

## D7.3 Dissemination Plan

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<b>Abstract</b>	The aim of the deliverable is to outline the strategy for dissemination activities carried out during the TraceBot project. It provides detailed information on which communication channels will be used in order to reach optimal dissemination.

## Versioning and Contribution History

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### 1 Executive Summary

The present dissemination plan describes the strategy of how the TraceBot consortium partners will disseminate the project's results and lists the status of the activities taken so far. The enormous impact on the health industry that is intended to have this lab robot with traceable action will only become visible if all appropriate means of communication are used and the project's results be strategically disseminated among lab users, lab suppliers and lab automation experts and all communities specialized on artificial intelligence in the health care and pharmaceutical industry. Beyond this, the broad public will be addressed as well so that the present deliverable communication and dissemination activities described in this deliverable will substantially contribute to generate a sustainable ecosystem around the TraceBot concept. Given this background, it is indispensable to see the deliverables D7.2 (Communication Plan), D7.3 (Dissemination Plan) and D7.4 (Exploitation Plan) as an ideal combination regarding the intended success of the TraceBot project.



## 2 Introduction

The TraceBot project pursues a completely new approach to robot action. Given that, it is essential to understand what the project is about before introducing the present Dissemination Plan. Please find some first information on the project and the consortium analogue to the introduction in the communication plan:

### The challenges and aims of the TraceBot 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. The cooperation consists 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 but 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 a 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 D7.3, the present Dissemination Plan, essential on all levels.

### The TraceBot 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 with support of all project partners.

### 3 Dissemination Plan: General Description of Action

Dissemination of the TraceBot's results is a crucial part of the project. As communication and dissemination are strongly intertwined, the present Dissemination Plan shall always be considered as the supplementary part of the Communication Plan (Deliverable D7.2) – and vice versa. Both deliverables (D7.2 and D7.3) were due in M9.

The concept of this plan is to describe accurately the different activities of dissemination and the respective channels. The plan also states some options on how to adapt the dissemination strategy 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. All changes reg. dissemination activities suggested in this plan that differ from the ones in the proposal are listed under "Deviations from the workplan" on page 18.

The main objectives of the dissemination plan are to define:

- a) A sustainable dissemination of the TraceBot project's results
- b) A clear identification of target groups for the dissemination messages
- c) A determined use of a differentiated set of dissemination channels
- d) A definition of the number of activities/publications/posts/events

WP7 leader BioLAGO (BIOL) will coordinate the dissemination of the results of the project. As an international health network with a wide net of qualified contacts dissemination activities in different projects are BIOL's core business. Dissemination activities are very broad and different channels of communication will be used to ensure a sustainable dissemination of the project's results.

Three different approaches will be crucial for substantial dissemination of the TraceBot project's results, the "industrial", the "scientific" and the "generic" dissemination.

They are detailed as follows:

#### 1. "Industrial dissemination"

"Industrial dissemination" is focused on the innovations resulting from the TraceBot project, e.g. new products/services, savings, improved quality, new technology modules or new methods. This information on innovations will be spread among the target groups via numerous channels: publications in the trade press and special interest journals (print and digital), through the project website ([TraceBot.eu](http://TraceBot.eu)), online forums, trade fair visits, conferences and other expert-events such as work-shops. For „industrial dissemination“ BIOL will use its international appeal to make the project and its results known to the relevant interest groups in Europe that are located in Germany, Austria, Switzerland, Liechtenstein, Ireland and Spain and - with the support of the two partners Astech and CEA - also in their respective home markets UK and France.

As a member of the international HealthTech cluster cooperation<sup>1</sup> which unites about 2.500 experts of the health industry (from the science, medical device and hospital sector), BIOL will provide these experts with information on the TraceBot project, its progresses and results which shall initiate a knowledge and technology transfer. In the large BIOL network more than 80% of the stakeholders are represented by small and medium-size enterprises (SMEs).

These companies could particularly benefit from the TraceBot project's industrial dissemination as they can integrate solutions offered by the project and thus strengthen their position in local and global markets.

### 2. "Scientific dissemination"

The scientific dissemination will mainly be carried out by the science and technology partners in the project in accordance with the Dissemination Manager. Scientific dissemination essentially contributes to the visibility of the TraceBot project among all kind of expert groups, demonstrates the technical soundness of the solution proposed, creates mutual awareness and - ideally - generates synergies.

### 3. "Generic dissemination"

"Generic dissemination" is the major tool when it comes to creating a whole new ecosystem around the topic of lab automation and "traceable lab robotic action" focused on the general public (policy makers, laymen).

One vital element of the "generic dissemination" is a **social media strategy** which will be developed and implemented to inform all the above-mentioned stakeholders in addition to the general public and policy. This will be executed by BIOL via publications on LinkedIn, Twitter (starting at a later stage of the project) and YouTube. Another essential element is the "generic dissemination" via press releases which will be published in accordance with the project partners. They will be written and distributed with the aim to raise awareness towards the project among the general public and by - subsequently - presenting important project results (milestones) to the public and policy. Ideally, these press releases will generate numerous publications in the (daily) press both print-wise and digitally.

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<sup>1</sup> <https://clustercollaboration.eu/content/cluster-healthtech>



### D7.3 Dissemination Plan

Furthermore, a flyer will be designed and distributed which will outline the most important goals and tasks of the project and will be made available to a broad professional audience as well as interested laymen.

In addition, international press conferences will be organized in order to guarantee direct contact with important press representatives who will bring the TraceBot topic and the results of the project to the public.

A supplementary dissemination activity will be the introduction of the project to the young generation of scientists and developers that will be informed about new opportunities and technologies that arise from TraceBot. For this purpose, university projects or courses are aimed to address students at an early stage of their studies. Project partners TUW and UOB are welcome to carry out this activity at their respective universities.

A special element of the generic dissemination will be the production of an animated video which explains the aim of the development of the TraceBot in a very simple way so that a general public will easily understand the project' goal and its positive impact on our European health industry and its benefit to society.

Eventually, a final print brochure will summarize all milestones of the TraceBot project and will officially be presented to the press and distributed via the channels mentioned above.

The combination of "industrial", "scientific" and "generic" dissemination during the 51 months of the TraceBot project will be the foundation for a whole new ecosystem.



## 4 Identification of target groups and respective dissemination

Qualified Dissemination is only effective if the target groups are identified beforehand. Apart from the information given on the target groups in this chapter, please see D7.4 Exploitation plan which gives valuable additional information on these groups from an industrial expert point of view.

As described before, the project aims to address both very specialized expert groups and, after the first milestones, the general public. The close exchange between BIOL and the other WP leaders will define the moment from which the general public will be informed about the progress and results of the project.

The following target audiences were identified: Laboratory suppliers and industry community, the broader laboratory user community, robotic developers, robotic researchers, STEM students, policy and the general public.

Please find the following table which identifies the target group and provides an overview regarding the 1. target audience, 2. the communication channel used and the dissemination target in terms of concrete numbers such as trade shows, number of publications of articles or papers, organization of press releases or conferences or workshops, papers, events etc.

Predefined Target Audience	Communication Channel	Dissemination Targets
Laboratory supplier industry community	2 trade shows online forums	50 leads (project overall ) 10k visitors (project overall)
Broader laboratory user community: - lab managers - site/QC leaders - quality managers - regulatory staff - head of digital dpt.	Trade press and online forums trade shows sector event 1:1 meetings white paper share a panel	2 items 10k visitors (project overall) 10 leads 2 events 2 meetings demo visit mailing of quarterly project newsletters, diffusion of project

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Predefined Target Audience	Communication Channel	Dissemination Targets
		flyer, diffusion of final project brochure
Robotics developer community	IROS, ICRA etc.  open src code  DIH events, hackathons	10 papers  users  1 workshop  Project website TraceBot.eu  Mailing of quarterly project newsletters  diffusion of project flyer  diffusion of final project brochure
Robotic researchers	ERF forum  conf. (ICRA...)  journals  projects	1 workshop  6 papers  4 papers  2 follow-on  Project website TraceBot.eu  Mailing of quarterly project newsletters  Diffusion of project flyer  Diffusion of final project brochure
Students, STEM (Science + technology + electronics + mathematics)	project/course	1 session
Policy, regulators	briefing	1 session

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Advisory board	(Extraordinary) Meetings, external presentations	Physical + digital Presentations 2021-2025
Predefined Target audience	Communication Channel	Dissemination Targets
<p>General public</p> <p>Members of the political, societal and academic part of the quadruple helix such as the political administration, hospitals, universities</p>	<p>6 press releases and 2 international press-conferences;</p> <p>4 social media posts per month (LinkedIn, Twitter from 2nd year onwards after milestones);</p> <p>1 online video (YouTube)</p>	<p>10 pieces per press release and per press conference in international media</p> <p>500 followers on LinkedIn, Twitter and YouTube</p> <p>1.500 Youtube views, (Twitter from 2nd year onwards)</p> <p>Project website TraceBot.eu</p> <p>1 Project flyer</p> <p>1 final project brochure</p> <p>1 animated project video</p> <p>Multiple BioLAGO newsletters</p>

The dissemination activities described in the table can be optimized at any time in case they do not have the intended effect. BioLAGO's suggestion reg. the start of use of Twitter at a later stage of the project are experience based from other projects.

The target audiences can be extended at any time. Suggestions from the partners or members of the advisory board to integrate new contacts are always welcome as they are valuable for the project and serve as booster for dissemination.

## 5 Dissemination per communication channels

As mentioned in the introduction, the D7.2 communication plan and the present D7.3 dissemination plan go hand in hand. For this reason such essential tools as the “communication channels” are listed in both plans as they cannot be separated from each other. The dissemination strategy regarding the communication channels depends on its target audience and follows the “industrial”, “scientific” or “generic” dissemination approach described in chapter 3.

### 5.1 TraceBot website and BioLAGO website

#### TraceBot Website

The TraceBot website is designed to be a major dissemination tool of the project and is an essential element of WP7 carried out by BIOL. The website went live in Month 8 (20th August 2021), but will gradually grow during the duration of the project as it will integrate new deliverables and publications as well as actual news and events. It is a well-structured multi-page website which provides all relevant information on the aim of the project, the different partners of the consortium with links to their respective websites and will also list all partners of the external advisory board as soon as the board is established. In addition, it informs on EVENTS (photo/logo + text) in the robotics and lab automation sector. The NEWS section offers space for the freshest news (photo + text) generated by the project partners or for blogs written by the experts of each partner involved, but it also offers a platform for contributions from external experts such as members of the advisory board or guest contributions selected by the Dissemination Manager (DM) in accordance with the Project Management Board (PMB).

The information given on the website is aimed to address both an expert community and the general public. Digital mailings and posts on LinkedIn will draw attention to project news, articles and deliverables published on the website.

All members of the PMB – the ultimate decision body of the consortium – are introduced with their name, academic title, photo and contact details accompanied by a personal profile with information on their professional career. In addition, the chair of the external advisory board is presented in the same section.

In order to generate a high level of (internal) identification with the project, the COLLEAGUE section depicts personal profiles of around twenty colleagues from all seven consortial partners involved – with their respective photos. This way the TraceBot website exposes the very different faces and skills behind the project and shows which „human beings“ develop and program the lab robot. This makes the project less abstract and in consequence more human to the public as it is an aim of the TraceBot project to become „familiar“ to the general public and – in the long run – convince the public of the necessity of traceable robotic action in the pharmaceutical industry, particularly regarding vaccines and other vital sterile, liquid drugs/products.

Thus, external visitors such as the (trade) press, lab users, advisory board members or any citizen interested in the project can see who is actually contributing from which consortial partner. Visitors of the website can easily get in touch with certain colleagues as each colleague profile provides the respective contact details. Even for internal use the swift access to contact details of the respective colleagues can be very convenient.

Google Analytics will be installed to track the monthly hits on the TraceBot website. In order to meet the EU's legal regulations on data protection a web analytics platform called Matomo<sup>2</sup> will be installed so that the data of the visitors will be stored on the local BioLAGO server and not by Google. With Matomo the owner of the website also owns the data so that they will not be provided to a third party.

In order to keep viruses out of the TraceBot website, there will be no uploading section. Nonetheless, press releases and photos (checked beforehand and internally uploaded by the DM) can be downloaded from the website. The TraceBot website will constantly be updated during the duration of the project (photos and personal profiles of new colleagues will regularly be changed, news and events be added, deliverables and publications be integrated) so that the website will be a „lively“ dissemination tool.

As the TraceBot project's results are aimed to be disseminated to different audiences – from expert audiences to the general public, the TraceBot website is the appropriate platform to upload all kind of articles on the project (scientific and more generic articles) in the news section which will considerably grow during the duration period from 2021 until 2025.

The TraceBot project website **tracebot.eu** is the core entity of and for the project therefore it will be referred to in as many social media posts as possible. This will generate valuable hits and traffic.

### BioLAGO Website

As an international network with members in 6 European countries (Germany, Switzerland, Austria, Liechtenstein, Ireland, Spain) WP leader BIOL operates an internationally oriented website (biolago.org) that reports daily on the latest developments in the health industry (up to 2.800 clicks per day). Relevant news on the TraceBot project will regularly be published on biolago.org. News and articles on the BioLAGO website will always be linked with the TraceBot website and thus create attraction and valuable traffic on the project's website.

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<sup>2</sup> [www.matomo.org](http://www.matomo.org) – open source webanalytics platform

### 5.2 Social Media

Another pillar of the dissemination of the TraceBot project's results is the social media strategy. It will be developed to disseminate the project and its results through the relevant channels. This is key to correctly address the audience.

Relevant channels for the TraceBot project are e.g. LinkedIn, Twitter and YouTube which will be filled with relevant content. This content will be disseminated throughout the entire duration of the project in order to reach an international audience and thus create the targeted ecosystem. The success of the social media strategy can be measured in concrete figures. Hits of the posts in the various channels are regularly registered and evaluated in order to reach the largest possible audience.

The aim is to get 500 followers on LinkedIn, Twitter and YouTube altogether.

#### 5.2.1 LinkedIn

LinkedIn is the most important social media platform for professionals and vital for the dissemination of news on the TraceBot project. The aim is to generate a community of 500 followers on all three platforms mentioned who will be informed about the project through 4 LinkedIn posts per month. On average, each LinkedIn post ideally will be shared 5 times, generate 15 clicks to the website and be commented on 5 times. This is an estimate and will be checked on every month. The actual number of followers is **46** (29th October 2021). Future communication oriented project meetings will define how this number of posts can be reached throughout the duration of the project. Posts on LinkedIn have the aim to attract a professional community to visit the project website.

#### 5.2.2 Twitter

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. Ideally, this will be as soon as the consortium can publish relevant results such as the achievement of milestones, starting in month 18-24. The following aims are set as soon as Twitter is established: a social media community of 500 followers for all three platforms (LinkedIn, Twitter and YouTube) with an approximate average of 2 tweets per month, 2 retweets and 15 clicks to the website per tweet. The tweets are intended to create traffic on the TraceBot website and enlarge the ecosystem.

**Please see "Deviations from the Workplan" on page 24.**

### 5.2.3 YouTube

The YouTube channel is a vital tool for the dissemination of videos that explain the progress of the different work packages of the TraceBot project. It is easy to handle. Videos will be uploaded in accordance with the WP leaders or the Science and Technical Manager (STM).

Progress steps within the project that can be shown on video will be uploaded on a TraceBot YouTube channel and linked to the project website. The aim is to upload a video after the completion of every milestone.

As mentioned in 5.2.1 and 5.2.2, the aim is to get 500 followers for all three social media platforms.

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

### 5.3.1 Print Publications and teaching material

In order to reach lab users, lab suppliers and decision makers within the pharmaceutical and chemical industry, it is vital to publish scientific articles on TraceBot and the progress of the project in the most important and best-known trade magazines when it comes to „industrial“ and „scientific“ dissemination and to rather general publications on the project's outcomes in the daily national and international press.

As WP7 leader BIOL depends on the input of the results of the project from the project partners, BIOL mainly will coordinate and steer the dissemination activities. Nonetheless the science and technology partners in the project, Commissariat à l'Énergie Atomique et aux Énergies Alternatives (CEA), Fundación Tecnalia (TECN), Technical University of Vienna (TUW) and the University of Bremen (UOB) will proactively propose the publication of certain articles in order to draw attention to the project in the scientific and robotic community. For instance, UOB and TUW will publish in leading trade journals (such as IEEE ICRA, IEEE/JRS IROS, RSS, ICCV/ECCV, 3DV, and journals, such as IEEE TRO, IEEE RA-L, RAS, RAM, IJRR).

Additional relevant trade publications for the project are e.g.: Pharma+Food, ChemieTechnik, Pharma Relations, Swiss Pharma, phpro - Prozesstechnik für die Pharmaindustrie, neue verpackung, PackReport, e&i (elektrotechnik&informationstechnik), GIT Labor-Fachzeitschrift, Pharma Journal, Pharma News, KI - Künstliche Intelligenz etc.

The trade magazines mentioned in the paragraph above are mainly published in English and German language or bilingual as BIOL is familiar with them. Nonetheless suggestions from the project partners in France and Spain are welcome where to publish articles on TraceBot in their respective countries and the DM will take care of placing these articles there.



### Teaching material

In addition, content will be made available to the research community as open source, in accordance with commercial interests. UOB will also produce teaching material on concepts in Traceable Semantic Twin (TST)/trustworthy robotics. Demonstrations in household robotics will be easy to appreciate by the broader robotics and user community and address a real emerging need in care robotics.

The benefit of disseminating code produced is multiple. It enables to provide access to the community the produced material to foster reuse and to enable colleagues to build their solution on the top of it. It is also a way to communicate to the developer community about TraceBot. All code repositories made public and developed in the context of TraceBot will contain a proper funding acknowledgement and will refer to the TraceBot project and to the European Commission.

### 5.3.2 Project Flyer

Furthermore, a flyer will be designed and distributed which will outline the most important goals and tasks of the project. It will be made available to a broad professional audience, i.e. lab suppliers and industry, the advisory board members, BioLAGO members, the trade press and interested laymen. The digital version of the flyer will be distributed via the TraceBot website and the social media channels whereas the printed version will be distributed at physical events such as trade fairs and conferences.

### 5.3.3 Final Project Brochure

Eventually, a final print brochure will summarize all milestones of the TraceBot project and will officially be presented to the press and distributed via the multiple channels mentioned above: trade press, expert lab supplier communities, lab automation and lab robot communities, experts on artificial intelligence, politicians, the daily press to make the different steps visible and give the enlargement of the new TraceBot ecosystem a final boost. By the end of the project period, we hope to have elicited an interest sufficiently high to permit the creation of the above-mentioned ecosystem involving the interested stakeholders. The aim is to promote all this in the final brochure as a final contribution of the consortium to the project which will hopefully lead into an independent, active TraceBot community.

### 5.3.4 Digital Publications

Most of the relevant print trade magazines provide an additional online news service which offers the possibility to publish articles and news on the TraceBot project digitally, too. The online publication can have either the same length or will be published more concisely. This is of great benefit to the dissemination as it ensures that the results of the project will not only reach different readers, but enlarge the read range as well.

BioLAGO's dissemination activities so far (29th October 2021) have already profited from these „double-publications“ in two magazines: the Austrian electronics and IT magazine „e&i“ (elektrotechnik&informationstechnik) and the German industrial packaging processes trade magazine „neue verpackung“ and their respective online news portals.

Most of the above-mentioned print trade magazines do run an online news service portal as well

Apart from the numerous online news platforms that have been established as an additional service to their respective print versions, the European media landscape offers many established mere online news platforms that are relevant for a sustainable digital dissemination such as e.g. **pharmaceutical-technology.com, prozesstechnik-portal.com, pharmatimes.com, pharma-food.de, chemietechnik.de, worldpharmanews.com, neue-verpackung.de, pharmatechnik-online.de, ai-spektrum.de, prozesstechnik-online.de**

The above-mentioned online news platforms do publish their content mainly in English and German language or offer bilingual content. Nonetheless suggestions from the project partners in France and Spain are welcome where to publish digital articles on online news platforms in their respective countries and the DM will take care of placing them there.

## 5.4 TraceBot and BioLAGO newsletter

### 5.4.1 TraceBot newsletter

In addition to the digital BioLAGO newsletter, an independent quarterly TraceBot newsletter could support the dissemination of the project's results. For this purpose it is important to have enough additional qualified contacts from the industries mentioned in section 4.4.2, enough substantial news on the project provided by the partners and a minimum number of news in order to generate a professional newsletter. In the first year BIOL will gather all contacts from the „advisory board members“, the second group considered as „friends of the TraceBot project“ and all new contacts from other BioLAGO projects with focus on robotics as bioSASH. This will lead to a new group of subscribers for the TraceBot newsletter that could start after the first milestone. In order to have enough content for the newsletter, BIOL will set a deadline to the project partners at the beginning of a new quarter. This deadline will be of 30 days so that it gives each partner enough time to generate a substantial content. The DM will coordinate the content and check beforehand with the

WP leaders if all information can be made public. Start for the TraceBot newsletter is ought to be in the first quarter of 2022 after the TMC meeting which should generate enough content. The newsletter will draw attention to the project website on which articles and news are published in the results section. The newsletter will be announced by social media posts on LinkedIn or Twitter in order to elicit interest for new subscribers.

### 5.4.2 BioLAGO newsletter

In addition, BioLAGO provides monthly information about current projects in the health industry via a digital monthly newsletter (approx. 700 international subscribers). This newsletter shares news on BioLAGO's members in Europe, on actual cooperations, job offers and events for the relevant target group in the health industry.

In this respect BIOL's website and newsletter can contribute substantially to the dissemination of the TraceBot project's results as various important target groups will be addressed on an international level, such as the specialist audience from robotics, diagnostic laboratories, pharmaceutical production, medical technology and hospitals.

As mentioned in several sections of the dissemination BIOL has excellent contacts among important representatives of the (daily) press in the international Lake Constance region and will therefore be able to communicate the project's developments and results to interested non-professionals and the general public.

The latter activities will be executed by BIOL as soon as the project partners have substantial easy-to-understand results which make the positive impact on health care visible to the general public.

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

### 5.5.1 Trade fairs

BIOL will visit and participate (as exhibitor) in international trade fairs which will help to increase the awareness of the TraceBot project among experts and facilitate the market entry of the products and services developed in the project. The main channel of dissemination will be direct exchange with other exhibitors and visitors interested in the project, but BIOL will also plan presentations on the project during these fairs in order to take advantage of them gathering so many experts at one spot. Apart from that BIOL will bring interested exhibitors/visitors together with appropriate project partners. A concrete dissemination tool for these fairs will be the project flyer. Other project partners involved in such type of fair will also be provided with a set of flyers to distribute.

### 5.5.2 Organization of press conferences

There are two steps in the organization of events reg. the dissemination of the project's results. The first one is the organization of press conferences carried out by WP7 leader BIOL which shall guarantee direct contact with important press representatives who will bring the TraceBot topic and the results of the project to the public. The second step is the organization of annual conferences.

### 5.5.3 Organization of annual conferences

Another important aspect of external dissemination is the organisation, promotion and implementation of an **annual external conference** that brings the topic of TraceBot to the attention of an international professional audience in the European expert-community. This way an important professional exchange is initiated that on the one hand contributes to the success of the TraceBot project and on the other hand creates an international ecosystem which – ideally – will continue to exist beyond the project's duration.

The number of participants and the countries from which they come will be recorded as measurable data: For the annual international networking event (open to external partners and interested parties) at least 50 participants are planned in the first three years respectively and 100 participants in the last year.

In the first year these participants should come from at least 4 countries, from the third year onwards from at least 8 European countries.

The annual external conferences held during the project will contribute significantly to the sustainability of the project. In addition to the professional exchange with external experts, the events also offer important points of contact for potential users who can implement the results of the TraceBot project in their companies.

As a bonus on top, an independent conference can be established out of the annual public events which could turn into a self-sustaining event after the end of the project. The aim is that this event pursues and deepens the topic of the TraceBot project independently.

Due to the slow start of the project in 2021 because of the replacement of one of the consortial partners the first results are mainly related to software architecture work which is less tangible for an audience that is not involved in similar developments. Given that, it would be of benefit for the project to start the annual conferences in the second year after the first milestone (Month 15). Please see chapter 7 "deviations on the workplan".

Nonetheless, the numerous presentations of the TraceBot project during the period of the search for a new consortial partner (mainly February and March of 2021) in which the consortium was in touch with more than 20 international companies plus the advisory board kick-off meeting with 18 attendees from the pharmaceutical and other relevant industries enabled the consortium to elicit as much awareness on TraceBot as an annual conference would have done in 2021.

### 5.5.4 Training at University

A supplementary dissemination activity will be the introduction of the project to the young generation of scientists and developers that will be informed about new opportunities and technologies that arise from TraceBot. For this purpose, university projects or courses are aimed to address students at an early stage of their studies. Project partners TUW and UOB are welcome to carry out this activity at their respective universities.

## 5.6 Project video

A special element of the generic dissemination will be the production of an animated video which explains 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 and its positive impact on our European health industry and its benefit to society. Ideally, the video will be shown on scientific TV channels or even on a scientific TV format which will reach out to a broad general public.

## 5.7 Impact Dashboard

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

The Impact Dashboard is 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 in M12, M24, M36 and M48. Aim of the dashboard: to provide an up-to-date call-specific, program specific and other (social, economic, environmental, SDG) impact statement. The creation and management of the impact dashboard is executed by BIOL and TUW during the whole project. Input on the progress of the project should come from all partners - this can be just one sentence per month/per partner.

A sustainable dissemination of the impact dashboard will be reached through its publication on the TraceBot website, presentations by TraceBot partners and via print and digital publications. Apart from that it will be disseminated through the social media channels.

### 5.8 Interrelation with other EU projects and communities

The interrelation of the TraceBot project with EU robotic projects or other communities with a similar focus helps creating a specialized ecosystem in which experts are made aware that some of their findings may be useful for other projects, too. This identifies the synergies of the different projects. In the particular case of TraceBot it can be of great support if scientists from other projects find a solution to a challenge that may enable TraceBot colleagues to implement in the development process of our lab robot – and vice versa. Mutual awareness will lead to more exchange and – ideally – to quicker results when developing i.e. new software architectures, grippers or sensors.

Activities in this task will also provide input into the roadmap via the euRobotics TG (laboratory robotics, medical etc.) and the evolving opportunities within the AI and robotics and health RTD communities. Interaction with DIH-HERO is also foreseen to spread results and generate mutual awareness.

## 6 Dissemination activities in 2021

Several dissemination activities have been carried out in the first year (2021) via the different communication channels mentioned in the present dissemination plan. Due to the pandemic only a few meetings could be held physically, most of the presentations at trade fairs, conferences and meetings were held digitally, nonetheless the different steps and results of the project were successfully disseminated as follows:

- a) The TraceBot website TraceBot.eu was completed in August, news and articles were published on the news section or deliverables uploaded in the result's section and made available via digital mailings or LinkedIn posts which make sure this information is disseminated. External visitors of the website proactively contribute to dissemination as they have access to the news, articles and deliverables.  
(The content will permanently be updated until end of project)
- b) Public presentations were held on the ERF in Rotterdam (video on BioLAGO youtube channel/ pre-recorded video for ERF) in April 2021 + on the Advisory Board meeting in September 2021.
- c) Publications in print trade magazines: 1. article on TraceBot project in German language published in „neue verpackung“, no.1 packaging processes magazine with special focus on automation in pharmaceutical industry with reach in Germany, Austria and Switzerland; 2. article on TraceBot project published in e&i trade magazine ([springer.com/journal/502](http://springer.com/journal/502)) specialized on electronics and IT topics as artificial intelligence, reach: international.
- d) Publications on websites: 1. BioLAGO in June 2021, 2. neue-verpackung.de in August 2021 and on several partner websites in summer 2021 (project website, partner websites, other websites as advisory partner websites)
- e) Publications in e-newsletters: 1. BioLAGO newsletter in June, 2. DIHero newsletter in October 2021.
- f) Posts on Social Media: 1. LinkedIn posts from June till October 2021, Video on BioLAGO YouTube channel (pre-recorded video for ERF) in April 2021



# 7 Deviations from the workplan

In this chapter deviations from the original workplan are described and justified. Deviations are made in order to improve the effectiveness of the dissemination plan and were discussed intensively during various APB-Meetings and integration workshops. Deviations on Communication and Dissemination plans are common and therefore are integrated in both deliverables D7.2 and D7.3 in order to ease the reading of each document.

Due to the slow start of the project in 2021 because of the replacement of one of the consortial partners the first results are mainly related to software architecture work which is less tangible for an audience that is not involved in similar developments. Given that, it would be of benefit for the project to start the annual conferences in the second year after the first milestone (Month 15).

### **7.1 Dissemination Plan, General Description of Action, section 2, page 7:**

The present deliverable D 7.3 Dissemination Plan was due in M9. Its submission was postponed one month and now is due on 30th October 2021.

### **7.2 Social Media Strategy, Use of Twitter, section 5.2.2, page 15:**

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.

### **7.3 ,TraceBot newsletter, section 5.4.1, page 18:**

An independent quarterly TraceBot newsletter will support the dissemination of the project's results. For this purpose it is important to have enough additional qualified contacts from the industries mentioned in section 4.4.2, enough substantial news and particularly to have enough subscribers. BIOL's suggestion is to start sending the quarterly TraceBot newsletter from the 1st quarter of 2022. The subscriber's list will be doublechecked with the chair of the advisory board.

### **7.4 Organization of events, annual conferences, section 5.5.3, page 20:**

As mentioned in the introduction of section 7, the annual conferences will officially start in the second year after the first milestone.



# 8 Conclusion

The Dissemination Plan gives transparent orientation on numerous activities during the project period from January of 2021 to April of 2025. As the communication and the dissemination of the results of a project with a duration of more than four years are strongly interlinked with each other, both plans D7.2 and D7.3 shall be regarded as a whole. Dissemination activities for TraceBot will ideally create a new ecosystem in which not only robotic and AI experts will know details about the lab robot, but also a new community that is eager for robot action in the pharmaceutical industry which will have an enormously positive impact on our health system and thus on our society.

The use of so many different communication channels – from digital to print trade magazines and daily newspapers, press and annual conferences, the project website, print material as the project flyer and the final brochure, trade fairs, university trainings and, last not least, the animated project video guarantee a dissemination of the TraceBot project's results on all levels. The excellent exchange between the project partners contributes to this fact substantially and will make sure the project will be a success far beyond its duration.

