



D8.1. Dissemination and Exploitation Strategy

Grant Agreement no.	825196
Project Title	Digital Technologies, Advanced Robotics and increased Cyber-security for Agile Production in Future European Manufacturing Ecosystems
Project Abbreviation	TRINITY
Project Funding Scheme	H2020 Innovation Action (IA)
Call Identifier	DT-ICT-02-2018: Robotics - Digital Innovation Hubs (DIH)
Project Website	http://www.trinityrobotics.eu/
Project Start Date	1.1.2019
Project Duration	48 months
Deliverable Information	D8.1 Dissemination and Exploitation Strategy (DES) and first Action Plan
WP Leader	CECIMO (WP8)
Authors	M. Olabarria
Contributors	All partners
Reviewers	J. Latokartano, All partners
Contractual Deadline	M6 – 30 June 2019

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 825196.

The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.



DOCUMENT LOG

VERSION	DATE	DESCRIPTION AND COMMENTS	AUTHOR
RV0.1	31.5.2019	First version for commenting by consortium partners	M. Olabarria (CECIMO)
RV0.2	26.6.2019	Final version including comments from partners	M. Olabarria (CECIMO)
RV0.3	30.6.2019	Final document	Minna Lanz (TAU)

DISSEMINATION LEVEL

PU	Public	X
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



Table of Contents

1	Summary	4
2	Introduction.....	4
3	Scope.....	4
4	Objectives	5
5	Target audiences	6
6	Communication and dissemination channels	8
6.1	Project website	8
6.2	Project newsletter and mailing list	9
6.3	Social media.....	10
6.4	Publications.....	11
6.5	Events.....	12
7	Visual identity and promotional material.....	13
7.1	TRINITY's visual identity.....	13
7.2	Promotional material.....	14
7.2.1	TRINITY roll-ups	14
7.2.2	TRINITY project standard presentation	16
7.2.3	TRINITY QR code	16
7.2.4	Brochures	16
7.2.5	Videos	17
8	EU funding statement	17
9	Exploitation of project's results	18
10	Progress monitoring activities.....	19
	ANNEX 1- TRINITY DISSEMINATION AND EXPLOITATION ACTION PLAN M6 TO M18.....	20



1 Summary

The aim of the Dissemination and Exploitation Strategy (DES) is to set a framework to raise awareness about the project and to ensure that the generated results and knowledge have maximum impact. The document is structured in two main parts: one focusing on communication and dissemination and a second one focusing on exploitation of results.

The first step in the strategy is the definition of the main target audiences and the messages addressed to them. It also identifies a series of tools and channels that can be used to effectively reach the different target audiences and convey the project key messages. The main communication and dissemination channels identified are the project website, the project newsletter and mailings list, social media, online industry magazines, newspapers and scientific journals and events. In addition to the TRINITY visual identity a series of promotional materials have or will also be developed: roll-ups, a standard presentation, a QR code, brochures and videos.

The outcomes of WP 4 TRINITY Digital Access Point and WP 6 business planning will play an important role in the exploitation strategy of the TRINITY results. The strategy includes an initial list of the key outcomes, products, services and knowledge generated within the project, that could potentially be exploited. This list will be further developed as the project progresses.

FINALLY THE STRATEGY INCLUDES A SERIES OF KEY PERFORMANCE INDICATORS TO MONITOR THE OVERALL DISSEMINATION ACTIVITIES PERFORMANCE and implement corrective measures whenever needed. An Annex also provides with the main dissemination and exploitation activities for the period of June 2019- May 2020.

2 Introduction

TRINITY aims to improve the agility and innovation capability of European manufacturing companies. The objective is to create a network of Digital Innovation Hubs (DIHs) acting as a one-stop-shop for companies to access advanced robotics and Internet of Things (IoT) technologies.

The present document constitutes Deliverable 8.1 ‘Dissemination and Exploitation Strategy and first Action Plan’ and is part of WP 8 ‘Dissemination, exploitation and standardization’. The aim of the deliverable is to set a framework to raise awareness about the project and its activities and ensure that the knowledge and solutions generated within the project have maximum impact. The activities defined will take place during the whole project duration with the involvement of all the consortium partners.

The Dissemination and Exploitation Strategy (DES) will be complemented by annual Action Plans outlining the main actions that will be undertaken during the next months. This deliverable includes the first Action Plan covering the period between M07 and M18. Subsequent Action Plans will be developed in M18 and M30. The DES will also be updated regularly at the same time than the Action Plan to evaluate progress in relation to the objectives set and adapt the strategy if necessary.

3 Scope

This document presents the project’s objectives in relation to both dissemination and exploitation. The document is structured in two main pillars: one focusing on communication and dissemination and a second one focusing on exploitation of results. Communication and dissemination refer to raising awareness about



the project and making its results visible, while exploitation aims at promoting the use of project results during and after the end of the project.

The definition of the strategy starts by analysing the target audience and their characteristics. The strategy defines what should be disseminated, to which target groups as well as by which methods. The DES defines the main tools to be used as well as Key Performance Indicators (KPIs) to measure how effectively the project is achieving its communication and dissemination objectives. Regarding exploitation the strategy defines the activities needed to identify exploitable results and ensure the main outcomes of the project reach out to the target groups that can benefit from them.

4 Objectives

The DES is designed to ensure that the project's results are communicated to all relevant stakeholders throughout the project's lifecycle. It consists of a set of well designed strategic activities that take into consideration the core purpose of the project. The objectives of this strategy are therefore the following:

- identification of the main target groups to be reached out by TRINITY and the definition of the key messages to be delivered to each of the groups;
- establishment of a set of dissemination and exploitation activities and channels;
- definition of rules to reach effective dissemination and exploitation actions;
- coordination and involvement of all the partners for implementing planned actions.

The ultimate goals of the actions defined by this strategy are to:

- raise awareness about TRINITY, its scope and objectives and to provide up-to-date information about the project and its activities, including open calls;
- disseminate the TRINITY project results among manufacturing companies, specially SMEs, and other stakeholders that can benefit from them;
- establish a two-way channel to gather and provide feedback from/to peers, experts, researchers, relevant standardisation bodies, industry and policy makers;
- make the European manufacturing sector, specially SMEs, aware of new robotics and IoT technologies and encourage the exploitation of the project's results in the different manufacturing sectors;
- create a strong base for future partnerships, collaboration and information exchange between relevant communities of stakeholders in the area of robotics and IoT with the aim of supporting the continuation of the TRINITY Digital Innovation Hub after the end of the project.

The goal and focus of the different actions will evolve over the duration of the project:

- During the **first year** of TRINITY the main focus of the dissemination and communication activities will be about raising awareness among the target audiences on the project overall concept, objectives and activities. The first open call will also be broadly disseminated.
- During the **second and third years** of the project the focus will be on disseminating the results of the use-case demonstrators carried out by the partners and third parties.
- During the **fourth year** the main focus will be exploitation of the results through different channels but also through the TRINITY Digital Access Point and the future TRINITY DIH.



5 Target audiences

The first step in the strategy is to define the main target audiences of the project. In order to define the target audience it is important to answer the questions of who can be interested in the project results, benefit from them and contribute to the project. Each of the audiences may have different expectations and needs. The messages addressed to these audiences should therefore be addressed differently depending on those needs and expectations.

In the following table, there is a breakdown of the category of organization, target audience, explanation of their importance, and the main messages to be addressed to those audiences.

Table 1 TRINITY target audiences

Category	Target Audience	Why Them?	Key messages
Industry	<ul style="list-style-type: none"> - European manufacturing SMEs - Potential first time users of robotics & IoT technologies - Robotics & IoT technology providers - System integrators - Industry associations & networks representing manufacturing SMEs, technology providers and/or system integrators 	<p>Industry will be the main end-user of TRINITY & their involvement is vital. First time users need support and know-how to implement these new technologies.</p>	<ul style="list-style-type: none"> - There is a huge opportunity for manufacturers to adopt new robotics and IoT technologies to improve productivity and competitiveness. - New robotic technologies are highly flexible & cost-effective for nearly every size of company, including SMEs. - TRINITY makes modular and adapted solutions available for first time users of robotics and IoT solutions - TRINITY provides you access to services, knowledge and expertise through its network and Digital Access Point - TRINITY can help you by financing a use case/experiment in your company
R&D Community	<ul style="list-style-type: none"> - Universities & research institutes dealing with robotics, IoT and cybersecurity - Other robotics DIHs (e.g. through RODIN) - Relevant European Technology platforms (e.g. Manufuture) - Relevant Public- Private Partnerships (Factories of the Future-EFFRA, Robotics-euRobotics) 	<p>The R&D community plays a key role in supporting the development of these new technologies. It is important to transfer and further advance knowledge on the topic, build pan-European innovation networks & define future R&D priorities.</p>	<ul style="list-style-type: none"> - It is important to facilitate a European innovation ecosystem in robotics & IoT to maximise impact & address the needs for agile production of manufacturing SMEs in Europe - TRINITY will provide a series of use cases that can help to demonstrate new concepts and identify new needs for future R&D
Standardisation bodies	<ul style="list-style-type: none"> - European & International Standards Bodies (CEN, ISO) - Relevant Open source platforms and fora developing standards (e.g. ROS) 	<p>These bodies develop standards related to safety, cybersecurity, interoperability,... The project demonstrators consider standards &</p>	<ul style="list-style-type: none"> - Through its demonstrators TRINITY is helping to gain experience on the application of existing standards - The TRINITY outcomes can contribute to the development of new standards reflecting the state-of-the art in relation to robotics, IoT & cybersecurity



		can provide valuable input for the revision & development of new standards reflecting the state-of-the-art.	
Public Bodies / Policy-makers	<ul style="list-style-type: none"> - European Institutions - National, regional and local authorities 	Policy-makers & public authorities are important in promoting interfaces between actors to orchestrate European, national & regional innovation ecosystems	<ul style="list-style-type: none"> - The adoption of new robotics and IoT technologies can help manufacturing SMEs to improve productivity and competitiveness. - TRINITY is creating a network supporting the creation and connection of innovation ecosystems at European, national and regional levels



6 Communication and dissemination channels

The project partners have identified a series of tools and channels that can be used to effectively reach the target audience and convey the project key messages. The overall aims defined in the dissemination strategy will be served best by using a multi-channel approach. Each channel has its advantages and the goal is to create an audience flow between the different channels. The main communication and dissemination channels that have been identified are:

- Project website
- Project newsletter and mailings list
- Social media
- Publications (i.e. online industry magazines, scientific journals, newspapers...)
- Events (i.e. industry fairs, conferences, workshops...)

6.1 Project website

A public access project website (www.trinityrobotics.eu) was set up at the beginning of the project. The website is the key channel to get information about the project. It includes information about public deliverables, demonstrators and events. The website is a flexible medium that will be constantly updated and reformed to attend to the needs of the project. The website will gradually evolve into the TRINITY Digital Access Point (foreseen in WP4) supporting the dissemination and exploitation of the project results.

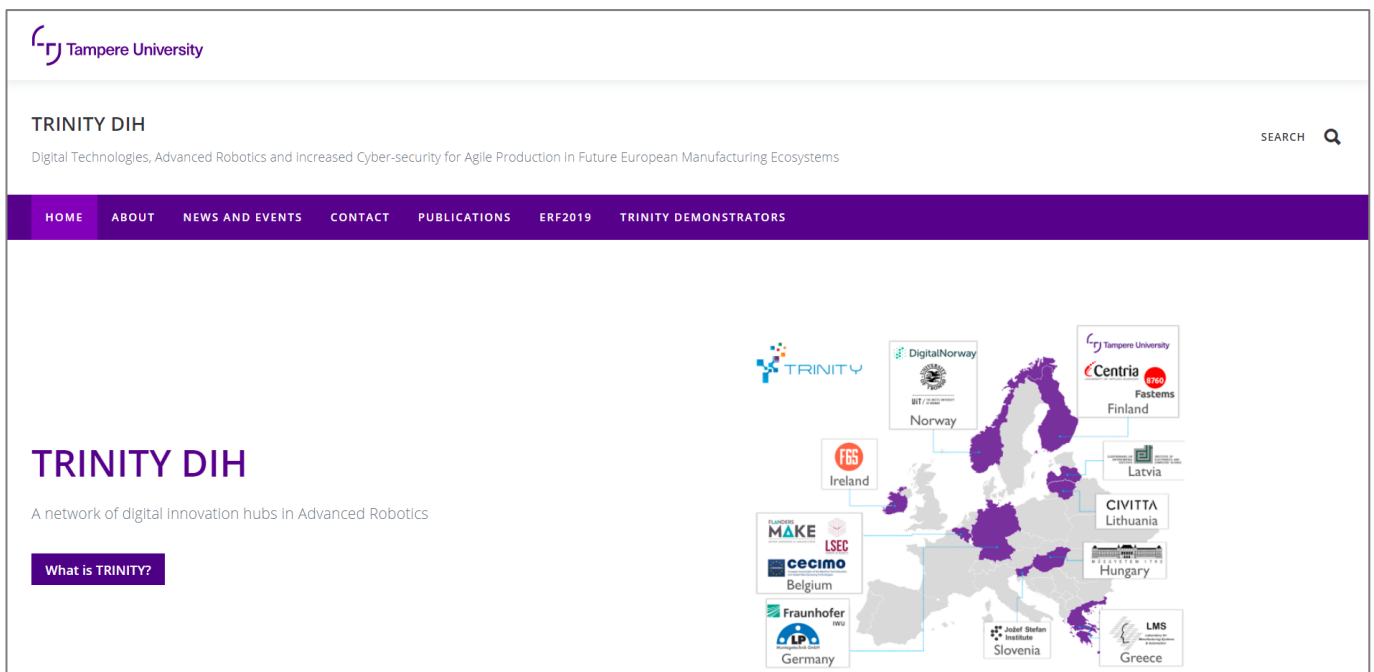


Figure 1 TRINITY project website

In addition to the project public website a project wiki has been created for the exclusive use of the project's partners. It aims at providing a working space to the partners for the development of the project deliverables





and to share all relevant documents, reports, etc. The wiki is accessible with a login and password at the following address:

<https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=tutTrinity&title=TRINITY+Home>

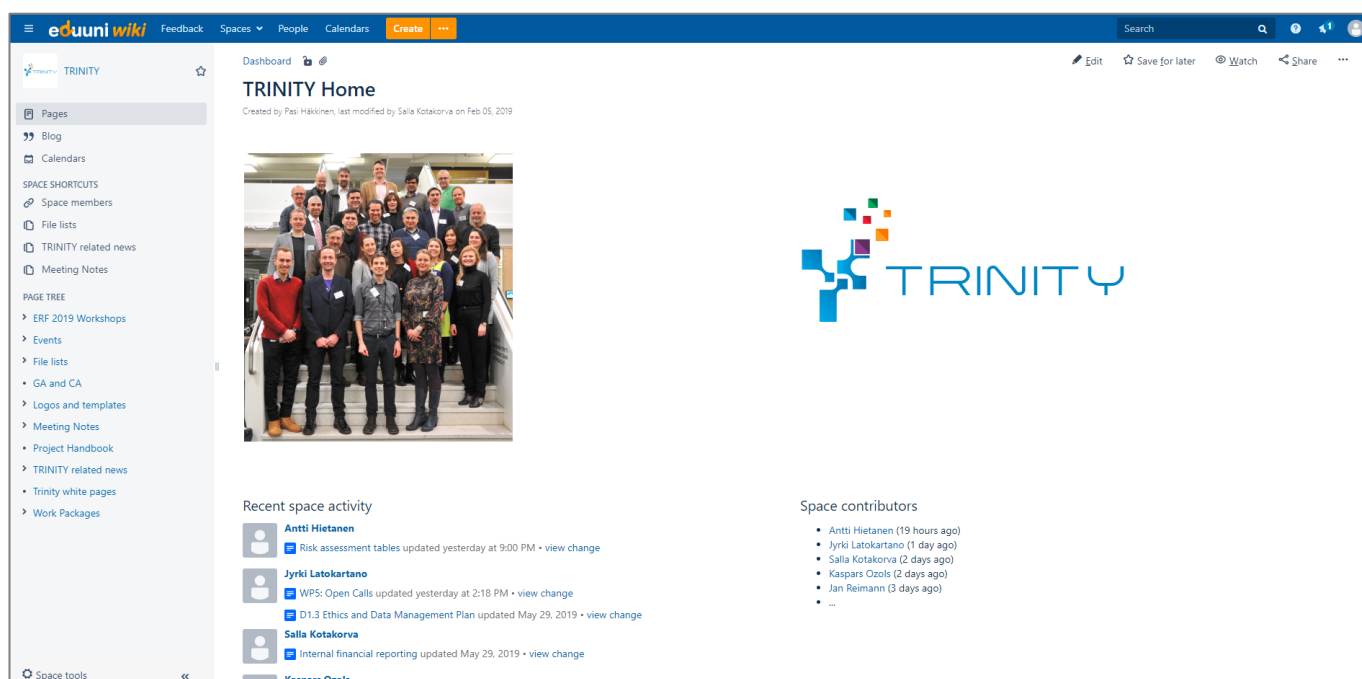


Figure 2 TRINITY project wiki

Both the project website and the wiki are hosted by Tampere University, the project coordinator. Several partners of the consortium have already published stories about TRINITY and their participation in the consortium on their own websites. This is a good way to inform the consortium partner's own ecosystems about their participation and at the same time direct traffic to the project website. Project partners should aim at adding links to the TRINITY website on their own dissemination and communication initiatives around the project.

6.2 Project newsletter and mailing list

TRINITY will also produce electronic newsletters containing the main information about the project and its activities. A total of 6 newsletters will be developed throughout the duration of the project, one every 8 months. A template for the newsletters has been developed with [Mailchimp](#). Newsletters will be published in the project website and disseminated through social networks in addition to e-mails. A first issue of the newsletter was sent out at the end of June 2019. A mailing list using Mailchimp has been created so that stakeholders interested in the project can subscribe to the newsletter. The link to subscribe is: https://mailchi.mp/cf6111d21d71/subscribe_to_trinity. A QR leading directly to the subscription page has also been created:





Figure 3 QR code for TRINITY newsletter subscription



Whenever possible partners will also include news about the project on their own newsletters and publications. This will help to raise awareness about the project and further disseminate its results. Project partners will also aim at providing content about the project to the newsletters of other relevant networks and organisations (e.g. euRobotics, EFFRA, Robotics Society in Finland) that could act as multipliers to further disseminate information about events and achievements of the project to target audiences.

6.3 Social media

Social media channels will play a major role in interacting with our target audiences throughout the duration of the project. They will play an active role in fuelling the conversation and engaging our audience as well as constantly directing the traffic to the project's website. Visual features such as videos and images related to TRINITY events or objectives will be used in social media posts. In combination with the project website and the newsletter, social media channels will not only help in the initial dissemination period but also will lead to the creation of a vital ecosystem around TRINITY.

In terms of social media, the channels TRINITY will rely on are the following:

Table 2 TRINITY social media channels

Social network	Link	Why?
	@eu_trinity	Twitter is one of the most effective social media channels to reach wide audiences including the TRINITY target audiences. Twitter can be used to share short comments, make announcements that can reach a large audience or retweet relevant content (Messages up to 280 characters excluding images, videos and re-tweets).
	www.linkedin.com/company/19139791/admin/ TRINITY DIH group: www.linkedin.com/groups/12177835/	A networking site for professionals, it can be used for groups and has established networks on specific topics. Both a TRINITY public page and a specific TRINITY group have been created.
Youtube		TRINITY will produce several videos. It is foreseen to develop a video to introduce the project and as far as possible in relation to each of the partners'



		democases. Youtube will be used to host these videos.
---	--	---

CECIMO and Tampere University will be the main partners overseeing the project activities in social media. All partners are welcome to provide content and contribute to the project's social media activities. In principle, information related to the project will be embedded in a post to the published via the above mentioned TRINITY social media channels. Once posted in the TRINITY accounts the information can then be shared by project partners via their own accounts. Below are the relevant practices that should be observed by all partners:

- Twitter: partners retweet a tweet from the TRINITY profile. Their retweet can also include an own quote;
- LinkedIn: partners share the TRINITY account posts or write their own post making reference to TRINITY posts.

Such practices are deemed fundamental, to be able to track the performance of the project activities in social media through TRINITY accounts analysis and to increase the visibility of the project.

In order to increase the project outreach and join bigger and topic-specific conversations the following hashtags and handles can also be used whenever relevant in TRINITY posts:

- **Hashtags:** #TRINITYDIH, #IoT, #cybersecurity, #robotics, #digitization, #H2020, #RODIN_network. When TRINITY activities are carried out within a specific event the hashtag of the event can also be used.
- **Handles:** @EFFRA_Live, @EU_H2020, @eu_Robotics, @RODIN_network

Using a hashtag makes the keyword or phrase in the post searchable. This makes it easier for users to locate specific content or themes they are interested in. To capitalise on existing trends the partners will also aim at finding relevant emerging hashtags to increase the project impact on social media. It is recommended that **no more than 2 or 3 hashtags per post** are used.

Handles are unique user names used to identify a social media account. It always starts with the @ symbol, followed by a name or phrase to identify the account. Handles can be used to send a direct reply to someone or to link to someone else's accounts.

6.4 Publications

A variety of publications will be produced by project partners during the TRINITY implementation period:

- **Press Releases:** It is expected that different press releases will be prepared and disseminated by the project partners to their media contacts in order to ensure the widest possible reach for the news. At least two press releases will be developed. One together with the TRINITY initial open event that will take place on 19 September 2019 during [EMO Hannover 2019](#) and one at the end of the project in order to present the main results and way ahead. The preparation of a press kit is also foreseen.
- **Online articles and scientific journals publications:** Partners will also rely on the project promotion through articles posted on relevant online media and press addressing the identified target audiences. It is expected that the partners will also contribute with publications in scientific journals. The consortium has made an initial list of online magazines and journals focusing on areas that will



be tackled by the TRINITY project. This list will be updated if necessary during future revisions of the strategy:

Table 3 List of relevant magazines/journals for TRINITY

NAME OF PUBLICATION	TYPE OF CONTENT	LINK
Industrial Robot	Publishes peer-reviewed research articles, technology reviews and specially commissioned case studies	http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ir
The International Journal of Robotics Research	Publishes peer-reviewed papers and articles on ground-breaking trends issues, technical developments, and theories in robotics	https://journals.sagepub.com/home/ijr
Journal of Intelligent & Robotic systems	It publishes original, peer reviewed contributions from initial concept and theory to prototyping to final product development and commercialization.	https://link.springer.com/journal/10846
Industrial Automation	Belgian magazine for professionals focusing on industrial automation.	https://www.ia-online.be/
Robotics and Automation news	International online website including a monthly magazine and a weekly newsletter.	http://roboticsandautomationnews.com/
Robotics Today	Free promotion and news publishing platform for anyone related to robotics or automation. Includes a robot database, an overview of all robot-related projects, their developers involved and the latest news.	https://www.roboticstoday.com/
Robotics and Computer-Integrated Manufacturing	Focus on new or improved industrially-relevant robotics, manufacturing technologies, and innovative manufacturing strategies. Main topics: industrial robotics, human-robot collaborative manufacturing, cloud-based manufacturing, cyber-physical production systems, big data analytics in manufacturing, smart mechatronics, machine learning, adaptive and sustainable manufacturing, and other fields involving unique manufacturing technologies.	https://www.journals.elsevier.com/robotics-and-autonomous-systems
Manufacturing Global	Digital publication aimed at bringing business executives up-to-date with latest news, information and trends from across the manufacturing industry.	www.manufacturingglobal.com

6.5 Events

The organisation of a TRINITY open event within the first year has been foreseen to raise awareness about the project and, a final event to present the main outcomes and results and future activities. The TRINITY opening event will take place on 19 September 2019 in Hannover, during the EMO exhibition.





Local events organised in the local languages by the partners and aiming at getting first-hand feedback from companies regarding their expectations and needs on agile production will also be organised. In addition to these events planned within the TRINITY project, partners will also aim at participating in events organised by other third parties linked to the aims and themes covered by the project. Emphasis will be put on participation in events of different nature and audience, so to maximize the outreach of TRINITY to all different types of stakeholders. Similarly, attention will be placed on distributing participation to such events across the entire project period, to guarantee the constant focus of stakeholders on TRINITY. Some key events that partners have identified as particularly relevant are:

- **European Robotics Forum**, organised every year and attracting both the research community and industry in the area of robotics
- **EMO** is the biggest international fair for metalworking machine tools and related manufacturing technologies (e.g. automation, robotics, industry 4.0) organised once every two years. The next editions will take place in Hannover in 2019 and in Milan in 2021.
- **Automatica** is the leading exhibition for smart automation and robotics. The fair takes place once every two years in Munich. The next editions will take place in 2020 and 2022.
- **IoT Convention and Industry 4.0 Conferences** is a yearly event organised in Belgium.
- **Mechanical Engineering and Metalworking Business Forum** is a yearly event organised by the Investment and Development Agency of Latvia. The aim is to introduce foreign companies to Latvia's developments in mechanical engineering and to spur their international growth.
- **Tech Industry** is the biggest and most important industrial fair in the Baltic Region for mechanical engineering, metalworking, automation, electronics, electrical engineering, industrial supplies, tools and innovative technology. The event takes place yearly.

7 Visual identity and promotional material

7.1 TRINITY's visual identity

One of the first things that has been done by the partneres is to define the TRINITY visual identity. This is composed of visual elements that aim to represent the project, including a logo, templates for power point presentations and text documents. The official logo and templates have been designed by Digital Norway and agreed upon by the consortium. Partners can access the logo and available templates in the following wiki page: <https://wiki.eduuni.fi/display/tutTrinity/Logos+and+templates>.



Figure 4 Trinity Logo





Figure 5 Powerpoint template

7.2 Promotional material

Different materials have been developed to help in the promotion of the project.

7.2.1 TRINITY roll-ups

Two versions of a roll-up have been developed by Digital Norway. The roll-ups can be used at fairs and exhibitions to help to attract stakeholders and promote the TRINITY brand recognition. The roll-ups are available in different file formats in the following wiki page: <https://wiki.eduuni.fi/display/tutTrinity/Roll-up+versions>



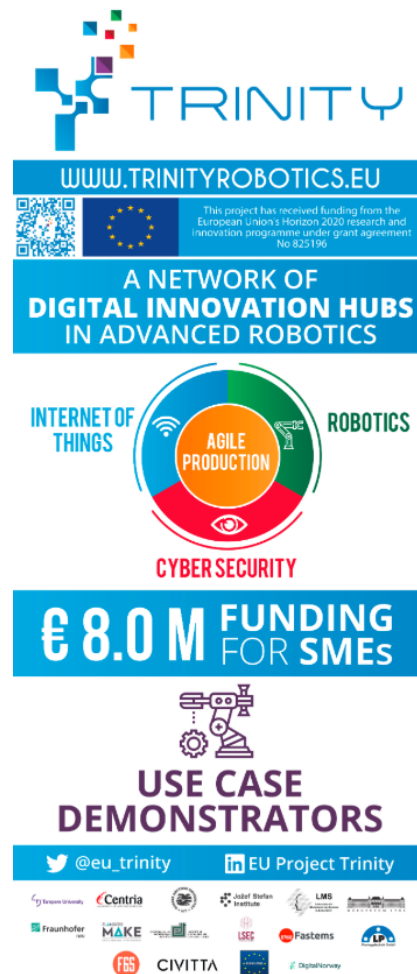
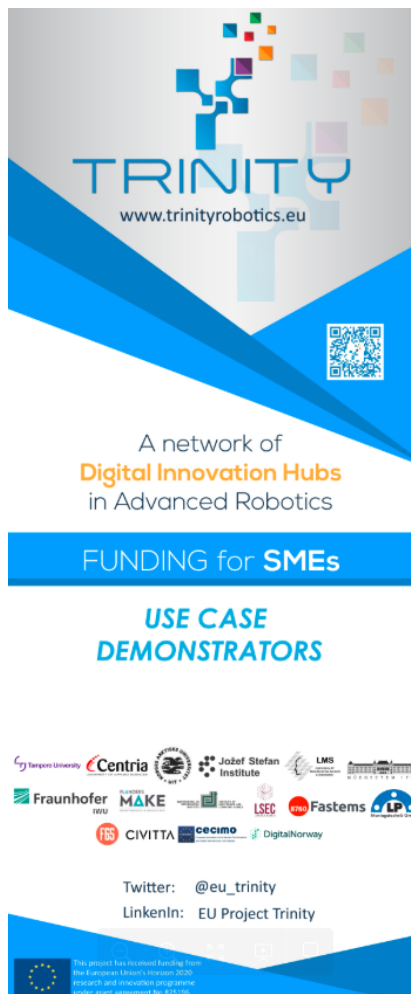


Figure 6 Roll-up templates



7.2.2 TRINITY project standard presentation

To ensure a common message about the project is given by all project partners a standard power point presentation giving an overview of the project, its objectives and the use-case demonstrators was developed by CECIMO. Partners can use this presentation as the basis for presentations about the TRINITY project in different events and adapt it as necessary. The aim is to update the presentation throughout the lifetime of the project so that it can be kept as a reference material. The presentation is available at the following wiki page: <https://wiki.eduuni.fi/display/tutTrinity/TRINITY+standard+presentation>

7.2.3 TRINITY QR code

A specific TRINITY QR code has also been created. The QR code can be included in TRINITY promotional materials as a convenient way to lead stakeholders to the TRINITY website. The TRINITY QR code can be found in the wiki: <https://wiki.eduuni.fi/display/tutTrinity/Logos+and+templates>.

FIGURE 7- TRINITY QR CODE



7.2.4 Brochures

A brochure introducing the project, the partners and the main objectives of the project will be developed during the first year of the project. In the meantime the project partners decided to develop a one-page information document so that it could already be used by the partners in their contacts with stakeholders. The aim is to ensure that all partners provide the same coherent message. Since the focus of the project are SMEs it was also decided to translate this one pager in different languages. So far it is available in English, Dutch, Finnish, German, Latvian, Norwegian, Polish, Romanian and Hungarian.



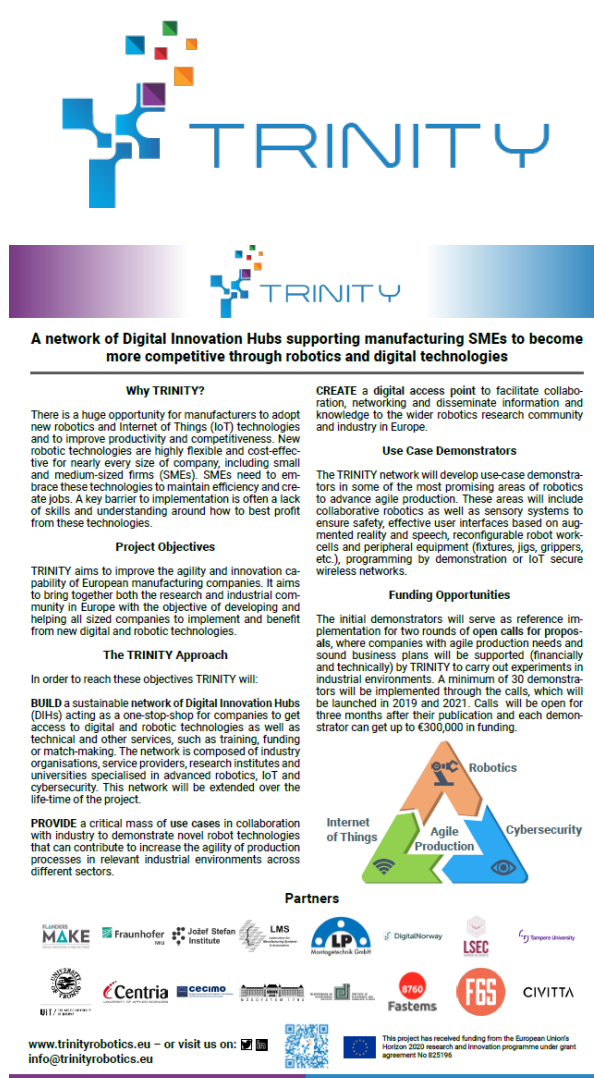


Figure 7 TRINITY one pager in English

7.2.5 Videos

In addition to the videos related to the use-case demonstrators an additional video will be developed to introduce the project and its framework. Short videos to promote the launch of the open calls may also be developed.

8 EU funding statement

All promotional materials, publications, as well as social media channels, the website and presentations during events should include the EU logo and the following statement to indicate that the project is being carried out with financial support from the European Union:



Figure 8 Flag to be used in all documents

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 825196



9 Exploitation of project's results

While communication and dissemination has more to do with making the results of the project visible, exploitation is responsible for ensuring the use of the project results during and after implementation. It is important to define an exploitation strategy for the main outcomes of the project, including, most relevantly, a plan to ensure the continuity and growth of the Digital Innovation Hub (DIH) and the network established through the project. The outcomes of WP 4 TRINITY Digital Access Point and WP 6 business planning will play an important role in the exploitation strategy of the TRINITY results.

Below we can find an initial list of the key outcomes, products, services and knowledge generated within the project, that could potentially be exploited. This list will be further developed and updated as the project progresses.

Table 4 List of TRINITY exploitable results

RESULT	TYPE	DESCRIPTION	PARTNERS	ACCESS	TARGET GROUP
D3.5 & D8.7 on the applied standards on use case demonstrators & recommendations for standardisation bodies	Report	These reports will provide an overview of the standards used in the development of use cases and any possible needs for new or improvements in existing standards. By using the standards as basis for the use cases, the project partners can produce concrete recommendations that can be considered in the development of new standards. On their side, new or revised standards can support the market uptake of new solutions in the area of robotics, cybersecurity and IoT.	CECIMO & all other partners	Open access	Standardisation bodies
D8.8 on the evaluation of the work carried out and recommendations regarding DIHs	Report	The report will evaluate the sustainability for the TRINITY operations and the usefulness of the DIHs network. It will include recommendations in relation to DIHs that can help to revise existing policies on DIHs and make them more effective	FLANDERS MAKE & all other partners	Open access	Public Bodies & Policy-makers, Industry & R&D Community
TRINITY Digital Access Point	Platform	The content and structure of the access point will be further defined once WP 4 starts in M7	CIVITA & all other partners	Open access	Industry & R&D Community
Training materials	Online material	Education, tutorials/ manuals and other training materials will be developed in relation to each internal use-case demonstrator. The type of material will be further specified to address training needs of stakeholders with	LMS & other partners	Open access	Industry & R&D Community



		different background such as first time users, technology providers, industry and academia.			
--	--	---	--	--	--

10 Progress monitoring activities

It is important to keep track of the dissemination efforts during the project to be able to monitor their effectiveness. In order to do so, the consortium decided to introduce Key Performance Indicators (KPIs). These will allow project partners to monitor their overall dissemination performance and to implement corrective measures whenever needed. The KPIs identified by project partners draw from the dissemination channels illustrated in Section 6. The table below shows the dissemination KPIs for TRINITY as well as the performance target set for each of them for the whole duration of the project. The status of the KPIs in relation to the targets set will be monitored regularly and the targets will be adjusted if needed.

Table 5 KPIs and performance targets

CHANNEL	KPI	PERFORMANCE TARGET
Project website/Digital Access Point	Number of users	3000
Project newsletter	Number of subscribers	250
	Average % of newsletters sent that were opened	35%
Social media	Number of total followers on Twitter	300
	Number of members of TRINITY Linkedin Group	200
	Number of total followers in Linkedin page	100
	Minimum number of views per video in Youtube	100
Publications	Publications in press, magazines, partners' and third parties newsletters	36
	Publications in Scientific Journals	10
Events	Events and workshops organised by TRINITY partners	20
	Participation in third parties workshops, fairs or events	20

A template has been created in order to track the dissemination actions performed by the partners. This template aims at recording the different communication and dissemination activities such as participation in workshops, publications, etc. and can be found in the following page in the project wiki: <https://wiki.eduuni.fi/pages/viewpage.action?pageId=89591415>. The page will be updated by the partner carrying out a dissemination activity any time an action is concluded.



ANNEX 1- TRINITY DISSEMINATION AND EXPLOITATION ACTION PLAN M6 TO M18

Table 6 Action plan M6-M18

ACTIVITY	DATE	PLACE	PARTNER(S) RESPONSIBLE	ACTION FROM OTHER PARTNERS	NOTES
Belgian partners workshop	19/06/2019	Mechelen (Belgium)	FLANDERS MAKE, LSEC, CECIMO		Organised in the framework of the IoT Convention and the Industry 4.0 Conference
TRINITY Dissemination and Exploitation strategy	By end of June 2019	N/A	CECIMO	All partners to provide input on draft by 19/06/2019	
TRINITY Deep Dive	4&5/07/2019	Chemnitz (Germany)	Fraunhofer IWU		Link
First TRINITY newsletter	June 2019	N/A	CECIMO	All partners to provide input by 05/06/2019	
TRINITY Marketing kit	September 2019	N/A	Digital Norway		Originally foreseen for M12 the aim is to have everything ready by beginning of Sep 2019 so that it can be used during EMO. The Marketing kit includes: brochures, templates, press kit....
TRINITY opening event	19/09/2019	Hannover (Germany)	CECIMO	Provide suggestions on the programme until 28/06/2019	A wiki page has been created to provide input on the event
TRINITY EMO booth	16-21/09/2019	Hannover (Germany)	CECIMO	Provide your availability to be at the booth until 28/06/2019	A wiki page has been created so that you can fill in your availability to be present at the booth
TRINITY info point at the MOTEK	07-10/10/2019	Stuttgart (Germany)	LP-Montagetechnik GmbH		
Promotional video of TRINITY	October 2019	N/A	CECIMO	with input from all partners	It is foreseen that a general promotional video of the project will be developed



Promotion of TRINITY first open call	November, December 2019 and January 2020	N/A	All partners		It is foreseen to include the TRINITY roll-up and have brochures available at the LP booth
Second TRINITY newsletter	December 2019	N/A	CECIMO	All partners to provide input by 29/11/2019	
European Robotics Forum	3-5/03/2020	Malaga (Spain)	TAU & all research partners	With input from all partners	Similarly to the ERF 2019 a TRINITY workshop could be organised. Link
Update of DES & development of Action Plan M19 to M30	May 2020	N/A	CECIMO	Input from partners will be requested on draft	
Third TRINITY newsletter	June 2020	N/A	CECIMO	All partners to provide input by 29/05/2019	

