D7.3 Communication & Dissemination plan (c)

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1.0	01/8/2025	UCD (Dr Aoife O'Gorman & Prof Lorraine Brennan)	First draft
2.0	01/08/2025	PAL Robotics (Gizem Bozdemir)	Reviewed

Executive summary

This final communication and dissemination plan outlines a structured approach for maintaining visibility and impact beyond the project's lifetime. As MUSAE approaches its conclusion, the focus of communication efforts will shift from awareness-building to supporting exploitation, long-term sustainability and knowledge transfer. The activities in this plan align with the Model Transfer and Exploitation Plans (D6.6 and D6.7), which set out pathways to ensure the adoption and replication of MUSAE's key outcomes, the Factory Model, an integrated stakeholder network and DFA method. All partners are committed to ensuring MUSAE's tools and methods continue to reach audiences through upcoming planned events.

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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

The communication and dissemination plan was updated yearly as the project developed. The Plan was adapted to the needs of the project during each timeframe.

1.2. Consortium Partners

All MUSAE consortium partners remain active in dissemination through their platforms (e.g. LinkedIn, websites, Twitter, Instagram etc) and through the S*T*ARTS ecosystem. A list of key MUSAE contact is available in Annex 1.

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.

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

S*T*ARTSEU reaches the following;

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

Partner	Website	LinkedIn	Twitter	Instagram	FB	YouTube
POLIMI	https://www.polimi.it/en	https://www.linkedin.com/in/ideactivity-center-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.ab-acus.eu	https://www.linkedin.com/company/ab-acus-srl	https://twitter.com/abacus_tweets	https://www.instagram.com/ab.acus	https://www.facebook.com/abacus.eu	
UoM	https://corolab.github.io/		https://twitter.com/corolab_uom		https://www.facebook.com/UniversitatdeBarcelona	
UB	https://www.ub.edu/imarte/		https://twitter.com/UniBarcelona	https://www.instagram.com/unibarcelona		
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_f56xPiI25oXdgiK7mfI5g
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/gluonBrussel	
UCD	https://www.ucdnutrimarkers.com/		https://twitter.com/metabomarkers			
ETF	http://robot.etf.rs/	https://www.linkedin.com/company/etf-robotics https://www.linkedin.com/school/etf-belgrade				

Table 2: Consortium channels

The overall aim is to maximise the utilisation of dissemination platforms of the consortium. Different activities were tailored to different stakeholders via appropriate channels. Each year a plan was devised with input from all partners who were committed to the dissemination of project outputs. Overall, a large number of activities were achieved and are highlighted in Table 3. More detail of these activities can be found in Deliverables 7.5, D7.6 and D.7.7 – Communication and Dissemination Reports.

Activity Type	Number	Reach/impact
Outreach events	15	>3,578 participants
Workshops/conference presentations	16	>21,500 attendees
Scientific publications	16	>4,000 views, 26 citations (as of 11th July)
Blogs	3	>8,300 views
Press releases	4	Distributed widely to stakeholders
Webinars	8	>70 attendees, 500 views
Exhibitions	2	>2500 attendees
Podcasts	4	>21,000 plays/views
TV appearance	1	384 views (YouTube recording)
Social media campaigns	Ongoing	>30,000 engagements
Newsletters	31	>20,000 subscribers

Table 3: MUSAE project KPIs overview

1.4 Planned activities

As the project enters its final phase, all partners remain committed to actively promoting its outcomes and ensuring broad dissemination of results across relevant communities and networks. While formal project activities and funding conclude at the end of August 2025, efforts are being made to align key visibility opportunities with this timeline.

Planned communication and dissemination activities during the final project period include but are not limited to:

- Participation in the Futures4Europe foresight network and events, which offer a platform to share MUSAE insights with wider policy, innovation and research audiences interested in forward-looking, interdisciplinary collaboration.
- A dedicated RAFFI-el Workshop at ICSR 2025 organised by UoM and POLIMI, where MUSAE project results and methodologies will be shared with the social robotics and AI research community, highlighting the project's technical and methodological impact.
- Contribution to the Ars Electronica Festival 2025, with select partners exploring ways to showcase project-related outputs in line with the festival's themes.
- Dissemination to target stakeholder groups, including SMEs, tech companies, European Digital Innovation Hubs (EDIHs), artists and designers, academic and research institutions, policymakers, and the general public. This will be achieved through tailored communications, publications, and participation in relevant events and networks.
- Showcasing of awards and recognitions: Where applicable, partners will disseminate news of notable awards (e.g. a significant recognition for the Design Futures Art-Driven Method is its selection for inclusion in the ADI Design Index 2025 - Polimi), leveraging institutional press offices and sectoral media to raise visibility of MUSAE's achievements.
- Organisation of the workshop by POLIMI at Creative Skills Week 2025 in Prague to train creative entrepeneurs in the DFA method and disseminate the Factory Model
- Publication and dissemination of the book on implementation of Design Futures process in education by POLIMI will introduce the method and showcase successful MUSAE project case studies
- Dissemination of the STARTS book coordinated by Ars Electronica, where MUSAE consortium has contributed with a chapter on the project results
- Scientific publication: In addition to the existing body of work, more peer-reviewed publications are expected to emerge in the coming months.
- Legacy communications: Project outputs such as the Factory Model Pack and DFA methodology will continue to be referenced and promoted through partner-led events, academic teaching and institutional communication channels post-project.

In parallel, the project's long-term impact will be supported through the Model Transfer and Exploitation Plan (D6.6), which outlines the strategy for sustaining and scaling MUSAE's key outcomes. This includes ensuring the continued use and development of the Factory Model and the Design Futures Art-driven (DFA) methodology beyond the project's lifetime.

A series of dissemination materials were collated in the Musae website : https://musae.starts.eu/. This includes a series of brochures, the links to all publications relates to MUSAE, links to 6 webinars related to the open calls, links to 4 podcasts and examples of newsletters. Also included in the website are videos explaining the DFA method and detailed documentation related to it. Furthermore, information related to the scenarios developed by the artists and the concepts and prototypes are also included.

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

1.5 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
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4	UB	Petia Radeva & Eloi Puig	petia.ivanova@ub.edu eloi35@gmail.com	Umair Haroon	umairharoon3797@gmail.com
5	MADE	Filippo Stringa	filippo.stringa@made-cc.eu		
6	PAL	Gizem Bozdemir	gizem.bozdemir@pal-robotics.com	Lorna McKinley	lorna.mckinlay@pal-robotics.com
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8	UCD	Prof. Lorraine Brennan	lorraine.brennan@ucd.ie	Aoife O' Gorman	aoife.ogorman@ucd.ie
9	ETF	Kosta Jovanovic	kostaj@etf.rs	Maja Trumic	maja.trumic@etf.rs