



D8.2 Second dissemination and exploitation Action Plan & updates

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1 Summary

The aim of the update of the Dissemination and Exploitation Strategy (DES) is to set the way forward for all the activities concerning the communication, dissemination and exploitation of the project results, to:

- Ensure that the results and knowledge have maximum impact
- Ensure the exploitability of the results after project's end
- Position TRINITY brand on the market
- Reinforce the already established TRINITY network and the wider community

The document is structured in two main parts: the first one focuses on the updates concerning communication and dissemination and the second one focuses on the updates of exploitable results.

Whereas the first DES focused mainly on raising awareness on the project's scope and introducing TRINITY to the target audience defined in the initial project phase, this update leverages on the results that have been produced until M30, including the demonstration programs of the first open call, and pave the way to the final phase of the project. The tools and channels used to communicate in the first phase have been confirmed, as the results were satisfactory. More digital tools have been added to adapt to the new context shaped by the outbreak of Covid-19., namely webinars, social media campaigns, and online matchmaking.

TRINITY visuals have been renewed ahead of the launch of the second open call to give the TRINITY brand a more modern and appealing look and to create an appealing brand that would help the TRINITY project achieve lasting success. The promotional material, such as brochures, standard presentations, roll-ups have been updated accordingly.

This update includes an updated list of the key outcomes, products, services and knowledge generated within the project, that could potentially be exploited. A big step towards the realization of the exploitation strategy has been made with the development within WP4 Digital Access Point, that will function as repository of all TRINITY exploitable results, activities, events and list of services provided. The exploitation strategy will be finally accomplished when the TRINITY business plan is finalized in WP6.

Finally, this update includes new 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 2021- Jan 2022.



2 Introduction

TRINITY aims to improve the agility and innovation capability of European manufacturing companies. The objective as defined in the proposal stage 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 the update to the Deliverable 8.1 ‘Dissemination and Exploitation Strategy and first Action Plan’, which is due M30, and is part of WP 8 ‘Dissemination, exploitation and standardization’. The aim of this document is to set the way forward for all the activities concerning the communication, dissemination and exploitation of the project results, to:

- Ensure that the results and knowledge have maximum impact, including the ones produced by the demonstration program
- Ensure the exploitability of the results after project’s end, including the ones produced by the demonstration program
- Position TRINITY brand on the market
- Reinforce the already established TRINITY network and the wider community

In addition, the update of the Dissemination and Exploitation Strategy (DES) considers the negative impact of the Covid-19 pandemics on in-person events. The updated Strategy will be complemented by an Action Plan outlining the main actions that will be undertaken from M36 to M54 to reach the strategy’s objectives. A final update of the Strategy may be done at the end of the project to include the business model that will make TRINITY sustainable after the project’s end.



3 Scope

This document presents the way forward in relation to communication, dissemination and exploitation of TRINITY results and activities. 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 update of the strategy starts by showing the rebranding of TRINITY. The strategy then defines how the results of the use-case demonstrators carried out by the partners and third parties are being disseminated and used to reinforce the TRINITY community. The updated DES also defines the approach used to mitigate the impossibility of participating in in-person events and adds the ‘online webinars and workshop’ as a proper communication and dissemination tool. The updated DES finally defines new Key Performance Indicators (KPIs) to measure how effectively the project is achieving its communication and dissemination objectives, as the ones set in the initial DES have been successfully met.

Regarding exploitation, the strategy defines the exploitable results and ensure the main outcomes of the project reach out to the target groups that can benefit from them.



4 Objectives

The first DES was designed to ensure that the project's results are communicated to all relevant stakeholders throughout the project's lifecycle. The first DES established the target audience, the dissemination activities and the channels to use, together with rules and best practices to reach the set KPIs. Such elements have been completely integrated in the daily running of the project.

The objective of the updated DES becomes wider and can be defined as follows:

- Consolidate the connections between the TRINITY network and the target groups to create trustworthy and solid relations to be continued after the project's end
- Identify appealing and market-oriented communication, dissemination and exploitation activities to reach maximum impact
- updated of the rules to reach effective dissemination and exploitation actions that include lessons learnt in the first phase of the project.;
- coordination and involvement of both partners and companies from the demonstration program for implementing planned actions.

The ultimate goals of the actions defined by the updated DES are to:

- Position the TRINITY brand on the market jointly with WP6 development on business plan
- Strengthen TRINITY brand through the umbrella of R4EU initiatives (previously RODIN)
- Keep the raise awareness actions about TRINITY, its scope and objectives and to provide up-to-date information about the project and its activities, including open calls;
- Consolidate ongoing partnerships and engage in new ones for 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.
- disseminate the TRINITY project results, including the ones produced in the demonstration program, among manufacturing companies, specially SMEs, and other stakeholders that can benefit from them;
- 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;

At this stage (**third year** of the project) the focus of the different actions is on the results produced by the two demonstration programs. The results are also used to promote the TRINITY network.

During the **fourth year** the main focus will be the exploitation of the results through the channels that have been put in place throughout the project's lifecycle (TRINITY DAP, Social media, workshops)



5 Target audiences

The target audience was set in the first DES. All activities performed so far were addressed to all the identified groups. The same approach will be used in the second half of the project. The messages addressed to these audiences are addressed differently depending on the different needs and expectations. In the following table, there is the breakdown of the categories of organization, target audience, explanation of their importance, and the main messages to be addressed to those audiences, as set in the first DES

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 is the main end-user of TRINITY & their involvement is vital.</p> <p>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 RI4EU) - 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,...</p> <p>The project demonstrators consider standards & can provide valuable input for the revision & development of new standards reflecting the state-of-the-art.</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
Public Bodies / Policy-makers	<ul style="list-style-type: none"> - European Institutions - National, regional and local authorities 	<p>Policy-makers & public authorities are important in promoting interfaces between actors to orchestrate European, national & regional innovation ecosystems</p>	<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 in the initial DES to effectively reach the target audience and convey the project key messages. This update has included ‘Webinars and online activities’:

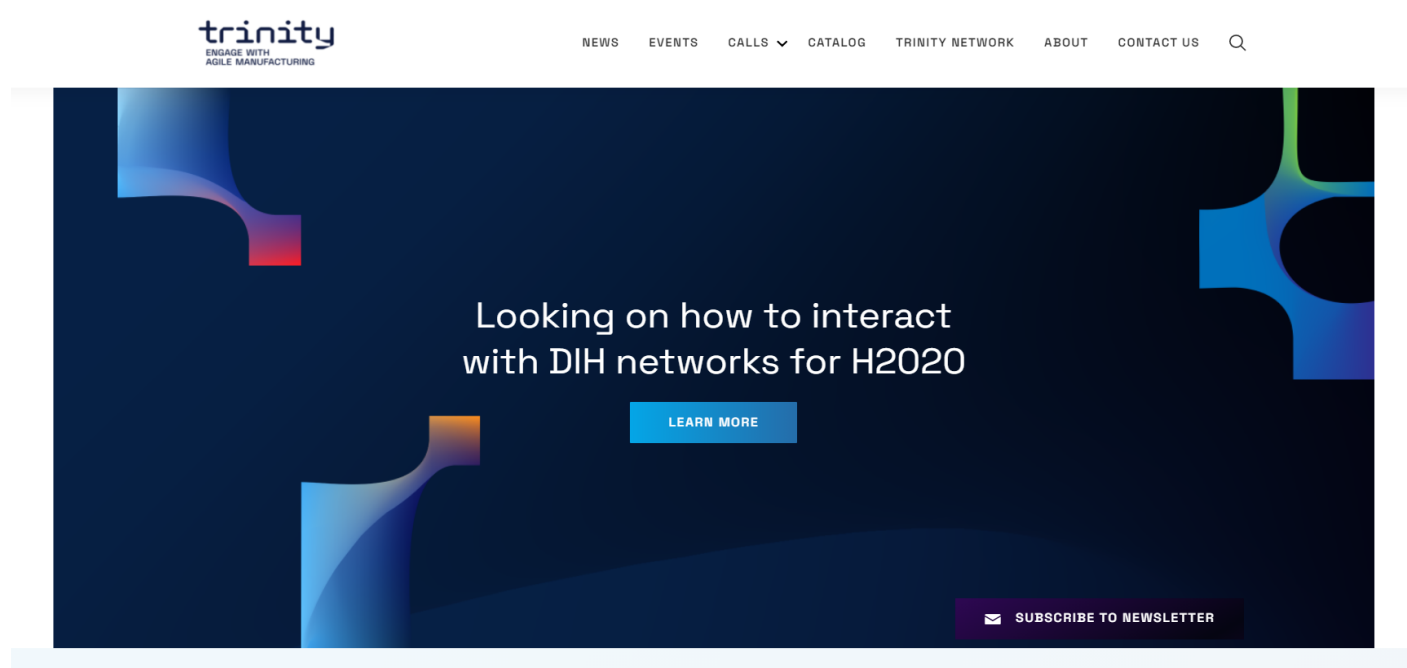
- Project website
- Project newsletter and mailings list
- Social media
- Publications (i.e. online industry magazines, scientific journals, newspapers...)
- Events (i.e. industry fairs, conferences, workshops...)
- Webinars and online activities

The multi-channel approach has been successful, as it allows to reach the different target audiences that were set in the initial DES. To create a coherent flow among the different audiences, every communication made on a tool outside the website requires to redirect the traffic to the website. This also allows a better monitoring and the real impact of the TRINITY communication activities.

6.1 Project website

The transition to the TRINITY Digital Access Point foreseen in WP4 (www.trinityrobotics.eu) is ongoing. The website’s visual entity has been updated with the new branding guidelines (www.trinityrobotics.eu). The website remains the key channel to get information about the project, its results and deliverables as well as its network.

FIGURE 1 – TRINITY PROJECT WEBSITE REBRANDED



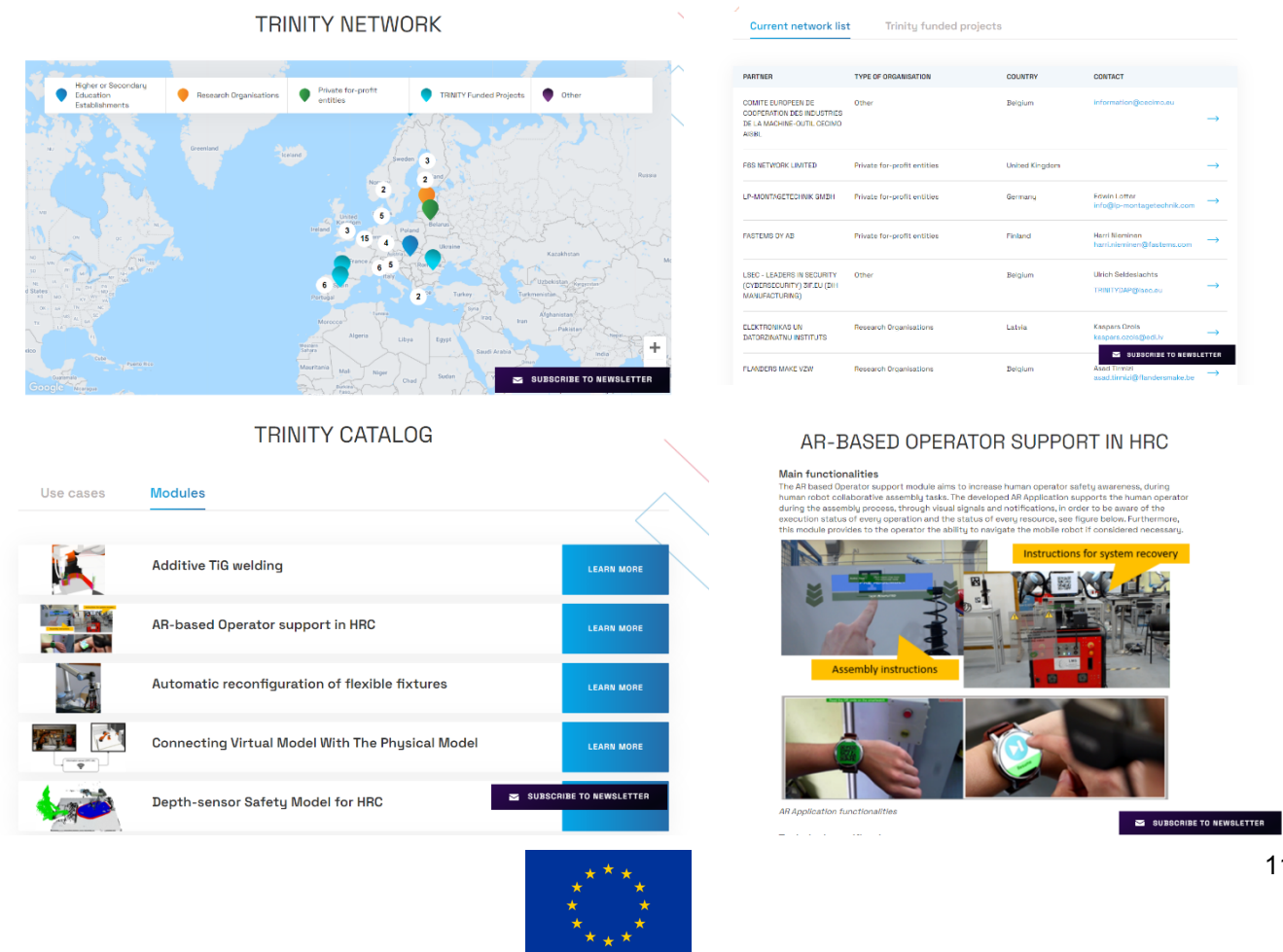
Before the launch of the second open call in M26, the DAP was updated with the catalogue of TRINITY use cases and modules, to facilitate the search for the companies applying. In our view, the addition of the catalogue was a significant improvement of the DAP, particularly with regards to the promotion of the TRINITY second open call, as a significant number of applications were made using TRINITY modules and/or use cases.

The map of the TRINITY network was also updated with the companies beneficiaries of the first round of cascade funding. The map has served as a useful tool for interested viewers, including but not limited to manufacturing SMEs, to gain a comprehensive understanding of the effective reach of TRINITY DIH.

Finally, the DAP is a flexible medium that will be constantly updated and reformed to attend to the needs of the project and to solidly support the dissemination and exploitation of the project results that have been developed in the 4 years of the project. In this regard, the DAP will be updated with the training lectures and a section allowing entities to submit innovation challenges for agile manufacturing. Furthermore, the DAP will be completed with the addition of a deliverables section outlining the results that have been achieved under TRINITY since its inception, with a particular focus on the results of the aforementioned demonstration program.

The specificities of the DAP are listed in detail in D4.1 (Digital Access Point Specification) and D4.2 (TRINITY Digital Access Point Platform).

FIGURE 2 – TRINITY NETWORK AND CATALOG





A QR leading directly to the website has also been updated following the rebranding

In addition to the project public website, the project wiki was created at the beginning of the project for the exclusive use of the project's partners and it is still used as shared working space <https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=tutTrinity&title=TRINITY+Home>

6.2 Project newsletter and mailing list

So far, 3 regular newsletters have been developed to update the community on the project status following the initial schedule of one newsletter every 8 months. A template for the newsletters has been developed with Mailchimp and it is being sent to the subscribers of the mailing list, besides promoting it through the social media channels.

Aside from the regularly published newsletters described above, the consortium has also opted for the autonomous publication of “*flash-news*” to share any significant achievements or events related to the TRINITY project. On the one hand, the “flash-news” are a way to shed light on the noteworthy achievements or milestones reached within the TRINITY project, with a lighter and easier to read structure in comparison to the standard newsletter. On the other hand, the introduction of “flash-news” has provided us with an additional tool through which we promote participation to all the online events (Webinars, workshops, videoconferences, etc.) related to the TRINITY project.

FIGURE 3- TRINITY FLASH-NEWS



The landing page of the newsletter updated with the new branding is available here: <https://mailchi.mp/c0c8cc53d6d0/trinity-newsletter-2>

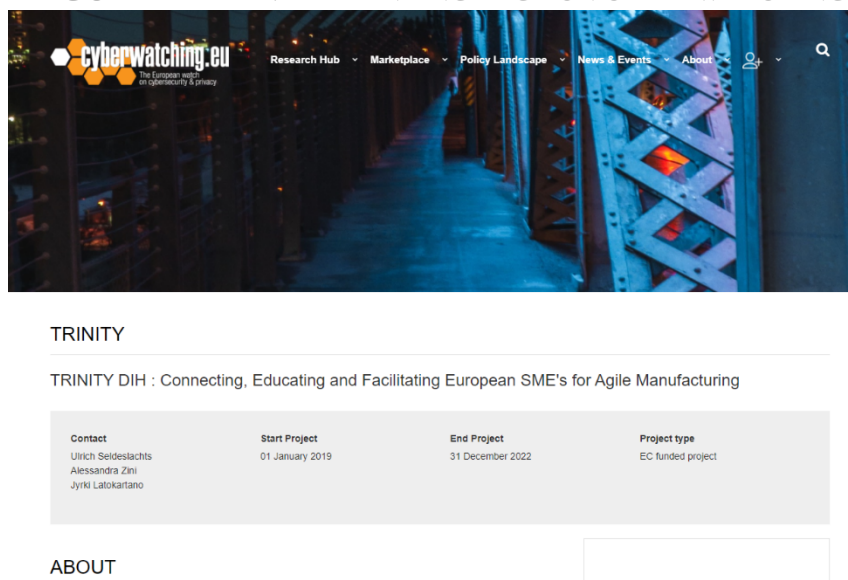


6.2.1 Synergies with external initiatives

In the second half of the project, a specific effort has been put in place to create solid partnerships and synergies with similar initiatives. These synergies act as multipliers to further disseminate key information about events and the project's major achievements to the target audiences. So far, the consortium has provided noteworthy content on TRINITY to be published in the newsletters of ENGINE, MANU-SQUARE and RODIN (now R4EU) projects. The synergies are not limited to the mutual dissemination of news, but include:

- Joint webinars
- Workshops to exchange knowledge and best practices
- Use of MANU-SQUARE platform as market place for TRINITY use cases and services
- Communication Working Group with the communication WP leaders of the Innovation Actions under the R4EU umbrella (now R4EU)
- Use of the EFFRA Innovation Portal to share key information about the TRINITY project, its associated project results and successful demonstrators (Use cases), as well as latest tweets and planned events.
- Similarly to the EFFRA Innovation Portal, TRINITY has a landing page on cyberwatching.eu and its services included in their market place.

FIGURE 4- TRINITY LANDING PAGE ON CYBERWATCHING.EU



The consortium will constantly look for new synergies and continuous joint activities to maximize impact until M54 and ensure the sustainability of the network after the project's end, together with WP6.



6.3 Social media

Social media channels became crucial to cover for in-person activities and to give visibility to the demonstration programs. As specified in the DES, TRINITY social media channels support both the dissemination of the project results and the creation of a vital ecosystem around TRINITY.



To maximize the benefits given by these social platforms, the companies that enter the TRINITY network are instructed to tag TRINITY in their dissemination posts on the demonstration programme. These method is used to create mutual benefits using the social media:

- TRINITY can reach out to the local network of the companies.
- The companies can increase their visibility at European level when their posts are reshared on TRINITY social media pages.

Traditional content, such as videos, images related to TRINITY events or targeted campaigns, is also being posted on regular basis. In order to further optimize the visibility and outreach potential of this content on social media, we have recently worked to align all the names of our social media profiles under the unique title “TRINITY Robotics DIH”, thereby increasing the clarity with which we present the project to our followers.

The TRINITY channels currently open and active, and that will remain after the project’s end, are :

TABLE 2- TRINITY SOCIAL MEDIA CHANNELS

Social network	Link	Why?
Twitter 	@eu_trinity	Twitter is one of the most effective social media channels to reach wide audiences including the TRINITY target audiences. TRINITY is using twitter to share short project’s updates, make announcements that can reach a large audience (e.g. events, conferences) or retweet relevant content (Messages up to 280 characters excluding images, videos and re-tweets).
LinkedIn 	www.linkedin.com/company/19139791/admin/ TRINITY DIH group: www.linkedin.com/groups/12177835/	TRINITY public page on LinkedIn contains longer posts addressed to professionals. LinkedIn is also the main instrument to give visibility to the demonstration program’s companies, as mostly all of them has a LinkedIn profile -both company and private-..
Youtube		The YouTube channel is video library of the whole project. The channel has



		<p>been divided into 'playlists' according to the scope of the video.</p> <p>So far, the playlists include</p> <ul style="list-style-type: none"> - Recordings of the webinars - Training lectures - TRINITY use cases and modules related media - Videos from the demonstration program.
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CECIMO and Tampere University are the main partners overseeing the project activities in social media. A monthly planner has also been developed and used internally by CECIMO to schedule publications and not overload the audience with too much information, as the number of items to disseminate are constantly increasing.

All partners are welcome to provide content and contribute to the project's social media activities. The general rule on posting remains the same as in the first DES: Once posted in the TRINITY accounts, the information can then be shared by project partners via their own accounts. Alternatively, the project partners can write their own post but must tag TRINITY.

Such practices are deemed fundamental, in order 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. Social media post should always contain the reference to the website to drive as much traffic as possible to it.

The following hashtags and handles are being used to increase the project outreach and join bigger and topic-specific conversations:

- **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

Additional hashtags and handles are also used to capitalise on existing trends (e.g. #ERF2021, #AI)

6.4 Publications

As foreseen in the first DES, TRINITY is increasing its visibility through a variety of publications and will continue to do so as far as results are produced:

- **Press Releases:** The final PR will be issued at the end of the project in order to present the main results and way ahead
- **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. 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-	www.manufacturingglobal.com



	date with latest news, information and trends from across the manufacturing industry.	
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6.5 Events

At the beginning of the project, the organization of open events for TRINITY by the consortium partners was strictly foreseen as an essential strategy to raise awareness about the project and its scope, by presenting its main outcomes, activities and results to various audiences both at the national and European scale. Throughout the duration of the project, the consortium placed a significant emphasis on the consistent participation in events of a different nature and audience, in order to maximize TRINITY's outreach to the widest possible range of stakeholders.

Unfortunately, due to the COVID-19 outbreak and the subsequent cancellation of in-person meetings and gatherings, the organization and participation to events by the TRINITY consortium has been suspended. Considering the fundamental importance of open events for the promotion of the project and its open calls, the restrictions on physical events represented a significant challenge to the implementation of our Communication, Dissemination and Exploitation strategy. Nevertheless, the consortium has proved able to successfully adapt to the restrictions by shifting towards virtual events, including but not limited to presentations, workshops, videoconferences, and webinars. This drastic change in our approach to the organization of events is unlikely to be reversed in the foreseeable future, and thus we will remain committed to promote TRINITY in an hybrid form that combines both physical and virtual events. Here are some of the key events that have been identified as relevant by the consortium:

- **TRINITY Webinar Series** (online) to present TRINITY services and to showcase the results of the demonstration programs (success stories) to a wider audience;
- **Matchmaking/Brokerage events** (online) for projects' open call where manufacturing SMEs can match with interested partners to form a consortium to submit a project proposal.
- **European Robotics Forum**, organised every year and attracting both the research community and industry in the area of robotics. TRINITY commits to organize at least 3 workshops in every edition.
- **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 edition will take place in Milan in 2021 and represents the biggest opportunity for TRINITY to showcase its results in a physical context after the outbreak of the pandemic
- **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 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.
- **R-22** is the The Nordic region's largest trade fair for robots, automation and drones and will host its next edition in person on **23-24 March 2022**



7 Visual identity and promotional material

7.1 TRINITY's visual identity

One of the first things that was done by the consortium partners this year was to update the TRINITY visual identity. Following the launch of the second open call for proposals, the consortium opted to renew the project's visual identity in order to give the TRINITY brand a more modern and appealing look. This decision was also driven by the partners' collective desire to create an appealing brand that would help the TRINITY project achieve lasting success, which is a fundamental condition to ensure the project's sustainability in the long-term. In this regard, we feel that the new branding brought forth by the consortium has had a positive impact on the general interest towards TRINITY, and on the participation in the second open call for proposals, especially by consortia that used TRINITY modules for the application.

A communication KIT with the new branding guidelines had been created and sent to the companies of the first demonstration program so that they could comply with the communication rules and reinforce TRINITY branding when presenting in third parties events or in their local network. The KIT will be resent to the companies of the second demonstration program to carry on communication and dissemination consistency.

As the communication efforts at this stage are mainly addressed to position TRINITY and make its brand recognizable, the tagline 'EU Project / Horizon Project' that was used in TRINITY channels along the logo has been substitute by the tagline 'Engage with agile manufacturing' to identify the field of operation of the network straight away.

Nonetheless, all promotional materials, publications, the description of the social media, the website and presentations during events include the EU logo and the disclaimer indicating that the project is being carried out with financial support from the European Union, in compliance with contractual obligations.

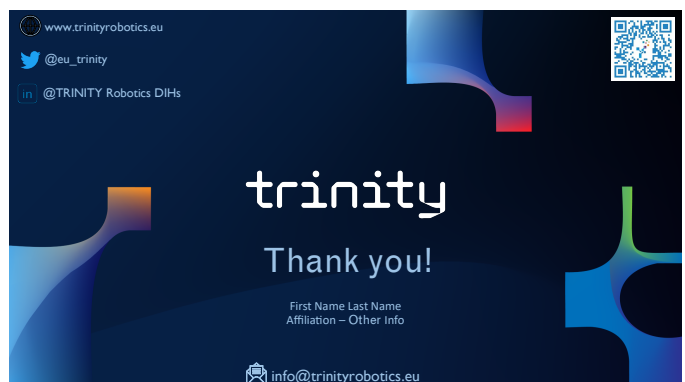
Partners can access the logo and available templates in the following wiki page: <https://wiki.eduuni.fi/display/tutTrinity/Logos+and+templates>.

FIGURE 5 – TRINITY LOGO





FIGURE 6 – TRINITY POWER POINT TEMPLATE



7.2 Promotional material

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

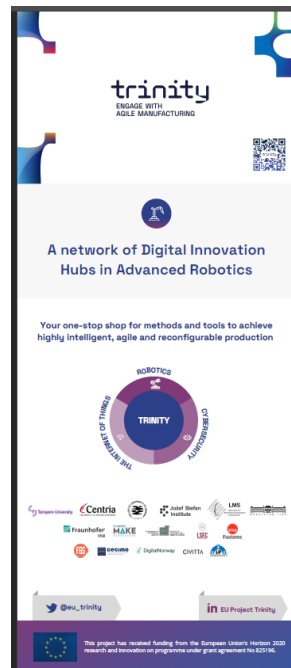
7.2.1 TRINITY roll-ups

The roll-up has been updated following the new branding guidelines. The roll-ups are 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 7 – TRINITY ROLL UP



7.2.2 TRINITY QR code

The TRINITY QR codes have also been updated following the rebranding. The QR code are included in all TRINITY promotional materials as a convenient way to lead stakeholders to the TRINITY website. The TRINITY QR codes can be found in the wiki: <https://wiki.eduuni.fi/display/tutTrinity/TRINITY+visual+material+and+template+library>.

FIGURE 8- TRINITY QR CODE



7.2.3 Brochures

In March 2021, owing to the consortium's need to improve the attractiveness of the TRINITY brand, the original one-page brochure was redeveloped into an extensive multi-page document to provide a more





comprehensive overview of the project, with a modern layout and an increased use of visual aid. The renewed brochure contains also testimonials from the first demonstration program to create trust towards the audience.

The TRINITY brochure can be found at this link: <https://issuu.com/alezi29/docs/trinity-brochure-spreads>.

7.2.4 Videos

Videos are the main media item to showcase TRINITY use cases and modules, as well as the results achieved in the demonstration program.

The video categories identified by the consortium are the following

- Recordings of the webinars
- Training lectures
- TRINITY use cases and modules
- Videos from the demonstration program

All videos must respect the TRINITY visual identity and include the visual elements (colors, font, forms) as well as the trinity logo. Different intro clips have been developed to differentiate the videos made by the companies of the demonstration program and the videos upload by the TRINITY partners. The YouTube channel will be divided into Playlist and dedicated thumbanails will be created to differentiate the categories of the videos and improve the users' experience.



8 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 directly fuel in the exploitation strategy of the TRINITY results.

At M30, the list of key outcomes, products, services and knowledge generated within the project, that could potentially be exploited contains the following items:

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 different background such as first time users, technology providers, industry and academia.	LMS & other partners	Open access	Industry & R&D Community
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9 Progress monitoring activities

It is important to keep track of the dissemination efforts during the project to be able to monitor their effectiveness. The Key Performance Indicators (KPIs) introduced in the first DES have been successfully met. A new set of KPIs has been set for the second project's period. These will allow project partners to monitor their overall dissemination performance and to implement corrective measures whenever needed. The table below shows the progress of the dissemination KPIs from M0 to M30 ,as well as the future performance targets. 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	M30 (JUNE 2021)	KPI
Project website/Digital Access Point	Number of users	3000		
Project newsletter	Number of subscribers	250	515	1500
	Average % of newsletters sent that were opened	35%	40%	60%
Social media	Number of total followers on Twitter	300	704	1200
	Number of members of TRINITY LinkedIn Group	200	212	
	Number of total followers in LinkedIn page	100	444	800
	Minimum number of views per video in Youtube	100	All videos updated 7 months ago and before have met the KPI. The recent ones are also increasing views.	100
Publications	Publications in press, magazines, partners' and third parties newsletters	36	55	70
	Publications in Scientific Journals	10	14	20-25
Events	Events and workshops organised by TRINITY partners	20	51	100
	Participation in third parties workshops, fairs or events	20	174	250



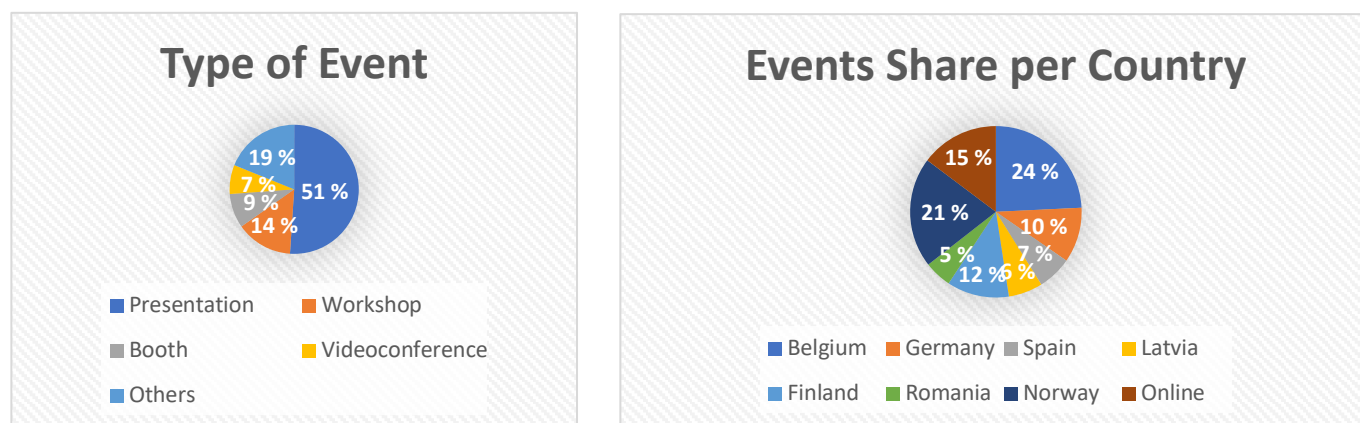
The KPIs will be monitored using the same methodology proposed by R4EU in an effort to align the impact assessment methods with all IAs.

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 and publications among others, 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.

Furthermore, in June 2020 (M18) the consortium published the “Dissemination Events Report,” a document outlining all the events that the TRINITY partners have organized or attended to raise awareness of the project and its scope, as well as to promote the first round of open calls that had been launched in November 2019. The document can be found in the following page in the project wiki: https://wiki.eduuni.fi/pages/viewpage.action?pageId=89591415&preview=/89591415/160172280/MS7%20Dissemination%20Events%20Report_FINAL.pdf.

Continuous monitoring of Events type and venues are also driving strategic choices for the next ones. The data provided in the table, moreover, allow us to create clearer graphs for reporting purposes. At date, the distribution of the events per country and type of events can be visualized as follows:

FIGURE 9 – TRINITY EVENTS SHARE PER TYPE AND COUNTRY



ANNEX 1- TRINITY DISSEMINATION AND EXPLOITATION ACTION PLAN M30 TO M54

ACTIVITY	DATE	PLACE	PARTNER(S) RESPONSIBLE	ACTION FROM OTHER PARTNERS	NOTES
TRINITY Dissemination and Exploitation strategy Update	By end of June 2021 (M30)	N/A	CECIMO	All partners to provide input on draft by 31/05/2021	
INCOM2021 17th IFAC Symposium on Information Control Problems in Manufacturing	7. - 9.06.2021	Budapest, H	BMI	common TRINITY papers in preparation,	Information control in the cyber-physical enterprise: technological breakthrough vs. cultural revolution
RAIC2021 Robotics and Artificial Intelligence Conference (RAIC) for Cross-sectoral Innovation	8. - 09.06.21	online	DigitalNorway	Organization and implementation of a workshop	2 workshops done
CASE2021 2021 IEEE 17th International Conference on Automation Science and Engineering	23. - 27.08.2021	Lyon, FR	IWU	Participation and contribution on a TRINITY Workshop "Novel robot technologies for agile manufacturing"	Workshop accepted, date: 23th of August, half day, morning 9 - 13 o'clock
TRINITY Newsletter #4	September	N/A	CECIMO	All partners to provide inputs	
TRINITY booth at EMO	04 – 09 October 2021	Milan (Italy)	CECIMO	All partners to engage with the companies of	During the event, there will be the final seminar of the



				the demonstration program	first demonstrations program
ICAR2021 20th International Conference on Advanced Robotics	06 – 10 December 2021	Ljubljana, Slovenia + Online	JSI	All partners to provide input by 15 July 2021 (Paper submission deadline).	
ERF 2022 The European Robotics Forum, the most influential meeting of the robotics community in Europe.	22.- 24.03.2022	Rotterdam, NL	TAU	All partners to engage with the companies of the demonstration program (OC1+OC2)	TRINITY Workshop
R21 New Nordic Event Robotics, Automation	24.- 25.03.2022	Odense, DK	TBC	R-21 is a free event for end-users and professionals in industries such as construction, agriculture, production, energy, engineering, manufacturing and other industries. As a business owner or employee, you are qualified to enter the event and explore more about robotics.	TRINITY Companies of the second demonstration programme

