



## D7.2 Communication & Dissemination plan – (b)

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## Executive summary

The overall communication and dissemination plan for the duration of the MUSAE project was developed last year and submitted as Deliverable 7.1. This deliverable report (D7.2) contains the communication and dissemination plan of the MUSAE consortium for year 2 activities in-line with what was outlined in D7.1. The plan describes the activities that the team plan to achieve for year 2 in order to communicate and promote the MUSAE project and its results. 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 – Year 2

## 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. A communication and dissemination plan was developed for the project and submitted as Deliverable 7.1. Communication and dissemination are an on-going activity and start at the very beginning of the project and will last even after it ends. *Some edits have been made to D7.1 and are outlined below.*

## 1.2. Consortium Partners

A new consortium partner (ETF Robotics) joined the team in 2023 and are added to the list of participants below as participant number 9.

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
9	ETF Robotics	ETF	Serbia

Table 1: List of participants

## 1.3 Consortium Channels

The main communication (Website /Twitter/LinkedIn / Instagram, etc) comes through STARTSEU (<https://musae.starts.eu> ; <https://twitter.com/STARTSEU> ; <https://www.instagram.com/startseu>, etc) and partners resend it 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. *ETF robotics social media reach has been added to Table 3.*

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: 67,406
- Website reach: 344,1317

STARTSEU reaches the following;

- Facebook reach: 2,976
- Instagram reach: 3,360
- Twitter reach: 45,600

Partner	Website	LinkedIn	Twitter	Instagram	FB	YouTube
POLIMI	<a href="https://www.polimi.it/en">https://www.polimi.it/en</a>	<a href="https://www.linkedin.com/in/ideactivity-center-politecnico-di-milano-a7a880211/">https://www.linkedin.com/in/ideactivity-center-politecnico-di-milano-a7a880211/</a>  linkedin.com/school/165509	<a href="https://twitter.com/polimi">https://twitter.com/polimi</a>  <a href="https://twitter.com/IDEActivity">https://twitter.com/IDEActivity</a>	<a href="https://www.instagram.com/desig.polimi/">https://www.instagram.com/desig.polimi/</a>  <a href="https://www.instagram.com/ideactivitycenter/">https://www.instagram.com/ideactivitycenter/</a>	facebook.com/polimi	youtube.com/polimi
ABACUS	<a href="http://www.abacus.eu">www.abacus.eu</a>	<a href="https://www.linkedin.com/company/abacus-srl">https://www.linkedin.com/company/abacus-srl</a>	<a href="https://twitter.com/abacus_tweets">https://twitter.com/abacus_tweets</a>	<a href="https://www.instagram.com/abacus">https://www.instagram.com/abacus</a>	<a href="https://www.facebook.com/abacus.eu">https://www.facebook.com/abacus.eu</a>	
UoM	<a href="https://corolab.github.io/">https://corolab.github.io/</a>		<a href="https://twitter.com/corolab_uom">https://twitter.com/corolab_uom</a>		<a href="https://www.facebook.com/UniversitatdeBarcelona">https://www.facebook.com/UniversitatdeBarcelona</a>	
UB	<a href="https://www.ub.edu/imarte/">https://www.ub.edu/imarte/</a>		<a href="https://twitter.com/UniBarcelona">https://twitter.com/UniBarcelona</a>	<a href="https://www.instagram.com/unibarcelona">https://www.instagram.com/unibarcelona</a>		
MADE	<a href="https://www.made-cc.eu/">https://www.made-cc.eu/</a>	<a href="https://www.linkedin.com/company/made-competence-center-industria-4-0">https://www.linkedin.com/company/made-competence-center-industria-4-0</a>	<a href="https://twitter.com/madecc40">https://twitter.com/madecc40</a>			<a href="https://www.youtube.com/channel/UC_f56xPil25oXdgiK7mfl5g">https://www.youtube.com/channel/UC_f56xPil25oXdgiK7mfl5g</a>
PAL	<a href="https://pal-robotics.com/">https://pal-robotics.com/</a>	<a href="https://www.linkedin.com/company/pal-robotics/">https://www.linkedin.com/company/pal-robotics/</a>	<a href="https://twitter.com/PALRobotics">https://twitter.com/PALRobotics</a>	<a href="https://www.instagram.com/palrobotics">https://www.instagram.com/palrobotics</a>	<a href="https://www.facebook.com/palrobotics">https://www.facebook.com/palrobotics</a>	

GLUON	<a href="http://www.gluon.be">www.gluon.be</a>			<a href="https://www.instagram.com/gluon_bxl/">https://www.instagram.com/gluon_bxl/</a>	<a href="https://www.facebook.com/gluonBrussel">https://www.facebook.com/gluonBrussel</a>	
UCD	<a href="https://www.ucdnutrimarkers.com/">https://www.ucdnutrimarkers.com/</a>		<a href="https://twitter.com/metabomarkers">https://twitter.com/metabomarkers</a>			
ETF	<a href="http://robot.eetf.rs/">http://robot.eetf.rs/</a>	<a href="https://www.linkedin.com/company/etf-robotics">https://www.linkedin.com/company/etf-robotics</a>  <a href="https://www.linkedin.com/school/etf-belgrade">https://www.linkedin.com/school/etf-belgrade</a>				

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 updated key contacts in the MUSAE consortium.

## 1.4 Planned activities for Year 2

Building on the foundation and tools established in Year 1, the plan for communication and dissemination activities are described in **Annex 2**. We will continue to update and utilise our website and social media channels to promote the MUSAE project. In addition, a number of conferences, publications, events etc are planned for Year 2. KPIs for each activity will be recorded, evaluated and reported at the end of the year. An overview of the activities planned for target stakeholder groups are given below;

### (1) Scientific community

A number of conference attendance and participation (9) are planned for year 2, of which a number are robotics, computer vision, SciTech and design futures conferences are outlined in Annex 2. In addition, 4 journal publications have been proposed for year 2. The MUSAE website and social platforms will also be used to disseminate and promote these activities.

### (2) Citizens/Public

An outreach S+T+ARTS event and a TV appearance have been proposed for the coming year. These events will promote the MUSAE project and findings to date to the public domain. In addition, exhibitions to present the results of the First Art-Tech residency (scenarios and artworks) will be organized. A Vimeo/Youtube channel will also be established or we will use the STARTS EU Youtube channel to promote the project.

### (3) S+T+ARTS & artistic associations

MUSAE will continue to link with the S+T+ARTS programme to promote the project via website, social media, newsletters, the first open call residency and the resulting first exhibition of artists scenarios. At least one webinar will be organised prior to the 2<sup>nd</sup> open call, which will be an informative session on the project, how to apply etc. In addition, a magazine article is planned for M24.

### (4) DIH networks

A number of newsletters and a press release are planned for year 2. Together with the aforementioned webinar(s) and events, DIHs will be informed of the MUSAE project and its progression.

### (5) Industries

A number of activities such as the newsletter, press release, webinar, open calls will target industries to promote the MUSAE approach.

### (6) Policy makers

Policy makers will be informed of the project progress via newsletters, a press release, journal publications and project website.

## 1.5 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



## 1.6 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	<a href="mailto:tatiana.efremenko@polimi.it">tatiana.efremenko@polimi.it</a> <a href="mailto:carmen.bruno@polimi.it">carmen.bruno@polimi.it</a>
2	ABACUS	Maria Bulgheroni	mariabulgheroni@ab-acus.com	Laura Giani	<a href="mailto:lauragiani@ab-acus.eu">lauragiani@ab-acus.eu</a>
3	UoM	Angelo Cangelosi	angelo.cangelosi@manchester.ac.uk	Wenjie Huang	<a href="mailto:wenjie.huang@manchester.ac.uk">wenjie.huang@manchester.ac.uk</a>
4	UB	Petia Radeva & Eloi Puig	<a href="mailto:petia.ivanova@ub.edu">petia.ivanova@ub.edu</a> <a href="mailto:puigme@ub.edu">puigme@ub.edu</a>	Umair Haroon	<a href="mailto:umairharoon3797@gmail.com">umairharoon3797@gmail.com</a>
5	MADE	Maria Rossetti	<a href="mailto:maria.rossetti@made-cc.eu">maria.rossetti@made-cc.eu</a>	Ottavia Villain	<a href="mailto:ottavia.villain@made-cc.eu">ottavia.villain@made-cc.eu</a>
6	PAL	Gizem Bozdemir	gizem.bozdemir@pal-robotics.com	Lorna McKinley	<a href="mailto:lorna.mckinlay@pal-robotics.com">lorna.mckinlay@pal-robotics.com</a>
7	GLUON	Ramona Van Gansbeke	ramona@gluon.be	Christophe De Jaeger	christophe@gluon.be
8	UCD	Lorraine Brennan	lorraine.brennan@ucd.ie	Aoife O' Gorman	<a href="mailto:aoife.ogorman@ucd.ie">aoife.ogorman@ucd.ie</a>
9	ETF	Kosta Jovanovic	kostaj@etf.rs	Maja Trumic	maja.trumic@etf.rs

**Annex 2:** Table of activities planned for Year 2

Activity no	Activity	Partner	Proposed Date	Description	Type of audience	KPI	Other comments
1	Conference	UoM	13-16 <sup>th</sup> March 2024	ACM/IEEE conference on human-robotic interaction - Stockholm	Scientific	Oral/poster presentation delivered No of attendees	
2	Conference	UoM	2024	IEEE Int Conf on robot & human interactive communication	Scientific	Oral/poster presentation delivered No of attendees	
3	Conference	UB-tech	18-22 <sup>nd</sup> June 2024	CVPR 24	Scientific	Oral/poster presentation delivered No of attendees	
4	Conference	UoM	2024	IEEE RO-MAN conference	Scientific	Oral/poster presentation delivered No of attendees	
5	Conference	UoM	11-14 <sup>th</sup> March 2024	HRI 2024	Scientific	Oral/poster presentation delivered No of attendees	
6	Conference	POLIMI	13-14 <sup>th</sup> June 2024	Futures Conference 2024	Scientific	Oral presentation delivered No of attendees	
7	Journal publication	UB-Art	2024	the Academic Journal BRAC	Artistic, humanistic	Published Paper	
8	Journal publication	UCD, POLIMI	Nov 2024	Nutrition Bulletin Publication describing the MUSAE project	Scientific	Published Paper	

9	Journal publication	POLIMI	June 2024	International journal of design	Scientific	Published paper	
10	Journal publication	POLIMI	June 2024	Journal of future studies	Scientific	Published paper	
11	Magazine Article	GLUON	M24		Artists/Designers	Article published in a magazine	unspecific
12	Press release	POLIMI	M18	Announcement of the 2 <sup>nd</sup> open call	Artists/Designers	Press release sent out to stakeholders to announce 2 <sup>nd</sup> open call	
13	Exhibition(s)	UB-Art	M16 – online -	Artists presenting their scenarios	Artists/Designers/ General public	Number of event attendees	
	Exhibition(s)	UB-Art	M20 - Barcelona	Artists presenting their artworks	Artists/Designers/ General public	Number of event attendees	
14	Blogs/Forums	PAL-Robotics (1), POLIMI (2),	6 in year 2		Artists/designers/SMEs	Blog impressions Unique visitors Website contents download	
15	Webinars	MADE and other partners	2024	Webinar to take place prior to the 2 <sup>nd</sup> open call	Artists/designers/SMEs	Number of registrations/attendees	
16	Outreach event	ETF	M15	Event for STARTS community in Science Technology Park, Belgrade	Academia/Artists/SMEs	Successful delivery of event to approximately 50 people	
17	Newsletters	UCD	2/3 per year	Newsletters to promote MUSAE and	Academia, artists, designers, general public	Newsletters produced informing of MUSAE	

				update on findings etc		activities and achievements	
18	Conference	PAL	13-15 <sup>th</sup> March 2024	ERF 2024 – European Robotics Forum	Scientific	Oral/poster presentation delivered No of attendees	
19	TV appearance	ETF	M15-M24	Appearance on National TV, Serbia	General public	Number of people watching: ~100,000	
20	Conference	ETF	M23	National SciTech conference - IcETRAN	Academia	Oral/poster presentation delivered No of attendees: approx. 200	
21	Conference	ETF	M23	Robotics conference - RAAD	Academia	Oral/poster presentation delivered No of attendees: approx. 150	
22	Conference	MADE	2024	To promote the project and highlight the 2 <sup>nd</sup> open call		Oral/poster presentation delivered No of attendees:	
23	Vimeo/Youtube channels or via STARTS EU Youtube channel	UB-Art	2024	To explain the Scenario results after the first phase	Academia, artists, designers, general public	Number of views/downloads Approx. 250	
24	Residency programme (10 artists)	All	Oct 2024	MUSAE first open call residency programme	Artists/designers	10 artists/designers	