



D11.1 Dissemination and Communication Plan

corosect.eu



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Abstract:	<p>This deliverable (D11.1) outlines the strategy, activities, and tools with which CoRoSect plans to communicate with a range of stakeholders.</p> <p>This deliverable (D11.1) introduces the CoRoSect dissemination, communication, and marketing plan, a comprehensive and living document which outlines the tools, channels, and activities to be put in place throughout the project to ensure wide acceptance and sustainability of the CoRoSect Solutions.</p>

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	

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1. Executive Summary

This report is comprised of the following chapters:

- **Chapter 1** provides the strategic context for planning and delivering our outreach activities at the regional, national and pan-European-scale. This chapter introduces the inbound marketing methodology and its ethos of attracting, converting, closing and delighting the audience. Finally, here we offer an in-depth overview of the project's target groups and their journey through CoRoSect over time;
- **Chapter 2** establishes the strategic context for planning and delivering the CoRoSect dissemination and communication activities at the regional, national and pan-European level. It also introduces the concepts of Content Marketing, Inbound Marketing, Growth Hacking and Pirate Metrics which will be used to maximise the project's outreach. The main principles and objectives of CoRoSect dissemination and communication activities, as well as specific target groups and messages tailored to each of these groups, will also be explained.
- **Chapter 3** In this chapter, we discuss monitoring and evaluation. A collaborative activity calendar will be introduced, for both digital and in-person communication. This is to allow flexibility to the schedule and provide opportunities for real-time engagement with our audience and key stakeholders.
- **Chapter 4** will address timing and schedule. A comprehensive outreach activity calendar will be created for both digital and in-person communication which will ensure the timely delivery of all envisioned stakeholder engagement efforts, and provide an overview of the partner's dissemination and communication related inputs.

2. Context

CoRoSect will bring new insight to automated insect farming by introducing a novel digitalized integrated robotic solution based on the Reference Architecture Model Industry 4.0 (RAMI4.0) implemented as an Industrial Cyber-Physical System (ICPS) to be able to support all phases of the insects' lifecycle inside insect farms. The fundamental aim of the system (and the great innovation it provides) will be to provide repetitive but also cognitively and physically demanding tasks, like transferring and handling of crates (de-stacking and stacking), monitoring of environmental conditions, larvae separation/detection, insect feeding, which require increased manual effort or continuous human supervision, with correspondingly automatic robotic-based procedures, as service in an I40-compliant Information-Communication Infrastructure. The overall goal is to create a collaboration environment, where humans and robots will harmoniously share and undertake at the same time different processing and manipulation tasks, targeting the application case of insect farming. The envisaged system will provide a universal solution for the purpose of supporting rearing between different insect species that are farmed in this sector. Novel infrastructure will be prototypically implemented, tested and validated in front of the user requirements in three of the most commonly occurring species, namely *Tenebrio molitor* (Mealworm), *Hermetia illucens* (Black Soldier) and *Acheta Domesticus* (Crickets).

The ultimate goal of CoRoSect is to build a sophisticated service-oriented open human-robot working environment that will enhance the entire production pipeline in modern insect farms. The fundamental principle behind the design of the envisaged system is the replacement of multiple currently manual, expensive, hazardous and time-consuming tasks of handling the insects at various stages of their lifecycle with correspondingly automatic robotic-based service-oriented procedures, fused within a human-robot collaboration context, which is expected to boost the productivity and quality of work in the farm.

3. Strategy

3.1 Methodology

CoRoSect public outreach activities will rely on the core principles of growth hacking. The main idea is to put our key stakeholders at the center of an ecosystem they actually need – an immersive, nurturing launch pad for novel digitized insect farming solutions.

Basic definitions of adopted methodologies and how they are going to be applied to our communication, growth hacking and ecosystem building activities are given below:

Growth hacking¹ - Growth hacking is an umbrella term for strategies focused solely on growth. It is usually used in relation to early-stage startups who need massive growth in a short time on small budgets. Growth Hacking is a combination of marketing, data and technology. A growth hacker runs experiments based on a process-based methodology to grow the number of customers. Growth Hacking is ideal for startups, but it also lends itself to larger companies.

FSH will utilise growth hacking methodology and strategies in order to ensure that CoRoSect technology and the project itself achieves widespread adoption and further market success. Strategies such as building a customer base right from the start through a newsletter, leveraging on Referral Marketing, attending Community Events, leveraging on Adjacent Markets, building a Social Media Community, following Our Competitors, creating an aggressive Content Strategy, do Guest Posting, work with Influencers and cash the newest industry trends.

Inbound marketing² - The inbound methodology is the method of growing an organization by building meaningful, lasting relationships with consumers, prospects, and customers.

It's about valuing and empowering them to reach their goals at any stage in their journey with the organisation. If our customers succeed, we will succeed.

Inbound Marketing methodology is applied in three ways: Attract, Engage and Delight key stakeholders, early adopters and future collaborators.

- **Attract:** drawing in the right people with valuable content and conversations that establish you as a trusted advisor with whom they want to engage.
- **Engage:** presenting insights and solutions that align with their pain points and goals so they are more likely to buy from you.
- **Delight:** providing help and support to empower your customers to find success with their purchase.

¹ <https://growwithward.com/what-is-growth-hacking/#what-is-growth-hacking>

² <https://www.hubspot.com/inbound-marketing>

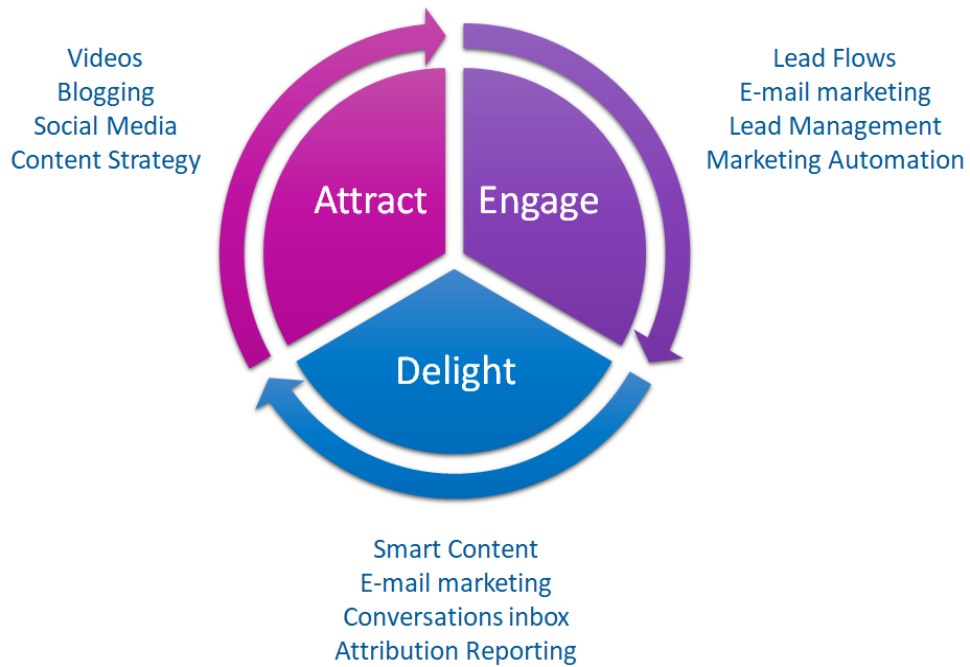


Figure 1 CoRoSect Inbound marketing funnel

Content marketing³ - Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Content is also key to driving inbound traffic and leads. CoRoSects content marketing strategy will focus on topics that are interesting and relevant to our stakeholders, providing a valuable source of information and thus making CoRoSect a part of their daily lives. In order to conduct successful content marketing, we will follow the seven phases of the Content Marketing Cycle: research & insight, goal setting, content strategy, content creation, content curation, distribution and finally engagement.

³ <https://contentmarketinginstitute.com/what-is-content-marketing/>

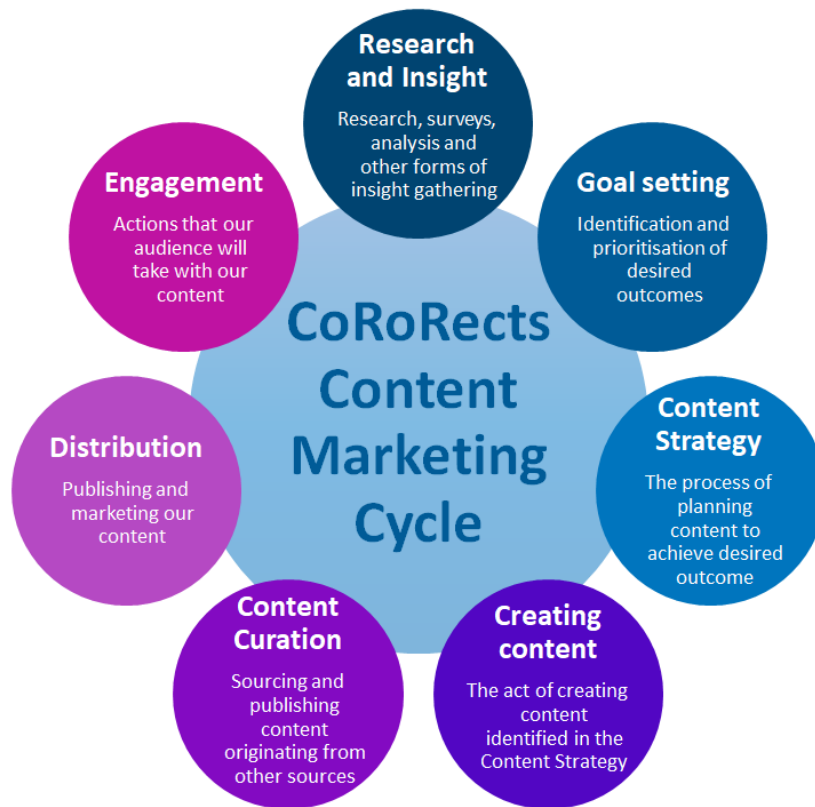


Figure 2 CoRoSect - Content Marketing Cycle

AARRR metrics⁴ - Also known as Pirate metrics stands for Acquisition, Activation, Retention, Referral and Revenue. In the AARRR framework, **acquisition** refers to all of the channels you use to introduce people to your product. **Activation** refers to users taking the desired actions, or next steps, after their first encounter with your company’s product, website, or content. After the users have been “activated” by persuading them to take action, they need to be monitored how many of them are continuing to show interest in the product in order to **retain** them. **Referrals** are some of the most difficult metrics to track as people tend to use different ways to inform others about apps and businesses. However certain tools and campaigns can be set up to track referrals, such as: emails with referral promotions embedded, referral contests, other marketing campaigns designed to make it easy to share the product with others. Identifying actual **revenue** targets for the users will help understand whether or not the costs for acquisition, activation, and other efforts result in profitable growth.

The AARRR model allows us to crack the trajectory of our ideal stakeholders, to follow their path from the moment they find out about CoRoSect to the moment they recommend our technology to others.

⁴ <https://www.paldesk.com/aarr-pirate-metrics/>



Figure 3 CoRoSect AARRR Funnel

3.1.1 Approach

CoRoSect approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be taken into consideration to grow the impact of our communication, growth hacking and ecosystem building activities. The following table lists a set of activities and associated questions to be discussed in the following chapters.

Table 1 CoRoSect - Key public outreach activities & questions

Activity	Critical questions	Chapter
Targeting	Who is our target audience? What is our message?	2
Methods	How are we going to reach that audience?	2, 3
Content development	What types of content does our audience find relevant?	3
Timing	When is the right time to reach our target audience?	4
Evaluation	How effective are our public outreach efforts?	5

To bring together key ecosystem players, insect farmers, tech providers, as well as other actors (e.g. policy makers), to promote networking among them, but also raise deeper understanding on the benefits of the dynamics of our framework, best practices of inbound marketing will be adopted.

The inbound methodology will put CoRoSect in front of its stakeholders at the moment when they are actually looking for what CoRoSect has to offer – a market-oriented robotics/ AI fuelled innovation ecosystem.

Unlike the outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound is about them (i.e. our key stakeholders). Inbound marketing, as it is applied to CoRoSect, involves strategic planning, content development, distribution across the most meaningful channels available, including online, print, and in-person, as well as metrics for the various stages of the CoRoSect growth funnel. The overall purpose of our inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in CoRoSect.

Each type of activities will be aimed at reaching one or more of the above levels across the different audiences through the tools, channels and activities described in Chapter 2

3.1.2 Principles

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project. These principles will serve as a guideline for all Dissemination and Communication activities and will be constant throughout the length of the project.

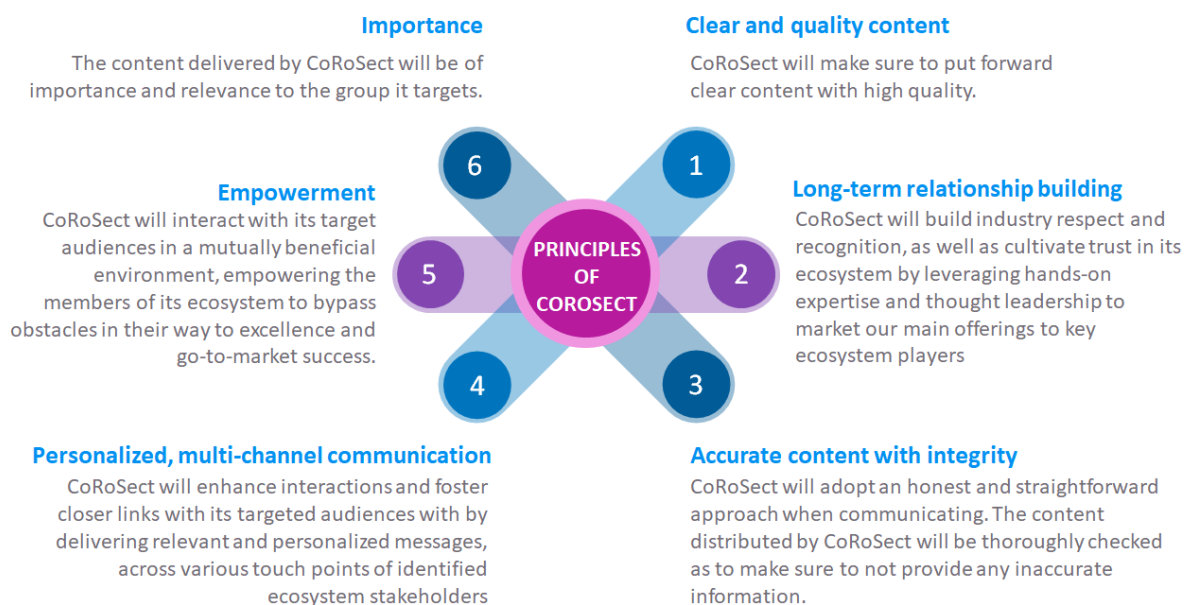


Figure 4 CoRoSect - Principles

3.2 Objective

Table 2 CoRoSect - Communication, Dissemination, Ecosystem Building - Relation to other project activities

Project Objective	WP 11 Contribution
Objective O1: Delivery of a real-world, robust and open human-robot digitalized collaborative working environment	WP 11 supports this objective by providing means of effective communication between partners, reporting materials as well as templates for various purposes.

<p>Objective O2: Advanced service-oriented collaborative farm floor modelling and real-time orchestration, enabling genuine HRC through highly dynamic, open work cells.</p>	<p>By ensuring successful and fruitful collaboration and communication with external stakeholders, we will provide this objective with proper support.</p>
<p>Objective O3: Advanced AI-based cognitive perception both at different phases of the life cycle of insect farming process</p>	<p>Interaction, stakeholder communication and data gathering will be our main activities when supporting this particular objective.</p>
<p>Objective O4: Introduction of digitalized and networked smart mechatronic systems with advanced and sophisticated capabilities for robotic actions planning and control</p>	<p>Activities such as social media promotion and digital content coverage of the smart mechatronic systems in order to bring them closer to the end users.</p>
<p>Objective O5: Implementing advanced mechanisms for realizing safe and efficient Industry 4.0 compliant collaboration with humans</p>	<p>Communicating the message of safe and efficient Industry 4.0 compliant collaboration with humans to our stakeholders.</p>
<p>Objective O6: Incorporation of Social Sciences and Humanities (SSH) elements for the uptake of the project outcomes, emphasizing on acceptability criteria, feedback from users and regulatory aspects</p>	<p>WP 11 plays a key role in this objective due to the access to the users through social media, email and website and will fully support the two way communication between the project partners and the end users.</p>
<p>Objective O7: Delivery, deployment, demonstration and thorough evaluation of a functional system prototype in real-world operational environments</p>	<p>Supporting this process by sharing the results with stakeholders and the general public.</p>
<p>Objective O8: Intense dissemination, cooperation with other projects and data provision activities</p>	<p>Delivery and implementation of high-level dissemination plan and activities</p>
<p>Objective O9: Prepare the business exploitation of the project tools and services, in the context of application cases with high economic impact for the European (manufacturing) industry</p>	<p>Support this objective by introducing the potential users to the technology and providing adequate communication channels</p>

In order to ensure compliance to objectives proposed and the respective KPIs, our communication, growth hacking and ecosystem building activities aim to promote the CoRoSect project and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

Table 3 CoRoSect - Dissemination, Communication, Ecosystem Building Objectives

O1	Attract a sufficient number of industry-leading innovators (insect farmers, robotic technology developers, Environmental scientists...) as well as Insect farm adopters from across the continent.
O2	Present to potential CoRoSect beneficiaries the importance of obtaining access to cutting edge go-to-market technology and tailored business support.
O3	Highlight the importance of piloting, testing and experimentation with novel robotic based technology and services and business models in an environment that is heavy on collaboration
O4	Raise the awareness of a wide range of stakeholders, locally, regionally, and internationally, of the role of insect farming in increasing sustainability and resilience of our food systems but also additional business creation.
O5	Ensure proper know-how exchange among CoRoSect partners.
O6	Develop networks and liaison with innovation intermediaries, insect farmers, technology providers and environmental scientists to share resources and maximize impact.
O7	To support the development and maintenance of the official project's website throughout the project lifecycle.

3.3 Segmentation, targeting, positioning

3.3.1 Target groups

Target groups	Specific target group	Value proposition
End users	Insect Farmers, Digital Innovation Hubs, Gastronomic Enterprises	Test ground-breaking robotics technologies for increasing farm productivity, and the precision and efficiency of insects farming operations.
Researchers	Researchers and Scientists, Environmental Researchers, Industry Scientists	Environmental and agricultural benefits to the scientific community by bringing innovation to the field of interest.

Manufacturers	Technological Manufacturers, Feed Manufacturers, AI-based Robotic Solutions, Large Corporations	Develop sustainable and innovative technology in the farm industry by creating new robotic solutions based on AI technology.
General public	Governmental Bodies, Policy-makers, Non-Governmental Organisations	Development of the new sector will make better relationships between relevant ministries, such as agriculture, environment and health. At the same time, people will have a chance to investigate new ways of food and feed. NGOs will help to strengthen guidelines for sustainable harvesting through governmental lobbying and practical experience in local communities.

3.3.2 Narrative & Messages

Table 4 CoRoSect personas - insect farmers


<p>Jack K.</p>  <p>Insect farmer</p>	<p>Jack is running a large commercial insect farm in Bulgaria. He is looking for ways to automate the processes on his farm and enable production on a larger scale.</p>
How she/he finds us	Demo events, news/ press releases
Pain points	Lack of technological support, need for higher productivity
Key message	Test ground-breaking robotics technologies for increasing farm productivity. Embrace digitalization to grow your business.

Table 5 CoRoSect personas - DIHs

Diana M.	Diana works as a Digital Innovation Hub Manager. She is always on the lookout for novel testing environments and sustainability-oriented market innovations.
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 <p>Digital Innovation Hub Manager</p>	
<p>How she/he finds us</p>	<p>Social Media, newsletter, website, networking events</p>
<p>Pain points</p>	<p>Access to new technologies and new market opportunities</p>
<p>Key message</p>	<p>Test ground-breaking robotics technologies and bring new opportunities to your DIHs members.</p>

Table 6 CoRoSect personas - R&D


<p>Charles D.</p>  <p>Head Scientists at a research institute</p>	<p>Charles is the Head scientist at research institute in Switzerland specialising in innovative food and protein, low carbon and sustainable food production.</p>
<p>How she/he finds us</p>	<p>Scientific publications, news, newsletter</p>
<p>Pain points</p>	<p>Large carbon footprint of mass food production, Environmental protection in the process of food production.</p>
<p>Key message</p>	<p>Environmental and agricultural benefits to the scientific community by bringing innovation to the field of interest.</p>

Table 7 CoRoSect personas - tech providers

<p>Angela D.</p>	<p>Angela is the CEO of a major technology manufacturing specialising in agrifood sector. Angela's company is a global leader in design, manufacture and distribution of smart solutions for sustainable</p>
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 <p>CEO of Agri Tech manufacturing company</p>	<p>agriculture. She is looking for innovative agri food tech to expand her business even more.</p>
<p>How she/he finds us</p>	<p>Tech magazines, High level networking events</p>
<p>Pain points</p>	<p>Achieving competitive advantage on the market. Improving product quality.</p>
<p>Key message</p>	<p>Test and develop innovative technology for building sustainable food systems. Customise your technology for concrete market applications in high-potential sectors.</p>

Table 8 CoRoSect personas - food & feed industry



<p>Ben C.</p>  <p>CEO of Food & feed manufacturing company</p>	<p>Ben is a CEO of a Food & feed manufacturing company in Italy, in pursuit of excellence as a industry leader. Ben is struggling to keep up with sustainability and environmental protection standards while maintaining the price and quality of his products.</p>
<p>How she/he finds us</p>	<p>Events, Newsletter, Social Media, Website</p>
<p>Pain points</p>	<p>High production price of food and feed. Large carbon footprint and environmental unsustainability of food & feed production process.</p>
<p>Key message</p>	<p>Test an innovative way of producing food and feed in a more sustainable way.</p>

Table 9 CoRoSect personas - policy makers

<p>Harry M.</p>  <p>Policy maker</p>	<p>Harry is a policy maker focused on ensuring the resilience of the food system and its sustainability. Harry keeps up with trends to which he tailors the legislative frameworks accordingly to foster circular economy and technological growth.</p>
<p>How she/he finds us</p>	<p>Press release, Networking events, News</p>
<p>Pain points</p>	<p>Defining the path that the industry and the market is taking, which is important for creation of laws and legislative measures</p>
<p>Key message</p>	<p>Development of the new sector will make better relationships between relevant ministries, such as agriculture, environment and health. At the same time, people will have a chance to investigate new ways of food and feed.</p>

4. Channels, tools & activities

4.1 Visual identity

The goal here is to conceptualize our overall values into visual and digital communication and deliver a strong and coherent visual identity through different touch points, from the CoRoSect website to social media. Our visual identity is a complete language that, when expressed consistently over time, communicates our values and attitude, establishes our voice and builds an emotional connection with our audiences. It is a concise, digestible and coherent package.

In order to build a distinctive, stand out visual identity for CoRoSect, the following needs were emphasized

- Quality, reliability, efficiency and agility: bring the aesthetic appeal to our (digital) presence, communicate with diverse audience, tell compelling stories;
- Uniqueness and differentiation: bring a cutting-edge character to every aspect of the CoRoSect ecosystem;

4.1.1 The use of the EU emblem

The CoRoSect logo will be present on all materials related to communication, together with the EU emblem, a direct statement on the funding source and the Grant Agreement number (as shown in figure below).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101016953.

4.1.2 Logo

Bold, modern and striking, the chosen logo of CoRoSect (shown below) is based around a combination of the outline of the mealworm used in insect farming and robotics. It consists of a series of oval shapes with marks on each side that go from smaller to larger and then smaller again, in harmonizing shades.



Figure 5 CoRoSect logo

4.1.3 Colour palette

At CoRoSect, we believed that the color of our logo should not be left to chance or picked solely because it looks good aesthetically.

Blue indicates confidence, reliability and responsibility. It inspires wisdom and higher ideals.

Physiologically, purple heightens people’s reaction to more creative ideas. Magenta is a strong and inspiring color which can appear outrageous and shocking on one hand and innovative on the other. Finally, grey represents balance.

These were all important adjectives that reflected the type of ecosystem and community we wanted to create and our focus group testing (i.e. the consortium members), comparing different colors, supported our thinking.

As a result, we picked the colors below

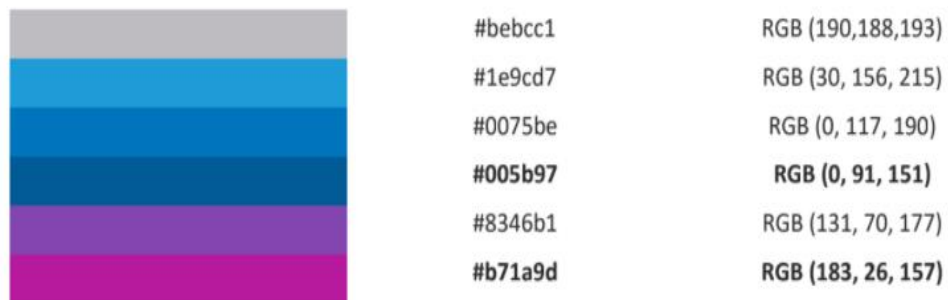


Figure 6 CoRoSect - colour palette

4.1.4 Templates

CoRoSect consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project’s Google Drive. Partners should use the CoRoSect PowerPoint template when presenting the project and/or its outcomes at internal and external events.

CoRoSECT

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Participant	Participant organisation name	Short	Country
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List of Deliverables and Activities	

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Figure 1

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hallo@corosect.eu

Figure 8 Memorandum template

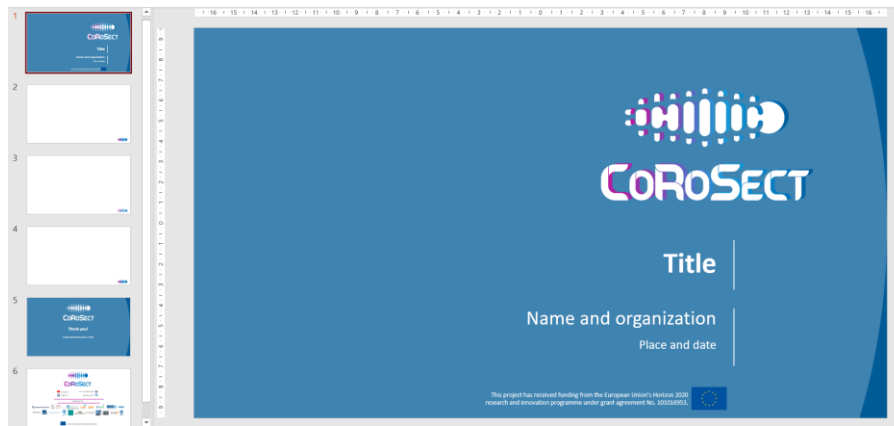


Figure 9 .ppt template

4.2 CoRoSect channel mix

4.2.1 Digital channel promotion

One of the primary goals of CoRoSect focuses on building up and sustaining, in the longer term, a close relationship with targeted audiences and stakeholders to the project. Communication efforts for public outreach occur through the operation of online communication platforms. For the duration of the project, FSH will establish a project website containing project description, vision, mission, principles, objectives and up-to-date news and events.

Also, FSH will be in charge of managing all social media channels like LinkedIn, Facebook, Twitter and YouTube by keeping it alive and updated with the latest developments and news coming out of and related to the project. Much of the news will be provided by the different WP leaders to FSH as they possess the most up-to-date information and are themselves the closest to any developments that occur within their own work package.

4.2.1.1 Website

A dedicated website presenting the concept and benefits of the project as well as introducing the consortium. This website will be regularly updated with news and outputs generated along with the project. As this website is likely to be the main information hub for newcomers, it will be targeted to both generalist and specialized audiences. This must be taken into account for the design of the web and during the addition of content.

FSH is responsible for managing the CoRoSect website, while updates of specific thematic content arising from the project will and should be carried out through direct contribution from the consortium partners. In order to establish a solid base for safe and smooth website running, the Consortium is set to follow the instructions that are detailed below:

- Update/ change requested through CoRoSect MS Teams workspace: a description of the required integration/ change should be given in an attached file in “.docx” format;
- If the integration/change refers to documents or files to be uploaded in the public website, these have to be attached to the message;

- The description should contain a clear distinction of the type of the requested integration/ change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided, however, if included, abbreviations have to be made explicit, at least the first time they are quoted in the description of the required integration/ change;
- Events to be integrated in the public calendars have to be sent with all the necessary information (date, title, location, program and link), in order to provide a homogeneous level of details and information content. The website will be regularly updated with relevant information on the CoRoSect project activities.



Figure 10 CoRoSect.eu - homepage

4.2.1.2 Types of content

For an effective communication and dissemination strategy in line with the communication funnel specific types of content will be provided for each stage as shown on the graph below.

Acquisition	Activation	Retention	Referral	Revenue
Viral content production, Slide share, infographics, Media/Influencer outreach	Blog posts, whitepapers, webinars, case studies, interviews/podcasts, industry reports;	Email marketing, social ads, retargeting initiatives	Local meetups, workshops, conferences, etc.	Demo events, demo videos, links and liaisons with different initiatives, 1 on 1 telcos with early adopters

Figure 11 CoRoSect types of content

4.2.1.3 Topics to be covered

When producing content, much attention will be given to the specific topics the content covers. The chosen topics will be relevant, interesting and important to the context of CoRoSect.

Examples of some of the topics that will be use are listed below:

- Human robot collaboration
- Edible insects
- Robotising agriculture
- Sustainable food and feed
- Low carbon food production
- Robots as a helping hand to humans

4.2.1.4 Outreach to industry and experts

As a part of its growth strategy, CoRoSect will run target-specific content distribution campaigns, to scale its existing content marketing and outreach efforts.

CoRoSect will take our current PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influencing websites. To this end, CoRoSect will conduct the following:

- Generate a list of influencers and key contacts CoRoSect can reach out to; the list will always be available on CoRoSect Teams;
- Get familiar with people involved in the content distribution of our target sites, and draft personalized emails and follow-ups to start relevant conversations and explore possibilities for cross-promotion and partnerships;
- Closely monitor traffic referrals and links to corosect.eu;

Furthermore, a dedicated press kit will be developed for circulation to journalists and tech blogs for coverage(M3). The kit will contain press releases, background information, article suggestions and contact points for interviews. A number of specialized media channels will be targeted with press kits, based on the master list of communication contacts (available on Teams)

Target initiatives:

- IPIFF - International Platform of Insects for Food and Feed
- Institute for European Environmental Policy
- CEMA - European Agricultural Machinery Association

4.2.1.5 Social media

Social networks are an important mechanism for communication and dissemination. LinkedIn, Facebook, Twitter and YouTube will be used to publish news about the project and dissemination events etc. Due to the characteristics of this kind of networks, the utilization of an attractive style to present the information is foreseen in order to catch the attention of the audience.

Social media, unarguably, will provide a treasure trove of longer-run benefits for CoRoSect including but not limited to:

- Gaining brand recognition & proactive reputation management;

- Fostering genuine conversations with the target audience;
- Generating both thought leadership & engagement, and
- Creating more diverse inbound traffic streams.

To ensure the biggest impact, our social media activities will be aligned with our broader communication objectives and values, effectively taking into account the needs of the target audience, as well as the nuances of different social media platforms. Moreover, we will seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, CoRoSect will emphasize customer engagement and interaction with followers, favoring quality over quantity

Table 10 CoRoSect - Key things to consider on social media

Key things to consider

- Always bear in mind our key stakeholders and audience
- Stick to social platforms that deliver ROI
- Create unique/ engaging content
- Organize a schedule for our posts
- Analyze our impact & results

The following rule illustrates a roadmap to help maintain consistency of interactions and messages across CoRoSect social media channels:

- 1/3 of social content will serve to demystify the CoRoSect ecosystem, raise the sense of urgency, and trigger call-to-action;
- 1/3 of social content will be focused on sharing ideas and success stories from our insect farms influencers, engineers, and experts in robotics and the world of AI;
- 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential early adopters, Q&A, etc.).

Digital channels to be used are Twitter, LinkedIn, Facebook, YouTube. CoRoSect will present unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the CoRoSect advantage).

Facebook

A dedicated Facebook⁵ page has been created, with the messages being both professional (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of CoRoSect, Facebook represents a massive opportunity for always-on lead generation.

⁵ <https://www.facebook.com/corosect>

CoRoSect will offer different incentives (whitepapers, webinars, cheat sheets), as well as a variety of topics (digital transformation, digital economy, etc.) which appeal to a wide range of needs of our identified target groups, to help build our ecosystem.

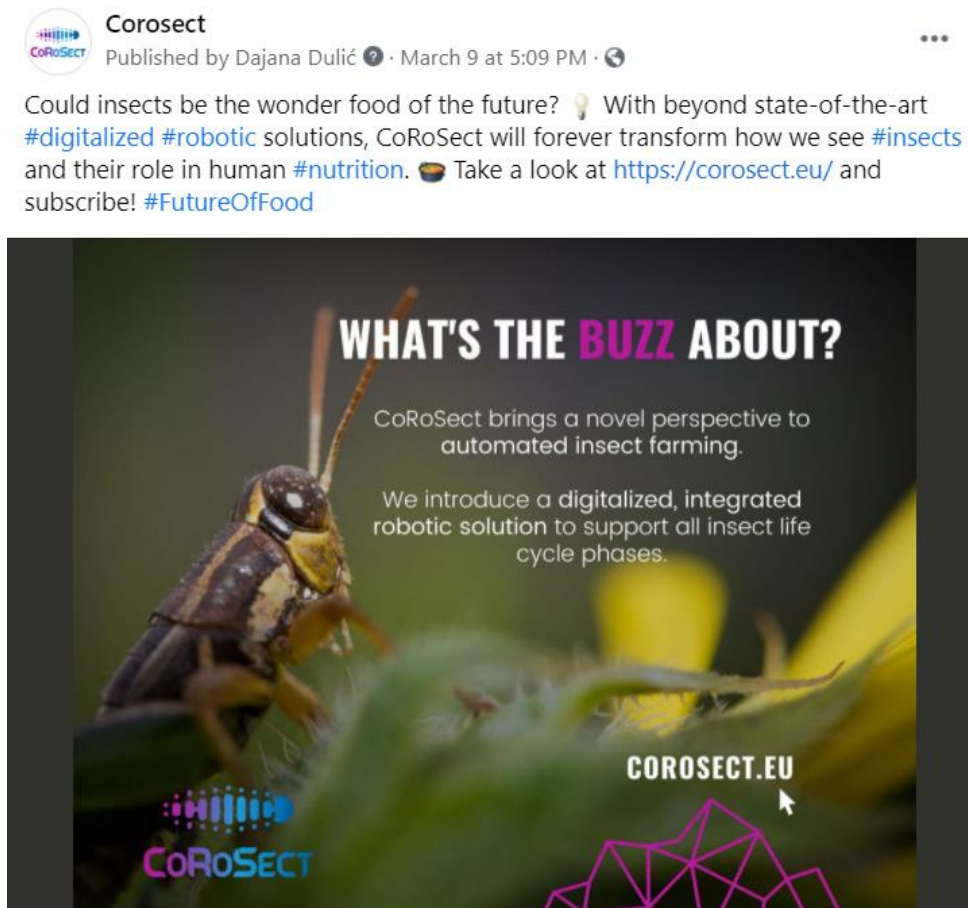


Figure 12 CoRoSect - Facebook

LinkedIn

A LinkedIn page⁶ has been set up, open to all who are interested in learning about our ecosystem. This page will help us to strategically connect and professionally engage with our target groups, early adopters and future collaborators.

⁶ <https://www.linkedin.com/showcase/corosect/>



Last month, [European Food Safety Authority \(EFSA\)](#) declared mealworms safe for human consumption. 🐛

Follow CoRoSect to learn more about [#InsectFarming](#) and how we use [#robotics](#) and [#AI](#) to fulfill the sustainable promise of supplying protein without the massive carbon and land footprint 🐞 <https://corosect.eu/>



👍❤️ 16

Figure 13 CoRoSect - LinkedIn

Twitter

We have created a Twitter profile that provides high-quality information and key trends on food chain innovation and insect farming ([@CoRoSectEU](#)). Through Twitter, CoRoSect aims to generate thought leadership, grow influence and be informative.

CoRoSect will take advantage of this networking platform to develop a community of industry leading innovators, most notably, AI robotic manufacturers, Agrifood tech leaders, innovative insect farming startups who can benefit from our comprehensive solution.

Trending hashtags relevant for driving CoRoSect brand awareness include, but not limited to [#agtech](#), [#robotics](#), [#AI](#), [#insectfarming](#), [#edibleinsects](#), [#alternativeprotein](#), [#insectfood](#), [#foodsecurity](#), [#futureoffood](#), [#futureofwork](#), [#precisionag](#), [#industry40](#), and more.



Figure 14 CoRoSect - Twitter

4.2.1.6 Newsletter and e-mail outreach

The website will incorporate appropriate links to social networks and will support the subscription to a dedicated electronic newsletter.

To stay engaging and competitive in the inbox, CoRoSect will take into account the following

- Responsive email design for better engagement: Mailchimp, a real-time email marketing automation platform will be used to design and distribute responsive, targeted email campaigns, with enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Dynamic customization and personalization: The email opt-in form on the CoRoSect website will contain custom required fields (e.g. company name, type of company, sector, etc.). The subscriber database will thus contain a variety of data types to create email campaigns, which are more in the context of subscriber interests.
- Customer lifecycle and multichannel integration: CoRoSect will review opportunities for email marketing automation across the entire lifecycle of end-user engagement. The most important CoRoSect online marketing channels will be integrated in order to encourage email opt-in or to plan a range of follow-up activities.

To further boost email marketing Return on Investment (ROI), CoRoSect partners will be encouraged to forward the newsletter, as appropriate, within their own professional networks. Newsletter archive will list any past issues, and will be available for download on the CoRoSect website.

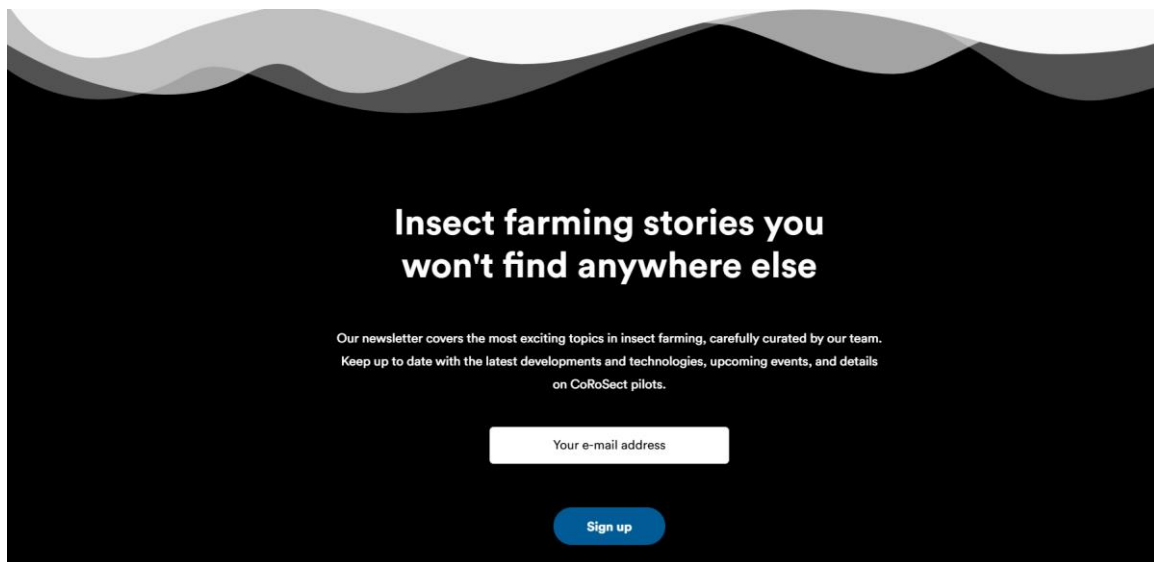


Figure 15 Newsletter subscription on corosect.eu

4.2.2 Offline communication

The project needs to have a strong image, which helps readers, participants to meetings and conferences to immediately identify the project and to understand its scope. Therefore, press releases, leaflets, posters and rollup will be designed and used during the lifespan of the project. Project press releases, targeted at target news organisations and stakeholder organisations, will be released as project activities, collateral and development updates are accessible that are suitable for broader dissemination. Press releases will be first released in English, with consortium members expected to both adapt and communicate locally in their own languages. For scientific magazines that appeal to a very focused community, a specific media package will be produced providing one-of-a-kind insights into the industry (e.g. information sheets, brochures, posters).

For placement of tech/ social/ environmental achievements and results, CoRoSect will also target magazines, periodicals, and newsletters of EU and national associations and networks. Examples include: CORDIS Research.EU Magazine, Horizon: the EU Research & Innovation Magazine, etc.

4.2.2.1 Scientific and non-scientific publication

The use of various communication channels to disseminate the project results is planned. This includes the preparation of articles and papers for conferences, technical journals, publicity as well as technology suppliers and end-users. Publications are envisaged in advanced manufacturing and automation communities, ICT and robotics domains. Amongst others, publications are aspired in the CIRP community as well as through the international bodies of IEEE, ACM, and IFAC.

Scientific publications and conference papers will be produced by project partners to disseminate the outcomes from the research and development activities of CoRoSect

Non-scientific publications will be produced by project partners on regional, national and EU level to serve the communication of the project.

Partners who committed so far to produce scientific publications/ conference papers are: **UM, CERTH, OAMK, TECNOVA, KU Leuven.**

4.2.2.2 Promotional material

Diverse types of promotional material have been designed for print (please, see some of the samples below). When possible, this material will also be available in digital form. Partners will be invited to share this promotional material on every suitable occasion, thus putting CoRoSect directly in the hands of the right set of target audience.

These materials include:

4.2.2.2.1 Folder



4.2.2.2.2 Notebook



CoRoSect

Mainstreaming insect farming

- Sustainability benefits
- Demand for protein
- Beyond aquaculture
- A profitable solution to food waste
- Robotics and automation

With the global need for food sources constantly rising, the pressure on the food production industry for a more sustainable approach with a lesser ecological footprint continues. Insect farming surfaces as a potential solution with its incredibly low ecological footprint and as a sustainable source of protein for both humans and animals. CoRoSect will couple the research on bionomics and insect life cycle with new robotic tools and protocols for mechanization and automation of insect farming. CoRoSect will form novel integrated cognitive robotic ecosystems where the repetitive as well as cognitively and physically demanding tasks in insect farming, are replaced by automatic robotic-based procedures. CoRoSect technologies will be evaluated through large-scale pilots in 5 insect farms in Europe, rearing three of the most commonly occurring species, in order to strengthen the European food system.

corosect.eu Corosect

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101016953

CoRoSECT

Mainstreaming insect farming

- Sustainability benefits
 - Demand for protein
 - Beyond aquaculture
 - A profitable solution to food waste
- Robotics and automation

Partners: Maastricht University, CERIS, INSTITUTO TECNICO DE INVESTIGACIONES AGROPECUARIAS E INGENIERIA, Luke, OAMK, tecnova, KULLEUVEN, AtoS, Robotnik, AGV, HASEKOMO, ITALIAN CRICKET FARM, Invertapro, f/h, AgriFood Lithuania, DREAM, corosect.eu, Corosect

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101014953

4.2.2.2.5 Stickers



4.2.2.2.6 Pen



4.2.2.2.7 Zoom background



4.2.2.2.8 Hoodie



4.2.2.2.9 Face mask



4.2.2.2.10 Cap



4.2.2.2.11 Cups



4.2.3 In-person & events-based outreach

4.2.3.1 CoRoSect events

Partners in charge of development and technical design will create MVPs related to end-user needs. CoRoSect will organize Roadshow events as sort of Open Days, under the umbrella of another major events, thus presenting the CoRoSect solutions to wider scope of stakeholders and expanding on potential customer base, while at the same time aiming to engage more women in both ICT and business aspect of CoRoSect.

Local ecosystems where consortium partners are already present are first line in building and enhancing the proximity of the stakeholders.

Demonstration of Use Cases

In relation to the demonstration activities, it was agreed that a three-step process would be adopted:

- Step 1. The Coordinator together with FLR to decide on use cases and technical demonstrations (who, what, where, and how), taking into account the level confidentiality of know-how of partners involved. FSH participates in the discussion to offer advice and suggestions.

It was agreed that a clear strategy needs to be put in place with respect to which segments can be demonstrated to the public in a straightforward way.

- Step 2. FLR together with the involved technical and/ or use case partners to organize the content of demonstrations and broadcasting. Demonstrations will be either physical (in FLR premises or UC partners' premises) or virtual.
- Step 3. FSH to promote the demonstrations to a wider audience using the channels of the project, its own channels and networks, as well as any other channel brought to its attention by project partners.

Workshops

In line with the project proposal, GA and CA, the number of organized workshops related to the core activities of the project (KPI 8.2) is at least 2. It was agreed that one international workshop will be hosted by FSH and one by FLR.

4.2.3.2 Non CoRoSect events

CoRoSect partners will actively contribute to a number of events of interest at regional, national, and international level (meetings, workshops, conferences, etc).

The table below represents an indicative list of upcoming events of interest to CoRoSect:

Event name	Brief description/Themes
International Conference Insects to Feed the World	Insects to Feed the World will provide a venue for discussions of ideas at the emerging and frontier of the subject.

INSECTA	Use of insects for interested people from science, agriculture and insect breeding, plant construction, users, manufacturers of food and feed, lawyers and veterinarians
FIRA - International Forum of Agricultural Robotics	The International Forum of Agricultural Robotics (FIRA)
The Alltech Ideas Conference	Networking with other key decision-makers in varied industries from across the globe to change and enhance the trajectory of their businesses
ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT)	A computer science conference with a cross-disciplinary focus that brings together researchers and practitioners interested in fairness, accountability, and transparency in socio-technical systems.
CPDP	Privacy and data protection
BILETA	Technology and Law
LAILEC	Contemporary legal, ethical, regulatory and governance challenges of artificial intelligence
EEAP ANNUAL MEETING	The European Federation of Animal Science (EAAP); scientific achievements in livestock production all around the world.
THE AGRIBUSINESS FORUM	Agri-food sector innovations for business and policy leaders
SEEDS&CHIPS	Platform to collaborate for a broad range of actors and groups throughout the global food chain, enabling business leaders and policymakers to effectively integrate food and agricultural innovation into their agenda, while increasing the reach of ideas and technology that can change the world.
GLOBAL AGRIPRENEURS SUMMIT	FAC anchors a dynamic community that takes root in each joining nation, enriching the global conversation with a transfer of ideas and solutions.
ISCRAA	International Conference on Robotics in Agriculture and Automation

4.2.3.3 Networks and liaisons with relevant initiatives and projects

To ensure a scalable impact of its ecosystem and solutions, CoRoSect will explore complementarities and exploit synergies with other relevant initiatives (notably established EU actions aimed at mainstreaming robotics and AI), projects and programs of varying size, scale and scope addressing similar issues.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks. To facilitate outreach and engagement, CoRoSect will setup an outreach list, a living document with contacts to these innovation intermediaries (including as well tech/ startup portals and magazines).

Project Name	Description	Sinergies planned
Robs4Crops	<p>From farming controllers and smart implements to fully autonomous farming systems, Robs4Crops is helping farmers fill labour shortages — shaking up the farming landscape.</p> <p>Robs4Crops aims to address and resolve the organizational and technological challenges associated with robotic farming's widespread adoption. By building upon the existing agricultural machinery, standards, and best practices, the project will shape and deliver a fully autonomous system, ready for large-scale commercial trials.</p>	<p>CoRoSect and Robs4Crops have much in common from both the technical side and the key challenges they are tackling. Each will tackle similar problems but from a different perspective and angle. Learning from each other and sharing key findings will insure the success of both projects.</p>
AgROBOfood	<p>Starting June 2019, the 16 mln EU project agROBOfood builds the European ecosystem for the effective adoption of robotics technologies in the European agri food sector. At the heart of the project are innovation experiments (IEs) that will be organised and monitored by the Digital Innovation Hubs. The European robotics community will be involved throughout the project to ensure maximum synergy. This will maximise the return of investments from the digital transformation of agri-food.</p>	<p>Sharing knowledge, contacts and research results through the Digital Innovation Hubs Network will insure the collaboration between these two projects.</p> <p>Working together on various digital content such as podcasts, interviews, newsletter and articles, AgROBOfood and CoRoSect will pave the way for robots technologies in the agri food sector.</p>
SmartAgriHubs	<p>(H2020, 2017-2020) – dedicated to accelerating the digital transformation of the European agri-food sector. It will consolidate, activate and extend the current ecosystem by building a network of Digital Innovation Hubs (DIHs) that will boost the uptake of digital solutions by</p>	<p>Digital Innovation Hubs are an important stakeholder for both Robs4Crops as they bring significant value in terms of network as well as assets. The collaboration between Robs4Crops and the DIHs Ecosystem is a two way stream and as such Robs4Crops also brings value to the</p>

	<p>the farming sector. This will be achieved by integrating technology and business support in a local one-stop-shop approach involving all regions and all relevant players in Europe.</p>	<p>DIHs as well.</p> <p>Through Cross Pilot Visits, different digital media content and interviews, these two projects will share knowledge, ideas and solutions and together create a greater impact.</p>
<p>FlexiGrobots</p>	<p>FlexiGrobots is an Innovation Action aiming to build a platform for flexible heterogeneous multi-robot systems for intelligent automation of precision agriculture operations, providing multiple benefits to farmers around the world.</p> <p>FlexiGroBots addresses the growing market needs for new robotic technologies and their adoption by ensuring efficient automation of precision agriculture operations and flexible use of multi-robot systems.</p>	<p>With common goals and values when it comes to incentivising the widespread of robotic technologies in the agrifood sector, FlexiGrobots and CoRoSect will make sure to support each other during various events, promotional activities as well a pilot activities and cross pilot visits.</p>

5. Schedule & Timing

By planning our activities ahead of time, we will be able to focus on creating content designed specifically to help us realize communication, growth hacking, ecosystem building goals.

Audience specific content is one of the key growth marketing elements - to help build the CoRoSect overall brand presence, increase awareness and grow our following, we will need to schedule and post new updates regularly.

Consistency is perhaps the biggest ingredient to our overall success. That said, we need to adjust our schedule/ frequency and goals to meet our audience's expectations. The frequency and content will be regularly monitored to allow for adjustments.

Dashboards to be used to plan communication, growth hacking and ecosystem building activities are:

- Blog Editorial Calendar
- Social Media Planning Calendar

Moreover, in order to better coordinate our participation at events of interest to CoRoSect, as well as to ensure that each partner has adequate support from the Communication Manager (FSH), an Event Calendar has been created, and is available online (via CoRoSect Teams) with additional details and information.

6. Monitoring & evaluation

All outreach activities will be subject to a regular follow-up. To monitor week-over-week and month-over-month performance on our key channels of growth, the following tools will be adopted:

- Email insights & reporting sheet;
- Custom Google Analytics reporting dashboards;
- Social media dashboards & reporting.

These tools/ spreadsheets will be available through a dedicated CoRoSect Teams folder, and will be updated on a regular basis (i.e., weekly, monthly). Moreover, each partner will be required to provide brief reports on their outreach activities monthly. For these purposes, we have developed a Typeform questionnaire through which CoRoSect partners should report on their dissemination and communication-related activities.

The table below presents critical KPIs to be tracked and benchmarked to prove the overall value of CoRoSect outreach activities, and set further guidance regarding communication, growth hacking and ecosystem building.

Table 11 Dissemination and Communication KPIs

Activity/ Tool	KPI
No. of stakeholder organizations to be included	>40
No. of organized workshops related to the core activities of the project	At least 2 (one to be hosted by FSH and one by FLR)
Cooperation/ liaison with relevant projects	At least 5 projects already from the 1 st year of the project
No. of attracted future stakeholders/ providers	>30
Project website and e-Newsletter	10,000 Website Page Views 1000 newsletter subscribers
Social networks	2000 social media followers
Press releases	10 press releases
Presentation of CoRoSect in events, conferences, exhibitions etc.	10 press releases
Presentation of CoRoSect at events, conferences, exhibitions etc.	10 online events, conferences, exhibitions etc.

Non-scientific publications	5 publications
Scientific publications and conference papers	5 publications and conference papers
Demonstration of use cases	5 demonstrations

7. Conclusion

This deliverable is crafted to be all-inclusive and dynamic – outlining tools, techniques and timelines, with the ultimate goal being to help CoRoSect stay sharp and focused, relevant and connected. CoRoSect is committed to a coherent approach, especially to issues concerning establishing an engaging and differentiated experience through meaningful channels and messages that resonate.

As a result, this will help us reach our specific audience with personalized message and offer. Our Dissemination and Communication Plan will be refreshed every six months (interim report) – or twice a year to ensure it is providing the right insights that lead to the right KPIs.



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Atos

 **Robotnik**


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 **NASEKOMO**



ENTOMOTECH
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ENTOCYCLE


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f/h

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