

Deliverable Title	D8.3 EUROBENCH Communication Plan
Deliverable Lead:	PKF ATTEST INNCOME, S.L.
Related Work Package:	WP8: DISSEMINATION, EXPLOITATION & COMMUNICATION
Related Task(s):	T8.4 Definition and execution of the Communication Plan
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Dissemination Level:	Public
Due Submission Date:	31/03/2018
Actual Submission:	28/05/2018
Project Number	779963
Instrument:	Research and Innovation Action
Start Date of Project:	01.01.2018
Duration:	48 months
Abstract	Definition of the Communication Plan to be executed during the project lifetime



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 779963

Versioning and Contribution History

Version	Date	Modified by	Modification reason
v.01	05/04/2018	María Prieto Sandra Correas Jaime Lara	First Version
v.02	11/04/2018	Diego Torricelli	Contribution and Review
v.03	12/04/2018	Sandra Correas Jaime Lara	Minor changes
v.04	13/04/2018	Diego Torricelli	Review
v.05	16/04/2018	Sandra Correas	Final review and Version
v.06	20/05/2018	Jose Pons	Internal Review

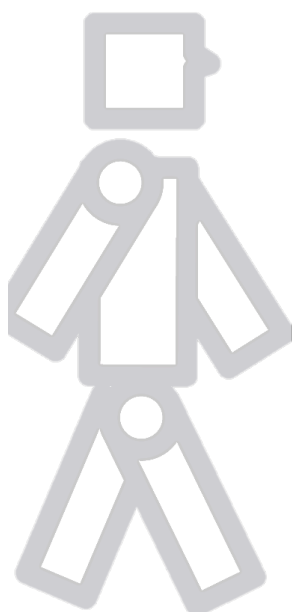
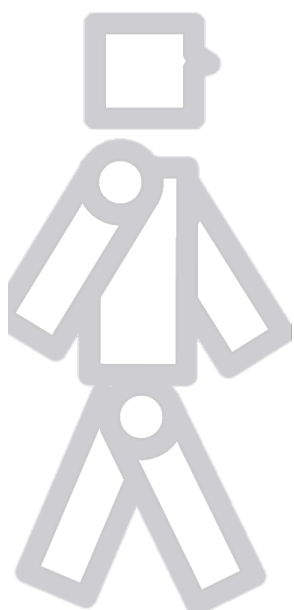


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1 Executive Summary

This document is the **Deliverable 8.3 EUROBENCH COMMUNICATION PLAN** of the Work Package 8 - DISSEMINATION, EXPLOITATION & COMMUNICATION.

The aim of Task 8.4 (Definition an execution or the Communication Plan) is to design and execute an efficient communication strategy, starting with the definition of a methodology and objectives, to continue with the outline of the key messages and target audiences, to end with the mapping of main tasks and procedures. The highlights of the communications strategy and goals are:

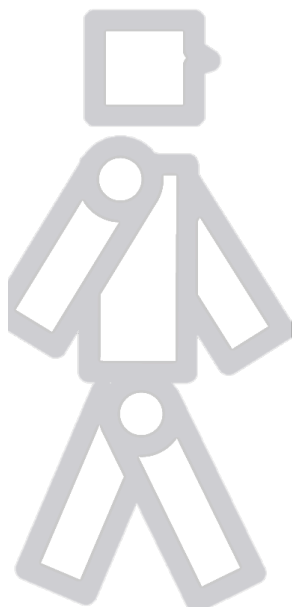
- Defining the communication objectives, roles and procedures.
- Synchronising communication activities within partner’s institutions.
- Supporting the best information flow between the consortium partners.
- Covering coordination of the overall communication efforts of the consortium executed in T8.5.
- Defining de branding and positioning of the project.

Some subtasks have been already completed while most of them are ongoing according to the defined work plan.

The requirements and expected results of these subtasks define the communication plan, containing the actions to be deployed and included in the final dissemination report.

TASK	2018	2019	2020	2021
T-8.4 Definition an execution of the Communication Plan	[Red bar spanning 2018-2021]			
D-8.2 EUROBENCH website	[Red bar in 2018]			
D-8.3 Communication Plan	[Red bar in 2018]			
D-8.4 Communication materials	[Red bar in 2018]			

Figure 1 Communication Gantt



2 Objectives

The main communication objective within this project is to **promote the EUROBENCH project and its FSTP open calls, increasing the number and quality of participants, increasing the scope of the project development and its outcomes**, as well as informing about the existence of a future new benchmarking methodology available for the robotics industry (ensuring sustainability beyond the runtime of the project).

To ensure the best visibility of the project and to increase its impact and outreach, to reach the communication objectives, the *EUROBENCH Communication Plan* should undertake the following activities:

1. Create a visible and distinguishable **visual identity** of the project to make it easily recognisable in a way that all the communicative actions undertaken during the project are traceable.
2. Deploy a **media planning** to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
3. Make an intense **follow-up** of the communication plan deployment, ensuring it's correct functioning and making the necessary corrections when it is needed.
4. **Lay out the communication activities** among all the partners to ensure a correct deployment of the strategy.
5. **Coordinate with external stakeholders**, such as related projects, institutions and media to ensure a high outreach of the communication activities.

2.1 Strategic Objectives

The general objective of this Communication Plan is set up by three strategic objectives that will help the project to reach the main goal:

- Communicate the EUROBENCH project and its outcomes.
- Reach the target audiences and foster their interest in the project.
- Broadcast to the general public the future benefits of the consecution of this project.

2.2 Operational Objectives

To reach the above-mentioned objectives, it will be necessary to set the following operational objectives that must be undertaken in this *Communication Plan*:

- Have a complete handbook to help the consortium members identify when an issue must be communicated, and which are the steps and responsibilities for that purpose.
- Identify the main communication activities and lines of action to be carried out throughout the course of the project, planning and coordinating all the efforts.
- Set the targeted audiences, the main partners, the key messages and the principal media on which EUROBENCH communication activities will focus.

3 Methodology

The methodology used for the development of the *EUROBENCH Communication Plan* reflects the purpose for which it was designed. Above all, this plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the global objective of the project. It has been made taking into account the "[Communicating EU research and innovation guidance for project participants](#)"¹ document.

The development of this Plan involves interaction among all the partners. Figure 2 presents the main steps for the development of the Communication Plan.



Figure 2 Steps for the development of EUROBENCH Communication Plan

The Communication Plan attends to the potentialities and strengths of the project partners. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and of the best way to do

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

it. In addition, most of the partners have access to relevant networks that can be used to **reach different target audiences** and better communicate the project assets.

This plan will be annually updated, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out. More detailed information on this process is included in Section 9 [Monitoring](#).

Error! No se encuentra el origen de la referencia. depicts the media available in relation with the project resources and needed to define and execute the Communication Plan.

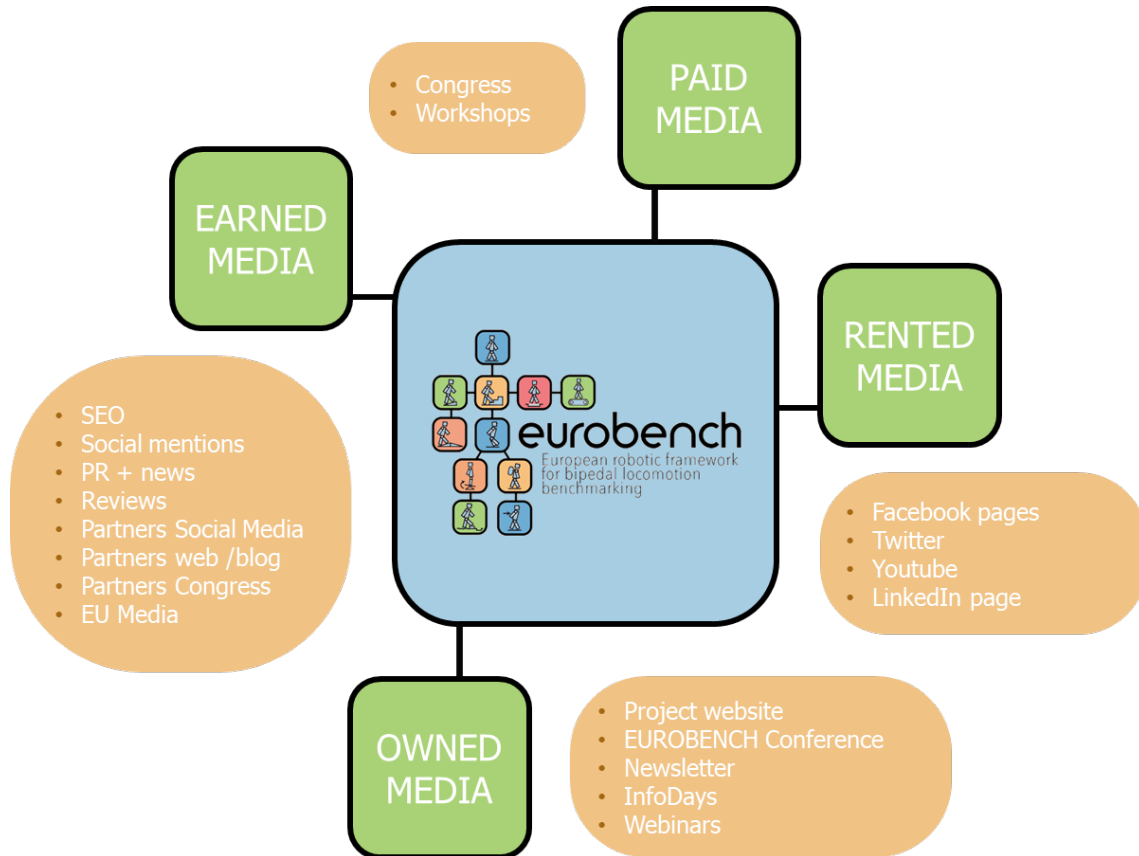


Figure 3 Project media distribution

4 What to communicate

4.1 The value of this project

EUROBENCH will create the first framework for the benchmarking of bipedal robotics locomotion in Europe. This will allow any entity to test their prototypes, without limitations to any bipedal robot typology, and being able to place it in a common scale of capabilities and development. In addition, the benchmarking methodology developed within this project may be adapted to any other robotic field.

The EUROBENCH project starts from the previous achievements obtained by the collaboration between five European projects (H2R, Walk-Man, BALANCE, Koroibot and Biomot), which include a solid methodology and several test benches already validated in relevant environment. This means

that the previous efforts carried out by the EU won't be wasted, and EUROBENCH will extend the previous methodology to all relevant system abilities included in the [MAR](#), to be able to deliver a portfolio of benchmarking tools and services for testing TRL evolution.

Henceforth, **EUROBENCH will stand out for being the first benchmarking framework on bipedal robotics locomotion, with a methodological scheme which can be easily used in any other field.**

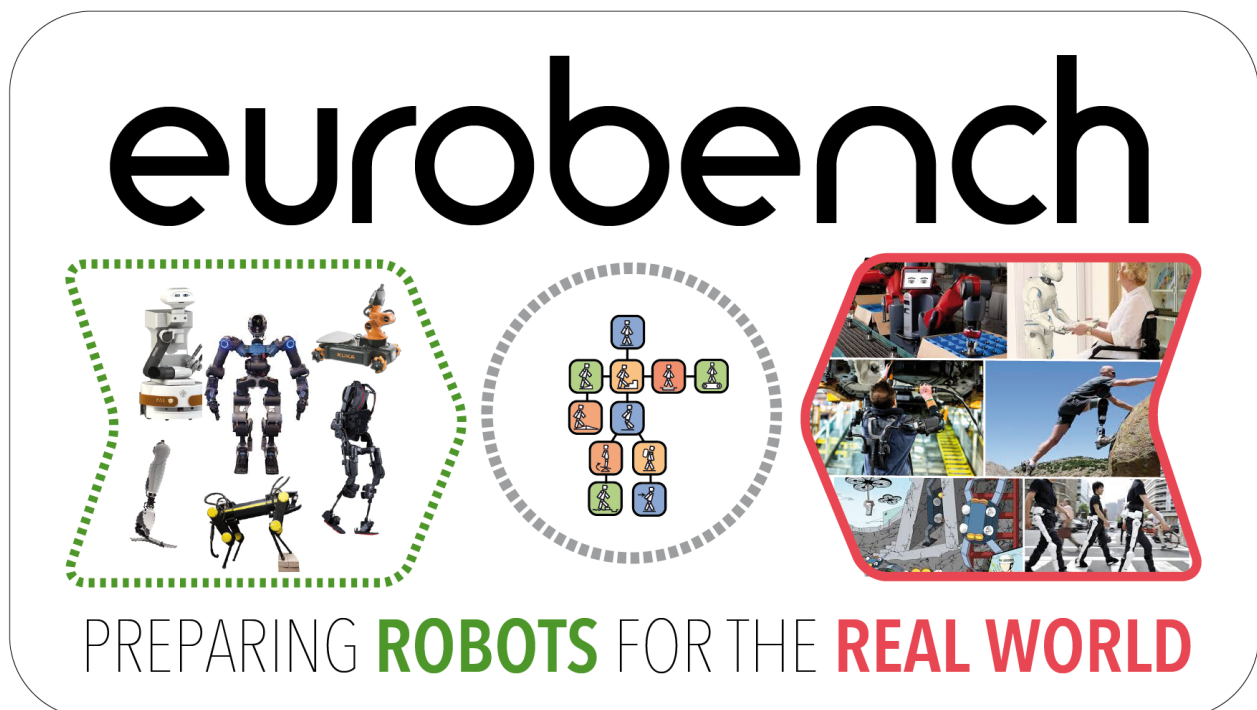
To increase the impact of EUROBENCH and make the communication activities distinguishable and traceable, it will be necessary to use the outlines included in Annex I: Visual Identity for every communication activity.

4.2 Key messages

There are a number of main relevant messages identified to be shared from the very beginning of the project, but other key messages will be added on the revisions of this Communication Plan created from the results of EUROBENCH.

The key messages are slightly revised to better reflect what the audience should remember of the project. From the very beginning, and until the first deliverables will be accessible and ready to disseminate, the key messages will be focused on four major assets of the project:

Main message: Preparing robots for the real world (this is also the slogan of the project)



Other key messages by category:

(A) GENERAL PURPOSE KEY MESSAGES

- Robotics are good for the society, they help people and to the societal progress.

- EUROBENCH will contribute to prepare robots for the real world.
- EUROBENCH will allow end-users (individuals or end-user industries such as automotive, military or healthcare) to quickly compare available robotics solutions, according to their needs, to make the right choice.
- EUROBENCH will promote a more efficient development of the robotics sector.

(B) SECTORIAL KEY MESSAGES

- EUROBENCH project has begun and will contribute to the creation of the first European benchmarking framework for robotics.
- EUROBENCH will develop two Benchmarking Facilities to allow companies and researchers to perform standardized tests on advanced robotic prototypes and a Benchmarking Software to allow companies and researchers to design and run the tests in their own laboratory settings and assess robot performance.
- EUROBENCH is aimed to ease the process of testing robotic systems with minimum required efforts from companies and researchers.
- EUROBENCH is contributing to a European 'Innovation Union' and to the aims and impacts of the SRA and the MAR.
- EUROBENCH will be initially focused on bipedal locomotion but the framework will include methods and tools to measure System Ability Levels on a rigorous, quantitative and replicable way.
- EUROBENCH will establish a unified benchmarking terminology that can be used across industrial, market and research scenarios, to improve the understanding of benchmarking methodology.
- EUROBENCH will develop web-based tools for sharing data and methods among researchers and industrial institutions. However, the proposed benchmarking processes, facilities and services will ensure data confidentiality.

(C) RESEARCH RESULTS KEY MESSAGES

These Key Messages are aimed to let the target audience know that EUROBENCH is producing relevant research results (to be disseminated or not depending on confidentiality issues).

- EUROBENCH wants to shape the framework on real market needs and expectations. What do the stakeholders expect? Results on EUROBENCH stakeholders survey available! (M4).
- Key system abilities to be tested by the EUROBENCH framework identified for wearable robotics and humanoids (M6).
- Experimental protocols for humanoids available (M9).
- Experimental protocols for wearable robots available (M9).
- EUROBENCH's own Reem-C demonstrator is ready for humanoids control software developers to use it! (M12).
- It is now possible to know more about EUROBENCH benchmarking scoring scales (M36)

- EUROBENCH Facilities are ready to benchmark (M36).
- A public release of EUROBENCH's Software has been completed to allow FSTP 2nd Open Call proposer to test it! (M36).
- The EUROBENCH Framework has been successfully validated and lessons learned will be talked about during the final conference (M48).

(D) FSTP KEY MESSAGES

- EUROBENCH will have two FSTP Open Calls for the development and validation of two benchmarking facilities and a unified benchmarking software.
- FSTP Open Calls are about to open.
- FSTP Open Calls opening.
- Participating in EUROBENCH FSTP promotional events (infodays and brokerage events) will allow the creation of highly competitive FSTP proposals and consortiums.
- Last chance to submit a proposal to the FSTP Open Calls.
- The evaluation results are available – the final list of successful proposals that will contribute to the creation of the EUROBENCH framework.
- FSTP Projects ongoing.
- EUROBENCH FSTP Programme in the spotlight: how many test benches are being integrated? how is it going? How did it go?

5 Target groups

EUROBENCH project communications will extend from the most technical and experienced community working on robotics development, to the general public, going through other fields of knowledge such as medicine.

These audiences will be primarily segmented in internal and external audiences:

5.1 Internal Audience

The internal communications will be carried out between the members of the consortium composed, almost entirely, of robotic technical professionals. These communications are essential to ensure a proper project execution, with communication messages formulated and targeted to the right person in the right moment. Therefore, internal communication includes both overt communication like face-to-face meetings or plenary conference calls and private calls in order to discuss technical nor managerial issues, showing results or taking decisions.

The main responsible for the definition of the communication procedures is INNCOME in collaboration with the Coordinator, CSIC. Other consortium members will be required to contribute and follow the defined procedures when performing internal or external communication activities. The internal communications procedures are defined in the Annex II: Communication procedures and complemented with *D1.1 Project Management Handbook* procedures.

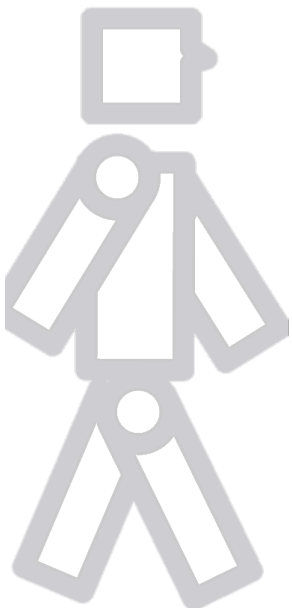
5.2 External Audience

Communication will take different tones according to the message that is being delivered and the target audience. EUROBENCH consortium has segmented the audience according to the objective to accomplish and the potential relationship pursued.

Regarding the target audience segmentation, EUROBENCH will focus on:

- Robotics scientific community
- Robotics Industry
- Clinical community and healthcare system
- Other Interested Stakeholders
- End users and General public
- General scientific community
- Mass Media

The main groups can be segmented in two categories, as depicted Table 1 and Table 2.



D8.3 EUROBENCH Communication Plan

The primary target groups are those ones on which EUROBENCH will primarily focus for the definition of the communicative activities.

Table 1 Primary target groups

GROUP	COMPOSED OF	OBJECTIVE of the communication strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
Robotics Scientific Community	<ul style="list-style-type: none"> • Researchers developing: testing protocols or performance metrics, wearable and/or humanoid robots, advanced measurement systems/sensors • EU Robotics Associations • EU Robotics Research projects 	<p>To directly involve the community in the definition of priorities and solutions, therefore maximizing consensus and acceptance of the method.</p> <p>To maximize stakeholders' engagement → barriers/obstacles removal.</p> <p>To ensure FSTP Open Calls outreach, so the success of the project.</p>	<p>(B), (C) They are potential customers and/or venture partners of the EUROBENCH framework.</p> <p>(D) This group will contribute to the creation and validation of the framework participating, individually or in a consortium, in the FSTP Open Calls.</p>
Robotics Industry	<ul style="list-style-type: none"> • Robotics manufacturers • SMEs and large companies contributing to the design and/or development of wearable and/or humanoid robots components or advanced measurement systems/sensors • Robotics Innovation and Test Facilities • Future investors in robotics 	<p>To directly involve the community in the definition of priorities and solutions, therefore maximizing consensus and acceptance of the method.</p> <p>To maximize stakeholders' engagement → barriers/obstacles removal.</p> <p>To ensure FSTP Open Calls outreach, so the success of the project.</p>	<p>(B), (C) They are potential customers and/or venture partners of the EUROBENCH framework.</p> <p>(D) This group will contribute to the creation and validation of the framework participating, individually or in a consortium, in the FSTP Open Calls.</p>
Other Interested Stakeholders	<ul style="list-style-type: none"> • Standardization Entities • Certification Stakeholders • Certification Bodies <p style="text-align: right;">Regulatory</p>	<p>The main objective of communicating the project to this group is to ensure their acceptance (main objective of the project) and possibly their contribution and advice.</p>	<p>(B), (C) EUROBENCH success and acceptance will allow this group of stakeholders to get a reference guideline for measurability and comparability of robotics (standardized procedures) and a solid the basis for certification of robotic devices allowing to validate minimum pre-compliance requirements → Potential customers and/or associated partners of the framework.</p>



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Scientific community	<ul style="list-style-type: none"> • Researchers from any related domain 	To increase awareness of the EUROBENCH project and to demonstrate the benefits of the methodology.	(B), (C) The knowledge gained at EUROBENCH project will benefit a wider community of experts generating a win-win with researchers working on related R&D domains by building synergies and potentially translating the EUROBENCH methodology and best practices to other domains.
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The secondary target groups are those that are important to reach and to take into account when communicating the EUROBENCH project, but they are not so important for the consecution of the project objectives.

Table 2 Secondary target groups

GROUP	COMPOSED OF	OBJECTIVE	MESSAGE
Mass media	<ul style="list-style-type: none"> • Focusing in technology development, innovation and robotics related topics (online and offline). 	Inform about ongoing research, project concepts and objectives as well as benefits to society, taking into account the innovative framework defined in the EUROBENCH project.	It will be necessary to create relevant content to attract the focus of the mass media in order to guarantee the presence of EUROBENCH into the Agenda Setting, being able to reach the targeted audiences. (A) This group is composed mostly by non-technical professionals who must understand the purpose and benefits of the project before being able to contribute to the communication of the other messages.
End-users: Clinical Community and healthcare system	<ul style="list-style-type: none"> • Health Institutions and other Medical structures • Rehabilitation specialists • Legislators • Medical organizations managers 	Maximizing consensus and acceptance of the method. To increase awareness of the EUROBENCH project and to demonstrate the benefits of the methodology for the end-users.	This community counts with a high number of robotics affected by this project, and it is one of the most relevant ones for Europe. (A) The group will directly communicate with the end-user (rehabilitation patients). It is composed of medical and business public acting as initial intermediaries between the robot and the



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			<p>patient, who might not be used to the interaction with robotics nor technology.</p> <p>(C) Experimental protocols and research results directly affect this group.</p> <p>(D) The group could take part in a consortium participating in FSTP-1 Call.</p>
End users: General industry	<ul style="list-style-type: none"> • Heavy industry manufacturers, military, building trade • Other service companies 	<p>Maximizing consensus and acceptance of the method.</p> <p>To increase awareness of the EUROBENCH project and to demonstrate the benefits of the methodology for the end-users.</p>	<p>(A) They are direct customers of EUROBENCH's customers and partners.</p>
End users and general public	<ul style="list-style-type: none"> • Rehabilitation patients • Heavy industry employees • Assisted-living end users • General public (almost everyone will interact with at least social robots in the near future) 	<p>Maximizing consensus and acceptance.</p> <p>To increase awareness of the EUROBENCH project and to demonstrate the benefits of the methodology for the end-users.</p>	<p>(A) They are direct customers of EUROBENCH's customers and partners.</p>
Government s and other public institutions	<ul style="list-style-type: none"> • R&D Governmental Agencies • ICT Governmental Departments and Agencies • Other Authorities such as the UK Atomic Energy Authority that owns the RACE² Test Facility 	<p>Most relevant results and conclusions will be shared with European Commission, policy makers and other governmental entities. The aim is to contribute to the definition of the future Interactive Robotics policies and to support new research & innovation projects.</p>	<p>(A), (B) This group defines how public resources are distributed, adopts regulations and protocols, fosters public campaigns and, in some cases, manages public test facilities.</p>

² Remote Applications in Challenging Environments - <http://www.race.ukaea.uk/>



6 Communication channels, tools and activities

6.1 Project website

The EUROBENCH website (www.eurobench2020.eu) is running since the first month of the project, serving as a primary source of information regarding EUROBENCH's objectives, progress and outcomes with the aim of organizing the project information into a unified source of visitor's knowledge. According to the progress of the project, the content of the website will be continuously extended and updated.

The website is aimed to reach all primary and secondary audiences of the EUROBENCH project. The main communication objectives of the EUROBENCH website are:

- To provide relevant and updated information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation and deliverables.
- To be a tool for the management of the FSTPs Open Calls (complemented with an external submission platform).

The deliverable 8.2, including a description of the first version of the EUROBENCH Website, was already submitted in M1 and it presents the project and promotes internal and external communication. EUROBENCH Website will be a tool for an active promotion of project results, business opportunities, investment opportunities and public awareness. The website includes both a public and a private restricted area.

- The private area includes the project scheduling, deliverables with restricted access, reporting, other confidential documents and management tools.
- The public section of the EUROBENCH website provides a project overview highlighting the motivation, background and objectives, the technical content and the structure of the project including the composition of the consortium and all the information related to the Financial Support to Third Parties. On the other hand, it will provide access to the project's public deliverables and to the media centre with all press releases generated during the project.

The maintenance of both areas is responsibility of the Task 8.4 leader (INNCOME), whilst the procurer of the information/documentation might be other consortium members. In this sense, the most remarkable documentation that must be delivered by other members of the consortium is referred to the WPs management, such as minutes or deliverables. These documents must be uploaded to the private area of the website by each WP leader as soon as they are validated to ensure that all the consortium members have access to the latest documentation generated.

6.2 Project brochures and other materials

To contribute to the promotion and communication of the project objectives, its outcomes and the FSTP Open Calls processes, a number of brochures, videos, presentations, leaflets, posters, roll-

ups and other materials will be produced. As Task 8.4 leader, INNCOME will be responsible of these productions.

To communicate the project objectives and expected results, promotional brochures will be designed and made available to be distributed in relevant events and in digital version. A promotional video explaining project objectives and outcomes will be prepared, in order to illustrate the scientific and practical benefits resulting straight from the outcomes of the project; it will be used, at the same time, to promote the FSTP Open Calls increasing the demand and potential number of proposals. These communication materials will be included in D8.4.

6.2.1 Brochure

To facilitate the explanation of EUROBENCH purpose and its opportunities, INNCOME has already created, in collaboration with the Coordinator, a brochure that resumes the project objectives and both FSTP Open Calls. This brochure was designed to be able to be printed also as a billboard.

This document will be distributed in conferences, workshops and other events where consortium members will present and promote the project.

Other materials like this one will be elaborated to contribute to communicate the different phases of the FSTP Open Calls and promote the participation of entities.

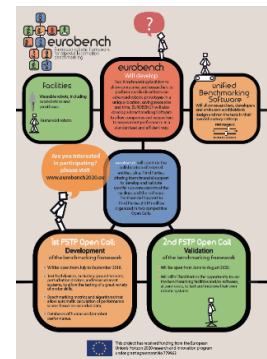


Figure 4 EUROBENCH brochure

6.2.2 Promotional video

To have a wider scope of the project, a video explaining the project objectives, outcomes and funding opportunities will be produced; it will serve to illustrate the benefits resulting straight from the outcomes of EUROBENCH PROJECT. The video will be visible to the wide public, as it will be distributed to all the identified communication channels.

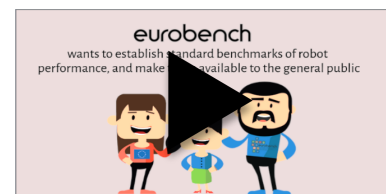


Figure 5 Preview of the promotional video

6.3 Bipedal Locomotion Benchmarking Community

The idea, structure, and part of the methods proposed in EUROBENCH are the result of the previous achievements obtained in four years of collaborative work between the following five FP7 European projects, which include a solid methodology and several test benches already validated in relevant environment.

- H2R, Integrative approach for the emergence of bipedal locomotion, grant n. 600698.
- BALANCE, Balance Augmentation in Locomotion, through Anticipative, Natural and Cooperative control of Exoskeletons. grant n. 601003.
- Koroibot, improving humanoid walking capabilities by human-inspired mathematical models, optimization and learning, grant n. 611909.
- Walk-Man, Whole-body Adaptive Locomotion and Manipulation, grant n. 611832.

- Biomot, Smart Wearable Robots with Bioinspired Sensory-Motor Skills, grant agreement No. 611695.

The collaboration between these projects demonstrated that wearable robots and humanoid robots share similar goals in terms of System Abilities, e.g. achieving stable, efficient and human-like locomotion³ and led to the creation of the web-based community www.benchmarkinglocomotion.org.

EUROBENCH will improve and use <http://www.benchmarkinglocomotion.org> as a communication tool that already reaches a large community of researchers and stakeholders that are part of the targeted audiences.

6.4 Project releases and articles

The major achievements and milestones of the project will be released and published in the project website and delivered to mass media around Europe. These articles will be written by INNCOME with the technical contribution of the EUROBENCH partners when needed and reviewed by the Project Coordinator, CSIC before their distribution.

The main European media companies identified as relevant contacts for the distribution of EUROBENCH news are shown in Table 3 below.

Table 3 List of European medias identified

Media	Country	Type
Agence France Presse	Europe	Press Agency
Agencia EFE	Spain	Press agency
Channel 4	United Kingdom	TV media
RTVE	Spain	Public radio & TV
Reuters	Europe	Press Agency
ANSA	Italy	Press Agency
Press association	United Kingdom	Press Agency
Europa Press	Spain	Press Agency
Deutsche Presse-Agentur	Germany	Press Agency

EUROBENCH will also use EC's media channels such as:

³ "Benchmarking Bipedal Locomotion: A Unified Scheme for Humanoids, Wearable Robots, and Humans", published on the IEEE Robotics and Automation Magazine as part of the Special Issue "Reproducible Robotic Research"

Media	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
Horizon Magazine http://horizon-magazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.	(B), (C) Potential customers and/or venture partners of the EUROBENCH framework are readers of this magazine. (D) Potential contributors to the creation and validation of the framework participating, individually or in a consortium, in the FSTP Open Calls are readers of this magazine
Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Articles about selected EU-funded research projects, which led to breakthroughs, and that contribute to economic growth and creating jobs, and tackling societal challenges.	(D) Potential contributors to the creation and validation of the framework participating, individually or in a consortium, in the FSTP Open Calls are readers of this magazine
research*eu results magazine www.cordis.europa.eu/research-eu/magazine_en.html	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	(C), (D) EUROBENCH will present its results at the end of the project through this media.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en	Newsletters are published by the European Commission for different research areas.	(B), (C) Potential customers and/or venture partners of the EUROBENCH framework are readers of this magazine. (D) Potential contributors to the creation and validation of the framework participating, individually or in a consortium, in the FSTP Open Calls are readers of this magazine
Events on the CORDIS website www.cordis.europa.eu/news/home_en.html	This website displays research-related conferences and events.	This media will be used to promote the EUROBENCH Conferences, workshops, Infodays, etc.
Conferences and events organised by the European Commission	The European Commission co-organises a variety of conferences. These may include exhibition areas or sessions.	EUROBENCH will ask to attend to those events related with robotics, benchmarking, FSTPs...

6.4.1 Partners website

To increase the impact among the specialised audience, all the consortium members will be asked to include a mention to the project and their participation at this project on their organization website (see Table 4).

Table 4 List of Consortium members' webpages

Partner	Website publication
CSIC	http://www.neuralrehabilitation.org/en/?page_id=72
IIT	https://www.iit.it/
UHEI	https://www.uni-heidelberg.de/index_e.html
RRD	http://www.rrd.nl/en/
TECNALIA	https://www.tecnalia.com/en/
OSSUR	https://www.ossur.fi/
IUVO	http://www.iuvo.comany/
PAL	https://www.pal-robotics.com/es/investigacion/
Altran	https://www.altran.com/es/es/
INNCOME	http://www.inncome.es/

6.4.2 Partners blogs / media

After every relevant milestone of the project, every consortium member who took part of it will be asked to make a mention on their owned media channels and/or profiles making proper reference to the project:

- Making reference to the project name
- Making reference to the UE funding status
- Describing their role in the project and/or in the specific event

Afterwards, EUROBENCH's media channels and profiles (website, newsletter, social media) will mention these publications to increase the impact of every communicative action.

6.5 Project newsletters

To increase the impact of the project there will be a newsletter containing the main news and information about the project. The responsible of managing and delivering this document is INNCOME, as Task 8.4 leader. INNCOME will ensure the existence of enough materials to be included in the Newsletter and ask other consortium members for their contribution.

In this sense, an external newsletter will be issued each semester (from M6) to present the latest results of the projects, success stories, news from the partners, upcoming events, events where project consortium members assist, etc.

The newsletter will be defined according to the European legislation in this sense, and it will be forwarded to all the subscribers who decide to do so through the website, e-mail or other media such as recommendation of the consortium members.

6.6 Social networking communication tools

EUROBENCH will own project profiles on social media to increase the impact and generate straight communication channels to allow interactions with the audience through different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles will be constantly updated to show EUROBENCH as an active and interesting project.

The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach third parties, the research community and to interact with the general public. The availability of new project results will be communicated informing about its progress and its effect on robotics industry, disseminating the project outcomes and creating a scientific hub interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact.

The content will be generated by INNCOME with the collaboration of other consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be rather efficient in communicating project evolutions and stabilising strong presence.

6.6.1 Twitter

Twitter will be used for a big scale bidirectional communication, with all the audience present on this social media, but focusing on a technical audience from the robotics area. This Social Media will be crucial on Events, Conferences or Workshops to broadcast EUROBENCH role on these scenarios and attract followers through real time information.

- **Objective:** Increase awareness of the Project and its progress / create a network / Increase public awareness on interactive robotics / educate on its use / increase robotics acceptance.
- **Audiences:** General Public, scientific community.
- **Message:** Information about Congress & Workshops, share documents, articles & reviews.
- **Type of content:** Infographics, videos, links, news, documents.
- **Content producers:** All the members in the consortium, stakeholders, leaders, scientist...

On twitter, EUROBENCH will use the following hashtags and tags recommended by the European Commission:

- **Hashtags:** #H2020 #Robotics #DigitalAgenda
- **EU Profiles:** @RoboticsEU @DigitalAgendaEU @EU_H2020

In addition, EUROBENCH will use the following hashtags and tag other profiles according to each communication:

- **Hashtags:** hashtags from events where EUROBENCH participates (i.e.: ERF2018), #benchmarking #framework #scientific #robots #humanoids #CascadeFunding #software #technology #Europe

- Profiles:
 - The consortium members of the project (list available on Table 5 in this document)
 - Related projects when they participate in an event or contribute to EUROBENCH
 - @AnneBajart
 - @EUScienceInnov
 - @EU_Commission
 - @EUSciComm

On twitter, EUROBENCH will also have accessible lists to generate more engagement and contribute to the creation of a benchmarking framework:

- Consortium members: with the institutional consortium members profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members of the industry sharing relevant contents on the same line that EUROBENCH.

6.6.2 LinkedIn

LinkedIn is a professional social network and will be used to reach a business and scientific audience. Will be the scenario to share news and articles about the progress and outcomes of the project.

- Objective: Disseminate the progress of the project among the scientific community and professional stakeholders / attract knowledge and generate awareness.
- Audiences: Scientific community, professionals from related areas.
- Message: Achievements reached along the project to help end users understand the state of the technology and keep updated on the advances of technology. Content related from stakeholders.
- Type of content: Infographics, pictures, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...

6.6.3 YouTube

YouTube will be used to share audio-visual contents that will be shared on other medias and platforms.

The partners will be asked to communicate the relevant milestones of the project, as well as their participation in project events on their social media profiles.

Table 5 shows the consortium members profiles on social media.

Table 5 List of Consortium members social media profiles

Partner	LinkedIn	Twitter	Facebook	YouTube
CSIC	https://www.linkedin.com/company/429269/	https://twitter.com/NRG_CSIC	https://es-es.facebook.com/CSIC/	https://www.youtube.com/user/videosCSIC
IIT		https://twitter.com/IITalk		https://www.youtube.com/channel/UCK6V1j5HXJ-oAXSkbyi5W9A
UHEI	https://www.linkedin.com/school/15091827/	https://twitter.com/UniHeidelberg	https://es-la.facebook.com/uniheidelberg/	https://www.youtube.com/user/UniHeidelberg
RRD	https://www.linkedin.com/company/605688/	https://twitter.com/RRDNL		https://www.youtube.com/user/RRDNL
TECNALIA	https://www.linkedin.com/company/1281275/	https://twitter.com/tecnalia	https://es-es.facebook.com/Tecnalia	https://www.youtube.com/user/tecnaliaTV
OSSUR	https://www.linkedin.com/company/37914/	https://twitter.com/OssurCorp	https://es-es.facebook.com/ossurcorp/	https://www.youtube.com/user/OssurMedia https://www.youtube.com/user/OssurAcademy
IUVO	Not available	Not available	Not available	Not available
PAL	https://www.linkedin.com/company/1347221/	https://twitter.com/PALRobotics	https://es-es.facebook.com/palrobotics/	https://www.youtube.com/channel/UCviCFzTm3WZqaPFBM76xd2w
Altran	https://www.linkedin.com/company/3124/	https://twitter.com/altran_es	https://es-es.facebook.com/altranespana/	https://www.youtube.com/user/AltranEspana
INNCOME	https://www.linkedin.com/company/9389059/	https://twitter.com/PKF_INNCOME	Not available	Not available

6.7 Project internal events

EUROBENCH will schedule a number of Infodays, webinars and other kinds of events to promote, inform about and coordinate the FSTP Open Calls. These events must be properly communicated to reach a higher number of potential participants in the FSTPs.

In addition, parallel to the dissemination actions that will take place to spread the results of EUROBENCH, such as Conferences or workshops, INNCOME will work on the communication activities to inform about these events through the mentioned mass media.

6.8 External meetings, seminars and conferences

Members of the consortium will assist to different congresses, conferences and workshops about robotics where they will represent the consortium and, according to the event agenda, they should lead debates, carry out project-related speeches and/or workshops, contact with stakeholders and market leaders or assist to chats and debates to contribute or learn about the actual opinions and tendencies in the industry.

The main events in this sense identified are shown in Table 6.

Table 6 List of External Events

Event	Website	Interval
IEEE International Conference on Robotics and Automation (ICRA)	http://www.icra2018.org/	Yearly
European Robotics Forum	https://www.eu-robotics.net/robotics_forum/newsroom/press/erf2018-registration.html?changelang=3	Yearly
IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)	www.iros2018.org	Yearly
26th IEEE International Symposium on Robot and Human Interactive Communication	http://www.ro-man2018.org/site/	Yearly
IEEE International Conference on Advanced Intelligent Mechatronics	http://www.aim2018.org/	Yearly
2017 IEEE-RAS 17th International Conference on Humanoid Robotics	http://www.humanoids2017.org/	Yearly
Dynamic Walking Conference	http://robots.ihmc.us/dynamicwalking2018/	Yearly
International Conference on Biomimetic and Biohybrid Systems (Living Machines)	www.livingmachinesconference.eu/2018	Yearly
European Society for Movement Analysis in Adults and Children	www.esmac.org	Yearly
IEEE International Conference on Rehabilitation Robotics	http://www.rehabrobotics.org/	Bi-annual
International Conference on NeuroRehabilitation	http://www.icnr2018.org	Bi-annual
International Symposium on Wearable Robots	http://www.werob2018.org	Yearly

7 Communication means and contents

Following the analysis of the above descriptions of the Communication plan, the present section aims to identify the content/possible content of the various project communication means. This information is included in the Table 7 below.

Table 7 Communication means and contents

	Project website	Project brochures	Project leaflets	Project posters	Videos	Project newsletter	Articles	Press releases	LinkedIn	Twitter	Project Internal events	External meetings, seminars & conferences	Partners media	Bipedal Locomotion Benchmarking Community
(A) KEY MESSAGES														
Robotics are good for the society, they help people and to the societal progress														
EUROBENCH will contribute to prepare robots for the real world														
EUROBENCH will allow end-users to quickly compare available robotics solutions, according to their needs, to make the right choice														
EUROBENCH will promote a more efficient development of the robotics sector														
(B) SECTORIAL KEY MESSAGES														
EUROBENCH project has begun and will contribute to the creation of the first European benchmarking framework for robotics														
EUROBENCH will develop two Benchmarking Facilities [...] and a Benchmarking Software [...]														
EUROBENCH is aimed to ease the process of testing robotic systems with minimum required efforts from companies and researchers														
EUROBENCH is contributing to a European 'Innovation Union' and to the aims and impacts of the SRA and the MAR														
EUROBENCH will be initially focused on bipedal locomotion but the framework will include methods and tools to measure System Ability Levels on a rigorous, quantitative and replicable way														
EUROBENCH will establish a unified benchmarking terminology that can be used across industrial, market and research scenarios, to improve the understanding of benchmarking methodology														
EUROBENCH will develop web-based tools for sharing data and methods among researchers and industrial institutions. However, the proposed benchmarking processes, facilities and services will ensure data confidentiality														
(C) RESEARCH SPECIFIC KEY MESSAGES														
EUROBENCH wants to shape the framework on real market needs and expectations. What does the stakeholders expect? Results on EUROBENCH stakeholders survey available														
Key system abilities to be tested by the EUROBENCH framework identified for wearable robotics and humanoids														
Experimental protocols for humanoids available														
Experimental protocols for wearable robots available														
EUROBENCH's own Reem-C demonstrator is ready for humanoids control software developers to use it !														
It is now possible to know more about EUROBENCH benchmarking scoring scales														
EUROBENCH Facilities are ready to benchmark														
A public release of EUROBENCH's Software has been completed to allow FSTP 2nd Open Call proposer to test it !														
The EUROBENCH Framework has been successfully validated and lessons learned will be talked about during the final conference														
(D) FSTP KEY MESSAGES														
EUROBENCH will have two FSTP Open Calls for the development and validation of two benchmarking facilities and a unified benchmarking software														
FSTP Open Calls are about to open														
FSTP Open Calls opening														
Participating in EUROBENCH FSTP promotional events will allow the creation of highly competitive FSTP proposals and consortiums														
Last chance to submit a proposal to the FSTP Open Calls														
The evaluation results are available – the final list of successful proposals that will contribute to the creation of the EUROBENCH framework														
FSTP Projects ongoing														
EUROBENCH FSTP Programme in the spotlight: how many test benches are being integrated? how is it going? How did it go?														

9 Monitoring

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution.

The project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.

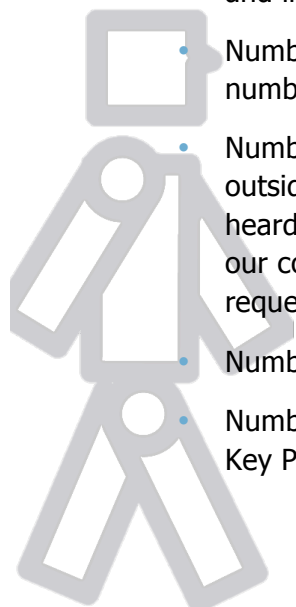
Monitoring can be broken down into sub-sections:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

9.1 Performance Measurement

The consecution of this plan will be measured according to the following indicators:

- The level of acknowledge of the project around Europe in two levels: the main EUROBENCH's stakeholders and the general public.
- Rates regarding Website and Social media activities: a careful monitoring of EUROBENCH website hits will be done together with an analysis of the impact of events (e.g. publication of a new article). Using web tools for analysing visitor traffic and giving a complete picture of number of visitors, visited pages, geographical coverage including the audience's needs and interest.
- Number of articles in non-scientific publications: the partner in charge will keep track of the number of publications.
- Number of External contact requests: a contact form on EUROBENCH website will allow outside people to contact the consortium. A specific form field asking for how they have heard about EUROBENCH and analysing the type of request will help identify where or how our communication has been efficient and reinforce it in other areas wherever needed such requests for information.
- Number of attendants to the project events.
- Number of participants in the FSTP Open Calls. To this regard, the Plan will consider the Key Performance Indicators defined for the whole project.



9.2 Impact

Impact is a tool to ensure that the project objectives are being accomplished through a selection of tailored activities. Impact with regard to communication activities can help the consortium to understand the reach and sustainability of the project’s results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action. Task 8.4 indicators are included in the Table 9 below.

Table 9 Indicators of assessment

Indicator	October 2018	October 2019	October 2020	October 2021	Source & methodology
Number of visits to eurobench.eu	2.000	6.000	10.000	12.000	EUROBENCH website is registered in Google analytics, where it is possible to track the site for free and easily
Accumulated number of brochures distributed	400	900	1.200	1.500	Registry of dissemination activities
Accumulated number of views of video #1	100	190	300	500	YouTube registry
Accumulated number of views of video #2	-	90	160	300	YouTube registry
Accumulated number of views of video #3	-	-	110	250	YouTube registry
Accumulated number of followers on Twitter	150	300	400	500	Twitter registry
Accumulated number of followers on LinkedIn	100	200	300	400	LinkedIn registry
Accumulated number of followers on Facebook	80	130	200	400	Facebook registry
Accumulated number of subscribers to the project mailing	80	150	280	300	Internal subscriber registry

list					
Average percentage of readers of the project mailing list	19%	20%	22%	24%	The newsletter management tool registry
Accumulated number of newsletters forwarded	2	4	6	9	Registry of dissemination activities
Accumulated number of press releases distributed	2	4	6	8	Registry of dissemination activities
Accumulated number of articles published on eurobench.eu	6	9	13	16	Registry of dissemination activities
Accumulated number of articles published on external media	3	6	9	12	Registry of dissemination activities
Accumulated number of participants in webinars and workshops	15	30	75	120	Participant list
Accumulated number of relevant events on which participants participate in	5	15	22	30	Registry of dissemination activities

9.3 Reporting

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, there will be available in the private area of the website a section to report every communication activity or publication (articles, publications on blog, etc.) made by each consortium member.

These activities include both the previewed and the ad-hoc activities.

Therefore:

- All partners must take into account the communication procedures settle in this document.
- All partners should register the activities in the communication reporting document available in the private area of the website.

- All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

9.4 Monitoring and assessment

The process of monitoring of communication activities are outlined in Figure 6 Figure 6 Monitoring Process.

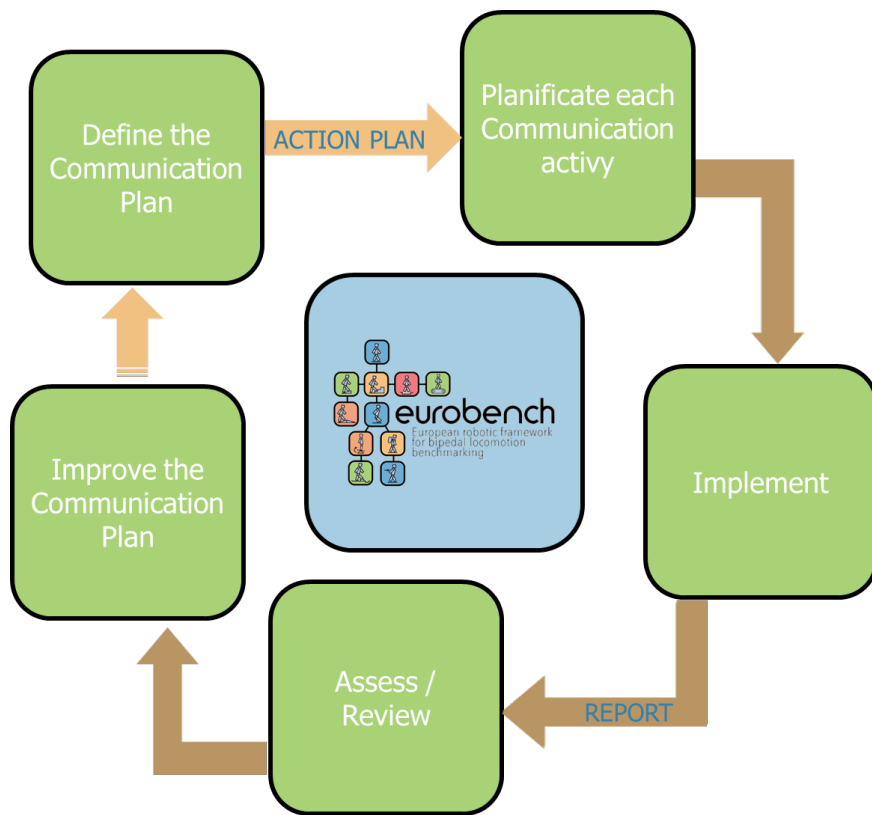


Figure 6 Monitoring Process

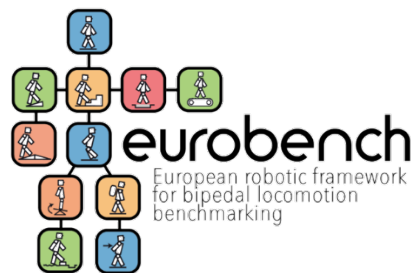
As the figure shows, the monitoring is a continuous process that will assess the overall Task 8.4 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the *Communication Plan* will be updated according to the results of such evaluations.

Annex I: Visual Identity

To be recognisable and identifiable we have developed a visual identity for the project to make every document and actuation identifiable and have a bigger impact and make traceable the storyteller and the evolution of the project.

Logo

We have developed a trademark specially for this project where we assembly the project name, it's purpose or slogan and an iconic representation that refers to the connexion among all the stakeholders in the robotics field creating a sole system with the shape of a bipedal robot, this icon represents the purpose of the project.



This logo must be used on every dissemination or communication activity that any member of the consortium unfolds during the length of the project. It can be used on both-top sides and in the left bottom side, leaving top-right and the bottom space available to include the eu-flag logo accompanied by the legal text.

For the identification of the project on social media, we have created a combination of the project logo with the mandatory requirement to announce the public funding nature of this project with EU funds:



EU logo



All the documents referring to the project must include the [eu-flag logo](#) accompanied with the text "This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 779963", according to the [European Commission guidelines](#).

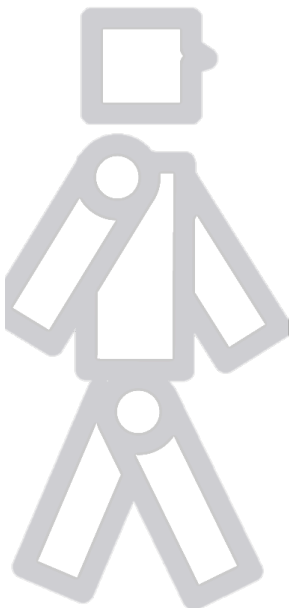
Typography

The selected typography for this project is 'Tahoma', a very extended typography that is easily legible, mostly on computers, an important benefit for a project where there will be a lot of large documents that we intend to be read by many people.

Colours

We have selected a frame of pastel colours that goes from purple to green. The reason why we have made these pastel colours is because they are more delicate and soft, what makes turquoise colour less aggressive,

- Blue: it represents creativity and we want to link this idea to the opportunities of creating something new
- Green: this colour is usually associated to harmony, and with EUROBENCH we want to harmonize the robotics industry. Due to its uses, it is usually associated to a beginning or to acceptance, what is linked to the creation of something new such as a new benchmarking framework.
- Orange: this colour is usually associated to creation and creativity, which are essentials to innovation and will give power and energy to EUROBENCH.



Annex II: Communication procedures

Internal Communication

The Communication Leader (T8.4 Leader – INNCOME) and the Dissemination Task Leader (T8.5 Leader and PC – CSIC) will work together for an effective communication and dissemination strategy under the following responsibilities:

- Inform to all the consortium members about the progress and results of the project.
- Coordinate all the communication and dissemination activities among the consortium members.
- Define the communication and dissemination strategy and execute them.

Both INNCOME and CSIC will keep the Dissemination and Exploitation Manager (DEM – WP8 Leader – OSSUR) informed about their progress in order to ensure the proper update of the Plan for Exploitation and Dissemination of Results (PEDR).

To these aims, the main communication tool used for internal communications among the consortium members will be the e-mail. To better target every communication, a mailing list in the private area of the project website (www.eurobench2020.eu) was created including detailed information about the role of partner's main contacts that should be contacted depending on the purpose of the communication: technical/project organizational issues, administrative and financial issues, and dissemination issues.

#	NAME	ACRONYM	TYPE	COUNTRY	CONTACT	E-MAIL	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	Partner's Coordinator	Principal Investigator (if different from the coordinator)	Technical / Team Member	Steering Committee Delegate	Administrative & Financial Contact	Dissemination Contact
1	Consejo Superior de Investigaciones CSIC	RSD	Spain	Diego Torricelli	diego.torricelli@csic.es		WP Leader	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes	Yes			Yes
1	Consejo Superior de Investigaciones CSIC	RSD	Spain	Flar Rays	flar.rays@csic.es		WP Leader	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
1	Consejo Superior de Investigaciones CSIC	RSD	Spain	José Luis Ponce	jose.ponce@csic.es		WP Leader	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
2	Istituto italiano di tecnologia IT	RSD	Italy	Nikos Triantafyllidis	nikos.triantafyllidis@it.it		Participant	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes	Yes			Yes
2	Istituto italiano di tecnologia IT	RSD	Italy	Jinho Lee	jinho.lee@it.it		Participant	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
2	Istituto italiano di tecnologia IT	RSD	Italy	Giulia Campodonico	giulia.campodonico@it.it		Participant	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
2	Istituto italiano di tecnologia IT	RSD	Italy	Simona Ventrala	simona.ventrala@it.it		Participant	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
2	Istituto italiano di tecnologia IT	RSD	Italy	Valeria Della Croce	Valeria.DellaCroce@it.it		Participant	Participant	Participant	WP Leader	Participant	Participant	Participant	Participant		Yes				
3	University of Heidelberg UHE	RSD	Germany	Kolja Fromme	kolja.fromme@i2i.uni-heidelberg.de		Participant	Participant	WP Leader	Participant	Participant	Participant	Participant	Participant		Yes				Yes
3	University of Heidelberg UHE	RSD	Germany	Felix Ales	felix.ales@i2i.uni-heidelberg.de		Participant	Participant	WP Leader	Participant	Participant	Participant	Participant	Participant		Yes				Yes
4	Roessingh Research and Development FRD	RSD	Netherlands	Jasp Bouake	J.Bouake@rd.nl		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
4	Roessingh Research and Development FRD	RSD	Netherlands	Erik Pijnen	E.Pijnen@rd.nl		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
4	Roessingh Research and Development FRD	RSD	Netherlands	Leendert Schaale	L.Schaale@rd.nl		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
4	Roessingh Research and Development FRD	RSD	Netherlands	Bjergme Bomenk	b.bomenk@rd.nl		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
5	Fundación Tecnalia Research & Tecnol	RSD	Spain	Jian Wenman	jian.wenman@tecnalia.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
5	Fundación Tecnalia Research & Tecnol	RSD	Spain	Joseph Monroy	joseph.monroy@tecnalia.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes	Yes			Yes
5	Fundación Tecnalia Research & Tecnol	RSD	Spain	Anthony Hernandez	antonio.hernandez@tecnalia.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
5	Fundación Tecnalia Research & Tecnol	RSD	Spain	Mateo Lina Zhang	mateo.lina@tecnalia.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
6	Ossur OSSUR	Large Comp	Iceland	Freygardur Thorsteinsson	thorsteinsson@ossur.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
6	Ossur OSSUR	Large Comp	Iceland	Thor Fridrikson	thor@ossur.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
7	IJVO S.r.l. IJVO	SME	Italy	Nicola Vitello	nicola.vitello@iavo.company		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes	Yes			Yes
7	IJVO S.r.l. IJVO	SME	Italy	Francesco Guovachini	francesco.guovachini@iavo.company		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
7	IJVO S.r.l. IJVO	SME	Italy	Andrea Vitello	andrea.vitello@iavo.company		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
8	Pal Robotics PAL	SME	Spain	Francesco Ferro	francesco.ferro@pal-robotics.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
8	Pal Robotics PAL	SME	Spain	Laura Manchón	laura.manchon@pal-robotics.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
8	Pal Robotics PAL	SME	Spain	Sarah Tereni	sarah.tereni@pal-robotics.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
8	Pal Robotics PAL	SME	Spain	-	eu@pal-robotics.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
9	Altran ALT	Large Comp	Spain	Niguel Angel Paz Clemente	niguel.paz@altran.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
9	Altran ALT	Large Comp	Spain	Carlos Pérez Martínez	carlos.perezmartinez@altran.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes	Yes			Yes
9	Altran ALT	Large Comp	Spain	Francisco De Rojas Trino	francisco.rosas@altran.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
9	Altran ALT	Large Comp	Spain	Inera Claudia Serraz	inera.claudia@altran.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
9	Altran ALT	Large Comp	Spain	Susana Preysse	susana.preysse@altran.com		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Maria Piñero	maria.pinero@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes	Yes			
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Sandra Correas	sandra.correas@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Espérance Marin	esperance.marin@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Samuel Le	samuel.le@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Fernando Asín	fernando.asin@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				Yes
10	PKF ATTEST INNCOME INNCOME	SME	Spain	Pedro Francisco Robles	pedro.robles@inncome.es		Participant	Participant	Participant	Participant	Participant	Participant	Participant	Participant		Yes				

Figure 7 EUROBENCH Mailing List (Distribution Lists)

T8.4 Leader (INNCOME) will keep Table 1 up to date during the progress of the project.

With stakeholders

EUROBENCH project will work hard on establishing close interactions with international associations, working groups and committees involved in similar or related activities in Europe including:

- current European initiatives focused on robotic competitions, such as European Robotics League (ERL),
- other European funded projects working on similar perspectives,
- other international testing facilities to ease the translation of the EUROBENCH methodology to other robotics domains,
- the industrial and academic robotics community

These interactions will have two levels: a mass communication level, and a person to person level. This means that EUROBENCH will have to elaborate mass media communications to reach a high level of audiences and, in parallel, the consortium will speak with identified relevant entities that will contribute to the execution of the project.

These communications will follow the following procedure:

- Mass media communications, usually will come from a WP necessity, the Project Coordinator or from the Communication Leader; on these situations, INNCOME, will receive the instructions on the type and content for the communication, will validate the communication with the proposer of the communication and disseminate it.
- Mailing campaigns regarding specific actions undertaken. To this aim, two e-mail account have been initially created:
 - info@eurobench2020.eu
 - fstp@eurobench2020.eu

A template and/or structure of the specific e-mail will be prepared by INNCOME and approved by the Coordinator. It will be then used by INNCOME itself (using the abovementioned accounts) and/or other partners of the Consortium to communicate with stakeholders and ask for the contribution or advice.

- One to one communications, this kind of communications will follow the Visual Identity rules indicated in Annex I. Whenever a consortium member will require a more developed content, he must ask the Task 8.4 Leader (INNCOME) for its production.

With Communication Agencies/Players

The Project Coordinator (CSIC) and the T8.4 leader (INNCOME) will be in charge of coordinating and managing the communication activities with EU communication agencies, press media, suppliers, etc.

With FSTP Third Parties

WP7 Leader (INNCOME) will be in charge of defining the procedures concerning the communication with Third Parties participating in one or both FSTP Actions. These procedures were preliminary defined in Section 4.3 of Annex 1 Part B attached to the Grant Agreement and will be better defined and included in D7.1 and released in M4.