D7.7 Impact Dashboard 3

Deliverable Title	D7.7 Impact Dashboard 3
Deliverable Lead:	BioLAGO (BIOL)
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Author(s):	Madita Höckh (BIOL)
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Abstract	The yearly Impact Dashboard displays relevant facts of the project. It consists of a table to show the dissemination activities and will be updated every three months during the project so that the yearly impact dashboards provide a vivid insight into the evolution and changes of the TraceBot project. Thus, the four respective Impact Dashboards for 2021, 2022, 2023 and 2024 will generate a comprehensive yet easy to understand picture of the project. This present dashboard gathers all vital information regarding 2023.

Versioning and Contribution History

Version	Date	Modified by	Modification reason
v.01	08.12.2023	Madita Höckh (BIOL)	First version
v.02 / final version	20.12.2023	Madita Höckh (BIOL)	Revised version ready for submission

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1   Executive Summary

The yearly Impact Dashboard 3 is a public deliverable (D7.7) due at the end of December 2023.

The yearly Impact Dashboard displays relevant facts of the project. It consists of a table to show the dissemination activities and will be updated every three months during the project so that the yearly impact dashboards provide a vivid insight into the evolution and changes of the TraceBot project. Thus, the four respective Impact Dashboards for 2021, 2022, 2023 and 2024 will generate a comprehensive yet easy to understand picture of the project. This present dashboard gathers all vital information regarding 2023.

The aim of the dashboard is to provide an up-to-date call-specific, program specific and other (social, economic, environmental) 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 during the whole project and carried out by the Dissemination Manager. With the experience of the second project year during which we generated eleven monthly project dashboards (January until December 2023), we made progress in 2023 and revised this years impact dashboards to make it more general and easier to understand for the public. We regularly asked our partners what actions they have taken to widen the community of the TraceBot project. Our top focus in 2023 laid on the TraceBot Symposium which took place this spring in Konstanz. You will get more detailed information on our present and future approach in this present deliverable.

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2 Introduction to the Impact Dashboard 3

The present yearly Impact Dashboard 3 for the year 2023 is different than the other past Dashboards because we decided to keep it more structured and simple than before. As the public interest in the monthly dashboard was not as influential as expected, we decided to cut the designer efforts and stick to a simple table structure which shows the different activities taken by the project partners. As in 2022 it was already proposed to not present the statistics every month, the Impact Dashboards this year were created for every three months: Jan-Mar, Apr-Jun, Jul-Sept, Oct-Dec. With the wider timespan the overview of the dissemination numbers are now more significant and different phases of the project are more visible. Spring has been a very successful time as we promoted and held the TraceBot Symposium which now is planned to be conducted every year. The event "Robotics-4-Labautomation Symposium: for the smart digitalized lab of the future" invited all lab automation and robotics experts from research and industry, who want to network and exchange ideas with scientists and industry representatives from all over Europe. Plans for 2024 are already in progress.

Anyhow it is still possible to compare the results of every yearly Impact Dashboard as the information are still the same only presented differently.

Especially in terms of social media having partners who share the TraceBot news via LinkedIn turned out to be effective. A small LinkedIn series introducing the speakers at the Symposium beforehand was designed. Every speaker and the speakers organization then was asked to share this introduction in order to reach a broader audience. When some companies (with one more than 80 000 followers) shared our post, TraceBot was able to easily reach a large group of interested LinkedIn users.

Also we wrote, designed and sent out the TraceBot flyers to our partners at the beginning of 2023. It was possible this year to share it on various events concerning Health and Robotics. The flyer will further be used for dissemination activities.

Regarding the format the table is divided into the different dissemination activities that can be seen as the lines of the table. Then every partner (BIOL, TECN, CEA, TUW, UOB, AST, INV) was asked to fill in their numbers of their past three months. We sum up all information and ended up with four Impact Dashboards for the year 2023. The Impact Dashboards are uploaded on the TraceBot Website. For the yearly Impact Dashboard all the numbers collected in the year 2023 were added together.

Please find a description of each activity of the yearly Impact Dashboard 3 as follows in section 3.

3   Description of the yearly Impact Dashboard 2023

The yearly dashboard follows the structure of the other dashboards which we have been generating every three months throughout the year 2023. The information collected is described in the following table.

Action	Description	Count
Press release	Describes how many press releases have been sent out. Example: There was one big release about the TraceBot Symposium. It was sent out and spread via various media partners and press portals which was reposted by 11 websites	2
Trade Fair	Adds up the amount of trade fairs the TraceBot Team organized. Example: first TraceBot Symposium „Robotics-4-Labautomation Symposium"	1
Pitch Event	Adds up how many pitch events were organized or how many pitches were presented at a relevant event.	1
Video/Film	Shows how many video clips were uploaded (for example on our YouTube channel)	7
Organisation of a Workshop	A partner organizing and establishing a workshop for our target audience for example at conference. „Transparent & Reflective objects In the wild Challenges" at the ICCV 2023 prepared by TU Wien and TECNALIA.	4
Deliverables	How many deliverables were uploaded.	3
Participation to a Workshop	When a colleague of a partner organization attends a workshop concerning the topics of the TraceBot project and can spread the word and introduce the project to interested people at the workshop.	9
Participation to an Event	When a colleague of a partner organization attends any TraceBot related event (e.g. Company anniversary party) and can talk about the project.	9
Participation to a Conference	When a colleague of a partner organization attends any TraceBot related conference and can talk about the project.	13
Activities with other EU project(s)	Any activity can be counted here like meeting with other EU project leaders, organizing an event together, disseminating each other's content, …	3
Exhibition	This is when a partner attends a fair or another event where they have a booth as an organization and are able to showcase the project flyer and introduce TraceBot at their booth. For example BioLAGO went to the Medtech LIVE 2023 as Exhibitor and talked about TraceBot.	6
TraceBot related meeting	Any meeting within project partners or with external people can be listed here. (TMC-Meeting, APB-Meeting, Meeting with advisory board, …)	195

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physical	One TMC Meeting for example was held in May in Konstanz.	
Scientific Publication	Sums up the publications that were published	14
TraceBot related meeting virtual	All intern or extern meetings concerning the TraceBot Project.	344
Other	Any other attendance in the name of TraceBot that could not be categorized in the upper sections	9
Flyer	Creation of a Project Flyer (uploaded and printed by BioLAGO in January)	1
Website Post	Everything that was uploaded on the website (News, Events, Deliverables, Scientific publications, …)	33
YouTube Post	Every video that has been published publicly at the TraceBot channel	2
LinkedIn Post	Every post that was publicly readable via the TraceBot LinkedIn Profile. LinkedIn is used as a **tool for disseminating news, deliverables, videos and scientific content.** Currently TraceBot has 211 followers on LinkedIn.	40
Organisation of a Conference	An organized Conference in the name of TraceBot. Example: first TraceBot Symposium „Robotics-4-Labautomation Symposium" 25.05.2023	3

Estimated number of persons reached

Scientific Community	Estimation of every person reached in the scientific community	900
Industry	Estimation of every person reached in the industry	52.000
General Public	Estimation of every person reached in the general public	31.500
Media	Estimation of every person reached working with media/press	1000
Customers	Estimation of every possible customer reached	10
Other	Estimation of every person reached that was not listed above	6700

audience reached through all channels (shared posts, …)	This line was introduced because the social media audience reached through shared post is huge but not really shown in the other categories. Also there are persons reached through other websites from for example TraceBot partners that publish or repost an article about TraceBot.	

4 Conclusion

The present yearly Impact Dashboard summarizes the different aspects of the TraceBot project in the year 2023.

In 2023, we continued to fill the TraceBot Website, to post on social media and disseminate our activities as far as we could. Our conference in May was a successes and we could reach a wide group of people interested and experienced in the field of lab automation in Europe to come together. The project flyer is representing our project in print version. We have reached a large high quality and professional audience and the TraceBot partners were able to create a stable network. To bind the network the following aim is now to prepare a newsletter that will be sent out regularly to our TraceBot Community.

In a nutshell: The Impact Dashboard can be regarded as state-of-the-art tool when it comes to presenting the TraceBot project in a vivid way to a broader audience, but it is also interesting for all internal project partners as it shows the constant progress of our project towards a groundbreaking result: the TraceBot. However, the content of each yearly impact dashboard can and should vary from year to year as we gain more experience, information and expertise.

The perspective for the evolution of the impact dashboard should be regarded according to the motto: flexibility first. Insofar flexibility should always be paramount.