exploitation Plan (in the upcoming deliverable D7.3).

1.2.2 Exploitable Results Interrelations and Timeline

The next action was intended to clarify the exploitable results of the project and the partners' interdependencies within these results. The purpose of this exercise was to confirm which partners are the leaders of each result's development and the partners they need to collaborate with, as well as understanding when the results are planned to be ready to be showcased to external stakeholders.

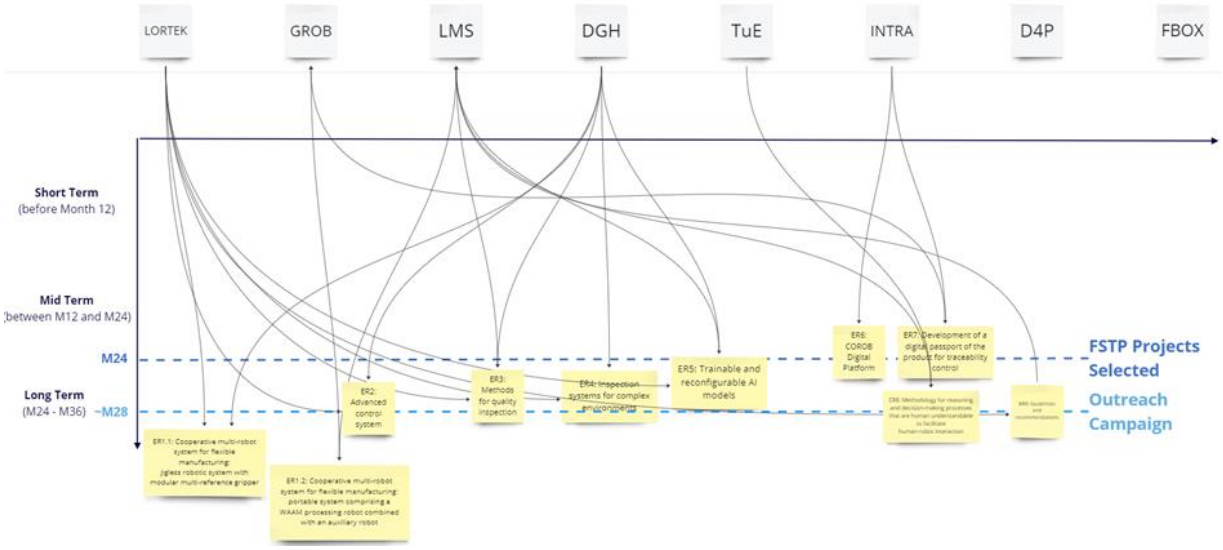

Figure 27: COROB ERs interrelation with partners and positioning in the timeline.

The diagram in Figure 27 shows a clear cross-collaboration between all partners for the majority of the results (shown as an arrow connecting the name of the partner with the given ER), where the involvement of Lortek is highlighted, contributing to most of the results. This is natural, being Lortek the coordinator and an experience technical partner.

When it comes to the expected time the results are expected to be ready (vertical axis in the graph), it should be clarified that this does not necessarily mean that all the technical developments are ready, but rather that the expected solution can be clearly pitched or communicated to the intended target audience. In that sense, after the exercise, the following conclusions can be extracted:

- Two results, ER6 (*COROB Digital Platform*) and ER7 (*Development of a digital passport of the product for traceability control*), plan to be ready before the selection of potential FSTP projects is done (around M24), maximizing the potential alignment of the selected projects with these two results. Additionally, of course, these two will be prepared to be showcased through the Outreach Campaign (around M28).
- Two of the main results, ER1.1 (*Cooperative multi-robot system for flexible manufacturing: jigless robotic system with modular multi-reference gripper*) and ER1.2 (*Cooperative multi-robot system for flexible manufacturing: portable system comprising a WAAM processing robot combined with an auxiliary robot*) are not foreseen to be ready before neither of those milestones, since the development, integration and learning times are expected to take place towards the end of the

project. For these two, specific countermeasures should be envisaged (further support to be provided by FBox as the Leader of Exploitation), to ensure a proper and reasonable exploitation strategy is considered.

- The rest of the results will probably be ready to be presented in the Outreach Campaign, which will offer the possibility of gathering interesting and valuable feedback from the target audience.

1.2.3 Business Potential Assessment of COROB results

The ranking of COROB results is essential to track the most promising results of the project in terms of commercialisation and exploitation. The goal is to understand which results are the most advanced and clarify their integration in the COROB exploitation strategy towards their market fit. Conversely, this exercise serves as well to clarify and identify any potential gaps or areas of improvement/support the partners may have in relation to a certain result.

The following questions were addressed and numerically evaluated for each of the ERs. Figure 28 illustrates the first four questions. In the central line (green in this case), the question itself; below it, a brief explanation of the meaning of the question; and on top of the question, the guidelines on how to score each aspect.

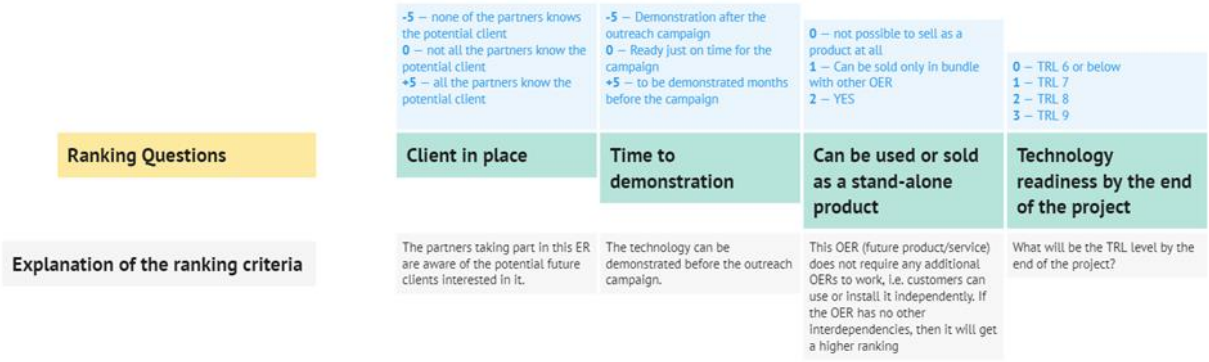

Figure 28: COROB 1st set of questions of Business Potential asked during the workshop.

Although the exercise is based on a numerical scoring, the final goal is to qualitatively understand a series of matters that concern the potential of each of the developed results. Figure 29 below shows the next four questions asked to the participants, in this case, all more related to the target market of each result.

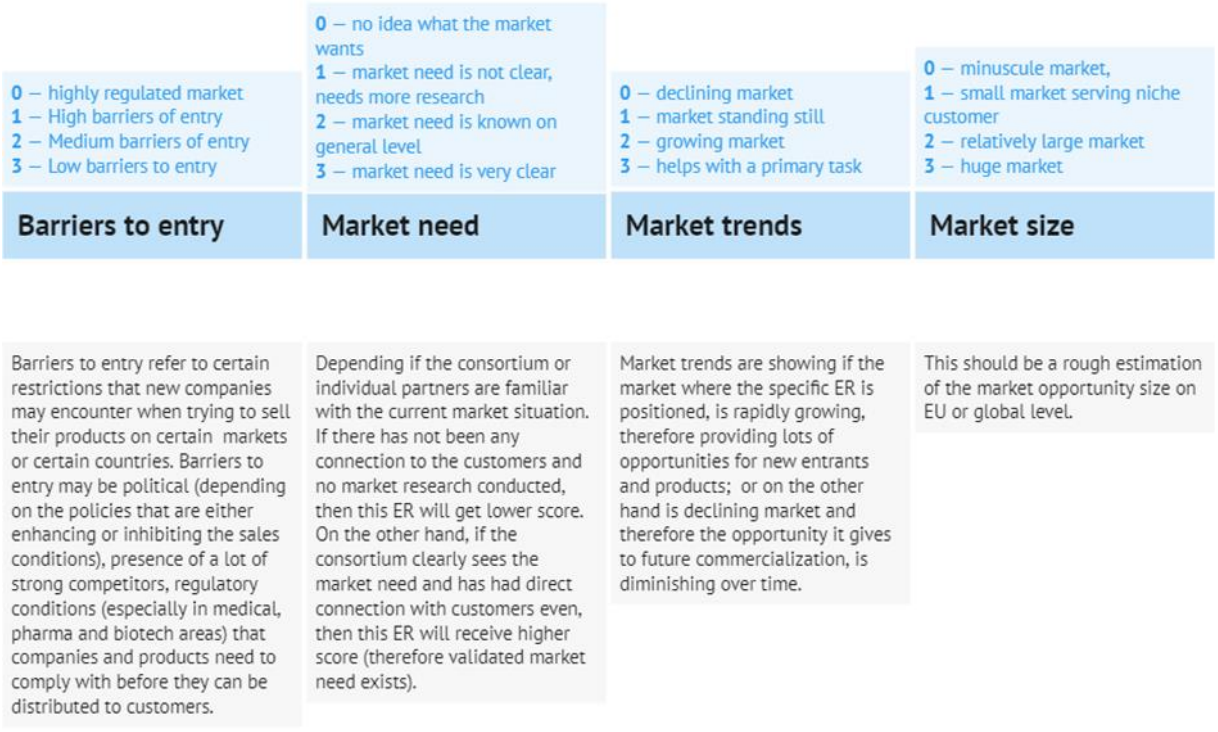

Figure 29: COROB 2nd set of questions of Business Potential asked during the workshop.

And lastly, a set of questions to understand several key attributes to consider with respect to each solution developed (see Figure 30 below).

Figure 30: COROB 3rd and final set of questions of Business Potential asked during the workshop.

1.2.3.1 Ranking Outcomes

Based on the scores obtained in the above-described questions, an initial ranking outline was elaborated. Figure 31 showcases the ranking matrix for each of the ERs during the business potential assessment. The categorisation of the Ranking Canvas is divided into the following groups:

- **Further Exploration results** – ERs that have the lowest business potential.
- **Needs refinement results** – ERs that showed some business potential.
- **High priority results** – ERs that have the most potential in commercial activities going forward.

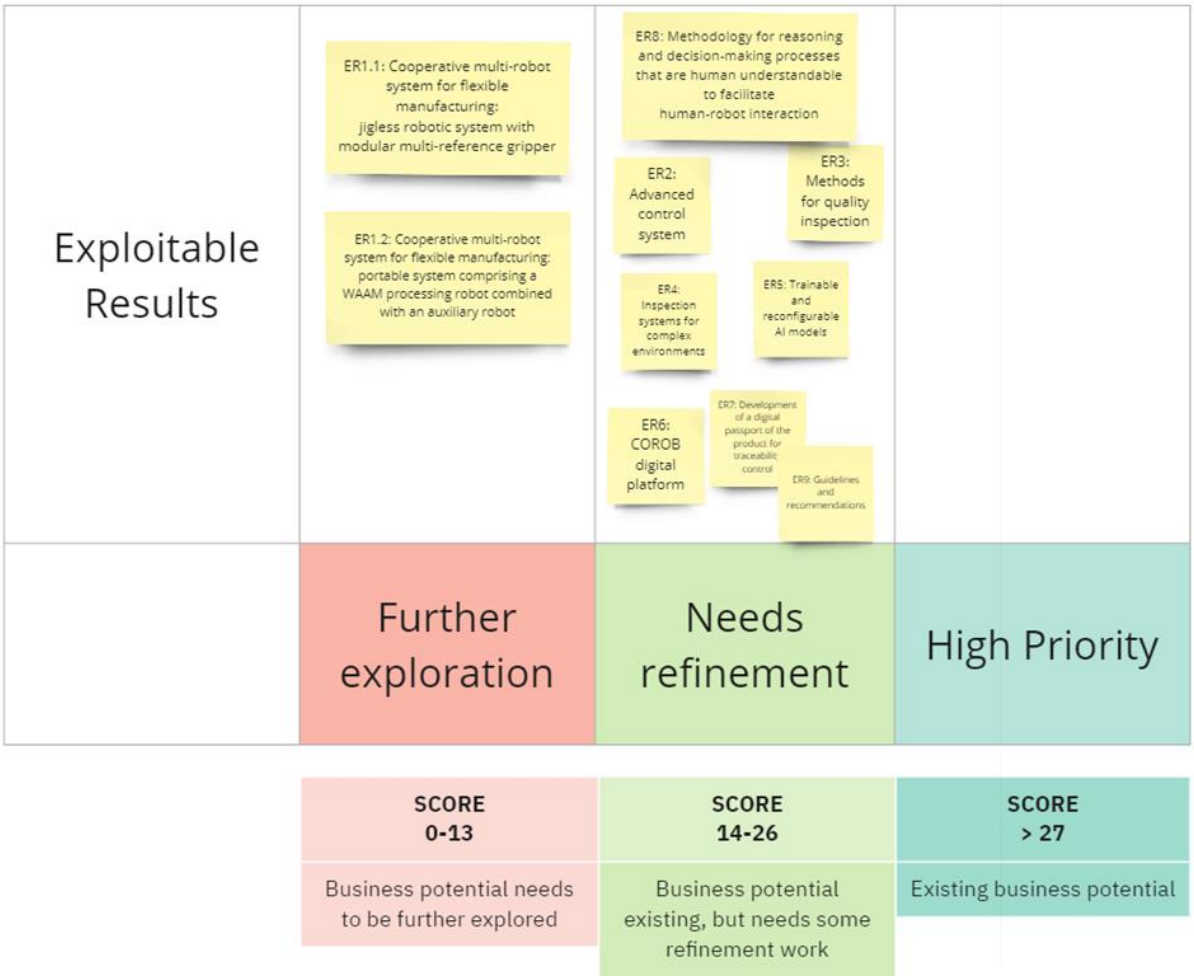

Figure 31: Ranking canvas summarizing the results of the workshop.

The following conclusions can be drawn from the outcomes illustrated in Figure 31:

- As anticipated in the previous exercise (ERs Interrelations and Timeline), ER1.1 and ER1.2 show the most work needed at the moment to reach a proper market fit is reached by the end of the project. On the positive side, it is the beginning of the project and the partners responsible for those are among the most commercially driven partners of the consortium (DGH and GROB), so the expectations are still high.
- Almost all the ERs have some already identified business potential, with a somewhat defined target market and a clear path forward. This is great news from the project exploitation perspective since it allows for a better and more refined strategy to approach potential stakeholders through the Outreach Campaign.
- There is still room for improvement and for advancing the market readiness of all project results. The proposed methodology devised in this deliverable will help in achieving that. More specifically, by bringing potential interested stakeholders in the solutions through the Outreach Campaign, the partners will be able to effectively validate the assumptions here indicated and move closer to the market. In that sense, there will also be a continuous effort of trying to reinforce the knowledge of the

industry and market, with the aim of completing the picture of each solution's exploitation plan.

It should be noted that the ranking canvas will evolve throughout the exploitation process. Thus, the next steps in the exploitation methodology will focus on the revision of this first ranking exercise to identify any eventual updates.

NEXT STEPS IN THE EXPLOITATION METHODOLOGY

The immediate next step in the exploitation methodology described in Figure 22 is the **Acceleration Program** (2). A structured acceleration process helps to clearly understand the technical developments that have been put forward in the project regarding its relationship with the market needs.

The first stage of the acceleration process is the **Value Proposition** workshop. During this workshop, the partners come together to define a statement explaining what they do within the project, how it solves a problem, and how it differs from its competitors.

After that, the partners will analyse the **Buyer Persona & Customer Journey** of the different target customers identified, and finally, this will all result in drafting the **Business Model(s)** of the exploitable results of the project.

This, together with the selected business cases from the FSTP beneficiaries will form the set of **assumptions to be validated** with external stakeholders.

As mentioned before, the way of validation of these assumptions is to reach out to as broad as possible audiences via landing pages. In this sense, we will consider making use of **FundingBox's** Techfinders.io platform.

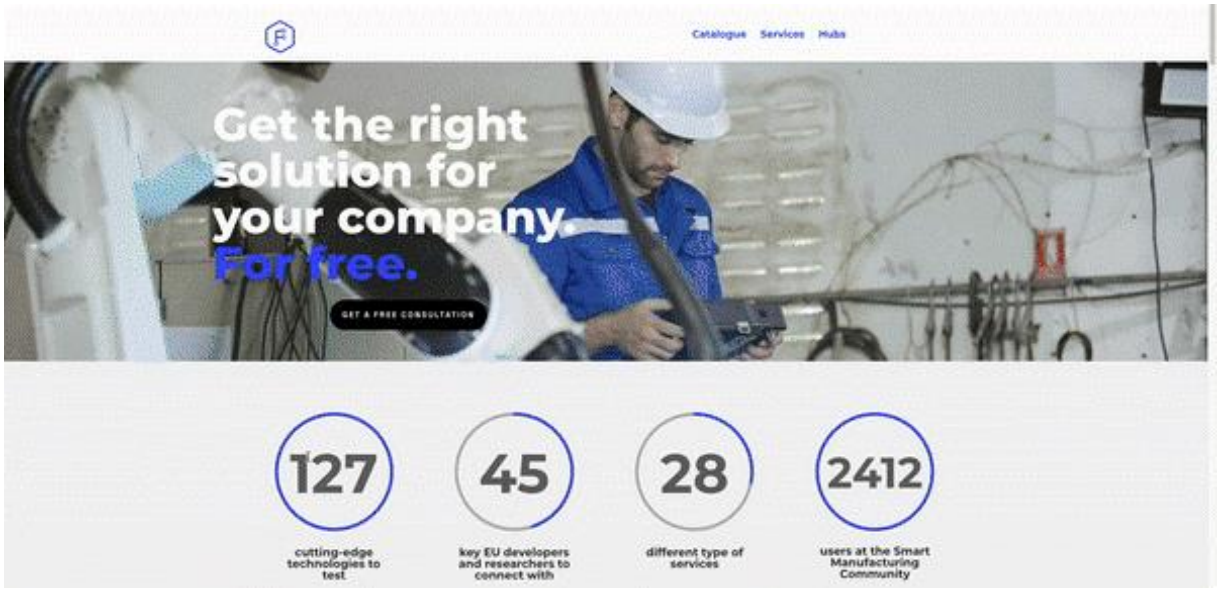

Figure 32: Techfinders.io platform.

Techfinders.io is an online platform that offers tech developers and innovators meaningful connections, providing a place for research centres to engage with manufacturing SMEs. It offers a unique ecosystem where one can:

- Showcase the project technologies in a curated catalogue tailored to industry needs.
- Engage with a network of key European research and development centers.
- Connect with manufacturing SMEs willing to test-before-invest technologies via introductory services.

In it, one can find a curated catalogue specifically tailored to industry needs, ensuring the right target audience is addressed, enabling crafting real uses cases that will help in promoting the developed technology.

Additionally, in order to attract the potential Early Adopters that want to stay connected with our newest test-before-invest opportunities, we have created the Smart Manufacturing Community newsletter.

With all of these actions we aim at maximising the impact of the work carried out by the project partners and bring it as many results as close as possible to the market. This will be accompanied by a constant support, continuously evaluating the needs of the partners and jointly deciding on which direction to follow to ensure the right outcomes are achieved.

MOVING AHEAD: PLANNED COMMUNICATION & DISSEMINATION ACTIVITIES

TARGETED EVENTS AND CONFERENCES

Throughout the project's duration, the strategic organizing of a variety of events, such as webinars, sessions, workshops, booths, and demos, will be extremely important as a means of boosting cascade opportunities. In order to interact with relevant data-centric initiatives and other projects financed by the European Community, emphasis will be made on active and involved participation in conferences and workshops organized in conjunction with major global events.

The goal of COROB is to present and publish its work and innovative findings in esteemed periodicals and journals in addition to carefully selected conferences, locations, and panels. The following Tables outline the conferences and publications where the collaboration intends to promote COROB. Project partners will be updating this list on a regular basis to add conferences that take place after 2025.

Targeted Events		
Event	**Date**	**Type of Audience**
European Robotics Forum 2024	13-15 March 2024. Rimini, Italy	Industry, Policy Makers, Manufacturing
CIRP Conference on Manufacturing Systems 2024	29-31 May 2024. Povoa de Varzim, Portugal	Industry, Manufacturing
FAIM 2024	23-26 June 2024. Taichung, Taiwan	Academia, Industry
EFTA 2024	10-13 September 2024. Padova, Italy.	Academia
EBDVF 2024	2-4 October 2024. Budapest, Hungary	Academia, Industry, HE
ECAI 2024	19-24 October 2024. Santiago de Compostela	Industry, Manufacturing, Academia
IEEM 2024	15-18 December 2024. Bangkok, Thailand	Academia, Industry

Table 5: COROB Targeted events

Targeted Publications	
Publication Type	**Submission To**
Scientific Peer Reviewed Publication	IEEE Transactions on Industrial Informatics

Scientific Peer Reviewed Publication	Elsevier Journal of Manufacturing Systems
Scientific Peer Reviewed Publication	International Journal of Information Technology & Decision Making
Scientific Peer Reviewed Publication	International Journal of Advanced Manufacturing Technology
Scientific Peer Reviewed Publication	International Journal of Computer Integrated Manufacturing
Scientific Peer Reviewed Publication	Computers & Industrial Engineering
Scientific Peer Reviewed Publication	International Journal of Computational methods in Engineering Science and Mechanics
Scientific Peer Reviewed Publication	Journal of Manufacturing and Materials processing

Table 6: Targeted Publications

OPEN CALL PROMOTION

The open call will be launched during the first year of the project (scheduled for April 2024). An integrated promotional campaign will be launched and various promotional activities will be carried out before and during the application period in order to reach the broadest and most appropriate audience.

Open Call promotion activities will be coordinated with the Open Call leading partner FundingBox and will include:

- Press Release to be distributed to relevant media outlets
- Dissemination through mailing groups of relevant initiatives
- Publication via forums and portals like Funding Box, BDVA, etc. ;
- Publication of the open call on all relevant websites for EU and multimedia communications projects.
- Website: Dedicated page on the COROB website to promote the Open Call opportunities, clearly outline the application process, deadlines and all information, and have an easily accessible space to submit applications.
- Social Media: Disseminate the Open Call applications through the COROB channels as well as the partners' channels. A dedicated paid promotional campaign will be produced if needed.
- Events: Produce promotional material to be distributed for both online and offline events. Additionally, when relevant, specific presentations will be given at conferences to promote the open calls among stakeholders.

After the first submission and review period, the open call winners will be made public on the project website.

IMPACT ASSESSMENT

To guarantee the project's success, the COROB Communication and Dissemination Plan will be frequently reviewed and modified throughout. A set of KPIs has been developed in order to measure the effects and provide the most accurate assessment of the communication and distribution operations.

The key performance indicators (KPIs), their applicability to the methods and channels used, the anticipated goal value, and the existing state of affairs at M06 are all listed in the table below.

Measure	Indicators	Target	Status at M06
Website	Total visits (yearly) 2000	Website Total visits (yearly) 2000	600
Social Media	N. of followers (by project end) on Twitter N. of followers (by project end) on LinkedIn	400 300	55 84
Press Releases	N. of published press releases (by project end)	≥ 3	1
News items on project website	N. of published news items (yearly)	≥ 12	6
Newsletter	N. of Newsletters sent out	6	1
Flyers/brochures **Posters/roll-ups**	N. of developed flyers/brochures (incl. digital brochures) N. of printed/distributed flyers/brochures N. of produced posters/roll-ups	3 500 ≥ 2	3 150 0
Videos	N. of produced videos	≥2	2
Events (giving a presentation, incl. online)	N. of attended events (yearly) N. of participants	≥ 2 >500	2 200
Events (organizations)	N. of organized events (by project end) N. of participants	≥3 >50	0
Scientific publications	N. of publications	6	0
COROB Community	N. of members	400	29

Table 7: KPIs and current status (M06)

CONCLUSIONS AND NEXT STEPS

The Deliverable 7.1 Communication, Dissemination and Exploitation Strategy has been carefully developed to guarantee the broad visibility, promotion, and adoption of COROB's achievements. It offers detailed instructions and a uniform structure for all project activities that are scheduled. D7.1 summarizes the anticipated marketing initiatives for the following months, including the actions that were done between M01 and M06 as well as the first communication, distribution, and community development plan. By taking a proactive stance, COROB is able to maintain its knowledge, successes, and ideas while maximizing the efficacy of its outreach, distribution, stakeholder involvement, and Open Call promotion initiatives.

The goal of the Communication, Dissemination, and Exploitation Strategy is to guarantee that all outreach programs follow set protocols, are carried out on schedule, and preserve the integrity and quality of the messages. It highlights how important it is for every consortium member to actively participate in project activities. For project partners, this paper is an essential resource that outlines several routes of communication, dissemination initiatives, and related KPIs. By combining this data, it makes it possible for stakeholders to plan and carry out communication and distribution campaigns in a coordinated manner, guaranteeing uniformity and effectiveness in outreach projects.

The European Commission and the AI and robotics community are also highlighted as critical partners in the program's implementation in the Communication and Dissemination Strategy Plan. A framework for monitoring and evaluating has been created in order to gauge the success of the suggested course of action and monitor advancement. Data from D7.2 and D7.3 will shed light on how the strategy was developed, how well key performance indicators were met, what events were attended and scheduled, and how well COROB's overall communication and dissemination strategy worked.

APPENDIX A – COROB BRAND IDENTITY

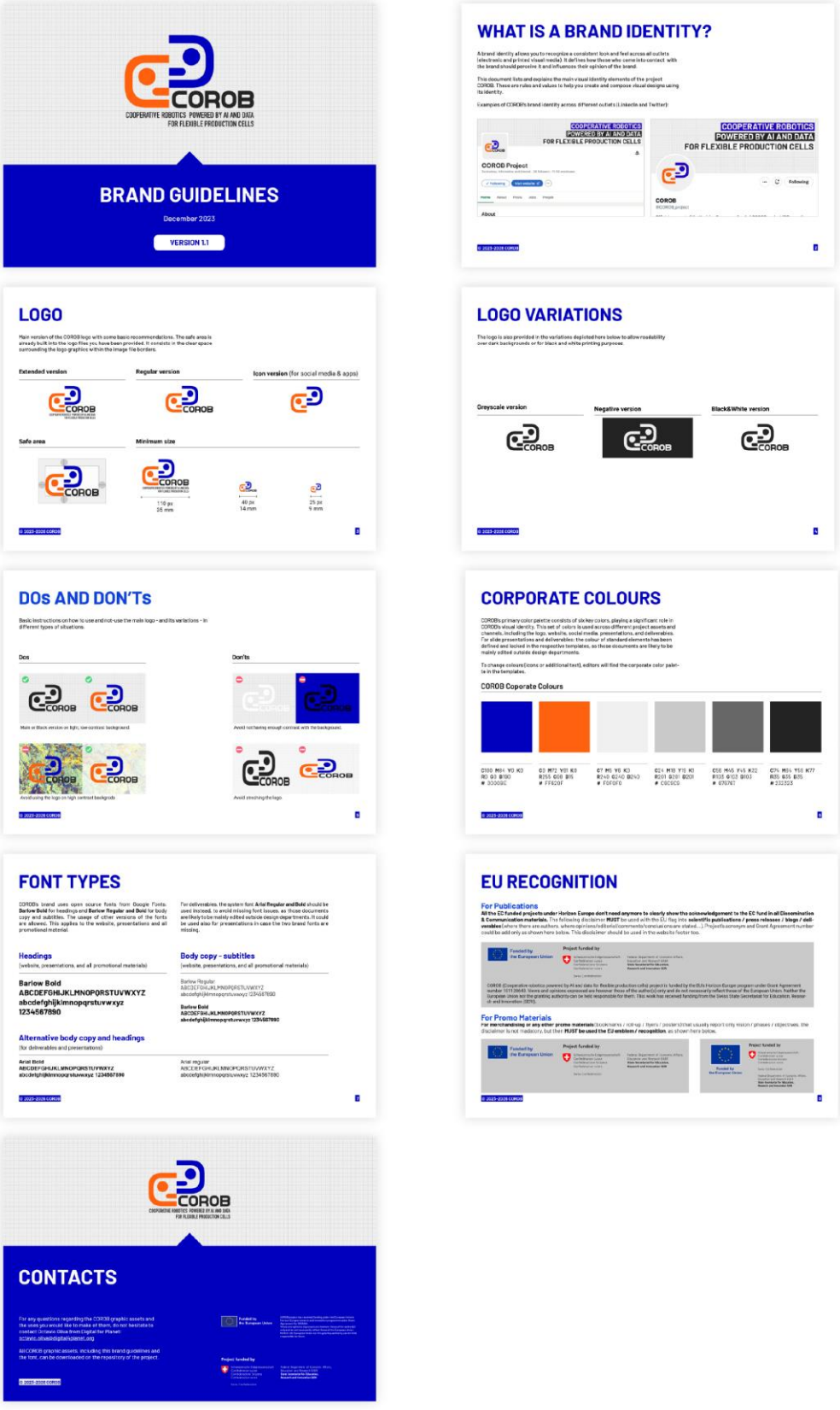

Figure 33: COROB's brand guidelines

APPENDIX B – COROB SLIDE DECK

Figure 34: COROB slide deck – Slide 1

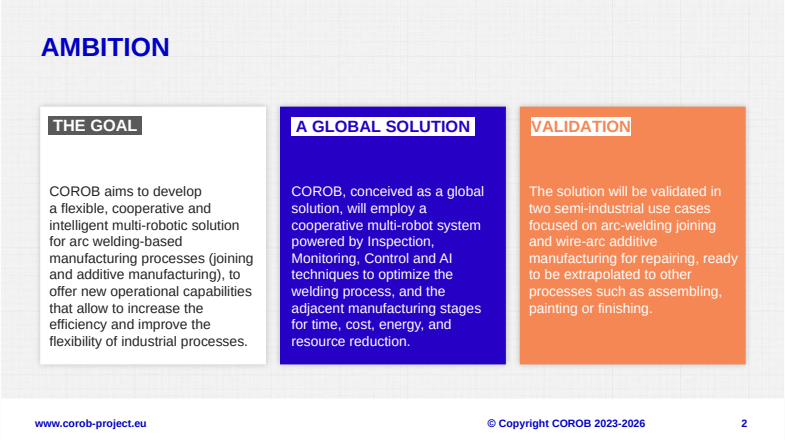

Figure 35: COROB slide deck – Slide 2

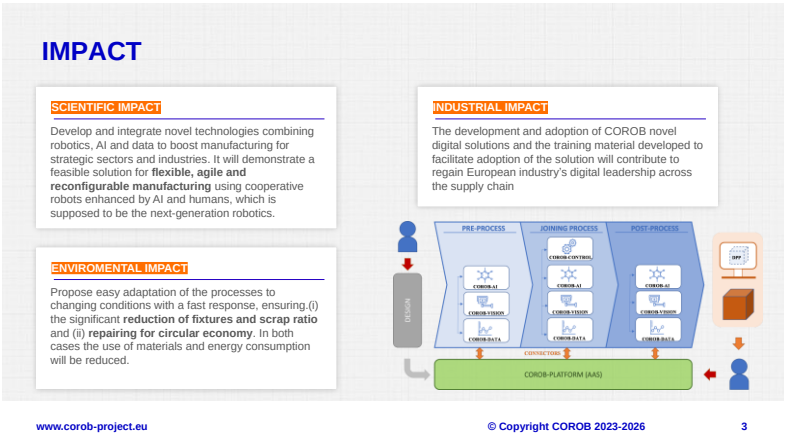

Figure 36: COROB slide deck – Slide 3

APPENDIX C- KICK-OFF PRESS RELEASE

COROB
COOPERATIVE ROBOTICS POWERED BY AI AND DATA FOR FLEXIBLE PRODUCTION CELLS

07.11.2023

PRESS RELEASE

COROB Project Kicks-Off

On October 2023, the COROB project officially started its work. The consortium of leading researchers and innovators in the AI and robotics sphere come together to lay the foundation for the next three years of work.

Recent advancements in robotics and digital technologies have brought increased attention to the need for flexible, sustainable, efficient, and high-quality production processes. Cooperative collaboration between robots has become a focus of interest due to its potential benefit, as it can improve manoeuvrability and manipulability in various industrial tasks.

Multi-robot cooperative systems can perform complex tasks together and address challenges that a single robot cannot handle. However, deploying multiple cooperative robots in industrial environments is still a complex task. The COROB project aims to develop a **smart cooperative multi-robotic system** for flexible and reconfigurable manufacturing in arc welding processes and will contribute to resource saving, circular economy, multi material/product manufacturing and cost savings.

The COROB consortium brings together **8 partners (plus an Associated partner)** from **6 different countries** involving a well-balanced group with diverse backgrounds and complementary expertise, skills and resources. The consortium includes:

1. **Research Technology Organizations:** Lortek, University of Patras, Eindhoven University of Technology;
2. **Industrial Partners :** DGH Robotica, Gizelis Robotics, Netcompany-Intrasoft;
3. **Actors devoted to transversal activities:** FundingBox Accelerator / FungingBox Communities, Digital for Planet.

All partners look forward to beginning the project and enabling european innovation in cooperative robotic systems.

Press Contact and Social Media:

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COROB Project

Funded by the European Union

COROB project has received funding under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 10112064. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

Figure 37: COROB's kick-off press release