



H2020-ICT-2020-2 Grant agreement no: 101017274

## **DELIVERABLE 10.1**

### Communication plan

Dissemination Level: PUBLIC

Due date: month 12 (December 2021)

Deliverable type: Other

Lead beneficiary: ORU

## 1 Introduction

As stated in the Grant Agreement, Section 2.2.2, the purpose of the DARKO Communication Plan is to maximise the awareness of DARKO's goals for key audiences, and also engage in two-way exchange to steer the development as well as find new application areas, not only with industry stakeholders, but also with the general public.

The DARKO consortium will publish research results in leading international journals from the robotics and automation-science communities. Furthermore, the project aims to participate and present research results and innovations at all leading conferences in the relevant areas.

The consortium will maintain a proactive media relation on local, national, and EU-wide levels and develop positive relationships with stakeholders to strengthen the support for the project. Corresponding activities will especially focus on the project's combined stakeholder meetings and milestones.

Additionally, the design of a unified project identity, including logo(s) and templates for meetings, presentations, and displaying project material (e.g., posters) is part of the communication plan.

Before a consortium member engages in a communication activity expected to have a major media impact, they should inform the Coordinator.

## 2 Target audiences

We have identified the following key audience groups:

1. technology providers within the logistics industry,
2. business leaders from end users with logistics needs in a wide range of scales,
3. the academic communities relevant to the technical work packages, and
4. the general public, including media as well as policy makers, to raise awareness of progress in the field.

Part of the communication plan will be to maintain a proactive media relation on local, national, and EU-wide levels, to create talking points and key messages about the project, to develop a positive relationship with all stakeholders to strengthen support for the project in particular, and EU research and innovation actions in general, design of a unified project identity including logo(s) and templates for presentations and display project material (posters, etc). Early communication will provide an opportunity to build up an audience for later dissemination and exploitation work. We will also benefit from existing contacts with industry press that has been following, e.g., the ILIAD project,<sup>1</sup> and are likely to be equally as interested in the results of DARKO.

## 3 Key messages and sources

We will put effort in developing early interest in the project by targeting media outlets with key messages. These messages will specifically include why non-practitioners should be interested in the project and its results. (E.g.: Making robots "greener" by making them

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<sup>1</sup>H2020 project ILIAD (Intra-Logistics with Integrated Automatic Deployment: Safe and Scalable Fleets in Shared Spaces), <https://iliad-project.eu/>

more energy efficient. How can service robots be safer around humans? How can robots learn to adapt to their environment and its inhabitants?).

To maximise the impact of the different media channels, we will use resources from the partners' public relation offices to work with communication and media professionals that are experienced in the public presentation of research projects.

## 4 Communication channels

The Project Coordinator and Scientific Manager will manage communication channels. The Executive Team will monitor managing and updating the web-based communication actions. It is a duty of the Steering Board of the DARKO project to communicate with third parties (e.g., related projects and additional stakeholders).

The intended communication channels include:

**Project website and social media** During the course of the project the website will be updated with latest results and to announce events and achievements of the project. A strong presence of the project on popular social media platforms will increase the outreach to all target audiences, not least target group (4). A YouTube channel will be used to disseminate information about the robot system in action, including the milestone demonstrations (1, 2, 4), as well as scientific presentations (3). Social media channels are planned to be updated on a weekly basis.

**ARENA2036** Our presence at the ARENA2036<sup>2</sup> facility will permanently show current project results in particular to target groups (2) and (4).

**euRobotics topic group** We are co-coordinating the euRobotics topic group "Robotics for Logistics and Transport", which provides a forum for European research projects and industry stakeholders concerned with robots for logistics applications. This topic group regularly arranges workshops at the European Robotics Forum (ERF), through which we will communicate with European stakeholders in industry and academia; mainly to target audience (1) and (3).

**Press** Print media as well as TV and radio will be targeted actively through press releases of the partner's external relations offices, coordinated by ORU.

**Workshops** International workshops for industry stakeholders and academia will be arranged at least once per year. As described in the Grant Agreement in Sec. 2.2.1, specific stakeholder meetings with invited end users and technology providers will be arranged at the milestone demonstrations, and our presence at Arena2036 will give many opportunities for communication outreach also at other points in time.

## 5 Monitoring of Communication Plan

The success of the communication plan will be constantly monitored (community feedback, website hits, media coverage) and adjusted to the needs of the different audiences. Once a year, the Executive Team (Project Coordinator, Scientific Manager, and Administrative Project Manager) will follow-up on the communication activities planned for each year. The Executive Team will make sure that the consortium is informed of the updated communication plan via mailing lists and the Intranet (available via the web site).

<sup>2</sup><https://arena2036.de/en/>

## 6 Participation per beneficiary WP10

Partner	WP10 effort
1-ORU	6.0
2-TUM	3.0
3-Bosch	3.0
4-UNIFI	3.0
5-EPFL	3.0
6-UoL	5.0
7-ACT	4.0
Total	27.0

## 7 Planned Activities

The Communication plan will be established and maintained as part of WP10, T10.3. A final compilation, including information on public dissemination events, media coverage and publications from all periods and periodic reports, will be submitted as part of deliverable D10.4 (Report on success of dissemination and communication activities) in M54. The following communication activities are planned during the project:

### 2021

Activity	Partner	Audience	Additional info
Project web site	ORU	1-4	Achieved <sup>1</sup>
Twitter account	ORU	1-4	Achieved <sup>2</sup>
CORDIS Page	ORU	1-4	Achieved <sup>3</sup>
YouTube channel	ORU	1-4	
Logo	ORU	1-4	Achieved
Concept Image	ORU	1-4	Achieved
Poster	ORU	1-3	Achieved
Email-listings	ORU	Consortium	Achieved
Press releases (Swedish and English)	ORU	1-4	Achieved
Participation and presentation at conferences	ALL	3	Achieved
Presentations	ALL	1,2 and 4	Achieved
Publications	ALL	3	Achieved

<sup>1</sup> <https://darko-project.eu>

<sup>2</sup> [https://twitter.com/darko\\_project](https://twitter.com/darko_project)

<sup>3</sup> <https://cordis.europa.eu/project/id/101017274>

## 2022

Activity	Partner	Audience	Additional info
Press release in conjunction with MS1	ORU, ALL	4	
Participation and presentation at conferences	ALL	3	
Presentations	ALL	1,2 and 4	
Publications	ALL	3	
Stakeholder workshop in conjunction with MS1	Bosch	1,2	

## 2023

Activity	Partner	Audience	Additional info
Press release in conjunction with MS2	ORU, ALL	4	
Participation and presentation at conferences	ALL	3	
Presentations	ALL	1,2 and 4	
Publications	ALL	3	
Stakeholder workshop in conjunction with MS2	Bosch	1,2	

## 2024

Activity	Partner	Audience	Additional info
Press release in conjunction with MS3	ORU, ALL	4	
Participation and presentation at conferences	ALL	3	
Presentations	ALL	1,2 and 4	
Publications	ALL	3	
Stakeholder workshop in conjunction with MS3	Bosch	1,2	

2025

Activity	Partner	Audience	Additional info
Compilation of all communication and dissemination activities for period 3 and the full project period	ORU, ALL	1-4	Periodic report for period 3, final report for project and D9.1
Press in conjunction with MS4/Final press release	ORU, ALL	4	
Participation and presentation at conferences	ALL	3	
Presentations	ALL	1,2 and 4	
Publications	ALL	3	
Stakeholder workshop in conjunction with MS4	Bosch	1,2	

## 8 Use of EU emblem and disclaimer

Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

1. display the EU emblem and
2. include the following text:

For communication activities: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017274”.*

For infrastructure, equipment and major results: *“This [infrastructure] [equipment] [insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017274”.*

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

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

For more information about the use of the EU Emblem, we will consult the instructions found in *The use of the EU Emblem in the context of EU Programmes. Guideline for beneficiaries and third parties (October 2012)*. The instructions have been shared in our digital collaborative space.



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