



D7.1 Communication & Dissemination plan

Project Number	101070421
Project Acronym	MUSAE
Project Name	A human-centred factory for a future technological sustainable development driven by arts
Project starting date	1 September 2022
Project end date	31 August 2025
Work Package producing the document	WP7
WP Lead Partner	UCD
Other Partner(s) involved	All
Deliverable identifier	D7.1
Deliverable lead beneficiary	UCD
Due date	28/02/2023
Date of delivery	28/02/2023
Version	2.0
Author(s)	Lorraine Brennan, Aoife O’Gorman
Classification	PUBLIC
Document Status	Final version

This project has received funding from the **Horizon Europe Framework Programme (HEU)** under grant agreement No 101070412.

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Revision History

Version	Date	Created / modified by	Comments
1.0	24/02/2023	Dr Aoife O’Gorman (UCD)	First draft. – has been reviewed by all partners
1.1	27/02/2023	Pieta Ivanova Radeva (UB)	Reviewed
2.0	28/02/2023	Lorraine Brennan	Final version

Executive summary

This report contains the communication and dissemination plan of the MUSAE consortium. The plan describes the dissemination strategy and the communication and dissemination tools to be used by the MUSAE consortium. The communication and dissemination plan will be updated yearly as the project develops. The overall aim of the communication and dissemination plan is to maximise the awareness of the project, it's ambition, and activities.

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1. Communication & Dissemination Plan

1.1. Purpose of the document

The MUSAE communication plan aims to:

- (1) Raise awareness of the project, its ambition, and activities by engaging with a wide community of different stakeholders across Europe to build a cross-sectoral transnational network.
- (2) Promote greater interest and understanding of project goals, outcomes and results to its target groups and stakeholders

These actions are under the work package (WP7) called 'Dissemination and communication'. The communication and dissemination plan will be updated yearly as the project develops.

1.2. Definitions

Communication consists of targeted actions to inform and promote the project.

Dissemination provides information on the results of the project, spreading the word about the project successes and outcomes as far as possible. Dissemination occurs when results and initiatives of the project become available.

Communication and dissemination are an on-going activity and start at the very beginning of the project and will last even after it ends.

1.3. Internal Communication

The internal communication strategy aims to keep all partners fully informed about the project's status and any other important issues to ensure transparency to achieve project objectives. The consortium will use traditional and virtual communication tools.

- (1) Meetings – monthly project meetings (online) and Project consortium meetings - once every 6 months.
- (2) File sharing (e.g. One drive).
- (3) Virtual communication (emails etc).

All partners are invited to actively communicate with the Work Package Leaders to inform of project progression and issues that arise.

1.4. Consortium Partners

The whole team will share the responsibility for communication and dissemination actions and the results achieved during the project. All partners will carry out promotion, communication and dissemination using their resources and means. UCD will lead WP7 and will ensure that the planned strategy is implemented.

Participant No	Organisation Name	Short Name	Country
1 (Coordinator)	Politecnico di Milano	POLIMI	Italy
2	Ab.Acus Srl	ABACUS	Italy
3	University of Manchester	UoM	UK
4	Universitat de Barcelona	UB	Spain
5	MADE scarl	MADE	Italy
6	PAL Robotics SL	PAL	Spain
7	Gluon	GLUON	Belgium
8	University College Dublin	UCD	Ireland

Table 1: List of participants

1.5 Stakeholder Analysis

UCD as WP7 leaders, will perform an in-depth analysis and mapping of the relevant stakeholders and their interests and capacities to contribute to the project as well as uptake its results. Each partner will be asked to produce a file containing a list of stakeholders, their interests and contact details. UCD will then compile this list of stakeholders. The communication plan will define the communication needs and corresponding messages and channels for each target audience.

1.5.1 Audience & Target Groups

The main stakeholders of MUSAE can be categorised in subset target groups as follows;

Main Target Groups	Specifications/Key messages	Resources, channels
(E)DIHs network	"Adopting the MUSAE model we will offer a new approach to accelerate a digital and sustainable transformation gaining relevance among the network"	During: Project Website, Public Deliverables; LinkedIn; Newsletters and Press releases; Webinars and Events; YouTube/ Vimeo channels; Training labs; MUSAE project pills After: STARTS platform; MUSAE Factory model Pack
Industries & industry association	"Artistic collaboration and strategic approach are fundamental to anticipate new technological application with a human-centered approach"	During: Project Website, Public Deliverables; LinkedIn/ Facebook/Instagram; Newsletters and Press releases; Events; Youtube/Vimeo; Open calls; Art-tech residence programs

		After: STARTS platform; MUSAE project pills
STARTS regional centres and artistic associations	"MUSAE will equip artists to systematically contribute to companies R&I aimed at exploring future application scenarios for technologies"	During: Project and STARTS Website, Public Deliverables; Facebook/Instagram; Newsletters and Press releases; Events; YouTube/Vimeo; Open calls; Art-tech residence programs; Training Lab; MUSAE project pills After: STARTS platform; MUSAE Factory model Pack
Scientific & research community	"Being part of MUSAE experts' network is fundamental to enable SMEs EU green and digital transformation"	During: Project Website; Public Deliverables, LinkedIn/ Facebook; Newsletters and Press releases; Events; YouTube/ Vimeo; Open calls; Art-tech residence programs; Training Lab; MUSAE project pills; Papers; Journal Articles; Booklets After: STARTS platform; MUSAE Factory model Pack; Consortium partners' channels
Policy makers	"MUSAE will provide evidence-based results to be integrated in decision making and policy design for the human and planet wellbeing with technological application"	During: Project Website; Public Deliverables, LinkedIn/ Facebook; Newsletters and Press releases; Events; YouTube/ Vimeo channels; Papers; Journal Articles; Booklets After: STARTS platform; MUSAE Factory model Pack; Consortium partners' channels
Citizens	"MUSAE will explore and experiment with the ways digital technologies can be applied to everyday lives to achieve healthier lifestyles and healthier planet"	During: Project Website; Public Deliverables, LinkedIn/ Facebook; Press releases; Events; YouTube/ Vimeo channels; Papers; Booklets After: STARTS platform

Table 2: Audience and target groups

1.5.2 Dissemination outside consortium

The dissemination activity will be implemented at regional/local level, national and European level. The MUSAE partners have committed to support -also beyond the framework – exploitation of the MUSAE results to identify suitable conditions to ensure self-sustainability of the project's results. The following section will outline the dissemination strategy that the consortium intends to carry out.

1.6 Dissemination strategy

The aims of the MUSAE dissemination strategy are:

- To create a project brand identity

- To design, update and maintain an active project website
- To use social media to attract new stakeholders and grow the project and
- To prepare a meaningful communication tool kit to inform stakeholders about project achievements/developments

1.6.1 Consortium Channels

The main communication (Twitter/LinkedIn etc) will come through STARTSEU (<https://twitter.com/STARTSEU>) and partners can retweet etc via their communication channels. Each partner can use their communication platforms to disseminate local outputs as well.

All posts that are disseminated via social media channels will be evaluated based on their analytics and recorded for reporting purposes.

The capabilities of reaching audiences for each partner's communication platforms are large; an example of Polimi's communication platform is given below:

- Facebook reach: 138,996
- LinkedIn reach: 297,441
- Twitter reach: 37,472
- Instagram reach: 67406
- Website reach: 344,1317

STARTSEU reaches the following;

- Facebook reach: 2976
- Instagram reach: 3360
- Twitter reach: 45,600

Partner	Website	LinkedIn	Twitter	Instagram	FB	YouTube
POLIMI	https://www.polimi.it/en	https://www.linkedin.com/company/politecnico-di-milano-a7a880211/ linkedin.com/school/165509	https://twitter.com/polimi https://twitter.com/IDEActivity	https://www.instagram.com/design.polimi/ https://www.instagram.com/ideactivitycenter/	facebook.com/polimi	youtube.com/polimi
ABACUS	www.abacus.eu	https://www.linkedin.com/company/abacus-srl	https://twitter.com/abacus_tweets	https://www.instagram.com/abacus	https://www.facebook.com/abacus.eu	
UoM	https://corolab.github.io/		https://twitter.com/corolab_uom			

UB	http://www.ub.edu/imarte/					
MADE	https://www.made-cc.eu/	https://www.linkedin.com/company/made-competence-center-industria-4-0	https://twitter.com/madecc40			https://www.youtube.com/channel/UC_f56xPiI25oXdgiK7mfl5g
PAL	https://pal-robotics.com/	https://www.linkedin.com/company/pal-robotics/	https://twitter.com/PALRobotics	https://www.instagram.com/palrobotics	https://www.facebook.com/palrobotics	
GLUON	www.gluon.be			https://www.instagram.com/gluon_bxl/	https://www.facebook.com/gluonBrussels	
UCD	https://www.ucdnutrimarkers.com/		https://twitter.com/metabomarkers			

Table 3: Consortium channels

The overall aim is to maximise the utilisation of dissemination platforms of the consortium. Dissemination activities must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools. **Annex 1** provides the key contacts in the MUSAE consortium.

1.6.2 General Overview & Timeframe

In general, promotion of the project will come throughout its lifetime (36 months), while dissemination of results will occur once they emerge.

1.6.3 Dissemination Actions & Channels

The dissemination of project results will be tailored to reach all audiences and stakeholders in the most efficient manner, using appropriate communication channels and dissemination tools. To strengthen the selection of different channels and media for dissemination according to the target audiences, consortium partners have access to.

The tools outlined below are planned to reach target groups and disseminate project results.

Tools/Actions	Objectives	Performance indicators
Project website and Social Media platforms	Make target groups and general audiences aware of the project, its progression and results it generates.	Indicators will be the numbers of visits/per month (Google analytics), for example Twitter impressions etc

Creation of a stakeholder mailing list and needs	To create a database of stakeholder groups, identify their needs and send out project information as required/needed. This database will be a live document and can be edited throughout the project lifetime	List of contacts
Exhibitions	Two exhibitions will take place (M15, M30) to showcase prototypes & will spread the real impact of the Factory model on companies' innovation supported by (E)DIHs around Europe.	Number of attendees
Webinars & Events	4 webinars and 2 events will be hosted during the project.	Number of attendees
Knowledge transfer workshops	A number of workshops will be held on a regular basis to teach digital skills and artistic thinking to citizens, and in particular the younger generation.	Number of attendees
Review of internal dissemination activities	To monitor internal dissemination activities to determine what dissemination activities partners are fulfilling	Email/google form sent every 6 months to capture dissemination activities. Indicators will be numbers of activities every 6 months
Developing links with other EU projects through which we can disseminate our findings & for cross-fertilisation between projects	<p>To link with other EU projects to reach wider audiences for dissemination</p> <p>Projects identified include but not limited to: The Erasmus+ project; Robo Steam (ref Petia Radeva, UB)</p> <p>MSCA ETN PERSEO on Personalised Robotics (ref Angelo Cangelosi, UoM)</p> <p>MSCA DN TRAIL on explainable AI for robotics (ref Angelo Cangelosi, UoM)</p>	List of new contacts

Table 4: Tools to reach target groups

The publication of papers in open access peer-reviewed academic journals and conference presentations (oral/poster) will also contribute to project pro-active dissemination and project advocacy to the broad academic community. In the following table we give some examples of conferences and journals that the project team aims to attend/publish.

Publication/Conference Name	Institution	Planned date
ACM/IEEE International Conference on Human-Robot Interaction	UoM	2024-25
IEEE International Conference on Robot & Human Interactive Communication	UoM	2024-25
Publication in the Academic Journal BRAC: Barcelona, Recerca, Art i Creació	UB Arts	2024

Visapp'2023	UB	2023
ICCV'2023	UB	2023
CVPR'2024	UB	2024
Pattern Recognition	UB	2024
ROMAN conference https://www.ieee-ras.org/conferences-workshops/financially-co-sponsored/ro-man	UoM	2024
HRI conference https://humanrobotinteraction.org/	UoM	2024-2025

Table 5: Examples of planned publications or/and conferences

1.6.4 Follow Up Dissemination

The dissemination activities template has been developed made available to all partners on the shared One Drive, who are encouraged to complete after every dissemination activity. Recording these activities is important for further funding.

1.7 Communication & Dissemination Tools

A communication and dissemination kit and rules is being developed by UB (D7.2). UB have developed the project's website, project brand and graphic identity together with leaflets, templates for Word, Power Point, brochure, posters, and a set of banners, visuals and infographics, all necessary advertising material. UB is responsible for keeping the communication material updated. UB also creates and updates the project social media platforms.

All partners are required to actively contribute to the dissemination of the project outputs and contents by sharing news/blogs published on the projects website on their own communication channels.

A communication plan has been developed and can be found in the shared MUSAE drive. All partners are invited to participate in the communication of the project and are asked to put their names to some of the communication activities. This plan will be reviewed and updated throughout the lifetime of the project.

1.8 Funding Acknowledgements

The European Commission logo (below) should appear on any related dissemination material to acknowledge the MUSAE project funders.



Figure 1: European Commission logo

1.9 Annexes

Annex 1: Key MUSAE contacts

Participant No	Organisation Name	Main Contact	Email	Alternative contact	Email
1	POLIMI	Maria Rita Canina	marita.canina@polimi.it	Tatiana Efremenko Carmen Bruno	tatiana.efremenko@polimi.it carmen.bruno@polimi.it
2	ABACUS	Maria Bulgheroni	mariabulgheroni@ab-acus.com	Laura Giani	lauragiani@ab-acus.eu
3	UoM	Angelo Cangelosi	angelo.cangelosi@manchester.ac.uk	Wenjie Huang	wenjie.huang@manchester.ac.uk
4	UB	Petia Radeva & Eloi Puig	petia.ivanova@ub.edu puigme@ub.edu	Teresa Minguell & Umair Haroon	teresawxyz@gmail.com umairharoon3797@gmail.com
5	MADE	Maria Rossetti	maria.rossetti@made-cc.eu		
6	PAL	Gizem Bozdemir	gizem.bozdemir@pal-robotics.com	Francesco Ferro	francesco.ferro@pal-robotics.com
7	GLUON	Ramona Van Gansbeke	ramona@gluon.be	Christophe De Jaeger	christophe@gluon.be
8	UCD	Prof. Lorraine Brennan	lorraine.brennan@ucd.ie	Aoife O' Gorman	aoife.ogorman@ucd.ie