D8.6 REPORT ON DISSEMINATION AND EXPLOITATION IN WIDENING REGIONS

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	WP8
WP Lead Partner	ETF
Other Partner(s) involved	POLIMI
Deliverable identifier	D8.6
Deliverable lead beneficiary	ETF
Due date	31/08/2025
Date of delivery	31/08/2025
Version	1
Author(s)	Maja Trumic, Kosta Jovanovic
Classification	PU
Document Status	Final version

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

Disclaimer: The views expressed in this document do not necessarily reflect the views of the EC.

Revision History

Version	Date	Created / modified by	Comments
1.0	13/08/2025	ETF	First draft.
2.0	25/08/2025	UB-ART	Revision.
3.0	27/08/2025	ETF	Final version.

Executive summary

Deliverable 8.6, *"Report on Dissemination and Exploitation in Widening Regions,"* provides a comprehensive overview of the dissemination, exploitation, and communication activities carried out in the widening region during the reporting period between M25 and M36 of the MUSAE project.

The objective of this deliverable is to ensure that the project's scientific, technological, and societal results are effectively shared with relevant audiences, particularly stakeholders in widening countries, thereby maximizing the project's visibility, impact, and long-term sustainability. The activities reported include targeted dissemination actions, engagement with local and regional stakeholders, and the use of multiple communication channels tailored to different audiences.

Leadership of these activities was undertaken by the School of Electrical Engineering (ETF) at the University of Belgrade, which joined the consortium as a new partner in this phase of the project. ETF played a pivotal role in strengthening the project's outreach and ensuring that knowledge transfer reached wider regions more effectively. Their efforts were complemented by contributions from all other MUSAE consortium members, who collaborated to align dissemination actions with the overall project strategy.

The report highlights the tools and methodologies employed to maximize impact, including the organization of workshops and events, the publication of project news and results across digital platforms, direct engagement with policymakers and industry stakeholders, and the adaptation of communication materials to local contexts. In addition, the report documents how exploitation opportunities have been identified and promoted, ensuring that project results are not only disseminated but also transformed into practical benefits for the widening regions.

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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 efforts led by ETF to boost MUSAE's visibility and impact in the widening region. Every action was carefully aligned with the MUSAE Dissemination and Communication Plan (Deliverable 7.1).

Our efforts focused on reaching a diverse and dynamic set of target groups: artists; European Digital Innovation Hubs (DIHs) working in AI, robotics, manufacturing, and healthcare; innovative tech SMEs; the robotics research community; and art and engineering students eager to explore the intersection of disciplines.

At the heart of our activities were three major highlights:

- The **S+T+ARTS Academy in Belgrade**, organized to spark and promote art-tech collaborations in the widening country,
- The **Final MUSAE Exhibition**, where 11 cutting-edge prototypes were showcased, and
- The widespread **promotion of the MUSAE Factory Model Pack**, the project's most significant result.

With the final exhibition hosted in Belgrade, we strategically merged it with the S+T+ARTS Academy, holding the Academy on the exhibition's closing day. This synergy allowed us to create a compelling, unified outreach campaign. We also partnered with two other prominent Serbian institutions to broaden our impact and reinforce our message.

The document is structured as follows: Section 2 outlines the activities carried out, divided according to the target groups, as well as the activities such as the Belgrade S+T+ARTS Academy and the social media campaign.

Annex 1 provides a table of KPIs related to dissemination, exploitation, and communication efforts in the widening region.

1.2. Terms and acronyms

(E)DIH	(European) Digital Innovation Hub
SME	Small and Medium-sized Enterprise
DFA	Design Futures-thinking Art-driven method
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 and general public

From June 21st to June 23rd, the final MUSAE exhibition was held in Belgrade, in the exhibition area of the newly established **Palace of Science**, where the art-company teams of the 2nd MUSAE residency presented their developed prototypes. Parallel to the exhibition, we organized S+T+ARTS Academy, a one-day event featuring workshop on the DFA method, promotion of the MUSAE Factory Model Pack, talks on successful art-tech collaborations and future opportunities.

We reached out to the artistic community and general public through multiple channels.

To boost our outreach, we partnered with two key institutions: the **Center for the Promotion of Science of the Republic of Serbia**, known for its longstanding support of science-tech-art initiatives and citizen science, and the newly established **Palace of Science**, a vibrant space dedicated to exhibitions, tech laboratories, and promotion of citizen science.

Our collaboration with the Center gave us access to their Art & Science web platform and social media networks, with a combined audience of over 48,000 followers. This allowed us to effectively promote both the S+T+ARTS Academy and the final exhibition. The web platform was used to promote the S+T+ARTS Academy, reaching out 452 views while both the Academy and the final exhibition were actively promoted across social media channels, achieving notable engagement:

- **LinkedIn** (linkedin.com/company/center-for-the-promotion-of-science/posts/): 1,139 views
- **Instagram** (instagram.com/centar_za_promociju_nauke/): 66 likes
- **Facebook** (https://www.facebook.com/kraljapetra46): over 38,000 views

Thanks to our collaboration with the Palace of Science, we leveraged their website and social networks with more than 22000 followers to promote the final MUSAE exhibition and the S+T+ARTS Academy, achieving significant engagement:

- **LinkedIn** (linkedin.com/company/zadu%C5%BEbina-miodraga-kosti%C4%87a/posts/): 1060 views for the pre-exhibition post, and 1661 views for the post-exhibition post
- **Instagram** (instagram.com/palatanauke/): 168 likes for the pre-exhibition post, and 238 likes for the post-exhibition post
- **Link to the website:** palatanauke.rs/dogadjaji/grow-cook-code-rethinking-food-

futures-izlozba-musae-projekta-u-palati-nauke/

Beyond digital promotion, we also carried out **direct outreach**. Personalized invitations were sent via email to key figures and institutions in the art world, including the deans of the Faculties of Arts and Art History in Belgrade, the Ministry of Culture, and the Association of Serbian Artists. Also, we were hosted by the national TV station to present the objectives and results of the MUSAE project.

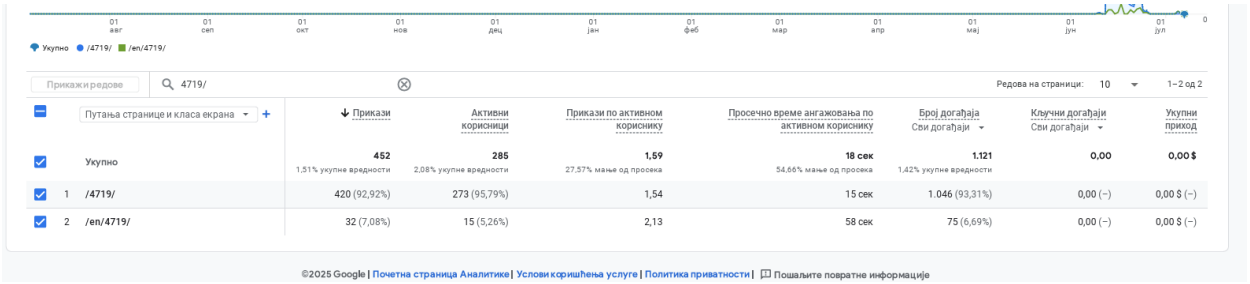


Figure 1 - Snapshot from the artandscience.rs website that shows the number of views for the post about the S+T+ARTS Academy

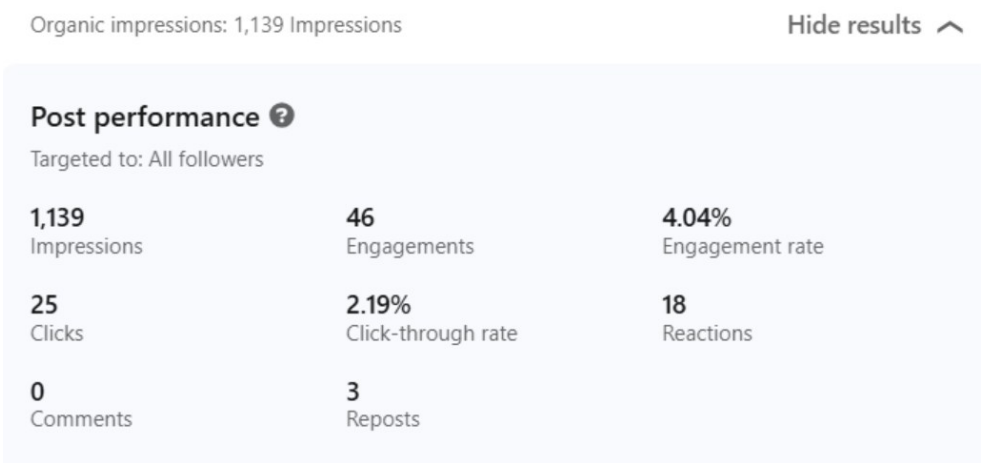


Figure 2 - Snapshot of the advanced statistics for the LinkedIn post by the Center for the Promotion of Science, which promoted the S+T+ARTS Academy

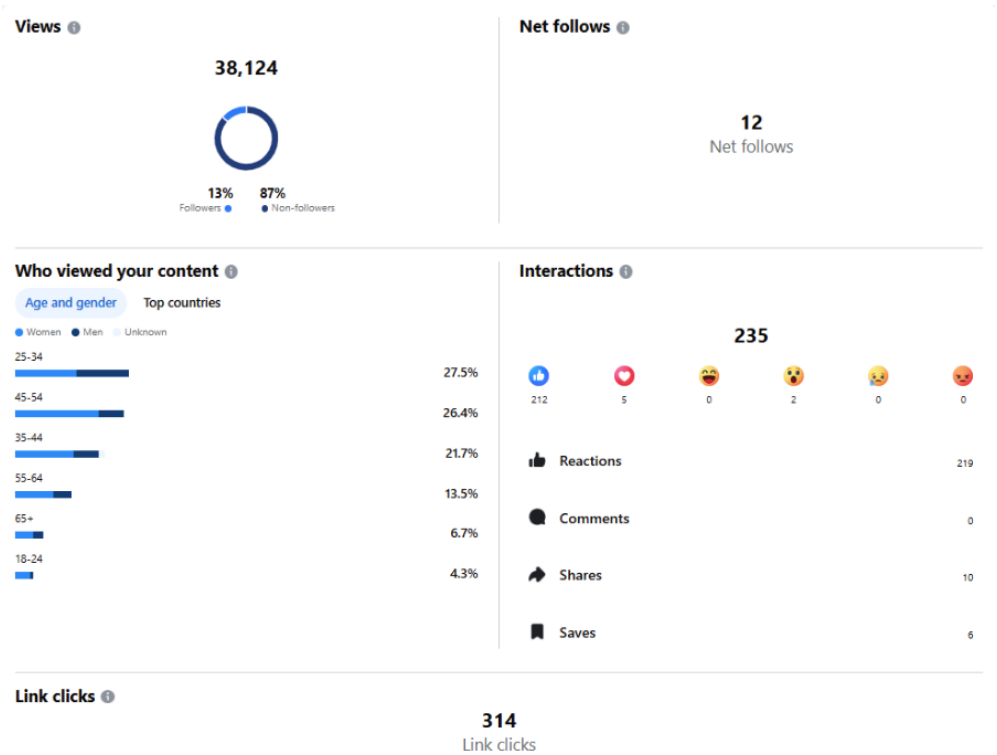


Figure 3 - Snapshot of the advanced statistics for a Facebook post by the Center for the Promotion of Science, promoting S+T+ARTS Academy

Figure 4 - Snapshot of an Instagram post promoting S+T+ARTS Academy by the Center for the Promotion of Science

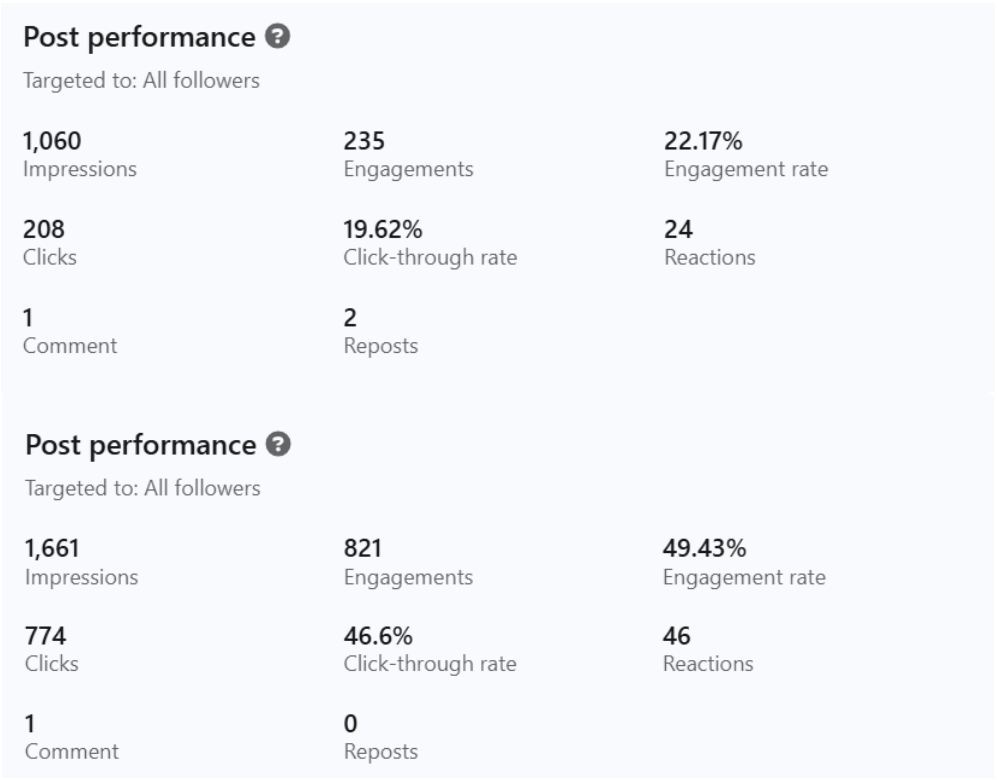


Figure 5 - Snapshots of the advanced statistics for two posts on LinkedIn by the Palace of Science, promoting the final exhibition

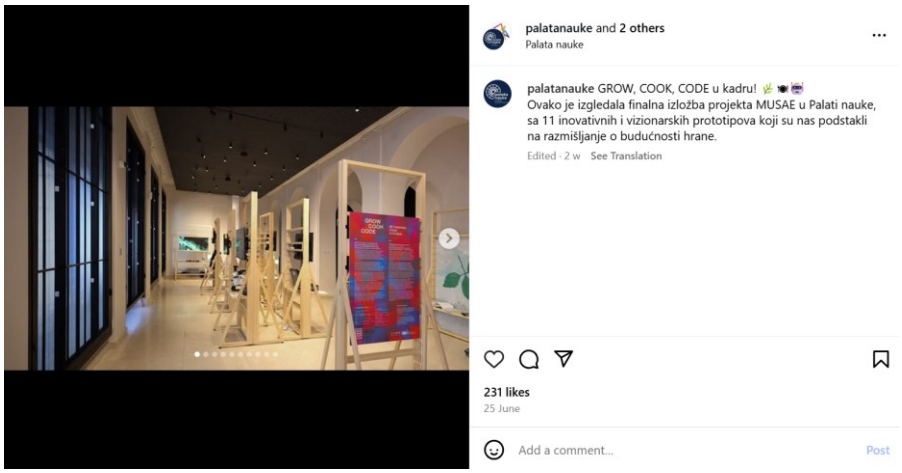


Figure 6 - Snapshots of two Instagram posts by the Palace of Science

Figure 7 - Snapshot of the website of the Palace of Science

Figure 8 - Prof. Kosta Jovanovic giving a speech for the national TV station

2.2. DIHs and SMEs

In the final year of the project, our focus turned to sharing MUSAE's key outcome—the MUSAE Factory Model Pack—with European Digital Innovation Hubs and tech SMEs across Europe.

We launched a **targeted email campaign**, reaching out to 189 Digital Innovation Hubs across Europe. In our message, we invited them to apply for the MUSAE label and introduced the benefits of adopting the Factory Model Pack. The emails included link to the video instructions and compelling success stories from the second MUSAE residency, illustrating how the model can be applied.

To further boost our outreach, we collaborated with **FundingBox**, a well-established player in the innovation ecosystem. They featured the MUSAE Factory Model Pack in their newsletter, which was sent to a curated list of 74 high-priority stakeholders, including 20 EDIHs. This channel was used as a targeted supplement to the broader outreach campaign that directly contacted 189 EDIHs.

We also leveraged major events. At the **European Robotics Forum 2025** — a flagship event for Europe's robotics community with more than 1500 attendees and 100 companies — we joined forces with PAL Robotics to personally connect with EDIHs and SME representatives. We also joined an event organized by BioSense Institute in Novi Sad, Serbia, where we presented the MUSAE Factory Model Pack to 70 people, of which three of them were EDIH representatives from the widening countries (Macedonia, Croatia, and Montenegro). The MUSAE Factory Model Pack was also featured during a dedicated event focused on the inclusion of Ukrainian digital innovation hubs, and later introduced to the EDIH EDOcobot in Odense, Denmark, further extending its visibility across key European regions.

To ensure the project's impact reached SMEs in the widening country, we invited several national innovation actors to the final exhibition and the **S+T+ARTS Academy** in Belgrade. We reached out directly and through personal networks to organizations such as the Serbian Chamber of Commerce and Industry, the Science and Technology Park (STP) Belgrade, the Science Fund, the Innovation Fund, and the Fair of Science and Technology. These organizations were also asked to share the information about the Factory Model Pack with their extensive mailing lists—including **more than 10000 SMEs** in Serbia. We also joined a panel discussion at the 6th Factory Congress organized by Management Center Belgrade, where we presented the MUSAE vision and results.

Beyond formal events and online campaigns, MUSAE results were also introduced through targeted one-to-one dissemination. During a research stay in Odense, project results and the Factory Model Pack were presented to three strategically relevant stakeholders:

- The **Head of Economic Growth and Tourism of the City of Odense**, who was introduced to MUSAE's outcomes and opportunities for leveraging art-tech methodologies in regional development and innovation strategies.

- The **Soft Robotics Group at the University of Southern Denmark (SDU)**, which already pursues collaborations at the intersection of art and technology. This exchange allowed for mutual learning and opened perspectives for integrating MUSAE's DFA method into existing art-tech initiatives.
- A **representative of the Better Factory project**, a fellow S+T+ARTS initiative supporting SME–artist co-creation in manufacturing. The discussion highlighted complementarities between Better Factory's SME support framework and MUSAE's Factory Model Pack.

FundingBox

Supportive Partners Digest

Dear Kosta,

June is here, and it's bringing fresh momentum for **innovation and collaboration**. This month, we're excited to spotlight **two initiatives** that open doors for deeper **engagement and visibility** within the Supportive Partner network.

Take a look below - and as always, if your organisation has something to share, we'd love to highlight it in our next edition.

1) Discover and Test the MUSAE Factory Model

Apply the power of speculative design to drive innovation in your ecosystem.

As part of the MUSAE project - funded under Horizon Europe - the School of Electrical Engineering at the University of Belgrade (ETF Robotics) is inviting EDIHs and innovation actors across Europe to explore the newly launched **MUSAE Factory Model Pack**.

This practical and inspirational toolkit helps you turn future-facing ideas into human-centric services and products. It's especially relevant for Supportive Partners working with SMEs on innovation strategy.

✅ Test the MUSAE Factory Model in your own setting
✅ Be recognised as a "MUSAE-labelled EDIH" on the official MUSAE site
✅ Join live *Clinics* with expert guidance from the MUSAE team

📅 **Next Clinic: June 26th** – book your slot!

👉 Reserve on the calendar
📥 Explore the MUSAE Model Pack
📧 Get in touch: musae-design@polimi.it

Figure 9 - Snapshot of the newsletter by Funding Box, promoting the MUSAE Factory Model Pack

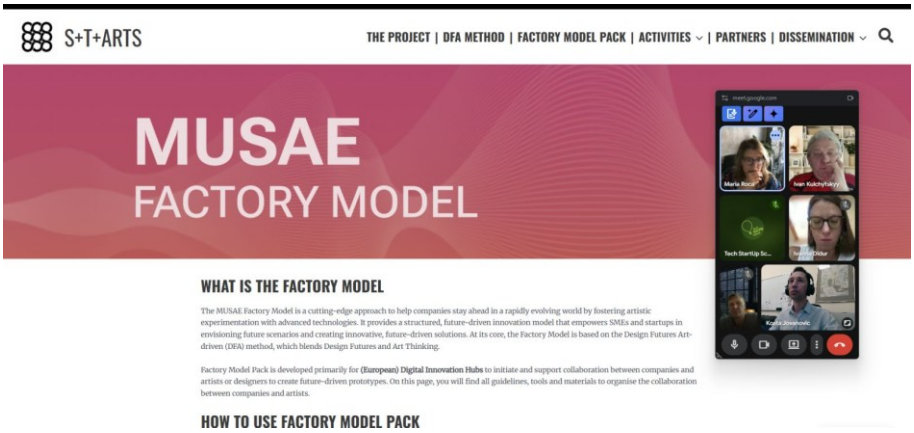


Figure 10 - Snapshot from the meeting with the Ukrainian DIHs

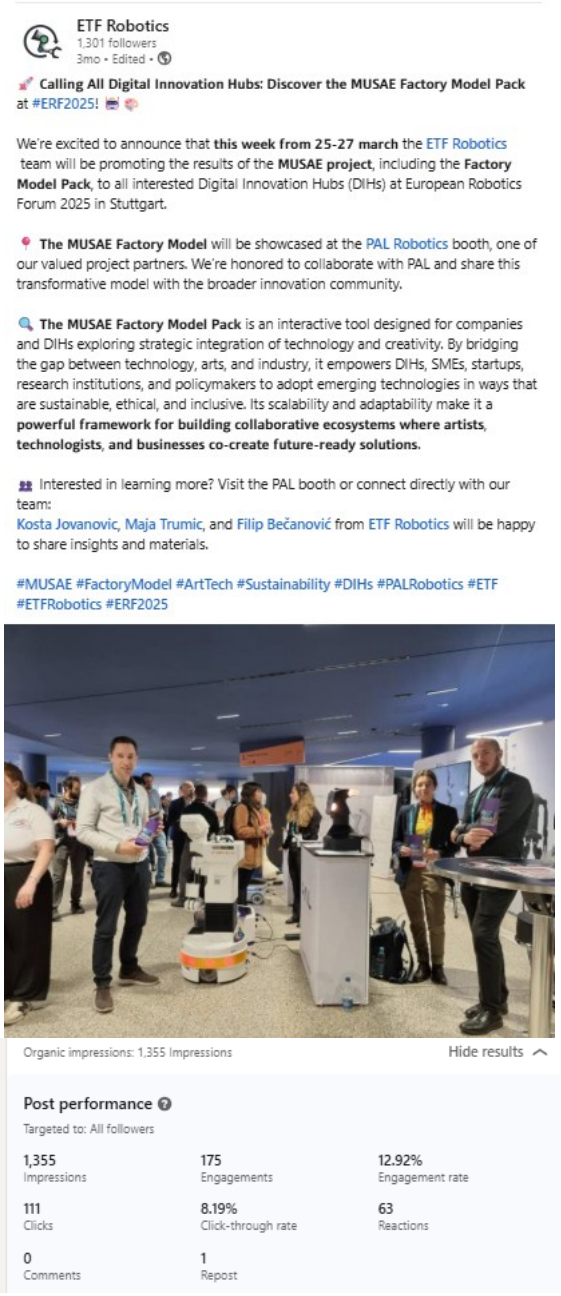


Figure 11 - Snapshot of a LinkedIn post by ETF Robotics, where MUSAE Factory Model Pack was promoted at the European Robotics Forum

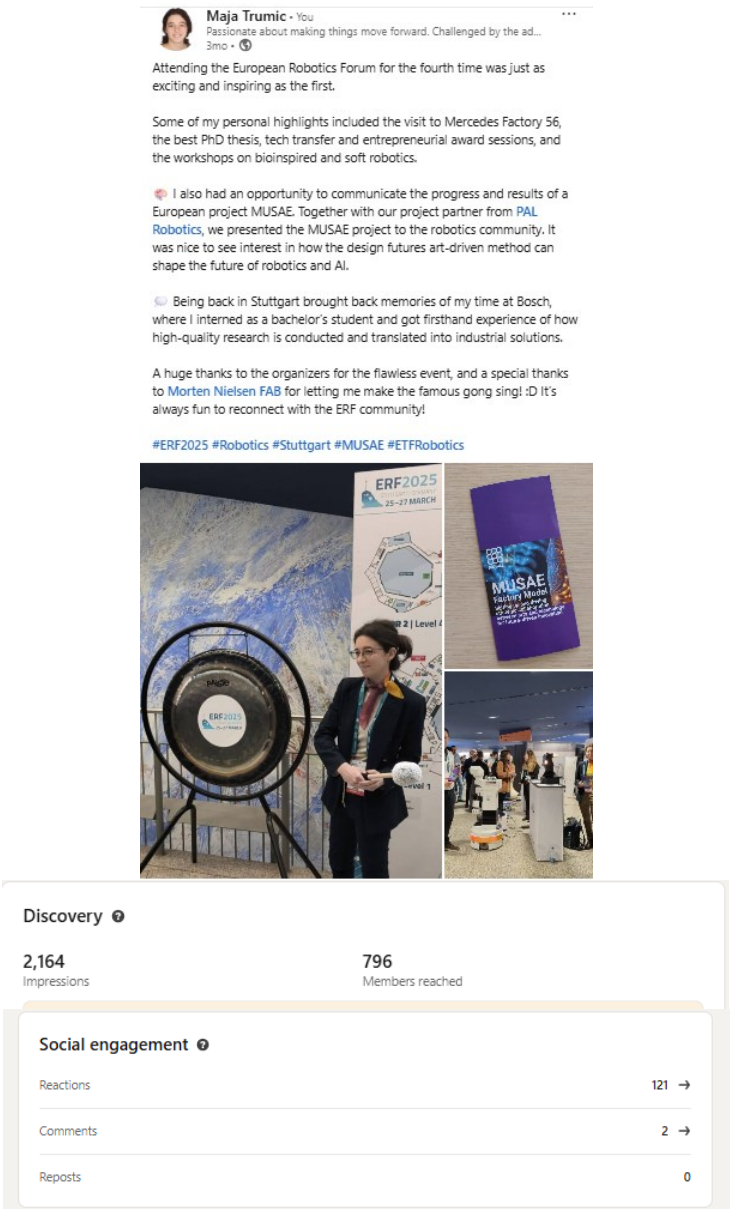


Figure 12 - Snapshot of the LinkedIn post by an ETF Team member, promoting MUSAE Factory Model Pack at the ERF

Figure 13 - Panel discussion at the 6th Factory Congress

2.3. Scientific community

Being the host of the international conference **Robotics in the Alpe-Adria-Danube Region (RAAD)**, ETF seized the opportunity to showcase the S+T+ARTS vision and highlight key results from the MUSAE project. With over 100 participants — including significant number from widening countries of Western Balkan — RAAD offered the perfect stage to discuss the intersection of robotics and the arts.

To spark this dialogue, we organized **a special session titled "Robots and Arts",** which drew significant interest. The session featured seven scientific papers, including two contributions from MUSAE art-tech teams. These presentations sparked thought-provoking discussions around the collaboration of technology, creativity, and the future of innovation — highlighting how robots can inspire, and be inspired by, the arts.

Link to the Book of Abstracts: https://raad2025.etf.bg.ac.rs/media/RAAD-2025-Book-Of-Abstracts.pdf

On the national stage, ETF continued its efforts at the **ETRAN conference**, one of Serbia's key engineering events. There, we facilitated a discussion inspired by the paper "Vision-based robotic system for packaging loose materials in the food industry – Use case design," co-authored by Veljko Todić and Kosta Jovanović from ETF. This session emphasized practical robotics applications while reinforcing MUSAE's commitment to real-world innovation.

Robots and Arts

The special session on Robots and Arts explores the synergy between artistic expression and robotic technologies, encouraging a multidisciplinary dialogue. Researchers, artists, and innovators are invited to examine how art-driven approaches can inspire novel robotic designs, redefine human-robot interactions, and address societal challenges with creative solutions.

The key themes are:

- Art-inspired robotic designs for human-centered applications.
- Exploring aesthetics, perception, and emotion in robotic systems.
- Collaborative frameworks that merge artistic creativity with engineering innovation.
- Case studies of art-driven robotic applications in fields like healthcare and education.

This session will highlight the potential of art to drive innovation in robotics, from shaping the design and functionality of robots to enhancing societal acceptance and trust in robotic systems. By bringing together artists and robotics and design researchers this session aims to foster collaborations that push the boundaries of what robots can achieve in service of humanity and the planet.

Organizers:
Maria Rita Canina, Politecnico di Milano, Italy
Angelo Cangelosi, University of Manchester, UK
Petia Ivanova Radeva, University of Barselona, Spain
Maja Trumić, University of Belgrade, Serbia

Figure 14 - Program of the special session 'Robots and Arts' at RAAD

Figure 15 - The conference paper presented at ETRAN 2025 and supported by the MUSAE project

2.4. Art and engineering students

In order to reach out art and engineering students in the widening country, we leveraged social networks, personal contacts and students organizations. Also, we participated at the SPLET Tech conference, which traditionally gathers innovators, tech enthusiasts, students, start-ups, providing a platform for innovation and collaboration, where we presented the outcomes of the MUSAE project.

For the promotion of S+T+ARTS Academy and the final MUSAE exhibition, we contacted three significant students organizations: BEST (best.rs), EESTEC (eestec.etf.bg.ac.rs) and ArgoRobotics (instagram.com/argo_srt), which forwarded the information to their network of students. For art students, emails were sent to the deans of art and art history faculties in Serbia, kindly asking that they forward information about the exhibition and the S+T+ARTS Academy to their students.

Moreover, we reached out to students through the social networks of ETF that have more than 5000 followers:

- **LinkedIn** (linkedin.com/company/81882272): 837 views for the post about the final exhibition, and 2312 views for the post about the SPLET Tech conference
- **Instagram** (instagram.com/etfbgd/): ETF made a co-organized promotional campaign with the Palace of Science and the Center for the Promotion of Science.

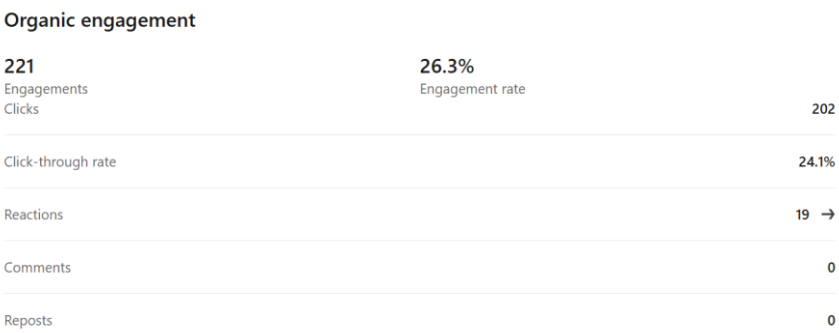


Figure 16 - Snapshot of the LinkedIn post by ETF Robotics, promoting the final MUSAE exhibition and S+T+ARTS Academy

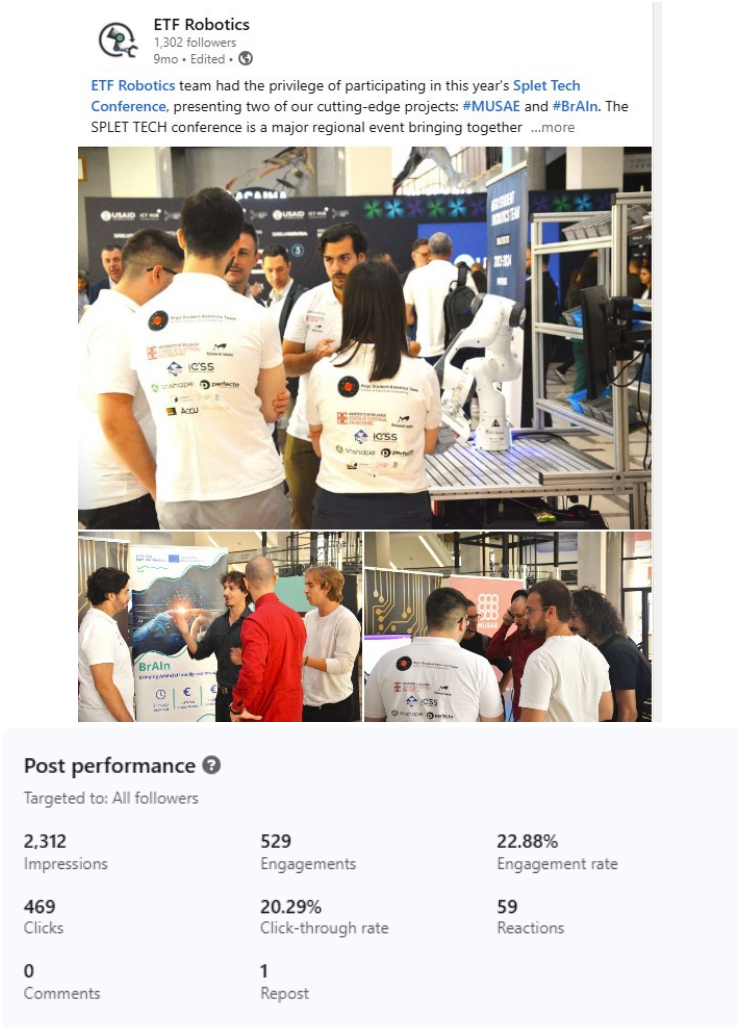


Figure 17 - Snapshot of the LinkedIn post about the SPLET Tech conference

2.5. S+T+ARTS Academy in Belgrade

In June 2025, alongside the final exhibition, a S+T+ARTS Academy was held in Belgrade with the support of the Center for the Promotion of Science and the Palace of Science. The event brought together over 50 participants, including artists, students, and representatives from SMEs.

During the Academy, POLIMI presented the results of the MUSAE project and led a workshop offering participants hands-on experience with the DFA method. GLUON introduced available funding opportunities across Europe, while the Center for the Promotion of Science showcased ongoing art-tech collaboration initiatives in Serbia.

ETF officially launched the S+T+ARTS Knowledge Hub, announcing that three laboratories will be open to future art-tech collaborations. A guest speaker with notable experience in Digital Innovation Hubs also joined the event, sharing best-practice examples and insights from the field.

2.6. Promotion of the widening team

In addition to promoting the final MUSAE exhibition, S+T+ARTS Academy and other events, we also leveraged our social networks to promote the progress of the widening team – BeeSustain, which participated in the 2nd MUSAE residency.

In total, we published three posts, reaching a cumulative number of more than 3000 views. The widening team was also promoted through S+T+ARTS newsletters (provided by UCD) and S+T+ARTS social networks and MUSAE website (enabled by UB-Art).

Link to the ETF Robotics Linkedin page: https://www.linkedin.com/company/etf-robotics/
Link to the MUSAE website: https://musae.starts.eu/

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

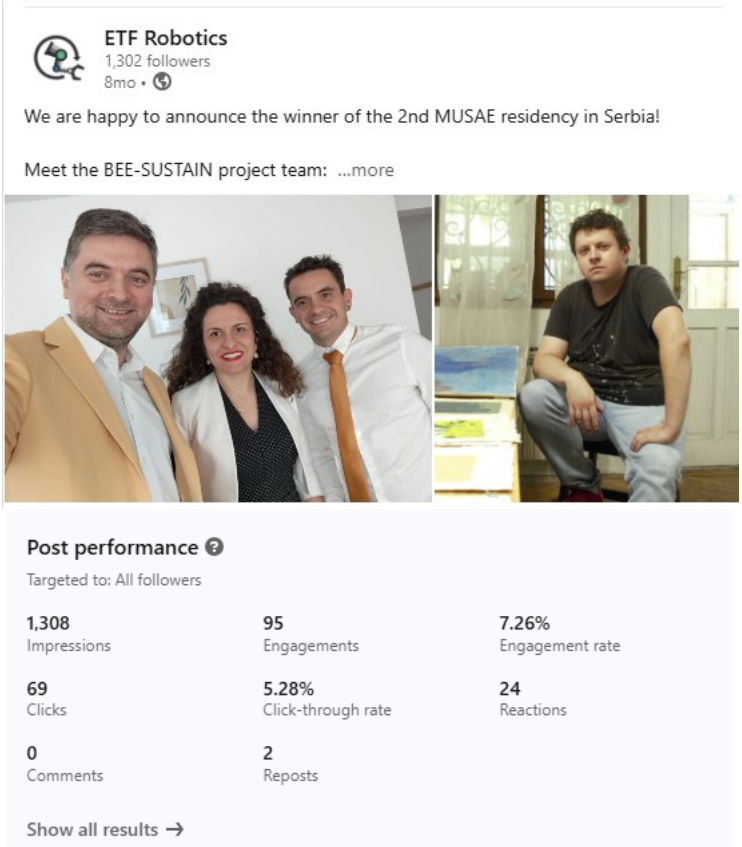
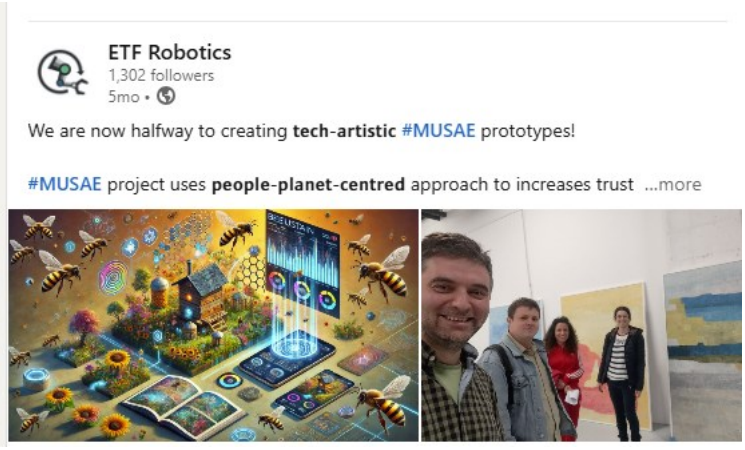


Figure 18 - Snapshot of the LinkedIn post, promoting the BeeSustain team at the beginning of their residency



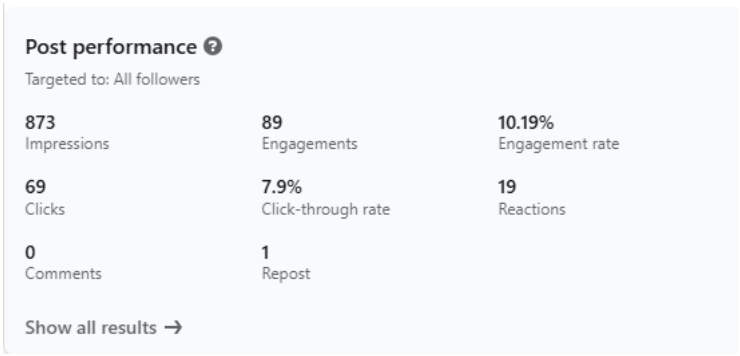


Figure 19 - Snapshot of the LinkedIn post by ETF Robotics, promoting the progress and concept of the BeeSustain project

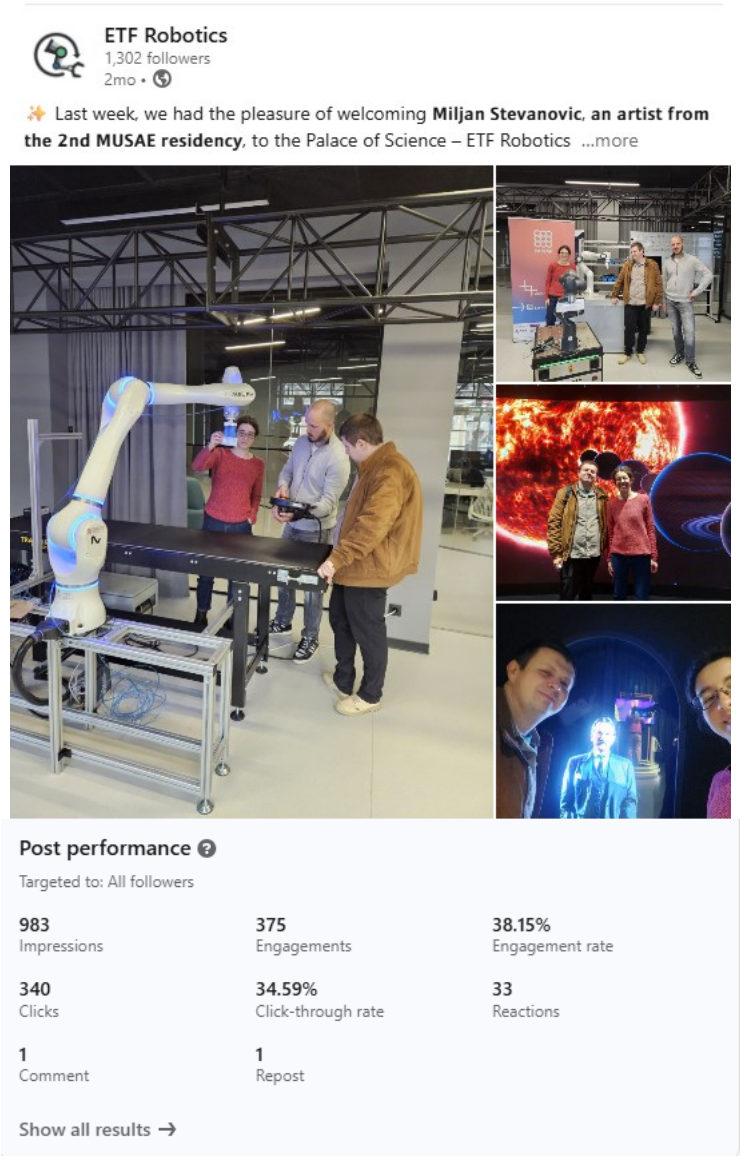


Figure 20 - Snapshot of the LinkedIn post by ETF Robotics, reporting on the training that the artist from the widening country received at ETF Robotics Lab

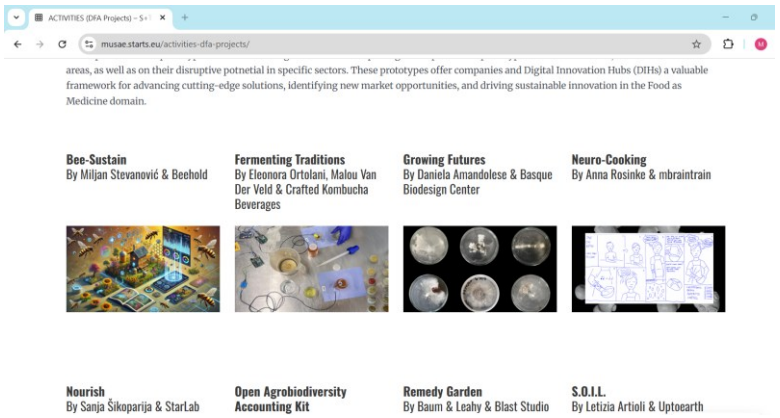


Figure 21 - Snapshot of the MUSAE's website with the information about BeeSustain as the 2nd residency participant

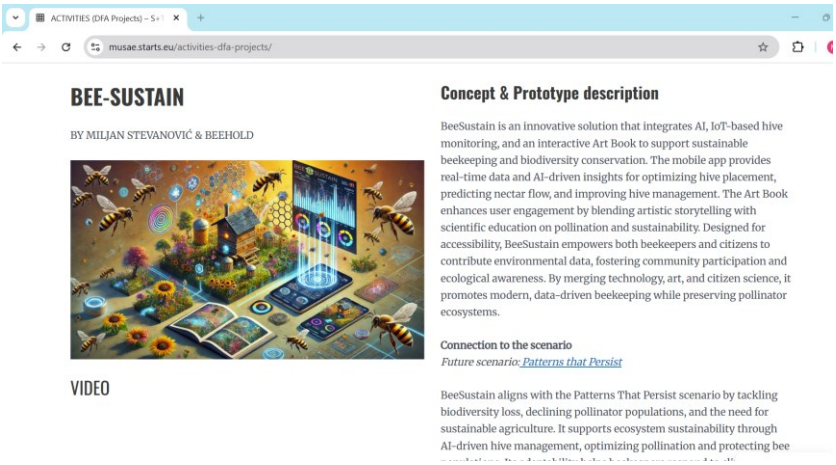


Figure 22 - Snapshot of the MUSAE website, with the description of the BeeSustain's concept

Figure 23 - Snapshot of the LinkedIn post by S+T+ARTS promoting the final exhibition, including the BeeSustain

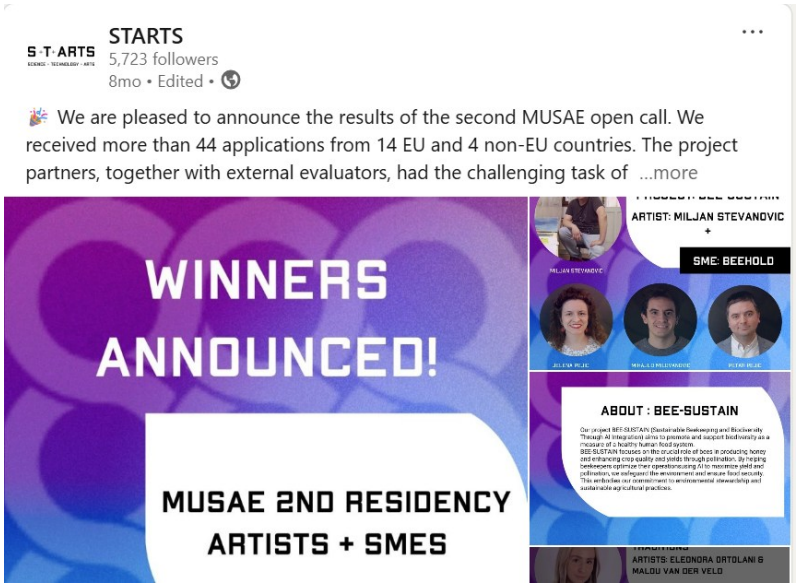


Figure 24 - Snapshot of the LinkedIn post by S+T+ARTS about BeeSustain widening team

Conclusion

The dissemination, exploitation, and communication activities conducted in the widening country during the final project year significantly increased the visibility and reach of the MUSAE project. By strategically aligning the S+T+ARTS Academy with the final exhibition in Belgrade, and partnering with institutions such as the Center for the Promotion of Science and the Palace of Science, we maximized engagement across multiple target groups.

The outreach extended to artists, students, SMEs, and DIHs through a mix of physical events, targeted communication, and online presence. Scientific visibility was also boosted through contributions to key regional and national conferences such as RAAD and ETRAN. ETF's active participation in the MUSAE consortium ensured that stakeholders from widening countries were effectively integrated into the MUSAE Integrated Stakeholder Network, and thus into the wider European ecosystem for art-driven innovation.

Looking forward, the established collaborations, the launch of the S+T+ARTS Knowledge Hub, and the dissemination of the MUSAE Factory Model Pack set the foundation for long-term art-tech partnerships and sustainable innovation in the widening country.

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3. Annex 1

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

KPI	Target	%Accomp	Notes
New experts (artists and tech) in the repository of Integrated Stakeholder Database	50	100%	All 114 contacts are added to the MUSAE Integrated Stakeholders Database.
SMEs and (E)DIHs learn about the technology via MUSAE dissemination	≥300 SMEs and ≥60 (E)DIHs	100%	We reached out more than 500 SMEs (through the email lists of STP Belgrade, STP Cacak, the fair, SCCI) in total and 189 EDIHs, in order to disseminate the MUSAE Factory Model Pack.
(E)DIH exploit Repository of stakeholder integrated network	50	100%	The contacts of the representatives (companies, artists and DIHs) from 50 (E)DIH are present in the repository.
SMEs learn about applications of collaborative robots in food processing and healthcare	>50%	100%	More than 450 SMEs attended the Fair of Science and Technology in Belgrade, where they learned about collaborative robotics technology and MUSAE vision.
S+T+ARTS Academy workshop is organized at ETF with reputable STARTS speakers (from POLIMI and outside the consortium)	1 Academy workshop is organised	100%	S+T+ARTS Academy organized in Belgrade on June 23rd 2025.

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	100%	To reach art students, we have sent emails to 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). Engineering students were reached out through the students organizations' networks and social networks of the School of Electrical Engineering. Artists were reached out through the artandscience website, social networks of the Palace of Science and the Center for the Promotion of Science and through personal contacts.
Researchers, artists, tech providers at Workshop	≥50	100%	There were more than 40 participants at the workshop. 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	100%	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	100%	All contacts of the networks BOWI, DIH2 and DIH-HERO are in the repository. More

	DIHs) and DIH-HERO (≥20 healthcare DIHs), ii) Industry/SMEs - ≥5000 via DIH networks and ≥300 via local STP Belgrade.		than 189 DIHs are emailed (in total connected to >5000 SMEs). Through STPs we reached out more than 140 SMEs, while 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);	100%	We had several scientific publication presented at the RAAD conference, one RAAD conference hosted in Belgrade by ETF and one special session organized at RAAD (more than 100 attendees). We have reached out more than 2000 art students and 1000 artists through artandscience website, personal contacts and social networks.
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.	100%	One article will be published in October in the magazine 'Element' published by the Center for the Promotion of Science. We had one appearance at the national TV.
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.	100%	We had regular LinkedIn posts on ETF Robotics webpage: 12 posts with more than 15000 views. There were 2 STARTS newsletters and 8 STARTS posts mentioning the widening country progress on MUSAE. ETF shared several posts on

			its social media: in total more than 14000 followers.
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.	100%	We used social media, emails to the art faculties, personal contacts and students organizations to reach out more than 10000 engineering students and 2000 art students.
Organizing MUSAE panels at conference RAAD2025 (M33) and ASTEK (M27).	2 conference panels	100%	We have organized a special session at the RAAD conference, joined a panel at the 6th Factory Congress, and hosted a discussion at ETRAN.
Factory model training modules offered through BOWI	≥20 widening DIHs	100%	Since the learning tools and materials from the BOWI network were not maintained for long-term use, the MUSAE project has developed and published stand-alone training materials covering all components of the Factory Model Pack. These resources have been made available to all EDIHs listed in the European Commission's official catalogue and have reached far beyond the widening regions originally covered by the BOWI network.
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).	100%	Factory Model Pack has been disseminated through the targeted email campaign, including as well DIH2 and DIH-HERO networks.

	Disseminate project results by offering training modules for DIHs.		