D7.2 Communication Plan

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Abstract	The aim of the deliverable is to outline the communication channels such as the project website, different social media such as LinkedIn, Twitter and YouTube, print and digital publications, the animated project video, teaching material and the final project brochure. In addition, it also describes the strategy for communication activities carried out during the TraceBOT project.

Versioning and Contribution History

Version	Date	Modified by	Modification reason
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1   Executive Summary

The present communication plan defines which communication channels the TraceBot project consortium has planned to use in order to guarantee that expert communities such as lab users and lab suppliers or the robotics community will be reached and which channels are appropriate to draw attention to the project from the general public. Apart from a detailed description of each communication channel the plan also shows the graphic elements of the TraceBot project's corporate design and contains a guide on how to properly use the design and the communication materials. Furthermore, the plan also provides a guide on how to publish a LinkedIn post or a correspondent image so that any colleague within the project can use the communication plan as a concise communication handbook in case she/he needs to dispel any doubts on the correct utilization of the graphic elements such as the logo, colours and typography or the recommended channels of communication for the project. The communication plan shall generally be used in combination with the dissemination plan.

2   Introduction

Before introducing the Communication Plan it is essential to understand what the TraceBot project is about. Therefore the project and its aims, and the consortium behind it shall be presented as follows.

The challenges and aims of the project

Creating new healthcare products requires testing huge numbers of samples. Today manual procedures still dominate since regulations require understanding of the execution of each process step and systematic checking to verify task completion – what in this domain is called traceability.

The goal of the TraceBot project is to create robotic systems able to understand what they perceive and do, to ensure that any manipulation action is verified, thus leading to the Audit Trail required in the regulated environment. To reach this goal the consortium will work on the development of tactile grippers for handling medical products, a set of manipulation skills to execute the regulatory checking action for every assembly step, an intuitive programming method for a quick adaptation to novel products and tasks and, last not least, a programme which assures reasoning for safe and failure-resistant operation of the robot system, to meet the need of safety-critical automation.

To maximise impact, TraceBOT has adopted sterility testing as use case, a key process in the distribution of medical products. The industries are highly competitive and innovative, being a major sector for the EU, turning over 1.000 billion Euros a year and providing 10 million jobs. Automation is needed to reduce cost, to improve the quality of production and working conditions. The capability to verify and trace robot actions would overcome a barrier in medical industries. The TraceBOT consortium will demonstrate that the traceability framework achieves it on a complete set of steps for sterility testing and show rapid adaption to another test set.

The success of the TraceBot project highly depends on the diffusion of the results which makes the present deliverable D7.2, the present Communication Plan, essential on all levels.

The consortium

The TraceBOT project brings together seven partners from five countries: Astech Projects Limited AST (England), BioLAGO – the health network BIOL, (Germany), Commissariat à l'Energie Atomique et aux Energies Alternatives CEA (France), Fundación Tecnalia Research & Innovation TECN (Spain), Technische Universität Wien TUW (Austria), Universität Bremen UOB (Germany) and Invite GmbH INV (Germany), and will be guided by representatives of the pharmaceutical industry that belong to the advisory board. Each partner contributes its own expertise by providing a solution working hand-in-hand with each other partner's solution. The TraceBOT project's coordination, communication and dissemination is carried out by the health network BioLAGO.

The following chapter 3 will describe the „General Description of Action" of the communication plan, chapter 4 the project's corporate design and, finally, chapter 5 will precisely outline all the different communication channels that are intended to be used in the TraceBot project.

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3   Communication Plan: General Description of Action

As described in the introduction, TraceBot is an international project which allies seven partners. Six for the development of the development of a lab robot that is intended to carry out traceable action and one partner (BIOL) that will make sure that internal and external communication is effective.

As all TraceBot partners are well experienced in EU funded research projects, one can already state at this early point of the plan that there is a quite high level of knowledge about the possibilities of communication on all sides. Nonetheless it is essential for the project to precisely list the different communication channels available as it determines on where the project's results can be disseminated. The present plan will describe which channels the project partners will have at their disposal and how WP7 leader BIOL will coordinate and execute the use of them.

As communication and dissemination are strongly intertwined, the present Communication Plan shall be regarded as the elementary part of the Dissemination Plan (Deliverable 7.3).

Apart from listing the numerous analogue and digital communication channels, the present plan will also describe accurately the basic elements of the corporate design (cd) of the project and the communication material for internal use such as Word and PowerPoint templates.

It is important to mention that the present communication plan shall be regarded as a flexible plan than can be adapted during the TraceBot project's duration as it may turn out that some communication channels work better than others or simply do not work as effectively as intended. This way, the dissemination strategy can constantly be harmonized with the communication channels in order to be able to react in an agile way to the different challenges that might arise along the project's duration of 51 months, A common consequence could be that the use of some communication channels may be altered. All changes reg. the communication channels suggested in this plan that differ from the ones in the proposal are listed under „Deviations from the workplan" on page 18.

In a nutshell, the main objectives of the communication plan are to define:

a) The project's corporate design (chapter 4)
b) A set of internal + external communication tools for presentation (chapter 4)
c) A precise list of communication channels suited for the project (chapter 5)
d) A guide on how to use (not use) the corporate design + how to edit LinkedIn posts (chapter 4 + Annex)

4 Corporate Design of the project

The TraceBot's corporate design (cd) is the first step regarding the creation of a professional communication strategy for the project and essential in many ways. First of all, the cd generates an identification with the EU funded project among all partners and colleagues which has a very positive impact on the motivation to work on a common goal. Secondly, the TraceBot corporate design adds big value to both the internal and external visibility of the project. Particularly for the dissemination of the project's results it is vital that print and digital media can identify TraceBot as a project to report on for the whole duration of its 51 months. For this reason, the recognition value of the project is essential when communicating repeatedly with the media.

The key element of the corporate design is the TraceBOT logo which makes the project visible and recognizable at all times. When thinking of the different communication tools and a changing and limited space, BIOL decided to have two versions of the TraceBOT logo: 1. A full size logo with horizontal wording and a short size logo with an integrated vertical wording which allows to stick to the general corporate design even when space is very limited for communication. The selection also includes several variants in colour and digital size, so that the partners or the media can use it either for print or for digital publications which need less megabytes.

The stringent corporate design policy goes hand in hand with the communication strategy. The correct use guarantees the intended "recognition effect" from outside which helps to disseminate the results more easily. Once the media already know the project's look, it is easier to persuade them to – repeatedly – publish news or results of the project.

Please find the official full size logo of the TraceBOT project as follows:
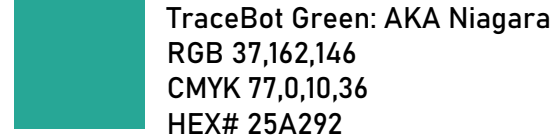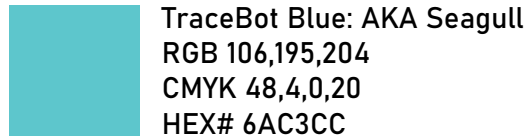

Please find the short version with integrated vertical wording in the vial brim of the vial as follows:

Please find the official font/typography and the colours as follows:

Font Family: Bahnschrift
Properties: Bold Condensed

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TraceBot Blue: AKA Seagull
RGB 106,195,204
CMYK 48,4,0,20
HEX# 6AC3CC

TraceBot Green: AKA Niagara
RGB 37,162,146
CMYK 77,0,10,36
HEX# 25A292

#B1DDE2

#475151

#7A8D88

4.1   Design and Logo Guide

In order to guarantee a consistent look of all TraceBOT publications a design guide was created and saved at the project's SharePoint so that every colleague within the partner consortium has access to it. The Dissemination Manager (DM) made this information officially public in M6.

The design guide is a reliable support for every user on how to properly use the different internal communication tools. It depicts the two different variants of the full and the short size logo and shows the correct use of colours and its combinations along with the official typography/font of the project which is "Bahnschrift condensed".

Furthermore, it also gives examples on how an incorrect use could look like. This makes the proper use for everyone involved in the project a lot easier.

In case of external publications with TraceBOT logo, the Dissemination Manager will always send the logos and the design guide to the respective trade magazine, newspaper or digital news platform in order to avoid incorrect use.

Please find the guide and examples for the incorrect use on this and next page as follows:

Logo should be used on a white background with a minimum spaceof 4mm (~15px)

Logo should be no smaller than15mm (~56px)

Incorrect Logo Usage Examples:

Do Not alter the colour of the logo

Do Not use the logo below 15mm

Do Not use the logo on an angle

Do Not stretch or distort the logo

Do Not use the logo on coloured backgrounds

Do Not place other elements within the minimum space

Lorem ipsum

When printing in black and white use the greyscale logo version

4.2   Internal communication infrastructure – Word and PowerPoint templates

Although the internal communication infrastructure templates officially belong to WP8, namely D8.1, they should be mentioned and listed in this communication plan as the official corporate design is binding for the four items. These four different templates – one PowerPoint and three Word templates for minutes, reports, presentations and publications integrate the corporate design and shall not be altered by its users. Their existence was already announced by the DM in M6 and made accessible to all TraceBOT colleagues on the project's SharePoint under Communication Material / Templates / Presentations.

The four items are:

1. **Word Minutes template** for minutes at official TraceBOT meetings

2. **Word template for official texts in portrait format (vertical) for publications**

3. **Word template in landscape format** (horizontal) for publications

4. **Power Point template for presentations**

The present communication plan is written using the Word template in portrait format.

5 Communication channels

As described in the introduction and the description of action, the "communication plan" and the "dissemination plan" go hand in hand. Please see the following communication channels as solid base for the dissemination activities described precisely in the dissemination plan, i.e. D7.3. The multiple analogue and digital communication channels listed below follow a holistic approach as they shall make sure that all activities to diffuse news on the TraceBot project will reach an expert or a broad civil audience at any time.

5.1 TraceBot website and BioLAGO website

TraceBOT Website: tracebot.eu

The TraceBot website is a major channel of communication for the project and an essential element of WP7 carried out by BIOL. It serves as „digital business card" for all project partners when communicating with external players and as a source of general information for all external stakeholders who want to know more about the aims of the TraceBot project, the consortial partners and the respective colleagues involved.

External visitors will find a variety of publications uploaded in the result's section: the project's deliverables, information on events and expert articles or blogs – either from internal or from external authors. External authors can be i.e. experts from the advisory board or the lab automation or robotics community.

The selection of the articles for upload on the website will be carried out by the DM in accordance with the WP leaders. The publications will be/are already (the website went live in August 2021) linked with the online news platforms on which one can find the original publication.

Some communication channels of the TraceBot are intertwined i.e TraceBot colleagues will be informed on new publications on the website via internal email by the DM, external players via press releases, LinkedIn, the local press etc.

The multiple target audiences that can be reached and the dissemination activities that can be carried out through the project website as vital communication channel are described in the dissemination plan.

BioLAGO Website: biolago.org

In addition to the TraceBot project website, the BioLAGO website represents another valuable channel of communication

5.2   Social Media

Social media are an essential channel of communication for the TraceBOT project. Particularly LinkedIn Twitter and YouTube which will be filled with relevant content.

The social media strategy for the project is described in the dissemination plan.

5.2.1   LinkedIn
LinkedIn is the most important social media platform for professional purposes (660 million users) worldwide and therefore vital for the TraceBOT project and its reach. It offers the possibility to disseminate news or results achieved during the project to a lot of different players involved such as specialized audiences, policy makers and civil society at the same time AND within a very short time. The first LinkedIn post related to the project was published in June 2021.

Tracebot LinkedIn URL: https://www.linkedin.com/showcase/74343557/admin/

The challenge for the TraceBot will be to publish relevant and interesting content in order to generate as many followers as possible. A guide on how to edit posts text- and image-wise gives orientation in chapter 8 References on page 20 of the present communication plan.

5.2.2   Twitter
The microblogging service Twitter has a world wide impact and has established itself as a major communication platform with appr. 200 million users which makes Twitter indispensable as a communication channel for TraceBot project, too. As Twitter is mainly used by politicians, governmental and non-governmental organizations, non profits and journalists, the approach is to start the use of Twitter at a later stage of the project (For information on changes please see „Deviations from the Workplan" on page 18).

5.2.3   YouTube
YouTube is the best-known video portal worldwide and a vital communication channel for the dissemination of videos that explain the TraceBot project in general and the single progress steps of the different work packages of the project in particular. YouTube is very effective in the way that it is easy to handle for all partners. Project Videos will be uploaded by the DM in accordance with the WP leaders and the Technical Officer. All new videos uploads on YouTube will be linked to the project website. (For information on changes please see „Deviations from the Workplan" on page 18).

5.3 Print publications, online news platforms, print and teaching material

5.3.1 Print Publications and teaching material

Experts read expert publications. From a scientific point of view and despite the major shift from print to online as a source of information in the last decade print publications still are indispensable as a communication channel in the scientific world – so are they for the TraceBot project.

More precisely, trade magazines and special interest magazines are vital for the TraceBot project as they guarantee that important results achieved in the different work packages will reach their intended expert audience when it comes to „industrial" and „scientific" dissemination.

Daily newspapers from the national and international press will be the communication channel for „generic dissemination" to reach the civil society.

A large number of relevant trade magazines is mentioned in the dissemination plan.

The DM will make sure that he/she establishes a good relation with the editorial staff of the trade and special interest magazines and (daily) newspapers so that they are willing to publish articles/news on TraceBOT during the entire duration of the project.

Teaching material for the research community will be made available as open source in accordance with commercial interests and on concepts in trustworthy robotics. It will be provided by project partner UOB.

5.3.2 Project flyer

The project flyer will outline the most important goals and tasks of the project, list the partners of the consortium and provide some project figures in a „dashboard style".

Its distribution is detailed in the dissemination plan.

5.3.3 Final Project Brochure

A final print brochure published at the beginning of 2025 will summarize all milestones of the TraceBOT project and will officially be presented to the press by BIOL.

Its distribution is detailed in the dissemination plan.

5.3.4   Digital Publications

Online news platforms represent an effective way of publishing news and articles that reach both an expert and a special interest audience. For this reason they are a vital communication channel for the TraceBot project.

Many online news platforms are the digital communication channel of their respective print trade magazines. This offers the opportunity to get a „double" publication in both channels.

A list of relevant "online news platforms" is mentioned in the dissemination plan.

5.4   BioLAGO and TraceBot newsletter

5.4.1   BioLAGO newsletter

The BioLAGO e-newsletter will be used as additional communication channel for news on the TraceBot project. It appears monthly. and has approx. 700 international subscribers, most of them coming from the health industry, but it also reaches the daily press.

5.4.2   TraceBot newsletter
In addition to the digital BioLAGO newsletter, an independent quarterly TraceBot e-newsletter will support the dissemination of the project's results to a completely new group of subscribers.

In order to have enough qualified contacts for its subscription, all new contacts made in the first year are being gathered by all project partners and provided to the DM who will take care of generating the mailing list. The first TraceBot e-newsletter is planned to be sent out in the first quarter of 2022 (Please see „Deviations from the Workplan" on page 18).

5.5   Events – trade fairs, press and annual conferences, university trainings

5.5.1   Trade fairs

Trade fairs will serve as communication channel for the project in two directions. First of all the consortial partners will visit several trade fairs during the project's duration where they will have the opportunity to introduce the TraceBot project to smaller or larger expert groups. Secondly, all project partners will take advantage of their role as exhibitors during trade fairs.

5.5.2 Press conferences

Press conferences will be organized and held by BIOL on a regular base during the duration of the project. As BIOL is well connected with the regional and the trade press, this communication channel makes sure that the results of the project will reach an expert and a general audience.

5.5.3 Annual conferences

The organisation, promotion and implementation of an annual conference that brings the topic of TraceBot to the attention of an external European expert-community is an important measure in order to establish the conference as a channel of communication.

Details on the number and nationality of the participants from first to fourth year are given in the „dissemination plan". The intention behind the „annual conference" is to generate a communication channel that will persist even after the official duration of the project after March 2025.

The first official Advisory Board meeting of the project held on 21st September 2021 can be considered as the first international event with external participants. Due to the pandemic, it was held digitally (Please see „Deviations from the Workplan" on page 18).

5.5.4 Training at University

An additional channel of communication will be the training at university in order to introduce the project to the young generation of scientists. For this purpose, university courses are aimed to address students at an early stage of their studies. The academic project partners TUW and UOB will carry out this activity at their respective universities during at least one session.

5.6 Project video

One of the most important communication channels to explain the aims of the TraceBot consortium will be the project video. I will be produced in the second year.

As the TraceBot system does not exist yet, it will be an animated video that simulates the intended action. BIOL will work out a script with the WP leaders in order to prepare the production of the animated video with a professional video production company. The idea is to explain with moving images the aim of the development of the TraceBot in a very simple way so that a general public will easily understand the project's goal, its positive impact on our European health industry and its benefit to society.

5.7   Impact Dashboard

The Impact Dashboard is a public deliverable (D.8.1.2) due in M12, M24, M36 and M48.

The yearly Impact Dashboard serves as a concise visualization of relevant facts of the project. It consists of a single page which is meant to be updated monthly and to be delivered yearly at the end of every year until month 48. The aim of the dashboard is to provide an up-to-date call-specific, program specific and other (social, economic, environmental, SDG) impact statement, but it will mainly focus on a limited number of indicators on each dashboard. The creation and management of the impact dashboard is executed by BIOL and TUW during the whole project.

6   Deviations from the workplan

The present chapter mentions deviations from the original workplan which are described and justified as stated below. Deviations in the TraceBot project shall improve the effectiveness of the communication plan and were discussed with the reviewers.

6.1 Communication Plan, General Description of Action, section 3, page 8

The present deliverable D 7.2 Communication Plan was due in M9. Its submission was postponed one month and now is due on 30th October 2021.

6.2 Social Media, Twitter, section 5.2.2, page 13

In WP 7 leader's proposal, BIOL originally proposed the use of Twitter for the whole duration of the project. After the delayed start of the project and seeing that the project needs to generate substantial results that are relevant and understandable for a general public the use of Twitter only makes sense at a later stage of the project, ie. after achieving the first milestones from 2nd year onwards. The start date will be coordinated between DM and WP leaders.

6.3 Social Media, YouTube, section 5.2.3, page 13

Change agreed on APB-Meeting on 20th October 2021: new project videos will be shown on TraceBot YouTube channel, not on BioLAGO YouTube channel, only.

6.4 ,TraceBOT newsletter, section 5.4.2, page 15

As agreed during the APB-Meeting on 20th October 2021, the TraceBOT newsletter will appear quarterly and be sent out from the 2nd quarter of 2022.

6.5 Events, trade fairs, press and annual conferences, section 5.5.3, page 15

Due to the pandemic and the delayed start oft he TraceBot project, the annual conferences will officially start in the second year after the first milestone. The digital kick-off advisory meeting held on 21 September 2021 is considered to be the first external conference of the project. With 18 attendees from the pharmaceutical industry, medical device producers and lab operators the audience was provided with top experts for the TraceBot project. The meeting was mentioned on LinkedIn and on the project website tracebot.eu .

7 Conclusion

The present communication plan shall give clear orientation on which channels can, should and will be used to disseminate the TraceBot project's results. It presents the corporate design and the correct use of the logos, colours and typography. In addition it also lists the different Word and PowerPoint templates that shall be used by every TraceBot colleague when presenting plans or results both internally or externally. This guarantees that the project is recognizable at all times which is of particular importance in the communication with the media or when presenting the project to big audiences on trade fairs or conferences, but it is also important on a small scale. The identification as „TraceBot material" is vital in order to create a kind of „TraceBot brand" in the perception of the different audiences, even if the lab robot does not exist yet.

The broad selection of numerous communication channels precisely described in the present plan makes visible that the project partners can choose the most appropriate channel for their purposes. The DM will be in constant exchange with the WP leaders in order to coordinate a sustainable dissemination on the base of the communication channels presented.

In addition, the communication plan is very useful as it also gives guidance on how to edit a LinkedIn post or publish an image or video so that it also meets practical aspects for ist users, the TraceBot consortium.

To make sure that the present plan stays flexible and that the project partners can react in an agile way to the changing needs of the media landscape, the communication plan can be updated in accordance with the WP leaders. Suggestions from TraceBot colleagues or the DM to improve the plan can always be integrated at a later stage of the project which guarantees the flexibility of the communication plan.

We are convinced that the present plan will contribute substantially to the recognition and success of the TraceBot project!

8 Annexes

In order to make sure that dissemination will not only be carried out by BIOL, but also by the other partners of the consortium that actually do develop the TraceBOT from the technical point of view, it is helpful to follow the instructions on how to publish posts on LinkedIn effectively as follows:

Text

1. Please consider that that your post shall always have something to tell: articles between 500-700 characters are good, but even longer articles of 1.000plus characters are well accepted now. The more substantial, the better.

2. Even if you have little to tell, better to say it concisely than to extend it artificially.

As a rule of thumb: "Quality over Quantity".

3. Even if the target audience is fairly technical – keeping language simple encourages more reads – people tend to read on their commute or breaks/downtime, so they prefer something light and easy to digest.

4. Posts are limited to 3.000 characters (including spaces) of which you see the first 210 characters in your newsfeed. The first sentence therefore should be engaging and start a story – this does not have to be in a press release style, it is more a conversation.

5. When sharing articles as posts from your own accounts, try to add a personal comment: how did the topic of the article impact you? What did you take away from it? Why might someone else what to read it?

6. Don't worry about perfection, better to get something out regularly than try and hit every "rule".

Images (Photos and videos)

1. Photos and videos of the different stages of the TraceBOT project are a must for engagement. Complex photos: expert audience. Easy-to-understand videos: general public.

2. The more informative the photo, the better, but in the end the image only needs to be "eye catching" so that it elicits the attention of the followers.

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