



## D8.5 REPORT ON DISSEMINATION AND EXPLOITATION IN WIDENING REGIONS

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1.0	13/08/2024	Maja Trumic & Kosta Jovanovic (ETF)	First draft
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## Executive summary

Deliverable 8.5, titled “Report on Dissemination and Exploitation in Widening Regions,” will detail the dissemination, exploitation, and communication activities conducted in the widening region between M10 and M24.

These initiatives were led by the new consortium member, the School of Electrical Engineering (ETF) at the University of Belgrade, with support from the rest of the MUSAE consortium. Together, they ensured that project outcomes were effectively communicated to stakeholders in the widening countries, using appropriate dissemination tools and channels.

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# 1. Introduction

## 1.1. Purpose of the document

The purpose of this Deliverable is to report on the dissemination, exploitation, and communication activities undertaken by ETF to ensure MUSAE's impact in the widening region. All activities are aligned with MUSAE Dissemination and Communication Plan (Deliverable 7.1 and 7.2).

The target groups include artists, European Digital Innovation Hubs (DIHs) connected to AI, robotics, manufacturing and healthcare sectors, technological Small and Medium-sized Enterprises (SMEs), robotics scientific community, and art and engineering students. As the project enters its third and final year, ETF will continue its efforts through internal and external communication channels, with an increased focus on exploitation activities.

The document is structured as follows: Section 2 outlines the activities carried out, divided according to the target groups. Subsequent sections outline the activities such as the Belgrade workshop and the social media campaign. Annex 1 includes social media posts by ETF, Annex 2 lists those from S+T+ARTS media, and Annex 3 provides a table of KPIs related to dissemination, exploitation, and communication efforts in the widening region.

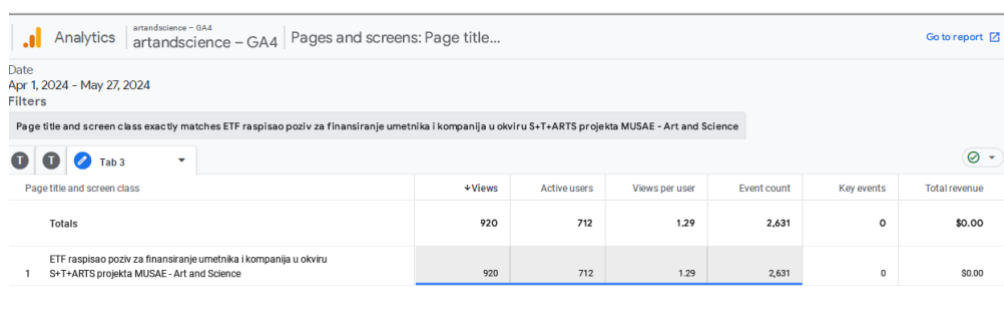
## 1.2. Terms and acronyms

DIH	Digital Innovation Hub
SME	Small and Medium-sized Enterprise
UCD	University College Dublin
POLIMI	Politecnico di Milano
UB-Art	University of Barcelona
ETF	School of Electrical Engineering

## 2. Dissemination, exploitation and communication activities

### 2.1. Artists

The website [www.artandscience.rs](http://www.artandscience.rs), managed by the Center for the Promotion of Science of the Republic of Serbia, serves as the primary regional portal for connecting artists and scientists. It was used to promote the workshop and the 2nd Open Call for artists, generating nearly 1,000 views on the MUSAE-related post. Additionally, the director of the art+science program distributed the information through their mailing list.



Page title and screen class	+Views	Active users	Views per user	Event count	Key events	Total revenue
Totals	920	712	1.29	2,631	0	\$0.00
1 ETF raspisao poziv za finansiranje umetnika i kompanija u okviru S+T+ARTS projekta MUSAE - Art and Science	920	712	1.29	2,631	0	\$0.00

Figure 1 - Snapshot from the [artandscience.rs](http://artandscience.rs) website that shows the number of views for the post about the MUSAE workshop and the 2nd Open Call

We promoted MUSAE by placing posters at the entrances of five art faculties in Belgrade: the Faculty of Contemporary Arts, Faculty of Fine Arts, Faculty of Dramatic Arts, Faculty of Applied Arts, and Faculty for Art and Design. We also regularly send emails to the vice-deans of these five faculties, as well as to those at the faculties of arts in Kragujevac, Novi Sad, Niš, and Priština.

In addition, we personally contacted 10 artists through our own networks. We created a mailing list that includes the emails of all artists who have shown interest in the MUSAE project or S+T+ARTS activities. This mailing list is regularly updated and used to share information about open calls, workshops, and other relevant news. It currently contains around 20 artist contacts.

### 2.2. Digital Innovation Hubs and SMEs

#### 2.2.1. Digital Innovation Hubs (DIHs)

ETF has reached out 35 European Digital Innovation Hubs (25 through the BOWI project network and 10 via the DIH2 project network), collectively connected to 2,000 SMEs. Through personal contacts and emails, we shared the project results and open calls with these hubs. To strengthen the connection between the MUSAE project and the DIHs and SMEs in widening countries, we not only invited them to apply for the 2nd Open Call but also encouraged them to participate as evaluators, ensuring active involvement in project activities.

Special attention has been devoted to disseminating project results to digital innovation hubs in the widening region, transferring knowledge by either visiting these DIHs in person or hosting their representatives:

- DIH Industrial Hub, region of Tuzla, Bosnia and Herzegovina, March 2024
- Science Technology Park Čačak
- Science Technology Park Niš, leader of newly established EDIH - S4AI\_HUB, region of South and West Serbia, March 2024
- Science Technology Park Belgrade, leader of newly established EDIH - CAPITAL INNOVATION POINT SERBIA, Central and North Serbia, July 2024
- Transilvania IT cluster, Romania, June 2024
- Pannonian Business Network Association, Hungary, January 2024



*Figure 2 - Meeting with the DIH representatives from Nis*



Figure 2 - Meeting the DIH representatives from Tuzla, Bosnia and Herzegovina



*Figure 3 - Meeting with the DIH representatives from Transilvania, Romania*



*Figure 4 - Transferring knowledge to the DIH representatives from Hungary*



Figure 6 - Meeting with the STP in Čačak

### 2.2.2. Small and medium-sized enterprises

To reach potential workshop participants and disseminate MUSAE project results, emails were sent to the Serbian Chamber of Commerce and Industry, Science and Technology Park (STP) in Belgrade, and STP in Čačak. These organizations were asked to share the information with their mailing lists, which include over 500 SMEs across Serbia and the region.

Additionally, companies with potential interest in the 2nd MUSAE residency were contacted directly. As a result, at least five SMEs from Serbia applied with artists for the 2nd MUSAE residency, with two of them receiving funding.

At the Fair of Technics and Technological Achievements, held in Belgrade in June 2024, more than 450 SMEs visited the ETF Robotics Laboratory stand, where they learned about cobot technology and the MUSAE project objectives.



*Figure 5 - ETF team presenting the collaborative robot capabilities at the Fair of Technics and Technological Advancements*

In March 2024, Prof. Kosta Jovanović presented insights on the S+T+ARTS initiative at the prestigious Kopaonik Business Forum, an event that attracts over a thousand participants annually. The forum brings together heads of state, prime ministers, ministers, senior representatives from regulatory bodies, international financial institutions, esteemed academics, diplomats, business leaders, and media professionals.



*Figure 6 - Prof. Kosta Jovanovic at the Kopaonik Business Forum*

### 2.2.3. Impact

The impact of the dissemination efforts can be measured by the number of evaluators and SMEs from widening countries involved in the 2nd MUSAE Open Call:



- Of the 43 evaluators, 10 were recommended by ETF. In addition to 2 internal evaluators from ETF, the panel included representatives from Transilvania IT Cluster (Romanian DIH), Progressive Robotics and European Dynamics (SMEs linked to the Greek DIH), Innovation Center (Belgrade STP), Pannonian Business Network (Hungarian DIH), and ELVEZ (Slovenian DIH).
- Of the 44 finalized proposals, 17 SMEs were from widening countries, including 1 from Croatia, 1 from Greece, 1 from Hungary, 3 from Romania, 7 from Serbia, 1 from Turkey, 1 from Latvia, 1 from Lithuania, and 1 from Portugal.

### 2.3. Scientific community

A paper titled “Deployment of Algorithms for Autonomous Drone Racing in a Real Environment,” co-authored by Marko Sušnjar and Kosta Jovanović, was presented at the Robotics in Alpe-Adria-Danube Region (RAAD) conference. This regional robotics conference, attended by around 100 participants primarily from the robotics research community in widening countries, explored the use of drones for autonomous inspection of fruit orchards, aligning with MUSAE objectives. The paper reached more than 140 views. Link to the conference proceedings: [link.springer.com/book/10.1007/978-3-031-59257-7](https://link.springer.com/book/10.1007/978-3-031-59257-7)



*Figure 7 - Marko Susnjar, a master student at ETF, presents the work on drones that can be used for orchards' monitoring*

Šušnjar, M., Jovanović, K. (2024). Deployment of Algorithms for Autonomous Drone Racing in a Real Environment. In: Pisla, D., Carbone, G., Condurache, D., Vaida, C. (eds) *Advances in Service and Industrial Robotics. RAAD 2024. Mechanisms and Machine Science*, vol 157. Springer, Cham. [https://doi.org/10.1007/978-3-031-59257-7\\_4](https://doi.org/10.1007/978-3-031-59257-7_4)

*Figure 8 - The conference paper presented at RAAD 2024 and supported by the MUSAE project*

### 2.4. Art and engineering students

Through social media, we reached out to 5000 engineering students, enrolled at the School of Electrical Engineering. Also, the Dean of ETF presented the MUSAE project to professors and students during the Day of ETF.



*Figure 9 - The Dean of ETF presenting the Horizon Europe projects, including MUSAE*

For art students, emails were sent to the vice-deans of nine art faculties in Serbia, requesting that they forward information about the first Open Call, the workshop, and the second Open Call to their students. Posters were also displayed at the entrances of five art faculties in Belgrade. In total, these faculties collectively have around 2,000 students.

## 2.5. The workshop in Belgrade

In April 2024, a workshop was held in Belgrade at the Chamber of Commerce and Industry of Serbia. The event attracted over 40 attendees, including approximately 15 company representatives, 16 artists, and 10 additional participants, as well as two representatives from public health institutions who expressed interest in the project. POLIMI supported the workshop by presenting the MUSAE project and giving advice regarding the agenda.



*Figure 10 - Workshop in Belgrade in April 2024*

## 2.6. Social media campaign and newsletters

In addition to the official MUSAE channels, the project was also promoted through the social media accounts of the University of Belgrade - School of Electrical Engineering, which has over 12,000 followers on LinkedIn and Instagram.

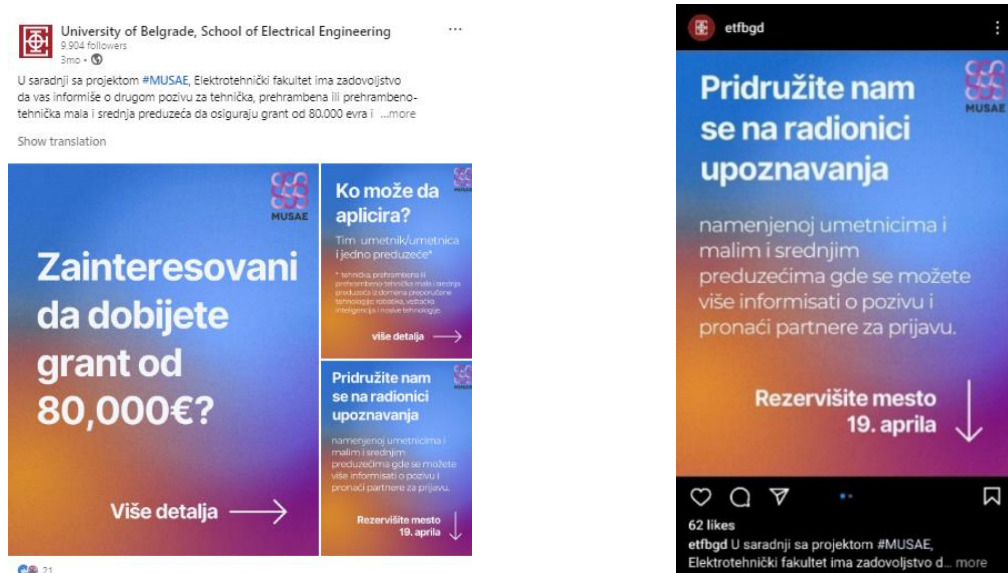


Figure 11 - LinkedIn post (left) and Instagram post (right) published by the ETF

Project results were also shared on the LinkedIn page of the ETF Laboratory for Robotics, with 5 posts published to date, reaching over 10,000 views (Annex 1).

UCD supported publishing of two S+T+ARTS newsletters that provided updates on the progress of MUSAE in widening countries. UB-Art contributed by reporting on the progress of Serbian artists through the S+T+ARTS social media channels and the MUSAE project website (Annex 2).

Link to the ETF Robotics LinkedIn page: <https://www.linkedin.com/company/etf-robotics/>

Link to the ETF LinkedIn page: <https://www.linkedin.com/school/etf-belgrade/>

Link to the ETF Instagram: <https://www.instagram.com/etfbgd/>

Link to the MUSAE website: <https://musae.starts.eu/>

Link to the S+T+ARTS LinkedIn page: <https://www.linkedin.com/company/starts-eu>

## Conclusion

With the support from UCD, UB-Art, and POLIMI, the project team at the School of Electrical Engineering has effectively performed dissemination, exploitation and communication activities, reaching out to a wide range of target groups including artists, DIHs, SMEs, art students, engineering students, and the scientific robotics community in widening countries.


The promotion of the workshop and the 2nd Open Call through platforms like artandscience.rs, targeted emails, and posters at art faculties effectively increased artist participation. As a result, 20 artists joined the mailing list, and 5 SMEs from Serbia applied for the residency, with 2 receiving funding.

Engagement with Digital Innovation Hubs was also successful, with ETF reaching out to 35 DIHs across Europe, leading to active participation in the project. Notably, 10 of the 43 evaluators for the 2nd Open Call were recommended by ETF, including representatives from widening countries' DIHs.


Outreach to the scientific community was done by the presentation of MUSAE-supported research at the RAAD conference, which reached over 140 views. Additionally, social media campaigns and newsletters extended the project's visibility to over 15,000 followers and generated substantial online engagement.

### 3. Annex 1


This annex lists the posts published by ETF Laboratory for Robotics about the MUSAE activities.

ETF Robotics posted this • 4mo	
 Are you interested in securing a grant of €80,000? 🙌 We're excited to share that #MUSAE, a project we're involved in, is hosting a second call for tech, agrifood, or nutrition SMEs to collaborate with artists 🎨 on developing 11 industrial prototypes using the Design Future Art-driven (DFA) method with the recommended technologies: robotics ...show more	
Targeted to: All followers	
<b>Organic discovery</b>	
<b>1,150</b> Impressions	<b>542</b> Unique impressions


  

ETF Robotics posted this • 6mo	
 We are thrilled to announce that the Call for the 2nd MUSAE residency will officially open on February 9th! 🎉 With a generous fund of 80,000 euros 🙌, this residency presents an incredible opportunity for companies and artist. ...show more	
Targeted to: All followers	
<b>Organic discovery</b>	
<b>844</b> Impressions	<b>471</b> Unique impressions

ETF Robotics posted this • 7mo	
 We are delighted to announce the results of MUSAE's first open call in Serbia. Two Serbian artists have been selected to develop their projects which envision future potential to improve human and planetary well-being. We are excited to work with these talented artists and look forward to the final scenarios.... ...show more	
Targeted to: All followers	
<b>Organic discovery</b>	
<b>1,320</b> Impressions	<b>904</b> Unique impressions

ETF Robotics posted this • 10mo	
 Poziv za Umetnike! 🎨 🌱 🌿 ...show more	
Targeted to: All followers	
<b>Organic discovery</b>	
<b>1,184</b> Impressions	<b>743</b> Unique impressions

ETF Robotics posted this • 11mo



✦ Exciting Updates from the [ETF Robotics](#) Team in Milan, Italy! 🤖🇮🇹

Our [ETF Robotics](#) team recently embarked on an incredible journey as part of the [#MUSAE](#) project. Over th ...show more

Targeted to: All followers

### Organic discovery

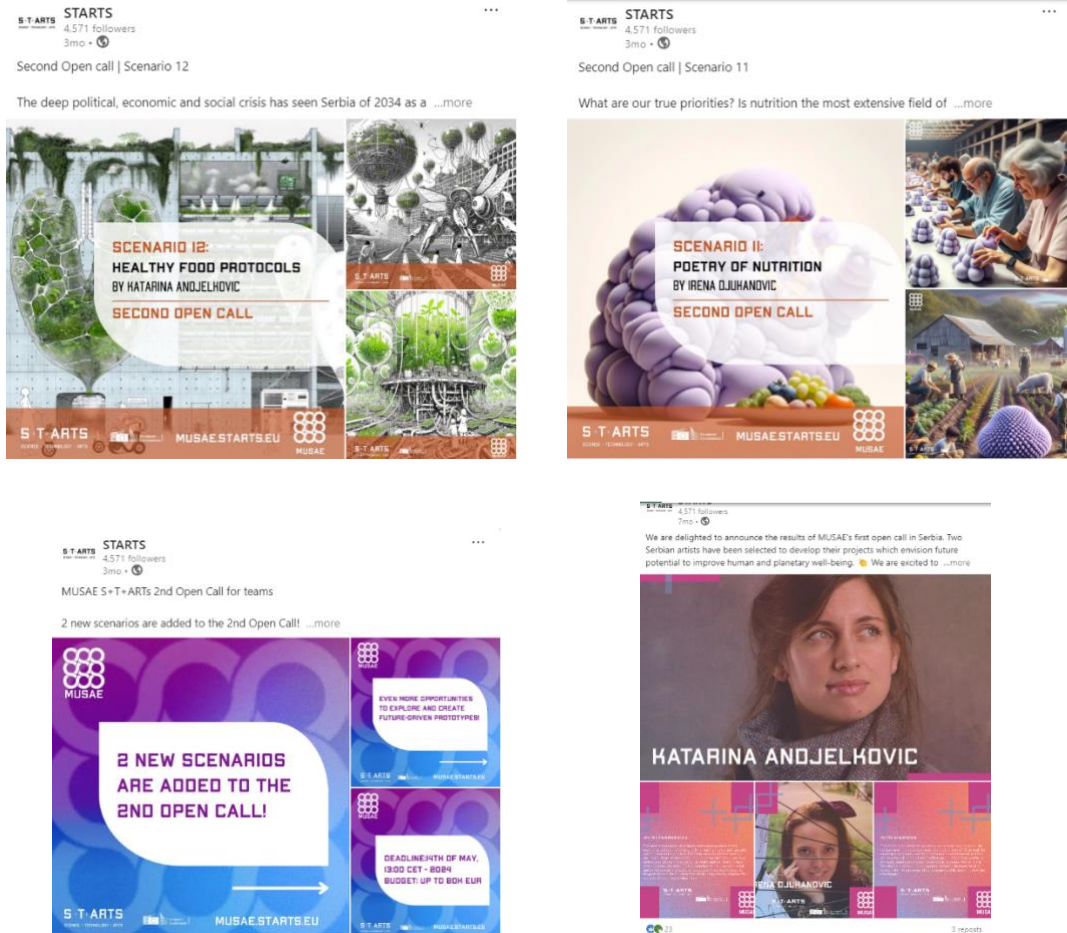
**5,620**  
Impressions

**3,223**  
Unique impressions



## 4. Annex 2

This annex lists the posts published by S+T+ARTS about the MUSAE activities in the widening countries.



## MUSAE 1ST OPEN CALL

The MUSAE project launched the first open call in Europe and Serbia. The first open call addressed three thematic tracks, which are recognized as emerging trends in the area of Food as Medicine. Applicants were invited to respond to one of the three tracks, including one of the technologies (AI, Robotics, Wearables).

### Selected Artists – SERBIA

### Introduction of Winners



Katarina Andjelkovic



Irena Djukanovic

## 5. Annex 3

Summary of KPIs oriented to the dissemination and exploitation in the Widening Countries (Lead: ETF)

KPI	Target	Current	%Accomp	Notes
New experts (artists and tech) in the repository of Integrated Stakeholder Database	50	29 (The repository enlarged with the contacts list.)	58%	
SMEs and (E)DIHs learn about the technology via MUSAE dissemination	≥300 SMEs and ≥60 (E)DIHs	We reached out more than 500 SMEs (STP Belgrade, STP Cacak, the fair, SCCI) in total and 35 EDIHs to disseminate the MUSAE 2nd Open call, achieved results and ETF expertise.	60%	These numbers will rise once the 2nd residency is finished.
(E)DIH exploit Repository of stakeholder integrated network	50	50	100%	The contacts of the representatives (companies, artists and DIHs) from 50 (E)DIH regions are present in the repository.
SMEs learn about applications of cobots in food processing and healthcare	>50%	450	100%	More than 450 SMEs attended the fair, where they learned about cobots technology. Means of verification: Emails exchanged through the mailing lists. The attendance of ETF Robotics at the Fair of



				Technics and Technological Achievements (photos and LinkedIn post).
S+T+ARTS Academy workshop is organized at ETF with reputable STARTS speakers (from POLIMI and outside the consortium)	1 Academy workshop is organised	Academy workshop is not organised yet. It is envisioned for 2025.	-	To be achieved around M33.
In WiCo: educational institutions, students, arts' academies and artists and researchers aware of robotic/AI digital technologies and transdisciplinarity.	≥5 educational institutions, ≥1000 students, ≥10 arts' academies and ≥50 artists	9 art faculties, 1 tech faculty, 3000 art students and 5000 tech students, 16 artists attended the workshop, 1000 views on artandscience.rs	100%	Means of verification: The email exchange with the vice deans of nine arts faculties (University of Belgrade - Faculty of Fine Arts, Faculty of Applied Arts, Faculty of Dramatic Arts, Faculty of Contemporary Arts, Megatrend - Faculty of Arts and Design, Art Academy in Novi Sad, University of Nis - Faculty of Art, University of University of Kragujevac - Faculty of Art FILUM, University of Pristina - Faculty of Arts), the ETF dean's presentation for the ETF Day, art+science program website and emailing list.
Researchers, artists, tech providers at Workshop	≥50	more than 40	90%	Two companies and one artist couldn't join the

				workshop, but with them we had an online meeting, covering briefly the workshop segments.
ETF publications at European Open Science Cloud	≥2	0	0%	The data that was collected together with the artist Maciej Chmara will be published on EOSC.
ETF gives access to: its DIH networks and Industry/SMEs	BOWI (≥20 widening DIHs), DIH2 (≥100 manufacturing DIHs) and DIH-HERO (≥20 healthcare DIHs), ii) Industry/SMEs - ≥5000 via DIH networks and ≥300 via local STP Belgrade.	BOWI (15), DIH2 (20), Industry/SMEs (340 via local STP, 2000 via DIH networks)	40-80%	The contacts of the networks BOWI, DIH2 and DIH-HERO are already in the repository. More than 25 DIHs are emailed (in total connected to 2000 SMEs). Through STPs we reached out more than 140 SMEs, SCCI contacted 200 SMEs. The Head of the Innovation Department at SCCI advertised MUSAE on her LinkedIn page (more than 1000 followers).
ETF gives access to: iii) AI/robotics/healthcare researchers - RAAD, iv) artists and art students in the WiCo;	RAAD (≥100 members), artists and art students in the WiCo (1000 students);	One scientific publication is these days presented at the RAAD conference (more than 100 attendees). We have reached out more than 2000 art students and 1000 artists through artandscience.	100%	

Newspapers and magazines will be informed about MUSAE: the national TV station RTS (an average of 2.6 million viewers daily) and radio programs.	The national TV station RTS (an average of 2.6 million viewers daily) and radio programs.	It will be achieved after the 2nd residency.	0%	
There will be posts via the MUSAE portal, STARTS newsletters, and ETF social networks, and a new operational webinar for DIHs.	Bi-monthly posts via the MUSAE portal, STARTS newsletters, and ETF social networks (8 per year), and 1 new operational webinar for DIHs.	We have regular LinkedIn posts on ETF Robotics webpage: so far 5 posts with more than 10000 views. There were 2 STARTS newsletters and 4 STARTS posts with info about the widening country progress on MUSAE. ETF shared two posts on its social media: in total more than 14000 followers.	100%	
Project results will be disseminated to students (websites of 3 faculties in the WiCo to reach >10000 students) and included in the extra curriculum for graduate and postgraduate studies.	Websites of 3 faculties in the WiCo to reach >10000 students and included in the extra curriculum for studies.	We plan to target this KPIs mostly when the prototypes are ready. So far, we used social media to reach more than 5000 ETF students and emails to reach 2000 art students.	70%	Means of verification: The social media posts and the website announcements.
Organizing MUSAE panels at conference RAAD2025 (M33) and ASTEK (M27).	2 conference panels	-	-	To be achieved in M27 and M33.

Factory model training modules offered through BOWI	≥20 widening DIHs	-	-	This KPI will be achieved once the training modules are available.
Demonstrate the Factory model adoption in the WiCo via RAMP (DIH2) and project websites/social networks (BOWI, DIH-HERO). Disseminate project results by offering training modules for DIHs.	Demonstrate the Factory model adoption in the WiCo via RAMP (DIH2) and project websites/social networks (BOWI, DIH-HERO). Disseminate project results by offering training modules for DIHs.	-	-	This KPI will be achieved once the Factory Model pack is available.