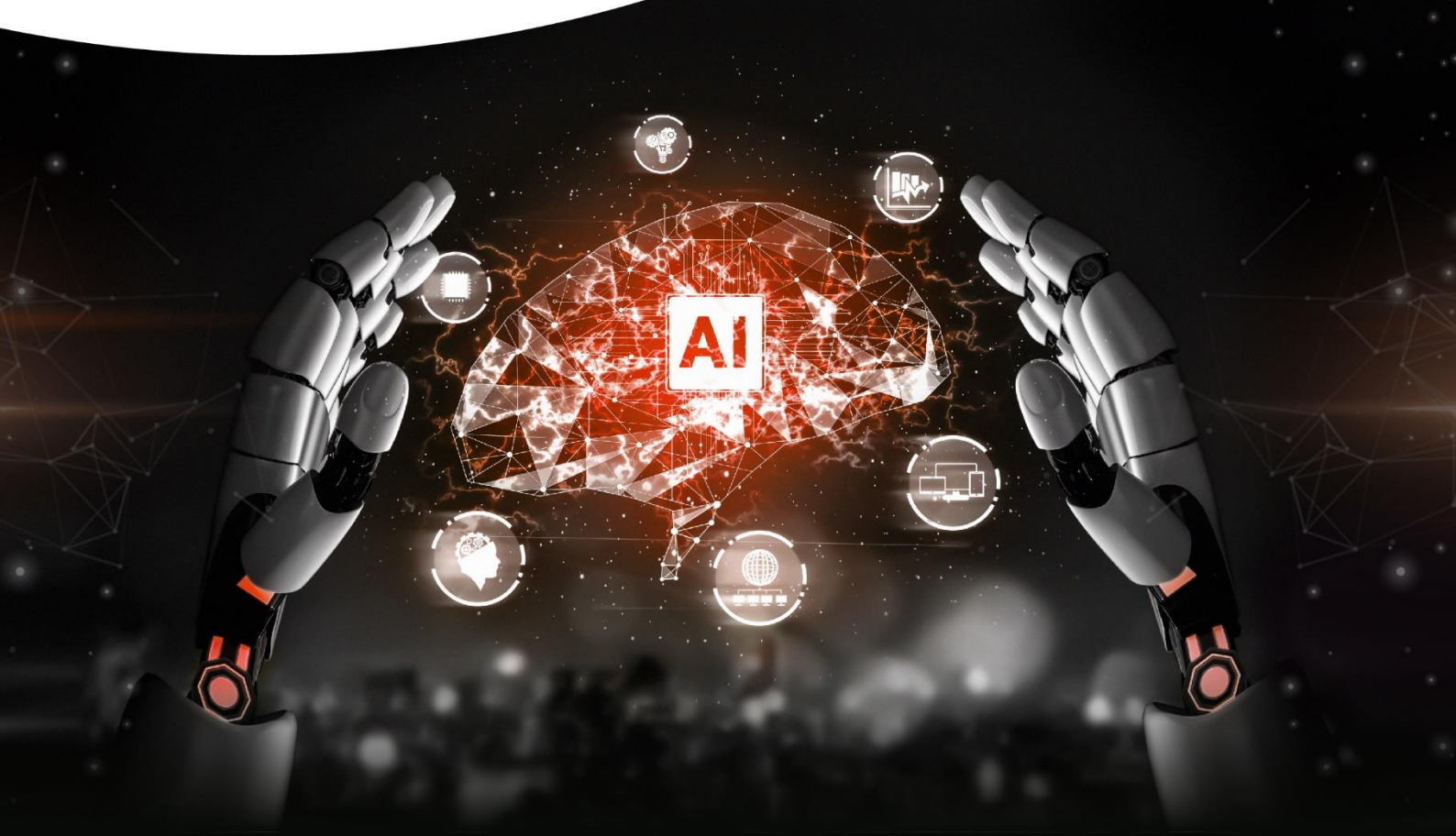
AGIMUS

INNOVATIVE ROBOTICS FOR AGILE PRODUCTION

D7.2 Dissemination and Communication Plan and Activities - Second Version



PROJECT ACRONYM: AGIMUS

PROGRAMME: Horizon Europe
GRANT AGREEMENT: No 101070165
TYPE OF ACTION: Horizon Research & Innovation Actions
START DATE: 1 October 2022
DURATION: 48 months

Funded by the European Union

Document Information

Issue date: **Issued by:**	30/09/2024 Q-PLAN
Due date: **Work package leader:**	30/9/2024 Q-PLAN
Dissemination level:	PU - Public

Document History

Version	Date	Modifications made by
0.1	13/09/2024	Draft version distributed by Q-PLAN for partners' feedback and quality review
0.2	25/09/2024	Reviewed by THIMM and CTU
1.0	30/09/2024	Final version available by Q-PLAN for submission

Authors

First Name	Last Name	Beneficiary
Michail	Mitsouridis	Q-PLAN
Alexia	Lorentziadou	Q-PLAN
Maria Anna	Belefanti	Q-PLAN

In case you want any additional information, or you want to consult with the authors of this document, please send your inquiries to mitsouridis@qplan-intl.gr.

Quality Reviewers

First Name	Last Name	Beneficiary
Marek	Laub	THIMM
Vladimir	Petrik	CTU

Disclaimer

This work is supported by the AGIMUS project funded by the European Union under GA no.101070165. Views and opinions expressed are, however, those of the authors only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them.

Executive Summary

This document constitutes the updated version of the deliverable D7.1 “Dissemination and Communication Plan and Activities – First Version” of the AGIMUS project, funded by the European Union. It was developed by Q-PLAN, with input from all partners, under Work Package 7 “Dissemination, Communication, and Exploitation”.

AGIMUS is a Horizon Europe project aiming to deliver open-source breakthrough innovation in AI-powered agile production. The solutions and their impact will be demonstrated and thoroughly stress tested in 3 testing zones (i.e., CNRS, CTU, and INRIA), as well as 3 industrial pilots in Europe (i.e, AIRBUS, KLEEMANN, and THIMM), under numerous diverse real-world case studies and scenarios (different tools, environments, processes, etc.). The project's key objectives are to identify and map the needs and challenges for delivering solutions that can sustainably support agile production, to identify and leverage existing open data, tools, and platforms for next-generation AI-powered robotics, to analyse the needs, challenges, and available data for agile production in the context of introducing design guidelines for next-generation AI-powered robotics and to co-design the AGIMUS’s system requirements and architecture, covering both functional and non-functional aspects towards a higher level of autonomy.

This report describes the updated communication strategy including awareness-raising, dissemination of project results, management of all relevant activities, and partners’ responsibilities in this respect. It incorporates the actions that have been undertaken under T7.1 and T7.4 regarding dissemination, communication, synergies, and knowledge-sharing activities of the project, including specific qualitative and quantitative targets and activities that were carried out by the AGIMUS partners in order to ensure success and maximum publicity for the project and its results.

The differences compared to D7.1 include the addition of up-to-date details regarding AGIMUS’:

- promotional video (Section 4.1.4)
- website analytics (Section 4.1.5), including user interactions and number of current users
- social media account followers, subscribers, and views (section 4.1.6)
- submitted online newsletters (section 4.1.7), publications (section 4.1.8), and press releases (section 4.1.9)
- project events, workshops (section 4.2.1), and external events (section 4.2.2)
- networks and synergies (section 4.3)
- Key Performance Indicators progress (Chapter 6)

Additionally, the annexes, including the AGIMUS D&C guidelines, the News reporting form, and the Dissemination and Communication reporting template have been revised and updated.

A last version of the DCP will be available at the end of the project (M48), including the final results and metrics of the Dissemination and Communication activities.

Table of Contents

List of Figures

List of Tables

List of Terms and Definitions

Table 1: Terms and Definitions

Abbreviation	Definition
DCP	Dissemination and Communication Plan
KPIs	Key Performance Indicators
SMAs	Social Media Accounts

1. Introduction

AGIMUS aims to be a success story of collaboration among innovation and industrial entities from different countries to deliver open-source breakthrough innovation in AI-powered agile production Therefore, to communicate this procedure is of paramount importance to maximize project results and multiply the impact on European society.

The main aim of AGIMUS D&C activities is to provide the dissemination and communication strategy of the project, which will be implemented during the project. Effective dissemination and communication activities have been and will be carried out, following a good communication and dissemination strategy that will guarantee:

- Addressing audiences beyond the action's own community
- Defining clear objectives
- Involving creative and expert people to achieve the highest impact

The current dissemination and communication report is the updated version of the initial plan, assisting partners in designing and implementing their publicity, communication, and engagement activities, within the framework of the project. It includes guidelines that can help achieve maximum visibility to pave the way for successful market uptake of the AGIMUS results.

However, this report and its guidelines are subject to modifications and updates in line with the project's progress and the experience gained and that will continue to be gained through the various project activities. As such, the communication, awareness-raising, and dissemination strategy that is presented in this report is not static. It is a living document that will be continuously reviewed in specific time intervals to account for any challenge or opportunity that may arise.

A third and final version of the Dissemination and Communication plan and activities report is foreseen to be submitted in the 48th month of the project.

1.1 Scope of the deliverable

This report titled “Dissemination and Communication Plan and Activities - Second Version” aims to articulate the revised strategy, plan, and forthcoming activities within the framework of the AGIMUS project, to maximise the project’s visibility and successfully convey its key messages and content to target audiences, mentioning the most suitable channels to spread them.

Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in updating their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions.

In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools that have been and will be utilised and the required actions and resources;
- Define responsibilities among partners;
- Summarise the internal monitoring, evaluation, and reporting of dissemination activities;
- Provide an indicative timetable/work planning of promotion activities during the project.

1.2 Structure of the deliverable

Taking the above into consideration, the “Dissemination and Communication Plan and Activities – Second Version” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP.
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span.
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that serve as the main audiences for the project dissemination and communication activities.
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that have been and will continue to be utilised for the dissemination and communication activities of the project, such as the project web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the time frame of the dissemination and communication activities, which may be updated during the course of the project.
- **Chapter 6 – Key Performance Indicators and monitoring (KPIs):** Tracks progress toward the dissemination and communication success indicators, enabling partners to refine their efforts throughout the project.
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists (dissemination and communication activities, external & future events and synergies) and Dissemination & Communication guidelines to facilitate collaboration within T7.1 and ensure useful resources for the project channels.

2. Dissemination assets

The assets that follow have been and will continue to be disseminated by all partners with a view to maximising the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (those groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim, and strategic objectives of the project will continue disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements, and results will continue to be published through press releases, on the project's website, or on partners' websites to inform stakeholders about the project and its contribution to the acceleration of the robotic system.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results, will continue to be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project assets, as depicted in the following, will continue to be disseminated as widely as possible to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 2 AGIMUS main assets/results

AGIMUS main assets/results
Motion Solvers Toolkit: efficient differentiable physics simulator, trajectory optimizer, task and motion planner, and optimiser.
Offline Policy Training: visual demonstration extractor, planner for long-sequence tasks initialized from demonstrations, tools for motion dataset creation and update
Online Policy Adaption: vision and haptic-based Whole-Body MPC, high-accuracy and consistent object pose tracker, software for simultaneous online control and offline motion dataset update.
AGIMUS-enabled versatile robot
Research data and scientific publications
AGIMUS Innovative Business models for versatile and autonomous mobile robotics.
Best practices, lessons learned and recommendations

3. Targeted stakeholder groups

All communication and dissemination activities contribute to the overall aim of facilitating the widespread adoption of the AGIMUS results, thus maximising the project's impact. In this respect, it is essential to identify relevant stakeholder groups, representing the AGIMUS target audiences of the current dissemination and communication strategy. These stakeholder groups are illustrated in the following table:

Table 3: AGIMUS target groups

AGIMUS key stakeholders for dissemination	

Industrial stakeholders	• Networks and associations around the AI, Data, and Robotics (e.g., ELLIS, CLAIRE, EurAI, euRobotics, ADRA, euROBIN, etc.) and the Factories of the Future (EFFRA) partnerships.
	• Industrial Technology Providers who may develop their own applications based on AGIMUS solutions or businesses that may serve as partners/ collaborators (e.g., technology and s/w providers, and h/w manufacturers).
	• Industrial entities that may serve as end-users/ adopters of our solutions and their personnel:
	  ○ Workforce in agile production shop floors,
	  ○ Managers tasked with designing workflows and operations/ resource planning (e.g., construction/ site/ safety/ technical/ expeditor managers and engineers),
	  ○ Decision-makers in leading construction businesses that can adopt our solution (e.g., CEOs, CTOs, VPs, and high-level HR executives).

Academia & Researchers	• Academia, researchers, and experts focused on advancing the AGIMUS cross-cutting scientific fields (e.g., Robotic Systems, AI, Computer vision, etc.). • Related EU-funded projects/initiatives (e.g., AI-on-Demand platform, Digital Industrial Platform for Robotics, euRobin, ELSA, DIH4AI, MEMMO and ACROBA)
Governmental/policy stakeholders	• National and EU regulators and policy-makers (e.g. industry committees, ministries and regional councils). • EU Institutions and Agencies (e.g., the EC, European Science Foundation, MEPs).
Other stakeholders	• General public • End-users • Open platforms and databases for sharing data, lessons learnt and best practices.

AGIMUS will intensify its dissemination efforts by engaging relevant entities in sectors aligned with the project's technological outputs. includes targeted outreach to specific industry stakeholders and potential end-users to maximize the adoption and impact of AGIMUS results.

4. Channels and tools

AGIMUS uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list below:

- Graphical identity (logo, branded templates for reports and presentations);
- Promotional material (leaflet, poster, banner), video, and newsletters;
- Project website;
- Project social media accounts on Facebook, X (formerly Twitter), LinkedIn, and YouTube and partner's social media accounts;
- Participation in external events and conferences;
- AGIMUS events (workshops, webinars, and final conference);
- Synergies with relevant projects/initiatives.

The dissemination and communication assets of the project will continue to be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex I.

The following table lists key channels for dissemination to be used throughout the course project.

Table 4: AGIMUS dissemination channels

Channel/ Tool	Description	Groups*
Scientific publications & conferences	AGIMUS outputs, having high research interest and impact, will lead to high quality publications disseminated to top relevant journals and conferences. Our researchers are frequently invited to high ranked scientific conferences.	1, 2
Exhibitions & trade fairs	AGIMUS partners retain access and will attend major AI, Robotic, and industrial exhibitions and trade fairs to disseminate AGIMUS outcomes.	1, 3
Project events & workshops	Co-design and validation workshops and a consortium conference will promote the exploitation of the project outcomes to all AGIMUS stakeholders.	1, 2, 3, 4
Consortium networks	AGIMUS partners have access to key stakeholder networks and will participate in networking activities to disseminate the project outcomes.	1, 2, 3, 4
Open Platforms & repositories	Open-source software and datasets will be uploaded to open repositories and platforms to promote research activities and excellence in Europe further.	1, 2
Communication activities	AGIMUS communication activities (video, newsletter, web portal, social media, synergies with other key projects, etc.) will communicate and disseminate key project results.	1, 2, 3, 4

*1=Industrial stakeholders; 2=Academia & Researchers; 3=Governmental/policy stakeholders; 4=Other stakeholders

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of AGIMUS as well as the set of dissemination and communication tools of the project used to convey them.

Table 5: Key messages and tools used for AGIMUS targeted stakeholder groups

Target Group	Main Communication tools & channels	Key messages
General public	Promotional material, video, and newsletters; social media; web portal; trade fairs and exhibitions.	Economic and societal potential from using AI and robots in manufacturing; New EU-funded research on cutting edge technologies and autonomous robots.
Industrial Technology Providers	Publications & conferences; trade fairs & exhibitions; AGIMUS events; Open platforms & repositories.	Opportunities to improve existing robotics solutions and research practices; Open data and software available; New robotic skills stress tested.
Industrial Adopters	AGIMUS events; Trade fairs & exhibitions; Synergies with other projects; Social media; Web portal.	Productivity gains through agile manufacturing; Robots with enhanced capabilities that integrate easier to the existing infrastructure; AI, and robotics market trends.
Academia & Researchers	Publications & conferences; Open platforms & repositories; Synergies with other projects.	Opportunities to improve research capacity; Research outcomes and their importance for improving the state of-the-art in AI and robotics.
Policy-makers & Regulators	AGIMUS events; External events; Personal contacts	Socio-economic and environmental benefits of agile production; Ethical concerns that need to be regulated.

4.1 Graphical identity and promotional material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material is mainly used at project workshops, webinars, and external events where AGIMUS partners participate. It is used, also, in the everyday publicity of the project. Moreover, press releases (on an ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters, and infographics stress and demonstrate with evidence the benefits of AGIMUS, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the AGIMUS project is described in the following sub-sections. Each partner is responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request

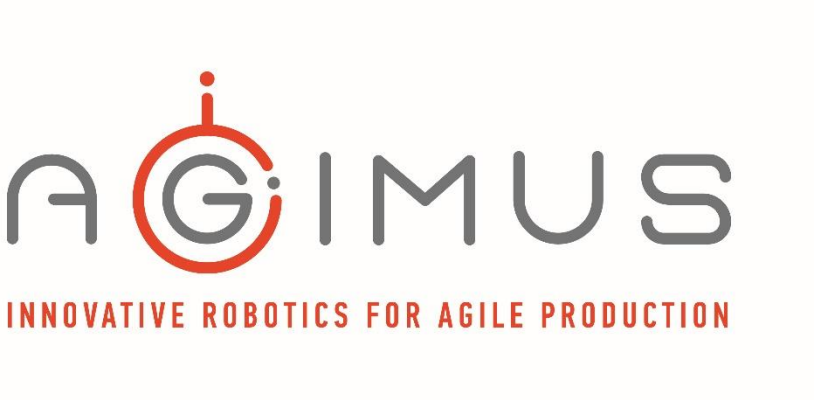
approval from the Dissemination Manager/WP7 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project Logo

By the end of M1 of the project, the AGIMUS logo and visual identity were developed, to fulfil the visual and graphic requirements of the project. To achieve maximum visibility, the logo has the capability to make the project recognisable and forms the basis for the design of all the different promotional and communication materials (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, website, publications, publicity for internal and external events, etc.).

The selected logo of AGIMUS was adopted in agreement with the majority of partners and is presented below:

Figure 1: The AGIMUS project logo



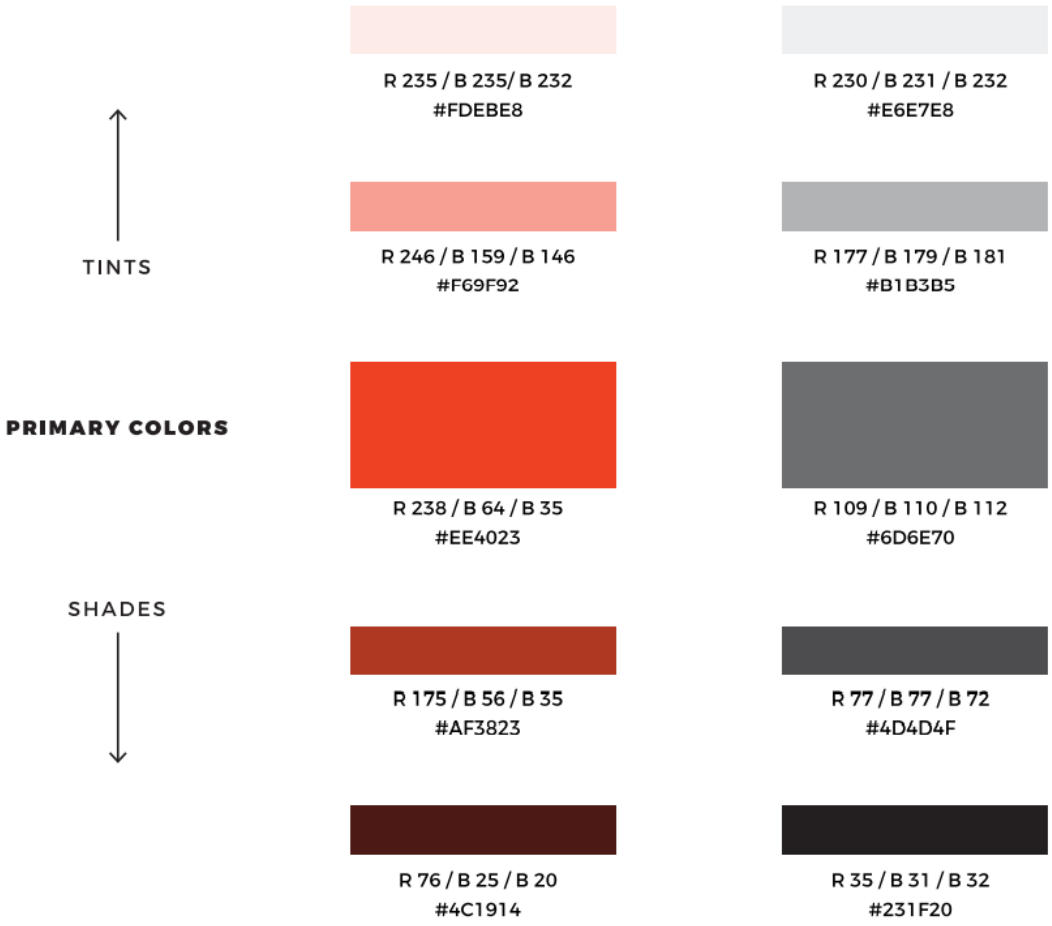
The project logo is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

Specifically, it is mostly a font-based logo that focuses on the project acronym. The name itself is catchy and memorable so when combined with strong typography the logo helps create strong brand recognition. Furthermore, since the focus is on the project acronym, a modern font was chosen to capture the essence of what the project does. Regarding the letters, modern and minimal lettering is used to symbolize the simplification of the integration of robots. All of the letters have been designed specifically for this logo.

As for the icon, the letter “G” is an abstract head of a robot, with a dot for an eye. The line that is coming out of the center of the circle and ending to a dot, symbolizes an antenna or a sensor.

The logo colours are used in all possible circumstances to ensure consistency and to reinforce the visual identity of AGIMUS. The orange colour symbolises action and energy whilst the gray colour symbolises intelligence, science, technology, and innovation.

Figure 2: The colour palette of AGIMUS



In addition to the use of the AGIMUS project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgment should be included as shown below:

Figure 3: The EU flag and funding acknowledgement

Funded by
the European Union

Moreover, any dissemination and communication activity must indicate the following disclaimer:

Disclaimer

This work is supported by the AGIMUS project funded by the European Union under GA no.101070165. Views and opinions expressed are, however, those of the authors only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them.

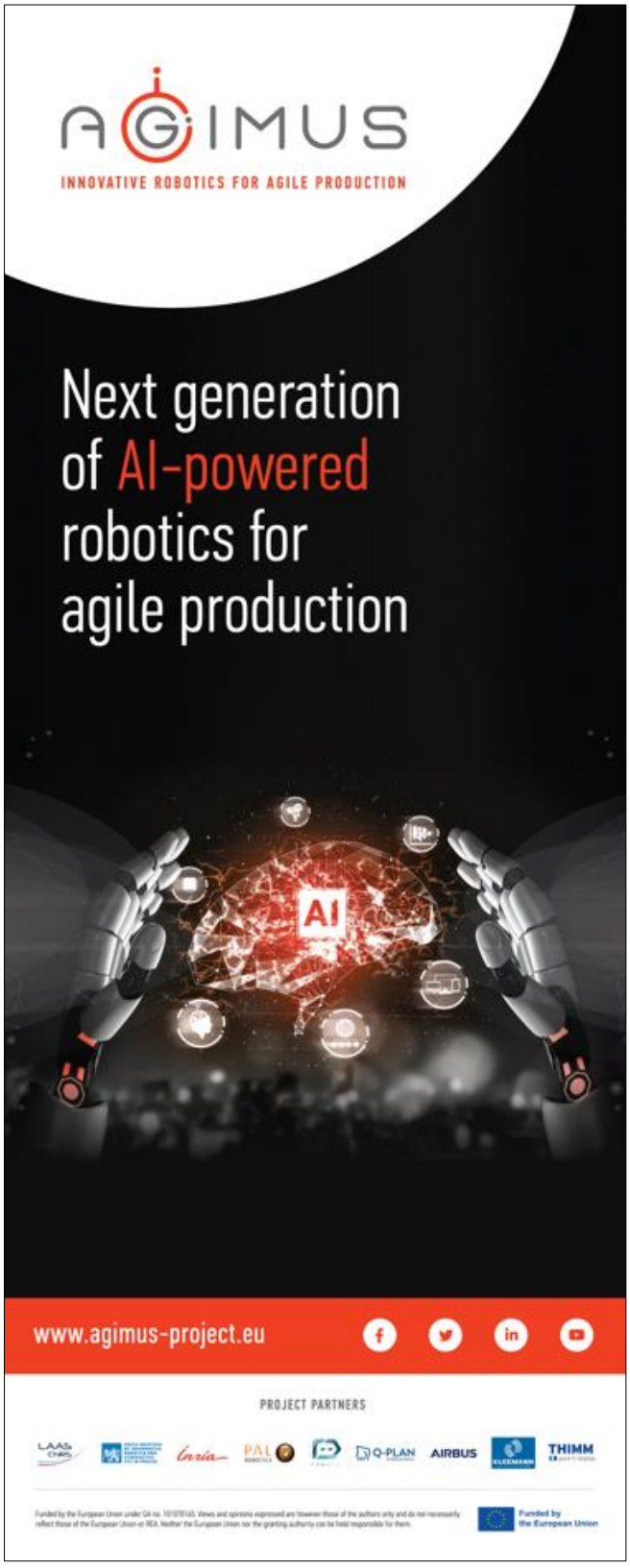
4.1.2 Project leaflet, poster and roll-up

The project leaflet, poster, and roll-up constitute an important pillar of the communication activities and present essential project information (aim, objectives, partners, etc.). They have been created by December 2022 (M3). Apart from the general project leaflet, poster, and roll-up, promotional material to support AGIMUS events, infographics, etc. have been prepared during the project, according to the needs of the responsible partners.

Figure 4: AGIMUS leaflet

Figure 5: AGIMUS poster

Figure 6: AGIMUS roll-up



4.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to the audience's brand recognition. AGIMUS presentations include the logo, brand colours, fonts, and brand elements from the project's visual identity. In particular, a template for the project deliverables as well as a template for the partners' presentations have been created and are available to project partners. In addition to the above templates, an AGIMUS letterhead has been developed which is useful for many communication activities, such as invitations to events.

The following templates have been prepared for the AGIMUS project:

- Project presentation template in PowerPoint, that is used as a basis for the various presentations created during the project, either for internal or external communication.
- Project deliverables and reports template in MSWord that is used as a basis for the project deliverables and reports;
- Project letterhead in MSWord that is used for communication with project stakeholders and other written communication about the project

The templates are shown below:

Figure 7: The presentation template

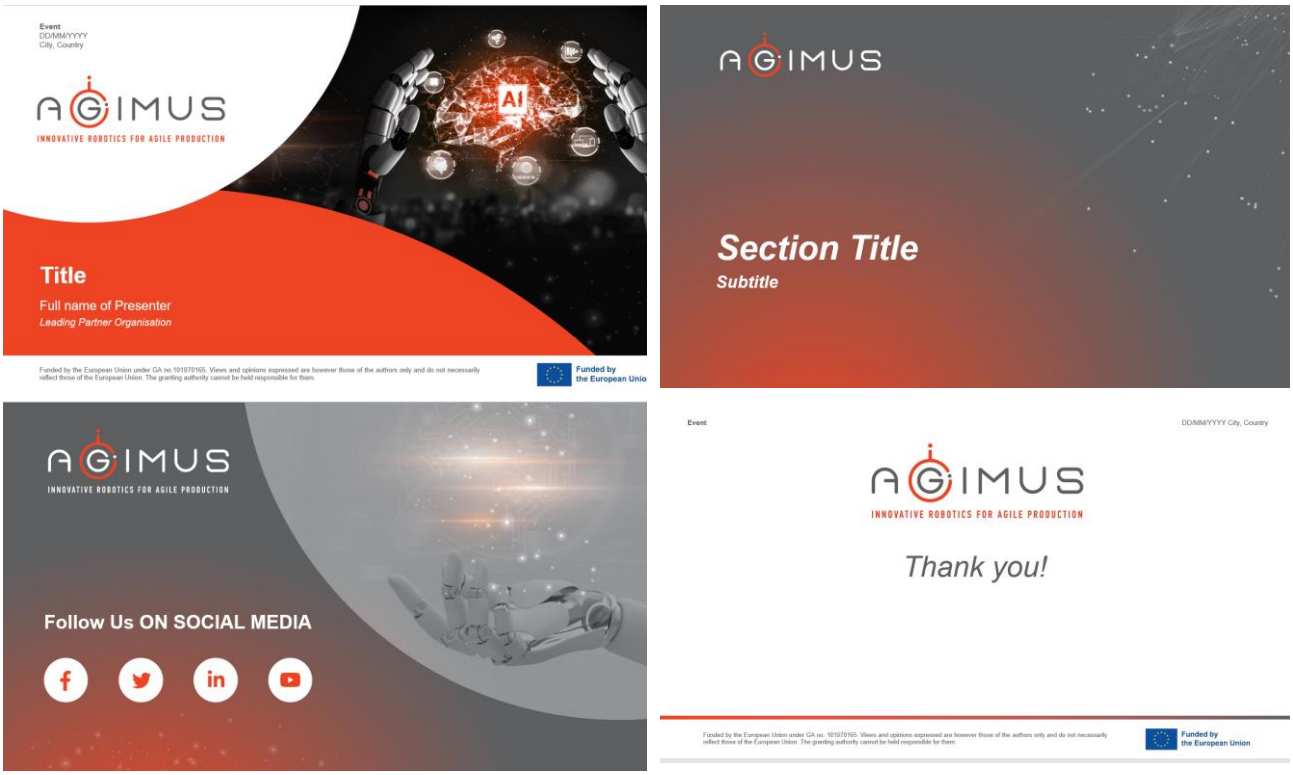


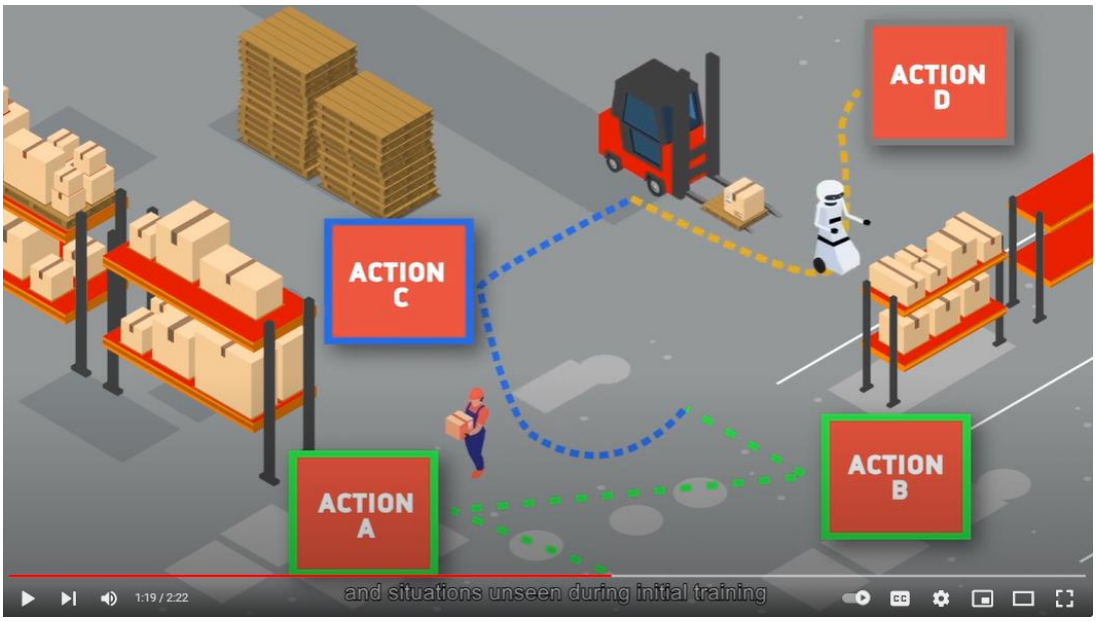
Figure 8: AGIMUS deliverables template cover

Figure 9: The project letterhead

4.1.4 Promotional video

The project promotional video was produced in M6 to raise awareness and effectively reinforce the project's communication activities. Q-PLAN was responsible for preparing the video. It provides an overview of the project, including vital information, and serves as a great way to highlight the mission and vision. The video has been uploaded to the AGIMUS' YouTube channel and it has been promoted through the project's social media accounts.

Figure 10: AGIMUS Promotional video



4.1.5 AGIMUS website

The project website is available online by M4 (January 31st, 2023), and accessible to users on all devices. There is no kind of limitation or restriction for accessing the portal. The URL for the website is www.agimus-project.eu and the contact email is info@agimus-project.eu.

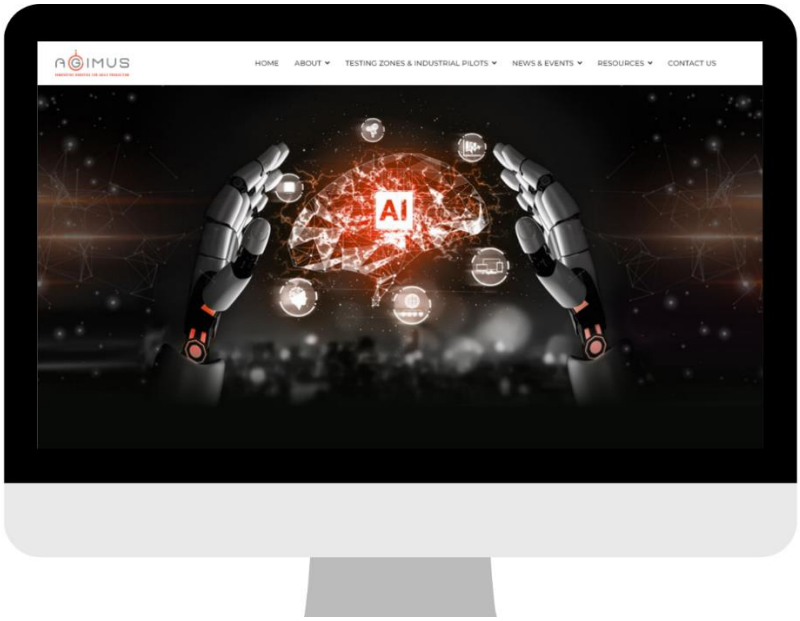
It constitutes the main gateway to AGIMUS activities, publications, news, and events. Specifically, it contains information about the project concept and objectives, the consortium, the Use Cases (UCs), the Testing Zones, the relevant initiatives, as well as project news. Links to social media accounts of the project and to the project partner's web pages but also relevant initiatives are included. In addition, it is equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website is further enriched with all publishable deliverables and promotional material. The news section of the AGIMUS website is updated regularly, whenever an action/activity is taken. All partners are expected to contribute with news items. For this reason, a report form was sent to the consortium in order to be filled out in detail with news. This form can be found in Annex II.

Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) are measured using Google Analytics 4, to which the website is registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project website. The project website is mentioned in all publicity material generated by the project consortium. At the end of the project, the website should reach more than 10,000 unique visits. Taking this into consideration, the website is monitored periodically to assess whether the project is on the right path or if increased efforts are needed.

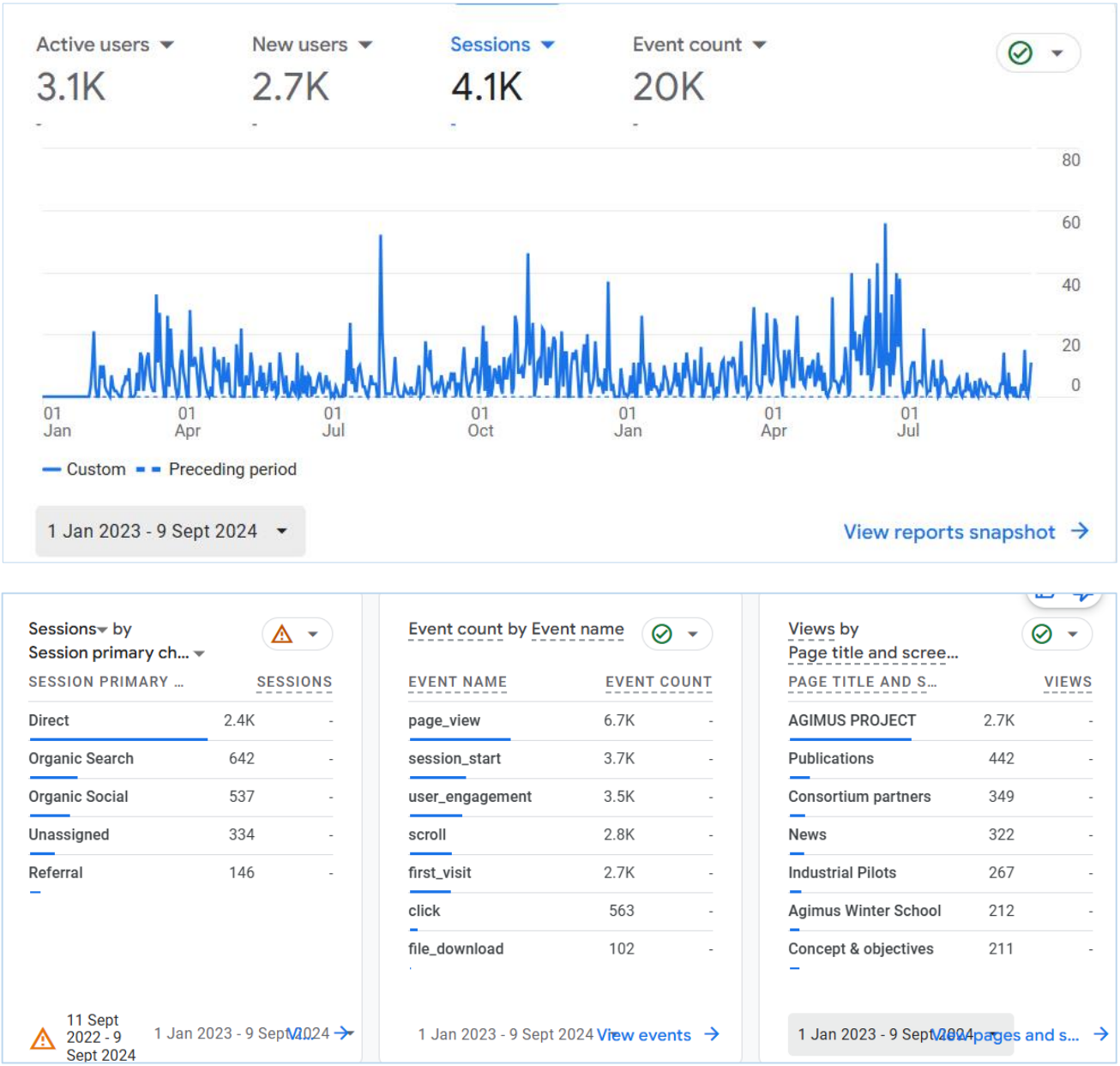
Figure 11: AGIMUS website



During the period from January 31st, 2023, to September 30th, 2024, the website recorded a total of 20,000 events, i.e., user interactions. Of these, 6,700 were page views. Additionally, the website attracted 2,700 new users in this timeframe (1 January 2023 – 9 September 2024).

The Figure below presents the Google Analytics table, including the statistics mentioned above. Specifically, the top graph shows the number of new users (unique visitors) and events. The bottom part shows the views of each page of the AGIMUS website, the session primary, and event analytics.

Figure 12: AGIMUS website Google analytics part A



4.1.6 Social Media Accounts

In today's society, the use of social media has become a necessary daily activity, making project social media accounts essential for promoting project news, events, and activities. AGIMUS utilises social media accounts on LinkedIn, X (formerly Twitter), and Facebook, which were launched in M1 (October 2022), while YouTube was launched in M6. The following table contains the URL links to the four (4) existing social media accounts of AGIMUS.

Table 6: AGIMUS social media accounts

Social media platform	Name of account	URL
LinkedIn	AGIMUS Project	https://www.linkedin.com/company/agimus-project-eu/
Twitter		https://twitter.com/Agimus_EU
Facebook		https://www.facebook.com/profile.php?id=100086938965159
YouTube		https://www.youtube.com/@AGIMUSP_ROJECT

The project social media are continuously updated in English with news about project activities and results, events, scientific news, news from several organisations/associations that promote artificial intelligence and robotics, news from related EU projects, etc. The frequency of social media posts depends on the availability of news about the activities and results of the project.

In addition, hashtags are used on project posts to help stakeholders easily find them and encourage interaction. The hashtags used on the project's social media accounts are:

- #AGIMUSproject
- #HorizonEurope
- #AI
- #robots
- #robotics
- #software
- #innovation
- #AgileProduction

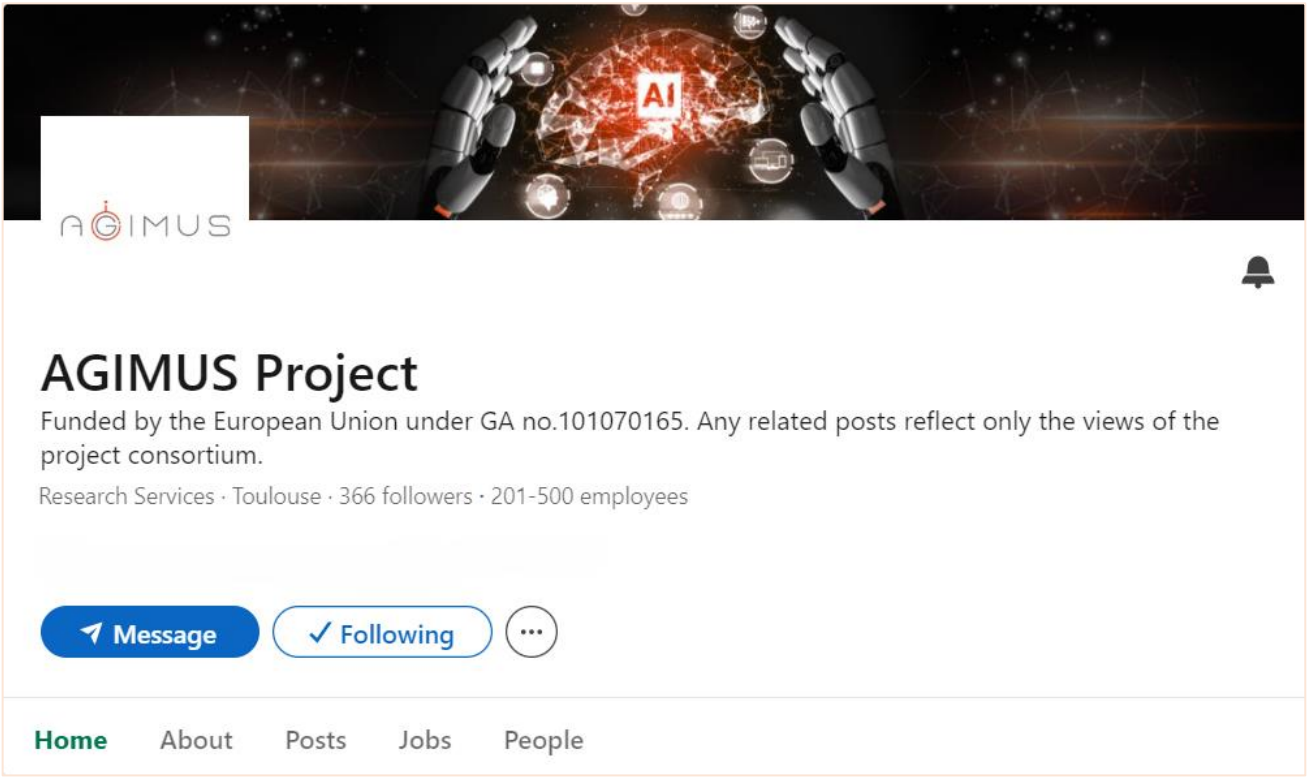
Q-PLAN is responsible for the administration of AGIMUS social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about AGIMUS regularly, through the social media of their organisations.

4.1.6.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offering a more institutional approach, and has therefore been selected as a core social media channel. The project's LinkedIn page was set up in M1 (October 2022) and it focuses on presenting the project, its objectives, and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted.

Well-targeted efforts have been made in order to populate the AGIMUS LinkedIn channel with personalized invitations through partners' professional networks and LinkedIn ads. The figure below reflects the growth of the project's LinkedIn page, which currently has 366 followers.

Figure 13: AGIMUS' LinkedIn account



4.1.6.2 X (formerly Twitter)

A Twitter account was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. Twitter is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what AGIMUS is and what it does. In addition, Twitter can be used as a promotional tool for project events and workshops as it can create a buzz around the activity in a short period of time. The X page currently has 239 followers.

Figure 14: AGIMUS' X account

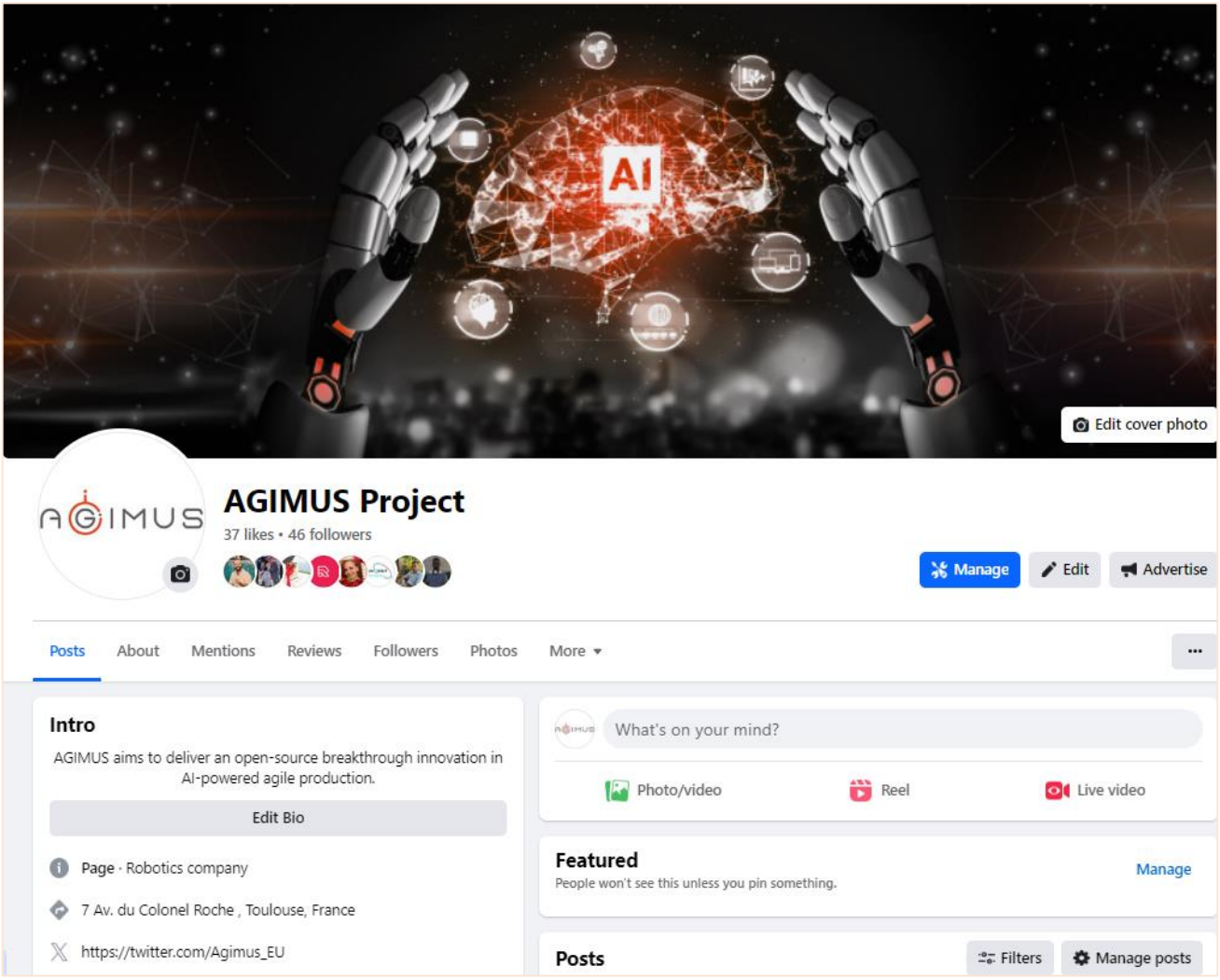
4.1.6.3 Facebook

A Facebook account was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant, and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, so it gives the AGIMUS project an opportunity to share news and results.

Like all AGIMUS social media accounts, the project's Facebook page is regularly updated either with posts related to the project or other related projects and initiatives. The project's Facebook page has 46 followers and 37 individuals have declared that they like the page.

Figure 15: AGIMUS' Facebook page

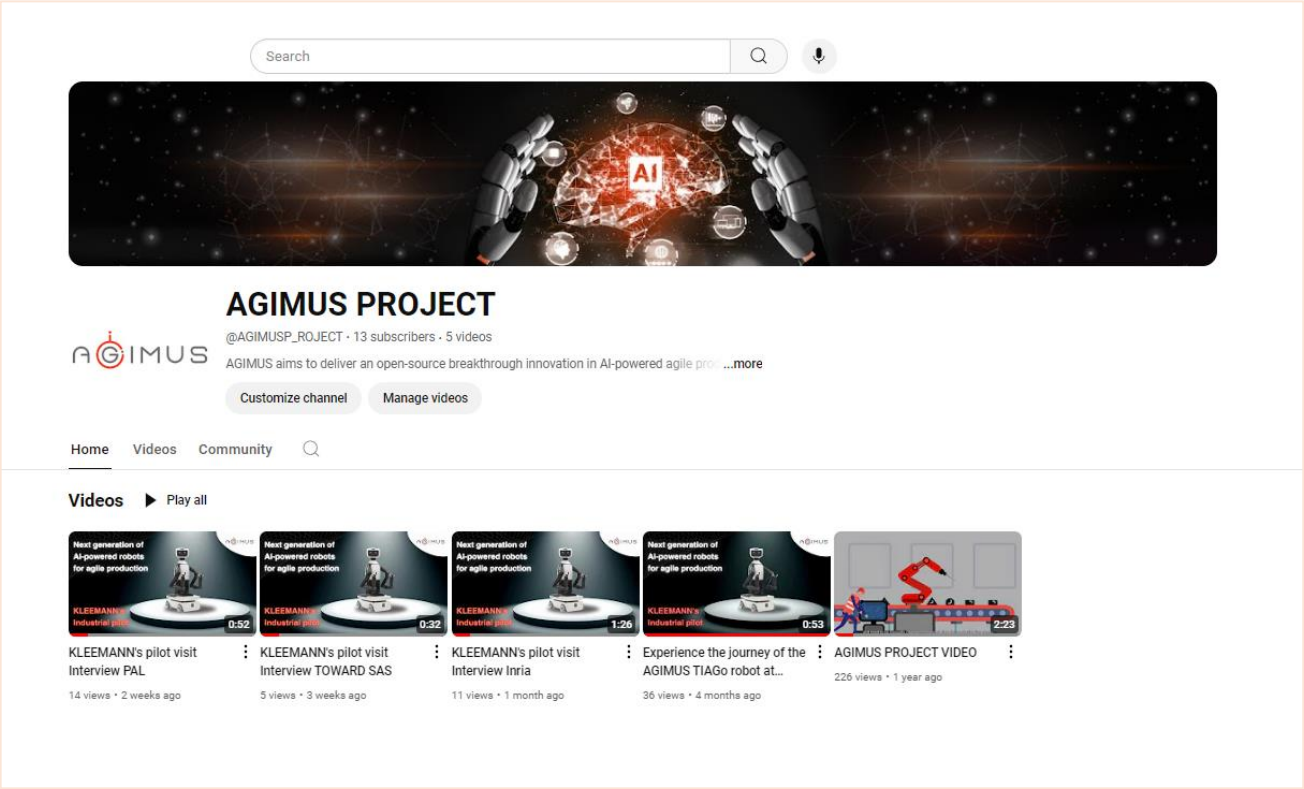


4.1.6.4 YouTube

Finally, the AGIMUS YouTube channel was created in M6 along with the finalisation of the promotional video (section 4.1.4 Promotional video). The aim of creating the YouTube channel is to gather project videos in a single, accessible location and to share the promotional video, thus allowing YouTube to expose the project to a larger audience. The project's YouTube channel has currently 13 subscribers, and the promotional video has garnered 226 views.

Moreover, AGIMUS has launched a series of short interviews with members of KLEEMANN, INRIA, TOWARD, and PAL, featuring the transformation that TIAGo can bring to KLEEMANN's industrial pilot. These interviews, included in four videos, have been uploaded to the project's YouTube channel as well.

Figure 16: AGIMUS' YouTube channel



4.1.7 Online Newsletters and Recipients' List

The project has committed to producing 8 bi-annual electronic newsletters, utilising MailChimp, covering the activities developed every semester. Additional ad-hoc newsletters may be added if deemed necessary. Each newsletter is distributed to the project's target audience, including all those who subscribed to it via the project website and is also uploaded to the website. The newsletters summarise updates on the project's developments and actions and represent an alternative way to inform potential and/or existing followers about the project's concepts. Furthermore, the newsletters are a way to attract and retain stakeholders who are not familiar with social media, keeping them connected and trying to engage them with the updates of the project.

The newsletter issues are prepared by Q-PLAN, with the contribution of all partners to specific content when necessary. Partners also disseminate the newsletter issues through their own channels. At this stage, four (4) online newsletters were prepared and distributed through MailChimp: M6 (April 2023), M12 (September 2023), M18 (March 2024), and M24 (September 2024) presenting among others, the achieved results, upcoming activities and events, news from similar initiatives, and news in relevant scientific fields.

Figure 17: AGIMUS Newsletters

The initial AGIMUS newsletter recipients' list was created and administered by Q-PLAN. The list is continuously updated during the project, allowing anyone interested to subscribe via the newsletter section of the project's website or unsubscribe in accordance with GDPR policies. The recipients' list is also used for disseminating other news and announcements related to the project activities.

4.1.8 Publications

Publications in conferences and impactful peer-reviewed scientific journals are one of our key channels for dissemination. During the project, it is expected to have three (3) scientific articles published in international conferences and four (4) scientific papers published in international journals per year.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will try to

produce publications in the highest quality, which not only reflects on the consortium's reputation but also on the AGIMUS project. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required by Article 17 of Grant Agreement No. 101070165.

An indicative list of journals that can be used under the context of the project is given by the following table:

Table 7: Indicative Journals

Indicative Journals for the dissemination of AGIMUS results	
Title	**Impact**
IEEE Transactions on Pattern Analysis and Machine Intelligence	16.389
IEEE Transactions on Robotics	5.567
IEEE Robotics and Automation Letters	3.741
International Journal of Advanced Manufacturing Technology	3.226
IEEE Transactions on Industry Applications	3.654
International Journal of Computer Vision	7.410
International Journal on Robotic Research	4.703
IEEE Transactions on Industry Applications	3.654
Robotics and Autonomous Systems	3.12
Open Research Europe	-

During the first period of the project (October 2022 - September 2023) and the first half of the second period (October 2023 - September 2024), the project has produced 17 publications, listed below:

- Jallet, W., Bambade, A., Arlaud, E., El-Kazdadi, S., Mansard, N., & Carpentier, J. (2023). Proxddp: Proximal constrained trajectory optimization. Under revision for IEEE Transactions on Robotics.GitHub
- Bambade, A., Schramm, F., Taylor, A., & Carpentier, J. Leveraging augmented-Lagrangian techniques for differentiating over infeasible quadratic programs in machine learning. In The Twelfth International Conference on Learning Representations, 2024.
- Jallet, W, Dantec, E. Arlaud E., Mansard N. & Carpentier, J. Parallel and Proximal Linear-Quadratic Methods for Real-Time Constrained Model-Predictive Control. At R: SS'24 conference.
- Le Lidec, Q., Montaut, L. & Carpentier, J. From Compliant to Rigid Contact Simulation: a Unified and Efficient Approach. At R: SS'24 conference.
- Bruce Wingo, Ajay Sathya, Stéphane Caron, Seth Hutchinson, Justin Carpentier. Linear-time Differential Inverse Kinematics: An Augmented Lagrangian Perspective. RSS 2024 - Robotics: Science and Systems, RSS Foundation, Jul 2024, Delft, Netherlands.
- Le Lidec, Q., Schramm, F., Montaut, L., Schmid, C., Laptev, I., & Carpentier, J. Leveraging randomized smoothing for optimal control of nonsmooth dynamical systems. Nonlinear Analysis: Hybrid Systems, 52, 101468, 2024.
- Lidec, Q. L., Jallet, W., Montaut, L., Laptev, I., Schmid, C., & Carpentier, J. Contact models in robotics: a comparative analysis. At IEEE Transactions on Robotics, 2023.
- Haffemayer, A., Jordana, A., Fourmy, M., Wojciechowski, K., Saurel, G., et al. Model predictive control under hard collision avoidance constraints for a robotic arm. Ubiquitous Robots 2024, Korea Robotics Society, Jun 2024, New York (USA), France.
- Q. Le Lidec, W. Jallet, I. Laptev, C. Schmid, J. Carpentier. Enforcing the consensus between Trajectory Optimization and Policy Learning for precise robot control. IEEE International Conference on Robotics and Automation, London, United Kingdom, 2023.

- K. Zorina, D. Kovar, F. Lamiraux, N. Mansard, J. Carpentier, J. Sivic and V. Petrik. Multi-Contact Task and Motion Planning Guided by Video Demonstration. IEEE International Conference on Robotics and Automation, London, United Kingdom, 2023.
- Fourmy, M., Priban, V., Behrens, J. K., Mansard, N., Sivic, J., & Petrik, V. Visually Guided Model Predictive Robot Control via 6D Object Pose Localization and Tracking. At IEEE International Conference on Robotics and Automation, 2024.
- Louis Montaut, Quentin Le Lidec, Antoine Bambade, Vladimir Petrik, Josef Sivic, Justin Carpentier. Differentiable collision detection: a randomized smoothing approach. IEEE International Conference on Robotics and Automation (ICRA), 2023
- Jiri Sedlar, Karla Stepanova, Radoslav Skoviera, Jan K. Behrens, Matus Tuna, Gabriela Sejnova, Josef Sivic, Robert Babuska. Imitrob: Imitation Learning Dataset for Training and Evaluating 6D Object Pose Estimators. IEEE Robotics and Automation Letters, 2023.
- Louis Montaut, Quentin Le Lidec, Vladimír Petrík, Josef Sivic, Justin Carpentier. GJK++: Leveraging Acceleration Methods for Faster Collision Detection. IEEE Transactions on Robotics, In press, 2024
- Antoine Bambade, Fabian Schramm, Adrien Taylor, Justin Carpentier. QPLayer: efficient differentiation of convex quadratic optimization, 2023.
- Antoine Bambade, Fabian Schramm, Sarah El Kazdadi, Stéphane Caron, Adrien Taylor, et al. Companion Report of PROXQP: an Efficient and Versatile Quadratic Programming Solver for Real-Time Robotics Applications and Beyond. INRIA, 2023.
- Yann Labbé, Lucas Manuelli, Arsalan Mousavian, Stephen Tyree, Stan Birchfield, Jonathan Tremblay, Justin Carpentier, Mathieu Aubry, Dieter Fox, Josef Sivic. MegaPose: 6D Pose Estimation of Novel Objects via Render & Compare. Computer Vision and Pattern Recognition (cs.CV); Robotics (cs.RO), 2022.

All publications are uploaded on the related project's website page.

4.1.9 Press Releases

During the project, press releases are produced on an ad-hoc basis, especially when progress and important actions are achieved or significant upcoming events are foreseen. The press releases aim to inform stakeholders about the overall project actions and results, but they may also incorporate space for featuring specific stories related to project achievements in the form of short articles. General press releases are developed, when necessary, targeting stakeholders at the EU level. Press releases are also produced after each project meeting or prior to a project event with the purpose of attracting local media attention.

At this stage of the project, five (5) press releases have been produced and published on the AGIMUS website. The five (5) press releases were issued following the project meetings and project activities - the first was published on the 8th of November 2022 after the kick-off meeting in Toulouse held at LAAS-CNRS premises, announcing the beginning of the project, introducing the project's goals and partners; the second was published on 11th of April 2023, and presented the open-source breakthrough innovation in AI-powered agile production and the upcoming steps of the project. The third was published after the second project meeting at the CIIRC & THIMM Packaging facilities in Prague, on 29th of September 2023. The fourth press release was published on the 3rd of March 2024 after the third project meeting at the premises of the Oceanological Observatory of Banyuls-sur-Mer, France, delving into progress, accomplishments, and forthcoming advancements within the domain of industrial robotics. Finally, the fifth one was released in June 2024, after the fourth project meeting

hosted at LAAS-CNRS in Toulouse. At this meeting, our partners convened to discuss key topics including the finalization of AGIMUS system architecture, as well as task and motion planning optimization, and improvements in offline training techniques.

The press releases were then shared with the consortium for further distribution

Figure 18: AGIMUS 5 press releases

PRESS RELEASE

AGIMUS: A new Horizon Europe project kicked-off!

08/11/2022

PRESS RELEASE

AGIMUS: Delivering open-source breakthrough innovation in AI-powered agile production

11/04/2023

PRESS RELEASE

AGIMUS: Reflecting on a Year of Achievement!

29/09/2023

PRESS RELEASE

AGIMUS: Making Strides in Industrial Robotics

03/04/2024

PRESS RELEASE

AGIMUS: Pioneering Innovations in Industrial Robotics

Toulouse, France - June 18-19, 2024

04/07/2024

4.2 AGIMUS events

4.2.1 Project events and workshops

Events serve as powerful communication tools, spreading the world for the benefits that can be derived from the project services and outcomes. A series of events will be organised to design specific functional and non-functional technical system requirements, offer training on project open-source solutions, showcase the project benefits, gather feedback for further improvements, and facilitate post-project exploitation (validation workshops). In addition, at least two joint events with other initiatives will be organised.

The project events and engagement activities are presented in the following list:

- **Training workshops**
  High-accuracy visual and haptic feedback used by MPC will further enrich the capacity to understand and interact with the robot's surroundings, leading to more accurate, faster, and safer (re-)actions. Investing in delivering these innovative solutions, AGIMUS reinforced the capacity of its consortium by organising a training workshop, AGIMUS Winter School, for solidifying the skills and knowledge over both development and data available and acquired through early activities, covering technological, ethical, and other design principles defined early in the project. A second training workshop in the form of a Summer School will be conducted near the end of the project.
- **Co-creation workshops**
  Interdisciplinary teams from industrial stakeholders and members of AGIMUS Advisory Boards (including management executives, manufacturing managers, automation experts, AI and robotics researchers, and ethics and security experts) were convened in co-creation workshops. These sessions introduced participants to our designs and findings engaging them in co-creative exercises that facilitated an iterative process to define AGIMUS' functional and non-functional requirements. This process, grounded in the envisioned robotic skills and industrial pilot case studies, ultimately shaped the overall system architecture.
- **Joint events**
  Two joint events with other initiatives were organized to exchange knowledge, promote findings, and collaborate on breakthrough research activities throughout AGIMUS. These events were (i) the euROBIN Yearly Event 2023 hackathon, which showcased the tools developed by AGIMUS, and (ii) the inaugural sister projects meeting at ERF 2024, which aimed to identify common goals and explore avenues for joint action.
- **Validation workshops**
  Two validation workshops, engaging the Industrial and Ethics Advisory Boards of AGIMUS, will assess and compare the findings of the performance evaluation and provide partners with evidence to materialize the knowledge collected into concrete best practices and recommendations that can stimulate and facilitate the design and deployment of next-generation AI-powered percipient robotics, well after the lifecycle of AGIMUS.

4.2.2 External events

Partners will continue to participate in several external events of great interest to project target stakeholders to keep in touch with them, exchange knowledge, and communicate the project value propositions and results.

In addition, the targeted events, both scientific and business relate to the knowledge fields of the project, the sectors it covers as well as the interests of the project's primary stakeholders. The goal is to keep in touch with the latest advances in the research and industry across Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners participate include, among others, business events, exhibitions, scientific events, and conferences. Partners should follow the guidelines below:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
- During the event, it is important to disseminate the project's promotional material (leaflets, posters, etc.);
- A number of photos must be taken;
- The partner is requested to update the Dissemination and Communication Manager about the participation in the event and to share the photos taken, not later than ten days after the event;
- All partners are asked to complete the respective tab of the sheet named “External Attended and Future Events” with all required information about the participation in the event at the latest three weeks after the event. The table can be found in Annex III.

In the table below, an indicative list of external events relevant to AGIMUS is provided.

Table 8: Indicative events

Indicative events for the dissemination of the project outcomes	
ERF	The European Robotics Forum is the most influential meeting of the robotics community in Europe, where all stakeholders gather to discuss how to accelerate innovation in robotics and relevant AI.
Hannover Messe	Hannover Messe is a leading trade show for industrial technology with over 220,000 visitors and 5,000 exhibitors covering core areas of industry (e.g. R&D, industrial automation, and ICT).
ECCV & CVPR	The European Conference on Computer Vision (ECCV) and the Conference on Computer Vision and Pattern Recognition (CVPR) are two of the top conferences in computer vision.
ICRA & IROS	The International Conference on Robotics and Automation (ICRA) and the Intelligent Robots and Systems (IROS) are two of the largest and most impacting robotics research conferences.
ISM	The International Conference on Industry 4.0 and Smart Manufacturing (ISM) represents a platform where 200 experts exchange knowledge, and discuss theoretical advances and industrial experiences.
Industry 4.0 Summit	An event dedicated to the future of manufacturing with over 1,600 participants and 70 exhibitors, showcasing leading-edge solutions aimed at improving manufacturing (smarter, cleaner, etc).

The following table lists the external events and fairs, in which partners have participated, presenting AGIMUS. In total, the partners participated in 24 external events.

Table 9:AGIMUS' participation in external events

Partner	Activity tile	Starting Date	Ending Date	Type of event/ Description	Type of audience
CTU, INRIA	Czech-French Workshop on AI, Prague	13-Sep-22	13-Sep-22	The event aimed to bring together leading experts from various AI fields, entrepreneurs, and decision-makers.	1, 2, 3, 4
PAL	Humanoids 2022, Ginowan	28-Nov-22	30-Nov-22	AGIMUS leverages were presented cutting-edge technologies to equip robots with optimal control policies to improve motion behaviour.	1, 2, 3, 4
CNRS	Start in Lab-Digital 113, Toulouse	24-Jan-23	24-Jan-23	Advertise Agimus methods in Industry	2
PAL	ERF 2023, Odense	14-Mar-23	16-Mar-2023	Presentation of TIAGo Pro: this robot will be used as one of the project demonstrators by 2 partners (INRIA and CNRS)	1, 2, 3, 4
PAL	Advanced Factories 2023, Barcelona	18-Apr-23	20-Apr-2023	The project results have been disseminated, presenting the prototype TIAGO Pro that will be used as one of the project demonstrator	1, 2, 3, 4
CNRS	euROBIN project Yearly Event 2023, Sevilla	16-May-23	19-May-2023	Participation in the hackathon to broadcast the tools developed in Agimus and network	1, 2, 3, 4
INRIA	ICRA 2023, ExCel London	29-May-23	2-Jun-2023	The results of Inria were disseminated through papers on (i) Differentiable Collision Detection and (ii) Combining Policy Learning and Optimal Control	1, 2, 3, 4
CTU	ICRA 2023, ExCel London	29-May-23	2-Jun-2023	The objective was to disseminate the results of our project on multi-contact tasks and motion planning guided by video demonstration	1, 2, 3, 4
PAL	ICRA 2023, ExCel London	29-May-23	2-Jun-2023	Presentation of the first prototype of TIAGo PRO; the next versions of this robot will be used as project demonstrators during the last year of the project	1, 2, 3, 4
PAL	Dynamic Walking Conference 2023, Bavaria	12-Jun-23	16-Jun-23	Presentation of TIAGo PRO; the next versions of this robot will be used as project demonstrators during the last year of the project	1, 2, 3, 4
PAL	automatica 2023, Munich	27-Jun-23	30-Jun-23	Presentation of the first prototype of TIAGo PRO; the next versions of this robot will be used as project demonstrators during the last year of the project	1, 2, 3, 4

PAL	Robocup 2023, Bordeaux	4-Jul-23	10-Jul-23	Presentation of TIAGo PRO; the next versions of this robot will be used as project demonstrators during the last year of the project	1, 2, 3, 4
PAL	XLIV Automation Conference, Zaragosa	6-Sep-23	8-Sep-23	Presentation of the first prototype of TIAGo PRO; the next versions of this robot will be used as project demonstrators during the last year of the project	1, 2, 3, 4
CTU	IROS 2023, Detroit	1-Oct-23	5-Oct-2023	The objective was to disseminate our 6D pose hand-tools dataset to the research community.	1, 2, 3, 4
INRIA	AGIMUS Winter School,Banyuls	11-Dec-23	15-Dec-23	AGIMUS Winter School aimed to well-establish expertise in motion planning, optimal control, computer vision, reinforcement learning, force control, and robot design.	1, 2, 3, 4
PAL	ERF 2024	13-Mar-2024	15-Mar-2024	Project's cross-promotion	1,2,3,4
PAL	Advanced Factories 2024	9-Apr-2024	11-Apr-2024	Project's cross-promotion	1,2,3,4
INRIA	Inria-CETIM Workshop	23-April-24	23-April-24	Inria and CETIM held a prospective workshop to initiate collaboration on specific topics, in particular AI and robotics. In that context, the Inria Willow team presented its contributions within Agimus, and their exploitation strategy through an open-source consortium open to CETIM	2,4
INRIA	ICLR 2024	7-May-24	11-May-2024	The objective was to present Inria paper on differentiating QP layers	1, 2, 3, 4
CNRS	ICRA 2024	13-May-24	17-May-2024	The objective was to disseminate Inria recent progress in efficient simulation and software	1, 2, 3, 4
CNRS	ICRA 2024	13-May-24	17-May-2024	Workshop on the impact of robotics on climate change	1, 2, 3, 4
INRIA	R:SS 2024	14-July-24	20-July-2024	The objective was to disseminate Inria's recent progress on: (i) Efficient simulation, (ii) Parellel Nonlinear MPC, (iii) Low-Complexity Inverse Kinematics. Inria was also the main organizers of the workshop on Frontiers of Optimization in Robotics. Ajay Sathya and Frederike Dubingem, two AGIMUS post-docs, have also taken part in the highly selective R: SS Pioneers workshop	4
INRIA	ICML 2024	21-July-24	27-July-2024	Inria presented his work on Differentiable optimization at all scales during the ICML workshop Differentiable Almost Everything: Differentiable Relaxations,	4

				Algorithms, Operators, and Simulators	

1. General public 2. Industrial Technology Providers 3.Industrial Adopters 4. Academia & Researchers 5.Policy-makers & Regulators

4.2.3 Final conference

A final conference will be co-organised near the end of the project by Q-PLAN with the support of all partners so as to spread the accumulated knowledge and present the final achievements to scientists, industry, policymakers, and generally to all interested parties. In order to maximise the outreach of this event, we will seek to organise it as a satellite event at a larger international event. AGIMUS partners should contribute to further dissemination of the final event through their own networks.

4.3 Networks and Synergies

Establishing communication pathways with relevant local, national, or EU projects can greatly benefit the consortium through the gained experience and knowledge. Joint events and networking efforts are essential for the full exploitation of AGIMUS project potential, increasing the impact of the project activities in a rather sustainable manner as the related collaborations are mutually beneficial. In this respect, the consortium should be constantly vigilant for new collaborations and joint actions, such as news exchange, invitations to external events, press releases, and further dissemination actions through social media communication channels, mutual reference of projects on respective websites, events co-organization, participation in events of similar projects, and open trainings. A synergy list template was created by Q-PLAN and can be found in Annex IV.

It is worth mentioning that a substantial pool of relevant initiatives and networks already exists:

- 42 newly EU funded projects in AI and Robotics
- 8 in the Dig.Emer.1-11: CONVINCE, CoreSense, HARIA, INTELLIMAN, MOZART, PILLAR-ROBOTS, REGO, SESTOSENSO
- Networks of Excellence centres (EC): euROBIN, ELSA
- Adra-e
- AI-on-Demand platform or Digital Industrial Platform for Robotics

Thus far, discussions on establishing strategic communication-oriented synergies have been held with all the aforementioned projects, in order to better disseminate the project's results to stakeholders that can make the most out of them. As a result, **12 synergies have been established** so far, namely with Adra-e, euROBIN, Robotics4EU, MANOLO, and the AGIMUS sister projects in terms of:

- common dissemination activities through social media channels, the projects' websites and newsletters, ultimately increasing the number of stakeholders engaged;
- collaboration and participation on online and physical events

The table below provides an updated list of projects and initiatives related to AGIMUS, along with the synergy activities they have carried out with AGIMUS to date.

AGIMUS' relevant projects and initiatives		
Activity	**Name**	**Comments**
Common dissemination activities through social media channels	Adra-e	-Promotion of AGIMUS' online survey
	euROBIN	-Promotion of AGIMUS' online survey
	Robotics4EU	-Cross-promotion on social media
	CONVINCE	-Promotion of AGIMUS' online survey -Cross-promotion on social media
	CoreSense	
	HARIA	
	INTELLIMAN	
	MOZART	
	PILLAR-ROBOTS	
	REGO	
	SESTOSENSO	
	MANOLO	-Cross-promotion on social media
Common dissemination activities through the projects' websites	Adra-e	-Reciprocal inclusion of logos -Mutual promotion in news items
	euROBIN	
	Robotics4EU	-Reciprocal inclusion of logos
	MOZART	-Reciprocal inclusion of logos
	PILLAR-ROBOTS	-Mutual promotion in news items
	MANOLO	-Reciprocal inclusion of logos
Common dissemination activities through the projects' newsletters	MANOLO	Reference of AGIMUS on MANOLO's 1st Newsletter
Collaboration and participation on online events	Robotics4EU	-Discussion about the RoboCompass tool -Participation in Robotics4EU's 4 agile workshops
Collaboration and participation in physical events	euROBIN	Participation in Yearly Event 2023's hackathon, broadcasting the tools developed in AGIMUS
	CONVINCE	-Inaugural meeting with sister projects at ERF2024
	CoreSense	
	INTELLIMAN	
	PILLAR-ROBOTS	

Through the AGIMUS project lifespan, this list will be enriched even further, and the updated list will be included in the next version of this document.

4.4 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by AGIMUS throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted

5. Timeline and implementation plan

In the following table, an action plan of AGIMUS dissemination and communication activities is presented, spanning the whole duration of the project.

Figure 19: AGIMUS timeline

Activity	Responsible Partner	Related WP	2022	2023					2024						2025						2026					
			1st year						2nd year						3rd year						4th year					
			October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September
Development of promotional material																										
Logo	Q-Plan	WP7																								
Templates (report, presentation and letterhead)		All WPs																								
Leaflet, poster and roll-up		WP7																								
Promotional video		WP7																								
Website																										
Development and operation of project's website	Q-Plan	WP7																								
Publicity through project's website	All partners	All WPs																								
Publicity through partners' website	All partners	All WPs																								
Social media networks																										
Creation of social media accounts (Facebook, Twitter and LinkedIn)	Q-Plan	WP7																								
Creation of social media accounts (YouTube)	Q-Plan	WP7																								
Publicity through projects' social media	All partners	All WPs																								
Publicity through partners' social media	All partners	All WPs																								
Publicity through project YouTube channel	Q-Plan	WP7																								
Digital presence																										
Recipients list creation and update	Q-Plan	WP7																								
E-newsletter	Q-Plan	WP7																								

Activity	Responsible Partner	Related WP	2022	2023					2024						2025						2026					
			1st year						2nd year						3rd year						4th year					
			October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September	October - November	December - January	February - March	April - May	June - July	August - September
Publications																										
Non – scientific (press releases, blogging)	All partners	WP7																								
Scientific publications and conference papers	All partners	WP7																								
External events																										
Exhibitions, business events, information days etc.	All partners	WP7																								
Scientific events, conferences etc.	All partners	WP7																								
Project workshops																										
Workshops	All partners	All WPs																								
Final Conference																										
Final conference	Q-PLAN	All WPs																								
ergies with related projects/initiatives																										
Synergies with related projects/initiatives	Q-Plan, all partners	WP7																								

6. Key Performance Indicators and monitoring

To measure the success of AGIMUS dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether AGIMUS in on the right path or if increased efforts need to take place.

Table 10: AGIMUS dissemination KPIs

Key Performance Indicator	Target	Progress
Project workshops and events	>7	3
Stakeholders participated in project events	>50	76
External events/conferences attended	>20	15
Synergies with initiatives & networks	10 joint actions	12
Publications at international journals	At least 4	4
Publications at international conferences	At least 12	9
Followers on social media	>1,000	705
Views of the promotional video	>500	312
Number of newsletters released	8	4
Promotional material distributed	>300	25
Stakeholders engaged in overall	3,000	1,110
Unique visits to the website	>10,000	2,300

To meet target values, project partners are expected to continuously carry out publicity actions and also continuously report all publicity and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of AGIMUS dissemination activities.

Partners have to report in detail, through the AGIMUS Dissemination and Communication Reporting Template, all the communication and dissemination actions they undertake. The table can be found in Annex V.

Any kind of promotional material related to the project produced by the partner should be previously reviewed and approved by T7.1 leader, Q-PLAN. Each project partner should immediately contact Q-PLAN if they identify opportunities, problems, or risks arising while planning or implementing publicity actions.

7. Conclusions

This document, titled “Dissemination and Communication Plan and Activities – Second Version”, provides a more detailed analysis of the dissemination actions, results, and plans.

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project's tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, AGIMUS will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

This deliverable will be updated one final time in M48, including new results and updated progress against targets.

Annexes

Annex I – AGIMUS D&C guidelines

Contact details: mitsouridis@qplan-intl.gr

AGIMUS D&C guidelines

Last updated: 09.02.2023

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project.

Main guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the AGIMUS logo and website URL together with the EU logo and the disclaimer "Funded by the European Union under GA no.101070165. Views and opinions expressed are, however, those of the authors only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them".

In practice, it could look like this:

When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/.

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general:
    - Use Arial as font for documents generated with MS Office programmes and for web applications.
    - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
    - Be consistent in using currency references (for example, use EUR instead of € throughout).
    - Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager.
    - If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "mn").
    - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
    - Review the language and the coherence of the structure of the text you drafted.
4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and publication. A leaflet, a poster, and a roll-up will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g. organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the AGIMUS communication channels in a timely manner.
6. You will have to report in detail all the communication and dissemination actions you undertook (see AGIMUS Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.
7. A Synergies List is provided to all partners to fill. Please follow the instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update.
8. In compliance with GDPR requirements, always gather consent, when collecting, using, and storing personal data during your events/conferences.

Guidelines for enhancing AGIMUS online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the AGIMUS website and social media accounts (SMAs).

Website

1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all AGIMUS activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and the AGIMUS SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars, etc.) and provide Q-PLAN with a link to the event if available so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper articles, blog posts, TV interviews, etc.) mentioning your pilot area or the AGIMUS project and provide Q-PLAN with a link/scan for giving it more visibility online.

Social Media Accounts

1. Register to all AGIMUS SMAs (i.e. Facebook, Twitter, LinkedIn, and YouTube, when available) and use them: to monitor announcements and posts, comment, like, and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the AGIMUS SMAs within your network of contacts.
4. Signal to AGIMUS relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. When posting on SMAs, please include the mandatory hashtag "#AGIMUSproject". Additionally, feel free to include any other hashtags that you believe are relevant to your post. For your convenience, here are some indicative hashtags that you may consider using: #HorizonEurope #AI #robots #robotics #software #innovation #AgileProduction
6. Tag the AGIMUS project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content.
7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem, and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The granting authority cannot be held responsible for them"). Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

Annex II - News reporting form

News reporting form

AGIMUS
INNOVATIVE ROBOTICS FOR AGILE PRODUCTION

Picture(s) / Image(s)	**Please attach any relevant pictures/images:** • in the cell below • **and also provide them as separate** PNG or JPG files with the highest possible resolution
Title	
News content	
Key words / hashtags	e.g.: #HorizonEurope #AI #robots #robotics #software #innovation #AgileProduction #AGIMUSproject

EXAMPLE	
Picture(s) / Image(s)	Please attach any relevant pictures/images: • in the cell below • **and also provide them as separate** PNG or JPG files with the highest possible resolution 
Title	**AGIMUS KICKS-OFF!**
News content	We are delighted to announce the official start of AGIMUS, one of the 42 projects under the Horizon Europe programme that kicked-off successfully on November 2nd - 3rd 2022 in Toulouse, France. During the meeting, all partners presented their involvement and responsibilities in the project and shared their ideas and ambitions for a successful implementation to achieve the specific project objectives. The project aims to deliver the European vision, for the development and deployment of trustworthy, safe, and robust AI, Data, and Robotics, compatible with EU values and regulations. AGIMUS focuses on delivering an open-source breakthrough innovation in AI-powered agile production, introducing solutions that push the limits of perception, planning, and control in robotics, enabling general-purpose robots to be quick to set-up, autonomous and to easily adapt to changes in the manufacturing process.
Key words / hashtags	#HorizonEurope #AI #robots #robotics #software #innovation #AgileProduction #AGIMUSproject

Annex III – Synergy list

Part 1

GENERAL INFORMATION OF THE INITIATIVE							
No	**Name of Initiative**	**Ends in**	**Type of initiative** *(e.g. Horizon 2020 & Horizon Europe project, network, standardisation body, association, technology platform, etc.)*	**Short description**	**Website**	**Geographic scope** *(Regional, National, EU, Global)*	**Type of stakeholders / target group** *(e.g General public, Industrial Technology Providers, Industrial Adopters, Academia & Researchers, Policy-makers & Regulators.)*
1							
2							
3							

Part 2

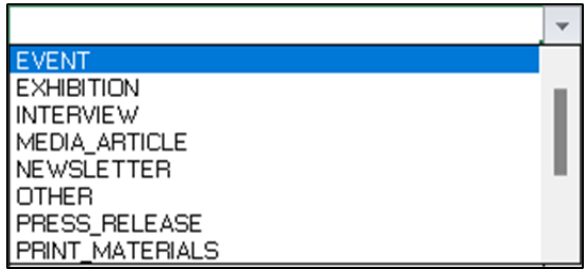
CONTACT PERSON DETAILS				PROGRESS			
Name	**Role**	**Telephone**	**E-mail**	**Contacted** *(Yes/No)*	**By whom**	**Response** *(Yes/No/Pending)*	**Type of synergy** *[1. joint D&C (press release, campaign, other), 2. invitation of other projects to participate in our events, 3. organisation of joint webinars]*

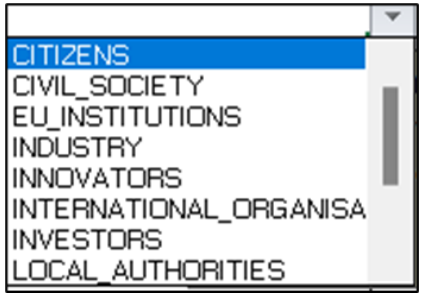
Annex IV - Dissemination and Communication reporting template

A) Communication activities

Cells marked with an asterisk (*) must be filled out

#	*Partner	*Title	*Activity description	Related WP	*Starting Date	*Ending date	*Target audience	*Communication channel	*URL for Social Media/website	*Activity outcome	Activity status	Comments

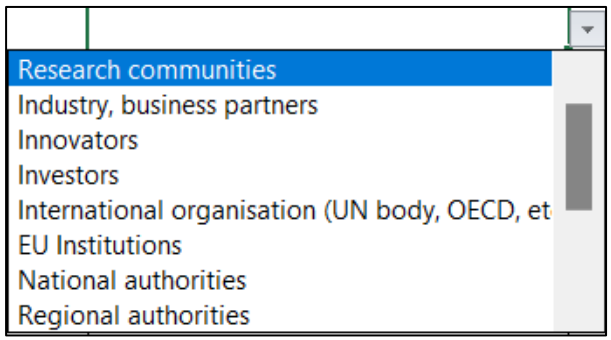




B) Dissemination activities

Cells marked with an asterisk (*) must be filled out

#	*Partner	*Activity type	*Activity title	*Starting Date	*Ending date	*Place	*Target audience	*Audience size	*Description of the objective(s) with reference to a specific project output (max 200 characters)	Status	Comments
0											
2											
3											
4											



Note: Previously, AGIMUS partners' participation in external and future events was tracked using a separate template. This is now monitored through the table above.

C) Publications

Cells marked with an asterisk (*) must be filled out

#	Partner(s)*	PID type*	Publication type*	Publication title*	First Submission Date*	Publication Date*	DOI / Handle / ARK / URI / pURL / Other*	Comments	Peer reviewed
1									
2									
3									
4