| | | | |
|---|---|---|---|
| **Project title** | A new COlloidal cybernetIc sysTem tOwaRds 2030 | | |
| **Project acronym** | COgITOR | | |
| **Project number** | 964388 | | |
| **Call** | FET Open – Novel ideas for radically new Technologies | **Call ID** | 2020-FETOPEN-2018-2019-2020-01 |
| **Topic** | FET-Open Challenging Current Thinking | **Topic ID** | FETOPEN-01-2018-2019-2020 |
| **Funding scheme** | Research and Innovation Action | | |
| **Project start date** | 01/06/2021 | **Duration** | 48 months |

# D6.3 – DISSEMINATION AND COMMUNICATION PLAN

| | | | |
|---|---|---|---|
| **Due date** | 30.11.2021 | **Delivery date** | 30.11.2021 |
| **Work package** | WP6. Dissemination, exploitation and communication activities | | |
| **Responsible Author(s)** | CTECH | | |
| **Contributor(s)** | All partners | | |
| **Version** | 1.3 | | |

Dissemination level

| Please select only one option according to the GA | | | |
|---|---|---|---|
| ☒ | PU: Public | ☐ | PP: Restricted to other program participants |
| ☐ | RE: Restricted to a group specified by the consortium | ☐ | CO: Confidential, only for members of the consortium |

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Version and amendments history

| Version | Date (MM/DD/YYYY) | Created/Amended by | Changes |
|---|---|---|---|
| 1.0 | 16.11.2021 | Valentina Cinti (CTECH) | Creation of the first draft of the document |
| 1.1 | 30.11.2021 | Alessandro Chiolerio (IIT) | Revised and updated document |
| 1.2 | 29/03/2023 | Manuela Guiducci (CTECH) | Update of document after PO comments |
| 1.3 | 29/03/2023 | Chiara Zocchi (CTECH) | Update of the section 6 after PO comments |



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List of Abbreviations

| ABBREVIATIONS | DEFINITIONS |
|---|---|
| B | Magnetic field |
| CCS | Colloidal Cybernetic Systems |
| CTECH-CIAOTECH | CIAOTECH SRL |
| D&C | Dissemination and Communication |
| EE condition | extreme environmental condition |
| EMPA | EIDGENOSSISCHE MATERIALPRUFUNGS- UND FORSCHUNGSANSTALT |
| EU | European Union |
| H2020 | HORIZON 2020 |
| IF | Impact Factor |
| IIT | FONDAZIONE ISTITUTO ITALIANO DI TECNOLOGIA |
| IPR | Intellectual Property Right |
| KER | Key exploitable results |
| P | Pressure |
| PLASMACHEM/PC | PLASMACHEM PRODUKTIONS- UND HANDEL GMBH |
| R&D | REASEARCH AND DEVELOPMENT |
| SWOT | Strenghts, Weaknesses, Opportunities, Threats |
| T | Temperature |
| UWE BRISTOL | UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL |
| WP | Work package |



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# 1 INTRODUCTION

This deliverable deals with all the activities planned for the project in order to communicate and disseminate the COgITOR objectives and results.

The document includes a description of the communication and dissemination channels and tools currently adopted and that will be adopted during the project lifetime to convey the COgITOR project objectives and disclosure future results. Furthermore, the document includes a description of the strategy to reach the different stakeholders identified.

The key point is to make sure that the project's messages and outcomes are communicated and disseminated to the appropriate target stakeholders, at appropriate times, with an appropriate methodology. Thus, the document explains the communication materials that has been realized in order to create the project visual identity, promotion materials, online engagement with stakeholders, media activity, and technical dissemination.

This plan includes the initiatives related to project duration and is also to be considered as a guide to support the consortium to carry out the dissemination and communication activities using the right material and channels. For this reason, the deliverable (D6.3 Dissemination and communication plan) will be regularly updated on the basis of the project's evolution and of newly acquired knowledge that will allow the adding of new dissemination opportunities.

Finally, this deliverable will contain a short paragraph related to the plan for the exploitation activities that partners will adopt to spread and maximize the results reached through COgITOR project, with the aim of creating synergies among the dissemination, communication and exploitation strategies planned.

## 1.1 CONTEXT AND SCOPE OF THIS DELIVERABLE

The Dissemination and communication plan constitutes the common Consortium Strategy towards efficient and measurable communication and dissemination actions generated as result of project execution.

The main aim of the communication and dissemination plan is:

a. To inform and engage with relevant stakeholders and selected target groups about activities and results of the project. Whenever possible, a two-way communication approach will be used with stakeholders and early adopters of the technology proposed
b. To raise awareness about the project itself and project results
c. To share and align the knowledge developed in the initiative with different stakeholders, especially industrial stakeholders, including industrial associations (i.e., EUnited Robotics), as well as scientific community, European Networks and Associated Partners and other (EU-) funded projects in the fields of soft robotics/electronics, colloidal Science and Technology, nanotechnology, analytic tools, nanomedicine, bio-nanotechnology)

The plan will be regularly updated to be able to respond to new opportunities and promptly monitor progresses and updates about D&C.



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The purpose of the communication and dissemination plan is to define in detail:

1. The communication and dissemination strategies adopted
2. The available communication and dissemination channels and tools
3. The major stakeholders and targets groups to focus on, in synergy with what will be implemented under task 6.4 (Stakeholder analysis), in collaboration with the whole consortium
4. A planning and timing of the dissemination activities
5. Guidelines and templates for partners to disseminate and communicate about the project results.

The dissemination plan will be tailored for each target group to optimize its effectiveness. It must be emphasized that dissemination is a continuous process, and it will last for the entire project duration. The dissemination plan will additionally provide advice on future dissemination activities.

As indicated in the introduction, Exploitation is part of Task 6.1, but we consider important to report the preliminary activities done in this first semester of project execution, being the basis for the dissemination activities as well. The next update about the activities of Task 6.1 will be provided in D6.4 (M12).

## 1.2 COgITOR PROJECT PRESENTATION

For the presentation of the project, four main aspects have been taken into account: a brief explanation of the project, its main objectives, the expected impacts and benefits.

*The project*

COgITOR represents a novel approach to cybernetics, proposing the study of Colloidal (liquid) Cybernetic Systems (CCS), a multifunctional liquid-based platform that we have designed to be capable of pressure sensing (i), computing and data storage (ii), energy harvesting (iii) and integrating fully custom electronics (iv). A CCS provides operation in extreme environments by definition, having distributed architecture (homogeneous liquid plus random network architecture), being fault-tolerant and featuring self-healing capabilities. Within COGITOR in 48 months the consortium will provide a platform where liquid electronics efforts can converge from all over the world, making European research the point of reference for this big step forward. COGITOR measurable and specific objectives are: i) creating an impedance liquid state pressure sensor with spatial and temporal resolution; ii) producing an holonomic reversible memory written/erased electrically and read by tomographic Microwave Impedance Spectroscopy; the electrical operation will be used to implement learning (both sequential and concurrent) and calculation, where the system acts as a many-input Boolean circuit; iii) harvesting energy from a thermal gradient artificially induced by IR radiation upon the prototype; iv) integration and testing of the final CCS prototype, testing self-healing and fault tolerance capabilities, as well as assessing interference, also under EE conditions varying T, p and B. The engineering applications that we plan to exploit will be part of the intellectual property of a spin-off company. The consortium is well-balanced with cutting edge Research Organizations across EU (IIT – Italy, UWE – UK, EMPA – Suisse) and companies (PC – Germany, PNO – Italy) that will closely collaborate to develop and really transfer knowledge and – innovations into products and related services.



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*Objectives*

The project will create a liquid robot. It will "feel" the external environment like our skin, being sensible to pressure and temperature. It will be able to heal autonomously when wounded. A basic liquid memory and a rudimentary logic will be implemented. It will produce a small amount of energy to "be alive".

*Impacts*

Studying liquid robots will impact our understanding of living systems, including cells: their intelligence, autonomy, adaptability, self-repair aspects will be explored. The exploration of difficult environments, including outer space, gas giants such as Jupiter, small bodies such as comets and asteroids, will be impacted by our outcomes. We also expect to impact electronics and computer science.

*Benefits*

The benefits of a base science research are for all the people. Inspiring new forms of art, of understanding, of conceiving a robot are among the expected benefits. The consortium will boost the European position in soft robotics and grant supremacy in liquid robotics.

# 2 COGITOR APPROACH TO COMMUNICATION AND DISSEMINATION

In this section the approach taken for communication and dissemination purpose will be explained, including the stakeholders that will be targeted, the channels and tools that will be exploited. However, since the document is envisaged also as guide for the consortium partners, the section will begin with an overview of definitions and obligations, and partners' responsibilities, as well as open access and how to display the EU Acknowledgement to funding.

## 2.1 OBLIGATIONS AND DEFINITIONS

As detailed within the grant agreement (Art. 29), unless it goes against their legitimate interests, the COgITOR partners, must — as soon as possible — 'disseminate' their results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium) where:

- Dissemination is defined as: 'the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

- Results are defined as: any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.

In the grant agreement (Art. 38), it is also stated that the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.



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- Communication is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

With this in mind, communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

## 2.2 COMMUNICATION AND ACKNOWLEDGEMENT OF EU FUNDING

As stated in the grant agreement, any dissemination of results (in any form, including electronic) must be compliant to the usage of the EU logo and the rules concerning the acknowledgement of EU funding. Therefore, the COgITOR partners will elaborate dissemination material which

- display the correct EU emblem (Figure 1) and
- include the following text:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 964388”.

Partners are aware that when displayed together with another logo, the EU emblem must have appropriate prominence. The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana.


Figure 1 The EU Emblem to use in dissemination / communication activities



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## 2.3 DISCLAIMER EXCLUDING AGENCY RESPONSIBILITY

Any dissemination of results must indicate that these only reflect the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

## 2.4 OPEN ACCESS TO SCIENTIFIC PUBLICATIONS

In line with the EC policies, the appropriate measures to grant open access to all scientific publications resulting from COgITOR will be adopted by the consortium.

Each beneficiary must ensure open access (online access for any user, free of charge) to all peer - reviewed scientific publications relating to their results. The consortium has already identified journals that comply with the open access policy. Also, publication fees have been included in our budget to ensure that all requirements of the European Union regarding open access publishing are met.

Whenever possible, publication of scientific results will primarily use "gold" open access channels, that is channels where the articles are immediately published in open access mode. This will enable a dissemination of important results in a timely manner.

More in detail, regarding public information free from IPR and strategic exploitation relevance released by the Steering Board, the same board will select between Green or Gold Open Access journals, where the consortium will publish the results of colloidal subsystem functionality and integration proofs, producing an average of 2 high-impact papers per year (>10 I.F., open access) in a collective effort for papers in co-authorship with the partners.

The website will host also public and open results, in agreement with the Pilot in Open Research Data H2020 program. Data generated are protocols of laboratory experiments, blueprints of computing devices, stills and videos. Valuable data (IPR-free) will be deposited permanently with an institutional or national data repository under Creative Commons Licence.

## 2.5 PARTNERS' RESPONSIBILITIES

The strategy foresees to actively involve all the partners. The partner responsible for dissemination (CIAOTECH) and the coordinator (IIT) are working jointly to ensure proper information to support the full communication of the project results. Together they will make sure that the project results' disclosure and the external feedback implementation methodologies are adapted to each situation (type of audience, geographical scope, type of result, IP protection and innovation strategy).

All consortium partners play an important role in this WP and are committed to disseminate the knowledge created in the project to key audiences the sectors of interest. Partners are contacted to define and execute communication and dissemination efforts, in order to provide a structured and dynamic approach to the communication of project results.

Examples of actions that each partner will undertake (but not limited to):

- Giving visibility to COgITOR project on their corporate websites or communication channels
- Share project news / press releases / newsletters with relevant contacts
- Share news relevant to the goals and issues of COgITOR
- Organize and participate to relevant events where showing the COgITOR project results



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- Contribute with inputs on the technical progresses (i.e. for drafting newsletters, news for the website and/or social networks, press releases etc.)
- Report on the dissemination and communication activities performed

## 2.6 METHODOLOGY AND OBJECTIVES

D&C activities play a key role within the COgITOR project in order to foster impact, both within the duration of its EC funded lifecycle as well as after the end of the project. As explained below, the main goals of dissemination are to share knowledge, raise awareness of the project's results and to stimulate their uptake. Only by reaching the relevant stakeholders throughout Europe with the right message, the project will be successful.

To this end a defined communication and dissemination methodology is needed. The guiding principles to pursue include maintaining an ambitious and cohesive vision, while ensuring value to be delivered in an effective and efficient way building up on a strong and cohesive team-work. This will be achieved by ensuring on the one hand continuity with a number of selected activities that the partners will carry out, and, on the other, by providing a cohesive plan of action in which a variety of powerful instruments will stimulate impact and engagement.

First of all, consortium members clearly understand that for having a powerful dissemination or communication action it is necessary to deeply analyze the target audience of every initiative. Therefore, one of the initial activities of the project is to define in detail which are the characteristics, needs and expectations of each stakeholder typology potentially interested in project results.

Taking into account this first identification, the strategy will be the following:

- Year 1: Raise awareness about the project, the Colloidal Cybernetic Systems, Holonomic Memory, Impedance Spectroscopy, and creating expectations among Stakeholders and end-suers as early adopters, general public, other selected categories.
- Year 2 and 3: Address real needs with specific results and communication among targeted stakeholders and share the specific outcomes of the project among scientific community and industry, in the emerging fields of soft robotics/electronics, colloidal Science & Technology, nanotechnology, analytic tools, nanomedicine, bio-nanotechnology.
- Year 4: Share the specific project results and their potential exploitation, bearing also in mind that once the COgITOR project will end, a spinoff company will scale-up prototypal tech to market, (the expected timeline for this is 2030).

There are several main objectives linked to this Dissemination and Communication Plan:

Communication objectives:

- To communicate the COgITOR objectives in a popularized way, towards stakeholders, end users/early adopters of Colloidal Cybernetic Systems, Holonomic Memory, Impedance Spectroscopy, by ensuring maximum visibility to the project where the liquid electronics concept (memory, computation, energy harvester, self-healing, fault-tolerant, EE compliant) will be (potentially) conceived as a tremendous source of impact on economy and technology leadership;
- To communicate the COgITOR Scientific and technological contributions to the foundation of a new future technology and its main benefits, since the project implementation will enter both



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science and technology knowledge domains with a ground-breaking concept: liquid state-enabled robotics with a new holistic approach, as extreme frontier of applied material science and nanotechnology, mimicking cells (adaptation, self-healing) and liquid neural networks (fault-tolerant).

- To raise awareness and interest for the new technology proposed by COgITOR towards the industry – especially SMEs – by underlying that COgITOR has a huge potential for future social and economic impact, in addition to a new market creation whose economic increase is foreseen.

Dissemination objectives:

- To share, exchange and align the knowledge developed in the initiative with stakeholders and end-users as early adopters of the technology.
- The transfer of knowledge and results to those who could best make use of it.
- To maximize the impact of research, by increasing awareness of the potential benefits of liquid state-enabled robotics with a new holistic and multidisciplinary approach.
- To stimulate the uptake of the project results by the concerned stakeholders.

## 2.7 COMMUNICATION AND DISSEMINATION STRATEGIES

The communication and dissemination strategies adopted in the CogITOR project is based on the following:

- Creating the visual identity of the project through the design of the project logo and the definition of the graphical instructions for all the communication instruments, including the web site, flyers, and other documents.
- The Project Website (see paragraph 3.2) as the main mean of communication and dissemination and interaction with the public, with key information and project news and results available, but also scientific publications, results, public deliverables, as well as other public reports that the project may decide to produce.
- Dissemination through European Networks and Associated Partners: the project consortium will use partners' communication channels with umbrella organisations, European Networks and Associated Partners to establish close relationships with other organisations & projects covering similar problems within EU-funded or national programs.
- Promotion of project outcomes at international conferences & events.
- Media & press: media & press are crucial channels to diffuse information about the project to a wide range of stakeholders and the general public, also at local level. These channels include newspapers, magazines (digital/print), press releases, radio stations and television channels.
- Presence in social networks (LinkedIn, Twitter – see paragraph 3.3):

In order to protect the knowledge developed in the framework of the COgITOR project, the consortium agrees that all dissemination activities should follow a number of important principles:

1. To respect the Intellectual Property Rights (IPR) of all partners
2. To recognize and respect the work of all partners by ensuring the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication
3. To duly protect confidential results



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4. To set clear criteria to distinguish between results suitable for dissemination and exploitable results

## 2.8 ACTIONS INCLUDED

The Actions included and planned in the strategies are:

- Design of the COgITOR brand and visual identity (e.g., logo, colors, pictures.)
- Realization of the publicity materials: brochures, template for project documents, power point presentations, newsletters, etc.
- Stakeholders' analysis to build awareness around project initiatives and valorize project results
- Scientific and technical paper publications
- Participation in important events such as scientific conferences, seminars, workshops, trade fairs and exhibitions
- Synergies with other projects and initiatives
- Publications of results (e.g., scientific publications, articles, conference proceedings, high-level international journals, magazines).

## 2.9 DISSEMINATION AND COMMUNICATION CHANNELS

Below are listed the main dissemination channels that will be/are being used by the CogITOR consortium to communicate and disseminate project news and results towards the external world:

Table 1 COgITOR D&C channels

| Channel | Link | Number of users/followers |
|---|---|---|
| COgITOR website (released in M2) | http://cogitor-project.eu/ | / |
| LinkedIn COgITOR account | https://www.linkedin.com/in/cogitor-project-180943217/ | / |
| LinkedIn COgITOR company page | https://www.linkedin.com/company/cogitor-project/ | 69 |
| Twitter COgITOR account | https://twitter.com/COgITOR_project | 19 |
| LinkedIn Innovation Place group | https://www.linkedin.com/groups/4086674/ | 932 |
| LinkedIn Innovation Place company page | https://www.linkedin.com/company/innovation-place | 957 |
| LinkedIn PNO EUROPE company page | https://www.linkedin.com/company/pno-consultants-europe/ | 3676 |
| Twitter INNOVATION PLACE | @INNOVATION_PL https://twitter.com/innovation_pl | 498 |
| Twitter CIAOTECH | @PNO_IT https://twitter.com/PNO_IT | 260 |
| LinkedIn CiaoTech company page | https://www.linkedin.com/company/ Ciaotech | 160 |
| CIAOTECH corporate website | https://www.pnoconsultants.com/it/ | / |
| IIT website | https://www.iit.it/ | 55000 |
| IIT LinkedIn | https://www.linkedin.com/company/ istitutoitalianoditecnologia/ | |
| IIT Twitter | @IITalk https://twitter.com/IITalk | 17928 |



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| | | |
|---|---|---|
| IIT Facebook | https://it-it.facebook.com/IITalk/ | 26.686 |
| IIT Instagram | https://www.instagram.com/istitutoitalianoditecnologia/ | 7506 |
| IIT YouTube | https://www.youtube.com/channel/UCK6V1j5HXJ-oAXSkbyi5W9A | 3830 |
| UWE | https://uncomp.uwe.ac.uk/ | |
| EMPA | https://www.empa.ch/ | |
| EMPA Facebook | https://www.facebook.com/EmpaMaterialsScience/ | 3013 |
| EMPA LinkedIn | https://www.linkedin.com/company/empa/ | 18085 |
| EMPA Twitter | @Empa_CH https://twitter.com/Empa_CH | 4294 |
| EMPA Instagram | https://www.instagram.com/empa_materials_science/ | 1718 |
| EMPA Xing | https://www.xing.com/pages/empa-swissfederallaboratoriesformaterialsscienceandtechnology | 529 |
| EMPA YouTube | https://www.youtube.com/user/EmpaChannel | 3820 |
| PLASMACHEM website | https://www.plasmachem.com/ | / |

The partner responsible for dissemination (CIAOTECH) has a longstanding experience in supporting dissemination and communication of research and innovation projects' results, performing activities either as a full partner or as a subcontractor of public funded projects. Here is a description of its own channels available for project dissemination purposes:

- **InnovationPlace** is an online service supporting organisations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations and grants. InnovationPlace is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies and innovative SMEs all around Europe. During the last years the number of users registered in the web platform has drastically increased (Figure 2).

- **Ricerca & Innovazione** is the Italian Open Innovation platform that supports collaborative research through the successful combination of research and development projects, excellent European organizations and the most important public funding opportunities at European, national and regional level (Figure 3).

- Its own accounts on the world's most famous social networks: **LinkedIn** (Figure 4) and **Twitter** (Figure 5 and 6).



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Figure 2 COgITOR in Innovation Place by CIAOTECH


Figure 3 COgITOR in Ricerca & Innovazione by CIAOTECH



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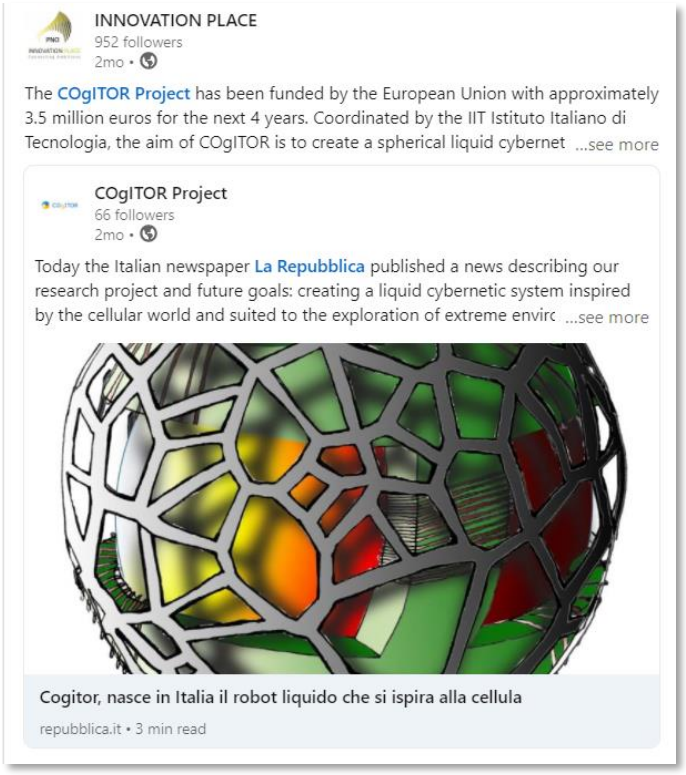


Figure 4 COgITOR on Innovation Place's LinkedIn


Figure 5 COgITOR on Innovation Place's Twitter account



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Figure 6 COgITOR on CIAOTECH Twitter account

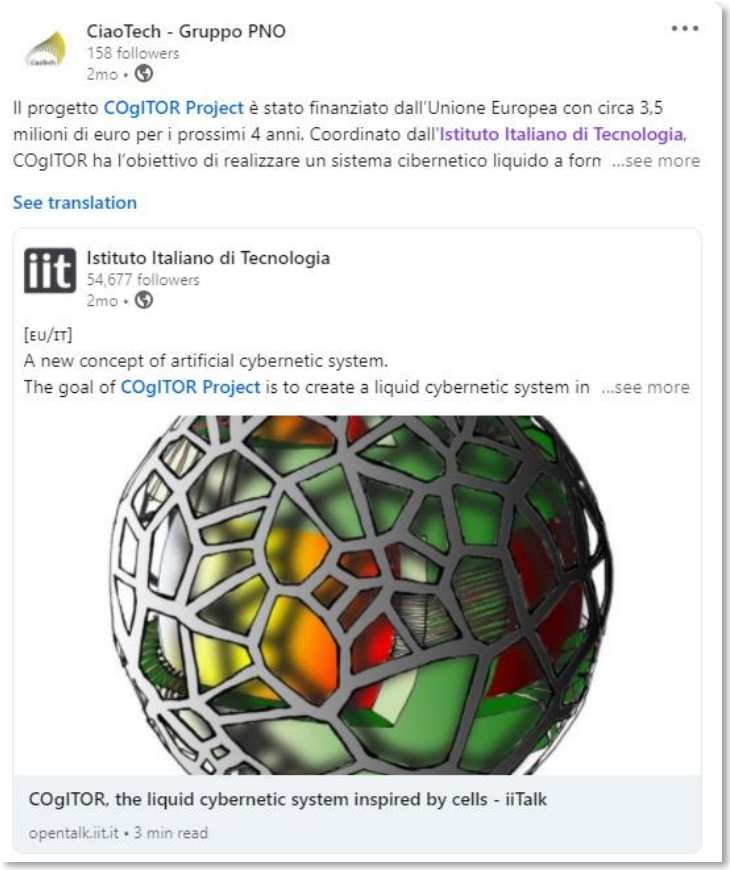


Figure 7 COgITOR on CIAOTECH Gruppo PNO LinkedIn account

## 2.10 COgITOR STAKEHOLDERS



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The process of stakeholders' identification, selection, categorization and engagement will be further investigated in the frame of the Deliverable D6.4 Stakeholder Analysis, due in M12. This implies that the engagement of the targeted stakeholders in the frame of D&C as well, will be an iterative process and the D&C strategy will be accordingly adapted.

According to a preliminary assessment, the main selected target groups that will be addressed during the COgITOR project were identified as those actors who are directly\indirectly involved in the COgITOR technology.

- **Potential end-users** working in the emerging fields such as soft robotics/electronics, colloidal Science & Technology, nanotechnology, analytic tools, nanomedicine, bio-nanotechnology. This is a key target for the COgITOR project as this represents the potential **early adopters** and **customers segment** of the proposed solution and thus the most interested in the development and outcomes of the project. Discovering and understanding their needs is one of the keys for the success of the COgITOR project. In this category, Innovation, Research & Development companies or companies with an R&D unit for further engineering and development can be comprised

- **Space Agencies**: European Space Agency, Agenzia Spaziale Italiana (this specific group needs to be confirmed if some components will satisfy specific technical requirements)

- **General public and Schools**: Society as a whole is one of the stakeholders that will be taken into account. Many aspects can spark the interest of the public, citizens more in general will be targeted, if they are involved using a suitable language and the appropriate media channels. Under the Task 6.4 'Communication activities and public engagement', specific actions to involve also deaf / blind audience will be managed and coordinated by IIT. As concerns **schools engagement,** an outreach package for schools will be available for download will be prepared to address this target.

- **Scientific community and research organizations**: All available means, both online and offline, such as scientific publications in peer-reviewed journals and presentations in scientific conferences, will be used to keep the scientific community updated on the advance and results of the project. A specific focus will be devoted to Smart materials, Computation, whose interest is the provision of workshops, courses for PhD, trainings implemented also by the project partners, to inform about the CCS breakthrough COgITOR technology.

- **EU projects**: to identify potential synergies with COgITOR

- **Policy makers and authorities at local, national and EU level**: the consortium will introduce COgITOR to these actors in related events organized by them.

The success of the COgITOR dissemination is based on reaching the relevant stakeholders with the right message. The different stakeholder groups indeed have different interests, agenda and even 'speak different languages'. Therefore, it is important that dissemination and communication activities are tailored to each group, by using different dissemination channels and materials, and conveying the project messages in the most appropriate manner. The following Table shows the most effective dissemination tools and channels to be used for each group



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Table 2 COgITOR preliminary stakeholders' table

| WHO: Target group | WHY: objective | WHAT: key messages | HOW: DCE material and tools | HOW: DCE channels | WHEN |
|---|---|---|---|---|---|
| **Potential end-users – early adopters and customers' segment** | - pave the way for exploitation and impact<br>- Informing about the COgITOR CCS solution, it's added values<br>- search for early adopters | - COgITOR as a foundation to a breakthrough technology on CCS<br>- feasibility of the CCS and its usage<br>- market readiness<br>- showcase CCS applications and performance | -COGITOR website<br>-News/newsletters<br>-COGITOR paper and electronic brochure<br>-Participations to events (trade fairs, etc)<br>- several tools, i.e., Lean and Value Proposition Canvas; Business Plan; Commercialisation Plan; 4Ps matrix (Promotion, Place, Product, Price); SWOT analysis, Freedom to Operate Analysis<br>- targeted presentations for different customers segments | -No-peer reviewed - Publications, media presence<br>-International events<br>-COGITOR website<br>-Social network: LinkedIn, twitter<br>-Partners' communication channels | All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events) |
| **General Public And Schools** | -Raising awareness about the project in general terms<br>- Informing about the COGITOR technology<br>- informing about the social and economic project impact | - Positive social & economic impact on the future thanks to the several complex sectors and fields affected by COgITOR technology<br>- COgITOR as a breakthrough innovation | -COGITOR website<br>-News/newsletters<br>-COGITOR paper and electronic brochure<br>-Participations to events (trade fairs etc) | -No-peer reviewed - Publications, media presence<br>-International events<br>-COGITOR website<br>-Social network: LinkedIn, twitter<br>-Partners communication channels | All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events) |
| **Space Agencies** | - Raising awareness about the project in general terms<br>- enabling the market uptake | - feasibility of the project<br>- market readiness<br>- profitability and economic impact | -COGITOR website<br>-News/newsletters<br>-COGITOR paper and electronic brochure<br>-Participations to events (trade fairs etc)<br>-Partner's contacts/database | -No-peer reviewed Publications, media presence<br>-International events<br>-COGITOR website Social network: LinkedIn, twitter<br>-Partners communication channels | All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events) |



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| | | | | | |
|---|---|---|---|---|---|
| | | | | -Direct contacts/emails | |
| **Scientific and Research community** | -Raising awareness about the project in general terms<br><br>- Share the knowledge and results<br>- find synergies for tech improvements | - inform about the CCS achieving at the same time distributed sensing, massive-parallel information processing, energy harvesting, self-healing and shape adaptation capabilities<br>- Inform about a new paradigm by addressing the holonomic aspect of sensing / information storage and processing of CCS – very far from conventional solid/soft robotic systems | -COGITOR website<br>-News/newsletters<br>-COGITOR paper and electronic brochure<br>-Communication in scientific conferences (oral presentations, posters)<br>-Scientific Publications | -Scientific Publications<br>-International events<br>-Invitation to COGITOR events<br>-COGITOR website<br>-Social network: LinkedIn, twitter<br>-Partners communication channels<br>-Direct contacts/emails | All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events) |
| **Policy makers** | -Raising awareness about the project in general terms<br>- Informing about the COGITOR technology<br>- informing about the advantages of its Colloidal Cybernetic Systems within industry and academy | - Positive social & economic impact on the future thanks to the several complex sectors and fields affected by COgITOR technology<br>- COgITOR as a breakthrough innovation | -COGITOR website News/newsletters<br>-COGITOR paper and electronic brochure<br>-Participations to events (trade fairs etc, international conferences)<br>-Organisation of COGITOR events<br>-Partner's contacts/database | -International events,<br>- Invitation to - COGITOR events<br>- COGITOR website<br>-Social network: LinkedIn, twitter<br>- Partners' communication channels<br>- Direct contacts/emails | All project duration more intensive when results are available |

# 3 COMMUNICATION AND DISSEMINATION TOOLS

Several dissemination materials and tools have already been and will be produced throughout the entire course of the project. The dissemination materials are realized according to different communication needs, to various event typologies, and to follow the project evolution and results.

In the following paragraphs a schematic overview of the communication and dissemination tools currently realized and to be realized in the future is reported. Moreover, the sections provide partners with guidelines to properly and efficiently use each tool identified. The ultimate aim is to help partners make the most of their communication efforts.

## 3.1 VISUAL IDENTITY: LOGO AND PROJECT TEMPLATES

The dissemination of the project starts with the project visibility. The project identity is linked with a consistent representation of the COgITOR logo on project materials and tools. An attractive graphical



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representation helps to provide interested parties with the message that the project is disseminating. The logo has the capability to make the project recognizable as it defines its identity for its whole duration. It's used in every document produced within the project context and in every kind of contact to the external environment.

It's necessary that every event, presentation, newsletter, deliverable, brochure, poster, etc. makes use of this image and is consistent with its style. For this reason, a first graphical logo has been realised during the application phase with the main intention to remember the name of the project in one hand and the main project goal on the other hand. More information about the logo chosen is available in the D.6.1 "Project logo and website", previously submitted in M2. Together with the logo, the relative Style Guide has been drafted and shared with the partners.


Figure 8 COgITOR Style Guide

To ensure a consistent style and image of the COgITOR project a word template for deliverable and project documents have been produced, as well as a standardized PowerPoint template has been designed (Figure 9) to be used in external events and/or project meetings:



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Figure 9 COgITOR template for presentations

## 3.2 COgITOR PROJECT WEBSITE

The COgITOR website (https://www.cogitor-project.eu) was launched in July 2021 (M2). It is conceived as the main tool for the implementation of D&C strategy, and it includes the following pages:

- Homepage
- The Project; submenu/Work packages
- News & Events
- Consortium
- Gallery
- Public Documents
- Contacts

More information about the project website can be found in the D.6.1 “Project logo and website”.

## 3.3 SOCIAL MEDIA

With the aim of increasing the project visibility and implementing an effective dissemination strategy, COgITOR accounts have been created on the following social networks:

- LinkedIn: company page https://www.linkedin.com/company/cogitor-project/? (Figure 10) and project profile https://www.linkedin.com/in/cogitor-project-180943217/ (Figure 11)
- Twitter (Figure 13): https://twitter.com/COgITOR_project

In the social media management project strategy the Guidance “Social media guide for EU funded R&I projects”, issued by the European Commission, will be fully deployed.



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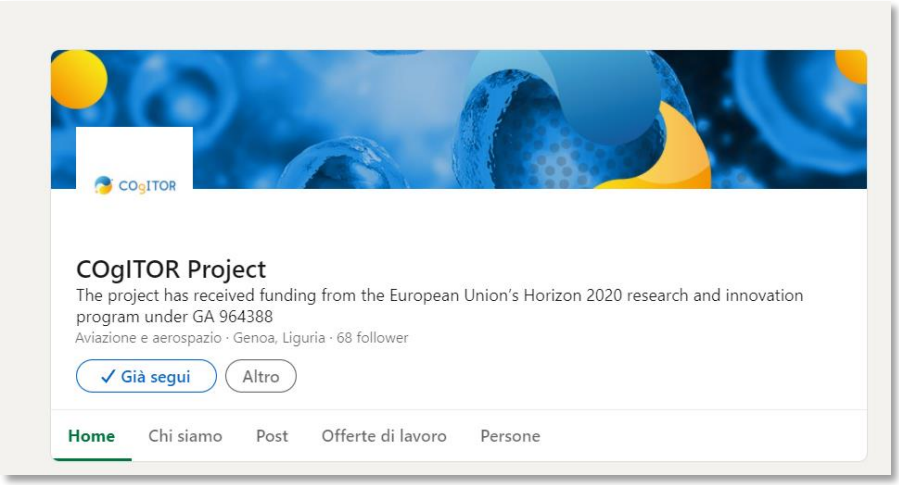


Figure 10 COgITOR LinkedIn company page

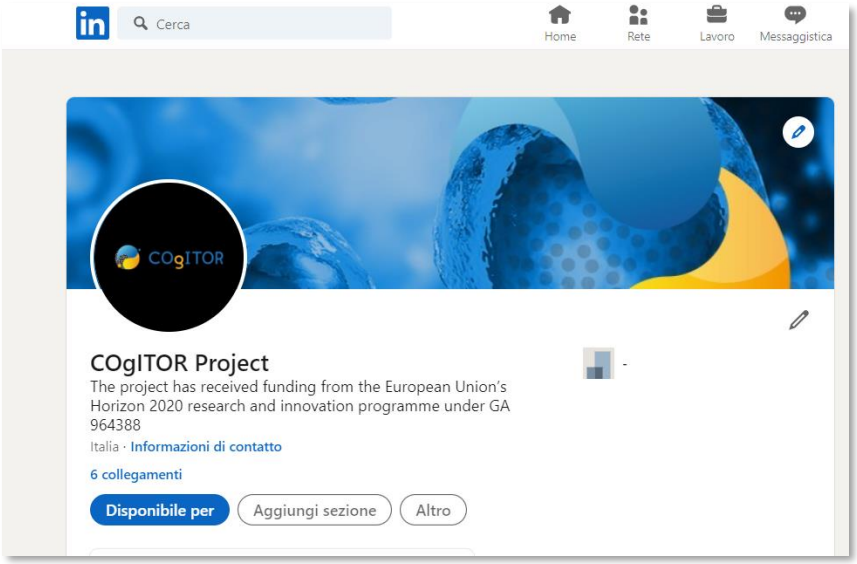


Figure 11 COgITOR LinkedIn profile

LinkedIn is the most famous social network for business and employment, and it is mainly used for professional networking, also at policy-makers level. For this reasons, COgITOR consortium decided to consider this social network an efficient instrument to disseminate its results.

The COgITOR company page has reached so far 68 followers, its most interesting post got 466 views and 14 clicks. Some statistics related to the last four months are below reported.



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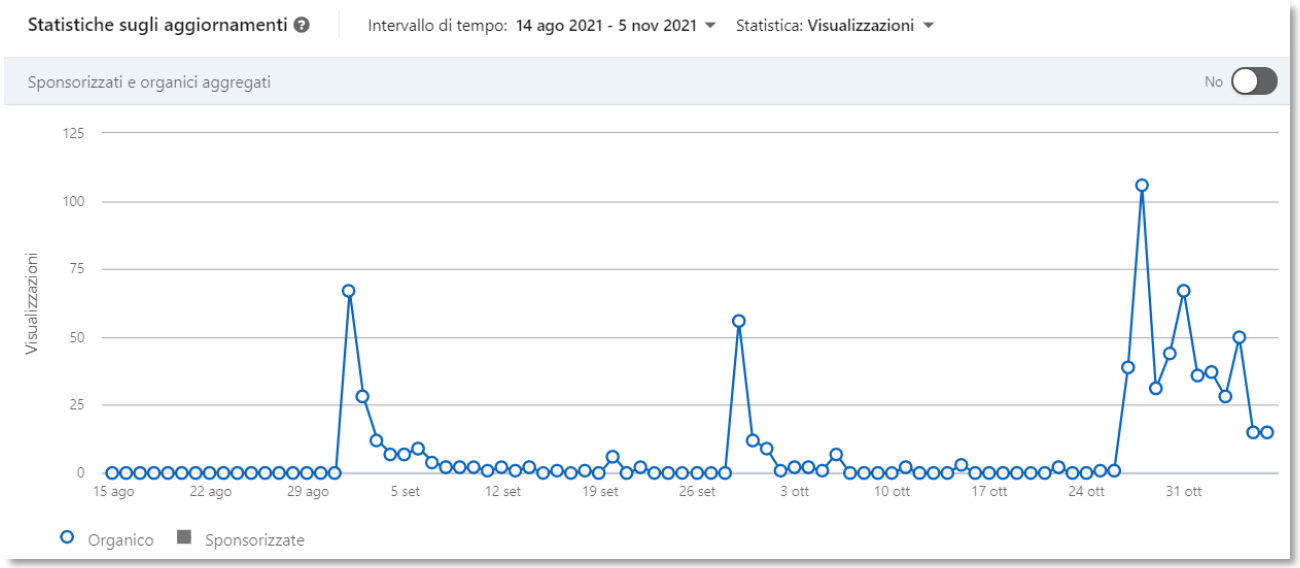


Aggiornamento sulle interazioni — Intervallo di tempo: 16 ago 2021 - 8 nov 2021 — Mostra:

| Titolo aggiornamento | Creazione | Visualizzazioni | Visualizzazioni | Clic | CTR | Reazioni | Commenti | Condivisioni |
|---|---|---|---|---|---|---|---|---|
| We are happy to announce that Alessandro Chiolerio is leading a special issue on MD... Tutti i follower \| Aumenta l'efficacia | 4/11/2021 | 43 | - | 0 | 0% | 2 | 0 | 5 |
| The COgITOR Project was showcased in the CiaoTech - Gruppo PNO projects hub at th... Tutti i follower \| Aumenta l'efficacia | 27/10/2021 | 466 | - | 14 | 3% | 19 | 0 | 0 |
| Homepage Tutti i follower \| Aumenta l'efficacia | 29/9/2021 | 86 | - | 3 | 3,49% | 4 | 0 | 1 |
| IL MESSAGGERO S.p.A. is talking about the COgITOR Project! In his interview, our... Tutti i follower \| Promozione non disponibile | 22/9/2021 | 13 | - | 0 | 0% | 1 | 0 | 0 |
| Cogitor, nasce in Italia il robot liquido che si ispira alla cellula Tutti i follower \| Aumenta l'efficacia | 1/9/2021 | 172 | - | 10 | 5,81% | 5 | 0 | 4 |

Figure 12 LinkedIn company page analytics

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 280 characters. Thanks to some intrinsic characteristics of this medium, it is easy to increase the visibility using the hashtags and the topic trends.

For example, for COgITOR project, #H2020 #robotics, #liquidrobotics, #innovation, #roboticaliquida, #nanotechnology, #cyvernetics, can be fruitful hashtags to exploit. Mentioning also the participation to an event organised by third parties, if available, the official event's accounts and hashtag are used to increase the visibility of the project.

The tweet posted by COgITOR earned 39 impressions over the last 28 days.



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Figure 13 Twitter project account

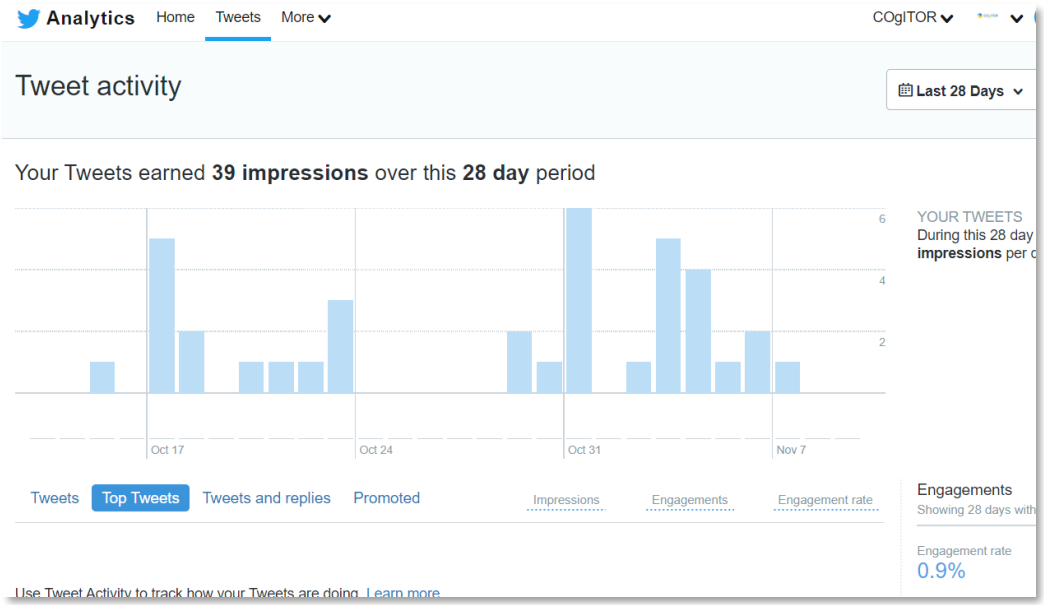


Figure 14 Twitter analytics

To share its videos, COgITOR consortium chose to use the most popular video platform, YouTube. An account will be created when a project video will be produced: this task will be managed by EMPA, as planned in the DoA, with the aim of presenting both the work in progress and the achieved consolidated project results.

Generally speaking, accordingly to their specific language and users, social networks are used to deliver posts on updates, events and project meetings, as well as dissemination of press release and newsletters.

Partners are conscious of the potentiality of this communication tools and are making available their own social media accounts to increase the COgITOR visibility among their followers and customers.



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They pay attention to mention @COgITOR_project when posting relevant news on their own social network's accounts, baring all the consideration above in mind (e.g., best hashtag to use; etc.).

## 3.4 BROCHURE, POSTER AND ROLL-UP

In order to support the consortium in the deployment of their activities aimed at boosting the visibility of the project, a D&C toolkit has been realized at the beginning of the project.The first COgITOR brochure is reported hereafter (Figure 15). The project objectives and impacts are described, the most important benefits are presented, and the consortium partners are listed.

In addition, in compliance with the EU guidelines, the EC acknowledgments are reported and the main information to get in touch with the project coordinator are also included.


Figure 15 COgITOR brochure

The same key information included in the leaflet are also reported in the poster, below a visual example of what realized.



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Figure 16 COgITOR poster

Moreover, two version of a roll-up were elaborated.


Figure 17 COgITOR roll-ups

The dissemination material will be update at the end of each project year with the main results reached in the considered period.



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## 3.5 PRESS RELEASES AND MEDIA

Media & press are crucial channels to diffuse information and results about the project to a wide range of stakeholders and the general public. Partners commit to address at the best if their abilities the coverage issues with press (digital/print) and other media (TV/radio).

Short press releases announcing the project progresses, updates, news, relevant participation to the main events will be periodically prepared by partners and widespread through the channels reported in Table 1 and by using the partners' websites.

Press releases will be sent to journalists to stimulate article editing on newspapers. When necessary, partners will translate it to send the communications to the local media, highlighting when possible the benefits to the region/country and the importance of the local partner being part of an EU Consortium. The project will publicise its results taking advantage of established contacts with science journalists in New Scientist (UK), BBC (UK), Technology Review (Germany), Wired.com (USA), Geoscienza (ITA).

The contents of the releases and the level of dissemination will depend on the type of audience and the geographical scope. In any case, the publication of these contents will focus on information already classified as "public". News and updates - whose confidentiality was not previously analyzed - will be approved by the coordinator in alignment with the dissemination manager, before their release and possible translation.

## 3.6 NEWSLETTERS

Project updates and relevant news will be widespread to the wide audience through a newsletter produced twice a year. The newsletters will be available as a compact PDF-document that can be downloaded from the project website, in the Public document page. Moreover, the newsletter will be shared on the social networks and partners' communication channels. Below (Table 2) the relevant issues that will be treated are reported.

Table 3 COgITOR plan of newsletters

| Newsletter number | Issues of the newsletter |
|---|---|
| 1 (M6) | Roles of the partners involved in the COgITOR project. |
| 2 (M12) | Updates of the first-year project results |
| 3 (M18) | Updates of the activities at M18 |
| 4 (M24) | Updates of the second-year project results |
| 5 (M30) | To be defined through the third-year project |
| 6 (M36) | Updates of the third-year project results |
| 7 (M42) | To be defined through the fourth-year project |
| 8 (M48) | Updates on the final project results |

## 3.7 SCIENTIFIC AND TECHNICAL PAPER PUBLICATIONS PLANNED AND ACHIEVED

As mentioned in 2.4, the Consortium will advertise and disclose COgITOR performances and technical progress in specialized open access journals in Europe, targeting relevant users and stakeholders in addition to the academia. Partners will manage the scientific dissemination and



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identify the more appropriate journals and conferences\events, monitor both open access publication of results on international peer-reviewed high impact journals and participation to international conferences to give visibility to achieved results. This action will be further monitored at M10 and M22. At the moment we have three manuscripts in preparation, still to be finalized.

### 3.8 PARTICIPATION TO INTERNATIONAL EVENTS, SCIENTIFIC CONFERENCES AND EVENTS

Many events will be attended by all partners to ensure a wider dissemination of the COgITOR achievements (scientific conferences, seminars, workshops, trades and fairs) during the project lifetime. The key project results will be thus presented at various conferences, seminars and workshops targeting the academia and the scientific communities, industries as well as policy makers and authorities.

COgITOR will organize presentations at the @Bristol Interactive Science Centre (www.at-bristol.org.uk), will join ICRA International Conference on Robotics and Automation, and the European Future Technologies Conference and Exhibitions, as well as the Researcher's Night at EU level and the European science festival (IIT will lead this). Short film highlighting the project results will be submitted to The World Science Festival, targeting a general audience to be more engaged with scientific discoveries. The consortium will collaborate with Science on Stage Europe platform for STEM teachers of all school levels to exchange novel teaching concepts and we plan to reach about 100,000 teachers and teacher trainers in 25 European countries. An outreach package will be prepared also contacting FETFX project (FETOpen providing outreach services for free to other funded projects), including educational material, and made public on the website.

The participation to events will be communicated on the social networks and on the project website to raise interest in the project community.

### 3.9 PROJECT'S EVENTS

The project will manage the organization of an Art&SciTech school that will be implemented in IIT premises (Genova) and a fair, during COgITOR, is planned.

The Art&SciTech school and the fair will be organized by IIT with the support of CTECH, involving schools into open forums, preparing experiments open to public, finding a way to communicate results through contemporary artworks and providing open sessions to inform and influence industrial entities that will be invited to sponsor the event.

The project aims also at engaging through Arts: UWE BRISTOL is founding partner of the Art Science Node (Berlin, Germany, artscience-node.com) that specialises on the interface of arts, science and technology, and public education. The consortium will try to secure additional funds via the Leverhulme Trust Artist in Residence program to enable high-profile artists perform visualisation and sonification of COgITOR prototypes.

The COgITOR consortium will have also 4 training courses for researchers to share and disseminate the multidisciplinary expertise and new knowledge acquired during the completion of the project as satellite events of the annual meetings. Additionally COgITOR has developed connections with Ada Lovelace Day through the Royal Society in London, which takes place annually: this is a great opportunity for introducing the potentialities of COgITOR to other female professionals.



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### 3.10 VIDEOS

A project account specifically for videos will be created when a project video will be produced: this task will be managed by EMPA, as planned in the DoA, with the aim of presenting both the work in progress and the achieved consolidated project results.

More in detail, videos and tutorials (on YouTube\Vimeo) will be preferred to communicate activities and contents, involving the support of audio comments and sign language for blind and deaf people.

The consortium will also submit short film highlighting the project results to The World Science Festival, targeting a general audience to be more engaged with scientific discoveries.

### 3.11 NETWORKING WITH OTHER EU-FUNDED PROJECTS

CogITOR project will create relationships with other EU-funded projects that address similar challenges, to share experiences, exchange best practice and join efforts on dissemination and communication. This action will also be implemented in the frame of the task 6.4 Stakeholder analysis.



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# 4 MEASURING THE IMPACT OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The spread and the impact of the following dissemination activities are monitored during the whole duration of the project. As an example, for the social media the numbers of followers/fans will be taken into account, as well as impressions and interactions will be monitored. The same approach will be used for the project website where visits and page views will be constantly monitored.

As far as the newsletter is concerning, the numbers of subscribers and views on the website will be taken into account, while for the events the number of attendees will be the indicator of success.

Moreover, all the actions performed by the consortium are constantly monitored and reported in the following paragraph in this document and in the future technical reports. In particular, the type of actions and the audience reached.

## 4.1 PARTNER DISSEMINATION AND COMMUNICATION

Partners are requested to maintain an active participation within the dissemination strategy. Proactive and balanced levels of participation will have profound effects throughout the whole project and will guarantee that the dissemination techniques are applied to the fullest possible extent.

An online tool to collect the information on the dissemination and communication activities performed by each partner has been embedded as private section of the COgITOR project website, launched in M2.

CIAOTECH has provided access to this private area, where selected people from each partner are entitled to fill in the information needed. The partners have been asked to fill in a simple questionnaire per each communication and dissemination action performed. The collection and the storage of data is done in line with the GDPR Regulation (UE 2016/679). Each semester, CIAOTECH will perform a check of the actions implemented by the consortium, in order to constantly monitor the impact of the communication and dissemination strategy implementation.

With the aim to report on the activities performed by the consortium from M1 to M6 in this deliverable, the partners were asked to communicate their actions by filling the mentioned tool and below the results achieved are reported.

## 4.2 DISSEMINATION TABLES

In the following two tables, the main figures of results achieved by the whole COgITOR consortium are summarised. In particular, the Table 4 describe the type and number of activities performed from M1 to M6 by the COgITOR consortium. The successive Table 5 provides the estimated numbers of people outreached by the COgITOR project in the framework of the dissemination actions and initiatives implemented. Below is reported the number of actions implemented.



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Table 4 COGITOR total D&C actions performed

| | |
|---|---|
| Organisation of a Conference | **0** |
| Organisation of a Workshop | **0** |
| Press release | **3 (IIT, CTECH, EMPA)** |
| Non-scientific and non-peer-reviewed publication (popularised publication) | **0** |
| Exhibition | **1 (ECOMONDO)** |
| Flyer | **200** |
| Training | **0** |
| Social Media | **31** |
| Website | **5** |
| Communication Campaign (e.g. Radio, TV) | **0** |
| Participation to a Conference | **1 IPCAM/IIT** |
| Participation to a Workshop | **0** |
| Participation to an Event other than a Conference or a Workshop | **0** |
| Video/Film | **0** |
| Brokerage Event | **0** |
| Pitch Event | **0** |
| Trade Fair | **0** |
| Participation in activities organized jointly with other H2020 projects | **0** |
| Other | **15** |

Table 5 Estimated audience reached

| | |
|---|---|
| Scientific Community (Higher Education, Research) | **Ecomondo event/300<br>CTECH/ 3510** |
| Industry | **Ecomondo event/300<br>CTECH, 6291** |
| Civil Society | **Ecomondo event/300<br>CTECH 750** |
| General Public | **9.000.000/IIT<br>25392/ followers EMPA<br>CTECH 6571** |
| Policy Makers | **Ecomondo event/100** |
| Media | **Ecomondo event/20** |
| Investors | **0** |
| Customers | **0** |
| Other | **Ecomondo event/100<br>CTECH 1438** |



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# 5 RESULTS ACHIEVED IN THE REFERENCE M1-M6 PERIOD

As anticipated in table 6, dissemination and communication actions have been implemented from the very beginning of the project. The activities are described in the following sub-chapters.

## 5.1 PRESS RELEASES

The **first press release** to announce the **launch** of the COgITOR project was released on September 6th 2021. The issue presented the project, its focus area, and its first-class consortium. It was also shared on the project social channels and was uploaded on the project website in the Public document webpage available at the following link https://www.cogitor-project.eu/public-documents/. After its official launch, the press release was shared in many national and international newspapers by the project partners.

CiaoTech shared it on its own socials and corporate websites; below the links to in English and Italian websites:

- On Innovation Place platform, https://www.innovationplace.eu/news/cogitor-project-officially-launched-the-liquid-cybernetic-system-inspired-by-cells.
- On Ricerca & Innovazione Platform, https://www.ricercaeinnovazione.it/news/al-via-il-progetto-cogitor-il-sistema-cibernetico-liquido-ispirato-alle-cellule.

EMPA provided a specific report to show the channels were the press release appeared, both in English and German.

| Publication date | Channel/Magazine | Headline | Link |
|---|---|---|---|
| **14.10.2021** | Polyscope | Zellen als Vorbild für flüssige kybernetische Systeme | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=255931479&artikelDateiId=303335231&typ=3 |
| **07.10.2021** | Swiss Engineering STZ | Zellen als Vorbild für flüssige kybernetische Systeme | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=254885234&artikelDateiId=302363208&typ=3 |
| **13.09.2021** | mittellaendische.ch / Die Mittelländische Online | CH: Zellen als Vorbild für flüssige kybernetische Systeme | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=252958528&artikelDateiId=299733087&typ=3 |
| **06.09.2021** | Innovations-Report.de | Zellen als Vorbild für flüssige kybernetische Systeme | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=252449233&artikelDateiId=299044742&typ=3 |
| **06.09.2021** | Innovations Report | COgITOR, the liquid cybernetic system inspired by cells | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=252436332&artikelDateiId=299021796&typ=3 |
| **06.09.2021** | myscience.ch | Zellen als Vorbild für flüssige kybernetische Systeme | https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=7596220d325a44aab7109c091a9ad041&artikelId=254519874&artikelDateiId=301857776&typ=3 |

Table 6 EMPA press release



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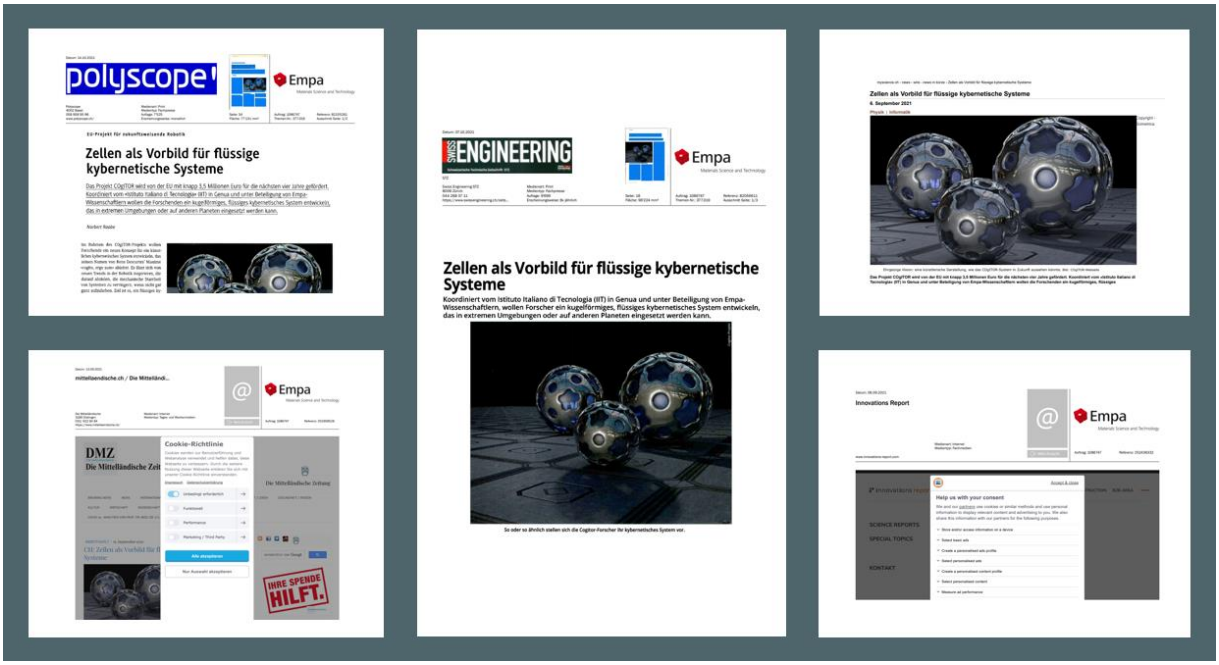



Figure 18 COgITOR first press release

The table below shows magazines, newspapers and online websites where the COgITOR press release issued by IIT appeared/was published. The estimated audience potentially reached by IIT was around 9 million people.



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| Rubrica | Istituto Italiano di Tecnologia | |
|---|---|---|
| 21 | La Repubblica | 01/09/2021 |
| 23 | Il Sole 24 Ore | 05/09/2021 |
| **Rubrica** | **Istituto Italiano di Tecnologia - web** | |
| | Anygator.com | 01/09/2021 |
| | Corrierealpi.Gelocal.it | 01/09/2021 |
| | Corrierequotidiano.it | 01/09/2021 |
| | OPENTALK.IIT.IT | 02/09/2021 |
| | Gazzettadimantova.Gelocal.it | 01/09/2021 |
| | Ilpiccolo.Gelocal.it | 01/09/2021 |
| | Ilsecoloxix.it | 01/09/2021 |
| | Italian.tech | 01/09/2021 |
| | Laprovinciapavese.gelocal.it | 01/09/2021 |
| | Lasentinella.gelocal.it | 01/09/2021 |
| | Leggendoquaela.it | 01/09/2021 |
| | Lastampa.it | 01/09/2021 |
| | Mattinopadova.Gelocal.it | 01/09/2021 |
| | Messaggeroveneto.gelocal.it | 01/09/2021 |
| | Nuovavenezia.Gelocal.it | 01/09/2021 |
| | Rassegnastampa.news | 01/09/2021 |
| | Repubblica.it | 01/09/2021 |
| | Stranotizie.it | 01/09/2021 |
| | Tribunatreviso.gelocal.it | 01/09/2021 |
| | Worldmagazine.it | 01/09/2021 |
| | Labworld.it | 02/09/2021 |
| | Zazoom.it | 01/09/2021 |
| | 247.libero.it | 02/09/2021 |
| | Innovationpost.it | 02/09/2021 |

Table 7 IIT press release/channels

## 5.2 PROJECT NEWSLETTER

The first project newsletter was released, as planned, in November 2021 (M6). It focuses on the roles of the partners involved in COgITOR and it is available at the following link https://www.cogitor-project.eu/wp-content/uploads/2021/11/Cogitor-Newsletter01.pdf of the Public document webpage.

A visual example of the newsletter is also below provided.



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Figure 19 COgITOR newsletter #1

## 5.3 EVENTS PARTICIPATION

In its first six months of activity, the COgITOR project indeed already attended two international events.

The project was showcased at the CiaoTech booth, arranged as a 'Projects Hub' during the 'ECOMONDO Green Technology Expo' event, which took place from 26 to 29 October 2021 in Rimini (Italy). ECOMONDO represents the leading show in Mediterranean basin and a benchmark event in Europe for technological and industrial innovation. It is an international event with an innovative format that brings together all sectors of the circular economy on a single platform: from the recovery of materials and energy to sustainable development.

COgITOR poster was presented to many stakeholders and visitors who joined the CiaoTech booth and many project brochures were also distributed (around 200). The project coordinator prof. Alessandro Chiolerio, who attended the fair together with Valentina Cinti (dissemination manager) were questioned about the main objectives and expected impacts of COgITOR, raising the project visibility in front of thousands of visitors attending the whole event.

A few pictures of the event are below reported.



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Figure 20 COgITOR at ECOMONDO

The coordinator was invited to give a lecture at the 13th International Conference on Physics of Advanced Materials (ICPAM-13) and the 4th Autumn School on Physics of Advanced Materials (PAMS-4), jointly organized. More information on the conferences can be found here https://icpam.ro/

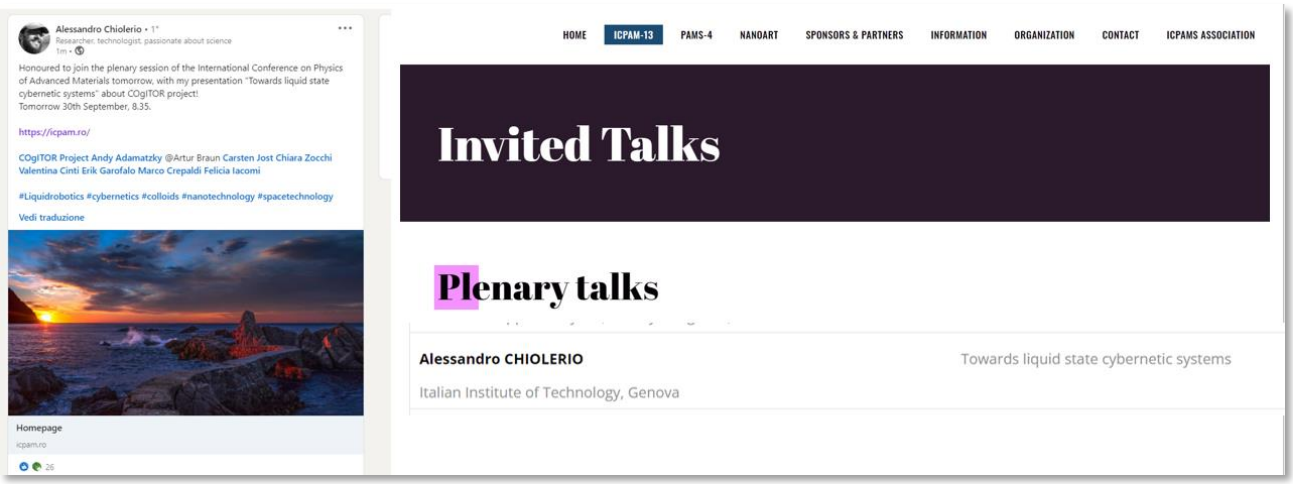


Figure 21 COgITOR coordinator at ICPAM

As invited speaker, (list here https://icpam.ro/invited-speakers/) the coordinator prof. Alessandro Chiolerio, presented its talk “Towards liquid state cybernetic systems” during the online session” at the event where 150 participants from academia gathered.

## 5.4 COgITOR ON RESEARCHGATE



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ResearchGate is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. It was started in 2008 to address the problems researchers saw in the way science was created and shared. Its mission is to connect the world of science and make research open to all. The 20 million researchers in ResearchGate community come from diverse sectors in over 190 countries, and use this tool to connect, collaborate, and share their work.

COgITOR project was included in ResearchGate at the following link https://www.researchgate.net/project/COgITOR-A-new-COlloidal-cybernetIc-sysTem-tOwaRds-2030

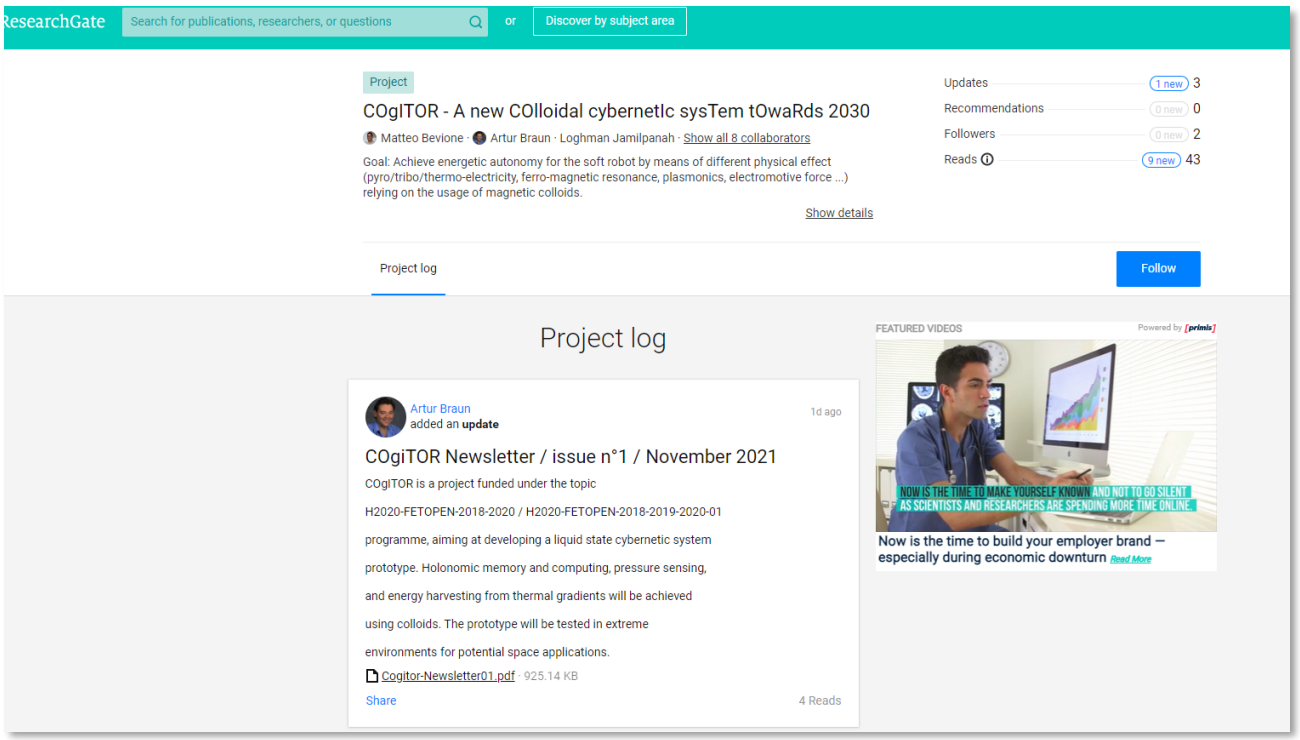


Figure 22 COgITOR on ResearchGate

# 6 EXPLOITATION ACTIVITIES

As already outlined, Exploitation is part of Task 6.1, but we consider important to report the preliminary activities done in this semester, being the basis for the dissemination activities as well. The next update about the activities of Task 6.1 will be provided in D6.4 (M12).

## 6.1 EXPLOITATION ACTIVITIES FOCUS

As starting point, we would provide these definitions:

- **Results**: any tangible or intangible output of the action, such as device, data, knowledge and information whatever their form or nature, whether they can be protected.
- **Impact:** how an investment in R&D is turned into growth.



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- **Exploitation:** how to achieve impact. It means the use of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardisation activities;
- **Dissemination** means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium;
- **Commercialisation** is the process of turning products and services into a commercially viable value. Concerning Intellectual Property (IP), this term can be more specifically defined as the process of bringing IP to the market in view of future profits and business growth
- **"Use"** is usually defined as the direct or indirect utilisation of the results in further research activities other than those covered by the project, or for developing, creating, and marketing a product or process, or for creating and providing a service.
- **"Direct use"** implies that partners utilise the results themselves for commercial applications (e.g. by producing and/or commercialising a new product or by integrating a new process into their manufacturing plant) and/or for further research ("further" with respect to the scope of the project in which the foreground is generated).
- **"Indirect use"** implies that partners may allow third parties to exploit the research results through a specific agreement.
- **Stakeholders** are groups outside the project or people who don't work inside the business but are affected in some way by the decisions and actions of the project. Examples of external stakeholders are customers, suppliers, creditors, the local community (general public), society, and the government.

COgITOR will put in place specific activities to design an exploitation strategy to guarantee the future sustainability of the proposed innovations beyond the project scope. This business case approach involves business models and exploitation plan definition as well as stakeholder analysis, management of knowledge and Intellectual Property Right – IPR (Task 6.1).

COgITOR consortium already established an initial preliminary plan as it is described hereafter that will be further developed and adapted during the project implementation to answer to the changes in the technical progress and further analysis of exploitation mechanisms.

On November 17th, CTECH organized in the framework of Task 1.4, a webinar "COgITOR project: Basics of Exploitation and IP" for all the partners staff, where we provided information about the abovementioned definitions, the difference between dissemination and exploitation, the background and foreground knowledge, to make all in line and prepared for the next actions.

## 6.2 EXPLOITATION AND DISSEMINATION

Exploitation is a **value driven** process, where "value" can have different meanings:

- to generate *revenues* if there are customers available to pay for the new technology/product;
- to *fulfill an existing gap*;
- to increase the organization's/community's *distinctive skill set and improve processes, quality (of life, of products, of services, etc.), policies, standards*, etc.

The **use** of **results** can be commercial, societal, political, or for improving public knowledge and actions.



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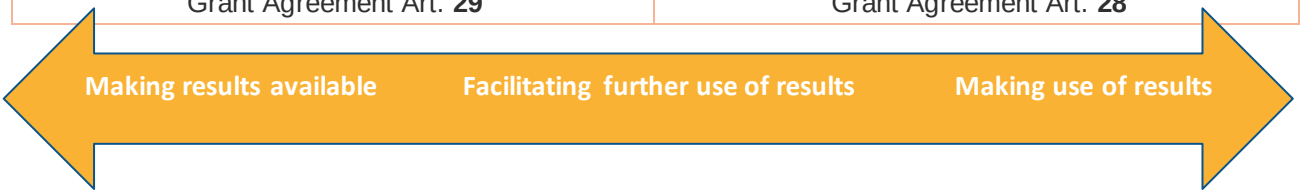
Exploitation is not dissemination, as defined in the Grant Agreement (Articles 28 and 29), Table 6.

Table 8 Dissemination vs Exploitation

| Dissemination | Exploitation |
|---|---|
| Describing and **making available results** so that they can be used | **Making use of results**, for scientific, societal or economic purposes |
| Audiences that **may make use** of results | Groups and entities that **are making concrete use of results** |
| **All results which are not restricted** due to the protection of intellectual property, security rules or legitimate interests | **All results generated during project** Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity |
| Grant Agreement Art. **29** | Grant Agreement Art. **28** |




| | | |
|---|---|---|
| - Scientific publications<br>- Policy brief/roadmap<br>-Training/workshops demonstration<br>- Sharing results on online repository (research data, software, reports) | - Innovation management<br>- Copyright Management<br>- Active stakeholder/user engagement<br>- Data Management plan | - Patent, IP protection<br>- PhD thesis/ post<br>- Standard<br>- Further research<br>- (Open) licenses<br>- Policy change<br>- Spin-off/ Start-up<br>- Product, Process, Service<br>- Societal activity |

*Table 6.* The actions planned in COgITOR are highlighted in green, while those in yellow will be further evaluated within the project lifespan.*

## 6.3 KNOWLEDGE MANAGEMENT AND PROTECTION STRATEGY

To enable a trustful and reliable cooperation (i.e. avoiding disputes on the property of specific information) the partners of the consortium defined their project Background at the beginning of the project (background knowledge).

According to the Grant Agreement (Article 24) Background is defined as "data, know-how or information (...) that is needed to implement the action or exploit the results".

The Consortium agreed that all Background needed for project execution, will be requested in writing and that Background related Intellectual Property (IP) must be put at the project partners disposal on a royalty free basis to implement their own tasks under COgITOR, unless, otherwise agreed for Background in Table 7. A continuous review of the Background will be carried out: a first one at the time of signing the Consortium Agreement, but also during project execution.

Table 9 COgITOR background knowledge as agreed in the Consortium Agreement

| Owner | Background knowledge | Specific limitations and/or conditions for Exploitation | Specific limitations and/or conditions for Exploitation |
|---|---|---|---|



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| | | (Article 25.2 Grant Agreement) | (Article 25.3 Grant Agreement) |
|---|---|---|---|
| **IIT** | sketches, drawings, graphical art and flow charts at the basis of the autonomous cybernetic system (COgITOR) layout | - Royalty-free basis;<br>- Under confidentiality obligation | - Under Fair and Reasonable conditions;<br>- Under confidentiality obligation;<br>- Upon formalised separate written agreement. |
| | Knowledge developed on the liquid state waste heat to power energy harvesting, by means of: thermomagnetic hydrodynamic effect, pyroelectric effect, triboelectric effect, Ludwig – Sorét effect, thermoelectric effect, any combinatorial sum of the above specified | | |
| | Sketches, drawings, flow charts and circuits at the basis of the Dandelium system for the measurement of microwave impedance of a liquid state material | | |
| **PLASMACHEM** | Specific knowledge developed on syntheses of various nanomaterials (incl. ferromagnetic materials and tectomers) and any combinations of the above | - Royalty-free basis;<br>- Under confidentiality obligation | - Under Fair and Reasonable conditions;<br>- Under confidentiality obligation;<br>- Upon formalised separate written agreement. |

COgITOR consortium signed a Consortium Agreement in September 2021, where among other issues, the H2020 rules under the Section 9, specifically 9.4 Access Rights for Exploitation and 9.5 Access Rights for Affiliated Entities, were agreed upon.

## 6.4 EXPLOITATION STRATEGY

The Exploitation Strategy definition is a step of a structured process towards use of the results and requires understanding of what will be achieved by the end of a project and what will be next. It needs the validation of assumptions and a clear roadmap of activities to be started before the end of the project, to ensure resources and sustainability of use. Process ends with the adoption of the Business plan and the Roadmap towards 2030.

The exploitation strategy was preliminary prepared in the COgITOR proposal with the goal of raising the consortium's awareness for the exploitability of the tangible and intangible results, to provide a basis for internal discussions and to increase the chances of the exploitation of the project Key Exploitable Results after the project's end. The consortium gives significant importance to the exploitation activities, both individually and by the consortium as a whole in a joint action.

Nevertheless, the long-term objective is that every partner should enrich the description already reported in this deliverable with more details about functionalities, value proposition, commercial feasibility of each assets, planned actions and time frame, expected benefits and opportunities each partner is expected from the use and integration of the Exploitable Results.

The joint exploitation strategy will have to consider the several heterogeneous entities which compose the consortium: experts within nanotechnology, robotics, design, system integration, non-standard computation, advanced (nano)materials, communication and dissemination, innovation



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management. In fact, according the heterogeneity of the project partner's, exploitation strategy could include, for instance, activities like:

- Evaluation and further characterization of the COgITOR Key Exploitable Results, further development of the Colloidal CybernetIc System – CCS, the multifunctional liquid-based platform for pressure sensing, computing and data storage, energy harvesting and integration of fully custom electronics.
- Systematic stakeholders analysis, including a survey to gather their attitudes and impressions.
- Use of several tools, i.e. SWOT analysis, Lean and Value Proposition Canvases, definition of the exploitation options with special focus on the spin-off creation.
- Identification of the most appropriate tools for knowledge protection.
- Exploitation of the experience gained with the support about market demands, dissemination activities, technology trends.
- Publication of articles, case studies in peer-reviewed journals.

To sum up, within the initial phase of the Exploitation, the strategy adopted by the COgITOR partners is leading to *identify the key stakeholders* (such as Users, Space Agencies, Research Organizations on smart materials, computation, other EU funded projects and initiatives and other such as providers of raw materials, standardization bodies), since they'll be relevant to steer the exploitation.

Then the exploitation strategy will rely on the following milestones:

- *update the background knowledge* the partners will put at disposal within the COgITOR project.
- *initially map and describe the project tangible and not tangible results* for each partners and their way of exploitation.
- *selection and carachterization* of the Key Exploitable results and related *Map of Risks,* performed with respect to sales opportunities, customer availability, attraction, technology, legal aspect, IPR and partnership.
- *realisation of a Business Plan* aimed at exploring the marketability of the proposed results and drafting the main strategies for future deployment trough the spin-off company. The business plan will include a market survey as well as an evaluation of the market size and competing technologies on the identified market(s). The business plan will also incorporate the evaluation of the Costs and Finanacials, definition of the COgITOR business models and value proposition, production plan, SWOT analysis.
- *Intellectual Property Rights* will address ownership of the project results (foreground knowledge); licensing of pre-existing know-how; transfer of the knowledge gained within the project; confidentiality of project results and dissemination strategy; Memorandum of Understanding among partners.
- *Realization of a Roadmap* to shape and validate the vision of the future, identify gaps towards the realisation of that vision, prioritise required actions to bridge that gap and plan the priority actions on a timeline till 2030.

## 6.5 ACTIVITIES DONE IN THE REFERENCE PERIOD AND NEXT STEPS

The exploitation planning activities have already started with Task 6.1 and will continue throughout the project lifecycle to analyze, define and fine-tune a long-term successful exploitation. Partners



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already brainstormed about *key stakeholders categories* that can influence the COgITOR project implementation at different levels and with different roles along its value chain.

In this section the first *Exploitation actions* for the project were presented. As next steps, they will be updated once the Stakeholder analysis will be released (Task 6.4, in M12) with the aim of understanding the general context where COgITOR is being developed and how market needs are addressed with the project. We will overview the markets where COgITOR may operate to better understand what the specific context is. Then we will update the COgITOR assets and results, matching them to the key needs and showing there is a strong potential for exploitation in several potential fields of application.



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# 7 CONCLUSIONS

The D6.3 Dissemination and communication plan include all the activities planned by the consortium in order to disseminate the COgITOR project results. This plan includes the initiatives related to project duration and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels.

COgITOR partners have adopted communication channels and tools to disseminate the project objectives and future results as well as a dissemination strategy to reach the different stakeholders (general public, schools, end-users/early adopters, scientific and research community, space agencies potentially).

The dissemination materials include the logo, project website, poster, brochure, roll-up and presentation templates in order to create a coherent and efficient visual identity.

Each partner will contribute to the dissemination activities by means of their own communication channels (e.g., corporate website, newsletters, etc), by participating to relevant events, fairs and conferences and elaborating scientific publications. The dissemination leader (CIAOTECH) has a longstanding experience, and its own channels will be available for project dissemination purposes, in addition to the ones of the first class partners comprised in the consortium, whose audience in their communication channels is outstanding. Moreover, COgITOR project's accounts have been created on the most relevant social networks in order to efficiently widespread the project results.

As said, this document defines the dissemination strategies and actions as well as the activities behind the dissemination campaign. For this reason, this deliverable will be updated on the basis of the project's evolution and of the acquired new knowledge about the technology that will allow adding new dissemination opportunities.

In this document the first *Exploitation activities* for the project has been presented. It will be updated once the Stakeholder analysis will be released (D.6.4, M12) with the aim of understanding the general context in which COgITOR is being developed and how market needs are addressed with the project. We will overview the markets where COgITOR technology will operate to better understand what the specific context is. Then we will update the COgITOR results, matching them to the key needs and showing there is a strong potential for exploitation in the related-CCS fields.



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# PARTNERS' DISSEMINATION TABLES

## M1-M6

| PARTNER | TYPE OF ACTION | TITLE | DATE | TYPE OF AUDIENCE | SIZE OF AUDIENCE | COUNTRY ADDRESSED | LINK/URL |
|---|---|---|---|---|---|---|---|
| **IIT** | Press release | Launch of the project | September 2021 | General public | 9.000.000 | World/Europe/ Italy | |
| **IIT** | Participation to a conference | ICPAM /speech in the conference | 15 October 2021 | academia | 150 | online | https://icpam.ro/ |
| **IIT** | Post on social media | 5 posts on social media | M1-M6 | General public | 755 | World/Europe/ Italy | |
| | Interview | TG3 Liguria | October 2021 | General public | 150.000 | Liguria (Italy) | |
| **UWE** | 5 Social media On personal partner account | Re-share of COgITOR posts on linkedin | M1-M6 | General Public | | Europe Worldwide | |
| **UWE** | 4 social media / | Re-share of COgITOR tweets on Twitter | M1-M6 | General Public | | Europe Worldwide | |

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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | twitter personal partner account | | | | | | |
| **UWE** | 2 OTHER posts on corporate website | News about COgITOR | M1-M6 | General Public | | Europe Worldwide | |
| **EMPA** | 3 social media posts | Social media posts on COgITOR | M1-M6 | General Public | | Europe-worldwide | |
| **EMPA** | Press release | German + English, COgITOR project launch | September /October 2021 | General Public | | Europe Worldwide | Links provided in the paragraph 3.6 press releases and media |
| **EMPA** | OTHER TYPE | COgITOR on Research Gate | M1-M6 | Academia | | Europe Worldwide | https://www.researchgate.net/project/COgITOR-A-new-COlloidal-cybernetIc-sysTem-tOwaRds-2030 |
| ***PLASMACHEM*** *No actions to report for M1-M6.* | | | | | | | |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **CIAOTECH** | social_media Twitter project account | COGITOR represents a novel approach to #cybernetics.. | 2021-07-30 | | | | https://twitter.com/COgITOR_project/status/1420400990231093248 |
| **CIAOTECH** | Website<br><br>project website | ecomondo event | 2021-07-30 | | | | https://www.cogitor-project.eu/event/ecomondo/ |
| **CIAOTECH** | website<br><br>project website | news about the project on cordis | 2021-07-30 | | | | https://www.cogitor-project.eu/news/a-new-colloidal-cybernetic-system-towards-2030/ |
| **CIAOTECH** | other<br><br>Ricerca e innovazione website | Al via il progetto COgITOR, il sistema cibernetico liquido ispirato alle cellule | 2021-09-06 | online | online | | https://www.ricercaeinnovazione.it/news/al-via-il-progetto-cogitor-il-sistema-cibernetico-liquido-ispirato-alle-cellule |
| **CIAOTECH** | Other | COgITOR project officially launched: the liquid cybernetic system inspired by cells | 2021-09-06 | online | online | | https://www.innovationplace.eu/news/cogitor-project-officially- |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Innovation Place website | | | | | | launched-the-liquid-cybernetic-system-inspired-by-cells |
| **CIAOTECH** | Other<br><br>CiaoTech corporate website | AL VIA IL PROGETTO COGITOR, IL SISTEMA CIBERNETICO LIQUIDO ISPIRATO ALLE CELLULE | 2021-09-06 | online | online | | https://www.pnoconsultants.com/it/news/al-via-il-progetto-cogitor-il-sistema-cibernetico-liquido-ispirato-alle-cellule/ |
| **CIAOTECH** | social_media<br><br>ciaotech linkedin account | l progetto COgITOR Project è stato finanziato.. | 2021-09-07 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6840931220222734336/ |
| **CIAOTECH** | social_media<br><br>Twitter ciaotech account | Siamo orgogliosi di.. | 2021-09-07 | online | online | | https://twitter.com/PNO_IT/status/1435167495544086529 |



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|---|---|---|---|---|---|---|---|
| **CIAOTECH** | social_media<br><br>linkedin Innovation place account | main info about th eproject launch | 2021-09-07 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6840935470063501313/ |
| **CIAOTECH** | social_media<br><br>Pno Europe linkedin account | the cogitor project goal is .. | 2021-09-07 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6840943719034761216/ |
| **CIAOTECH** | social_media<br><br>Twitter Innovation Place account | retweet info about the project | 2021-09-07 | online | online | | https://twitter.com/COgITOR_project/status/1434894159198834688 |
| **CIAOTECH** | social_media<br><br>linkedin project account | messaggero talks about .. | 2021-09-21 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6846009704930455552/ |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **CIAOTECH** | website<br><br>news on project website | cogitor will join ecomondo | 2021-09-21 | online | online | | https://www.cogitor-project.eu/news/cogitor-will-join-ecomondo/ |
| **CIAOTECH** | social_media<br><br>Linkedin project account | article on MEssaggero np | 2021-09-22 | online | online | | |
| **CIAOTECH** | social_media<br><br>linkedin profile project | the coordinator will join the plenary session | 2021-10-01 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6848974806503723008/ |
| **CIAOTECH** | social_media<br><br>project twitter account | Retweek of the project ciaotech hub | 2021-10-26 | online | online | | https://twitter.com/PNO_IT/status/1453015593985220623 |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **CIAOTECH** | social_media<br><br>project twitter account | Retweek of the project ciaotech hub | 2021-10-26 | online | online | | https://twitter.com/PNO_IT/status/1453015593985220623 |
| **CIAOTECH** | social_media Linkedin project account | ecomondo | 2021-10-27 | online | online | | https://www.linkedin.com/feed/update/urn:li:activity:6859204329941864449/ |
| **CIAOTECH** | OTHER News on Website Innovation Place Website | Join CiaoTech projects' Hub at Ecomondo 2021 | 01/10/2021 | Companies/ Research organizations/ Industrial associations Europe | <10000 | Europe | https://www.innovationplace.eu/news/join-ciaotech-projects-hub-at-ecomondo-2021 |
| **CIAOTECH** | OTHER News on Website Ricerca&Innovazione Website | CiaoTech: vienici a trovare al nostro stand in Ecomondo 2021 | 01/10/2021 | Companies/ Research organizations/ Industrial associations Europe | <6000 | Italy | https://www.ricercaeinnovazione.it/news/ciaotech-vienici-a-trovare-al-nostro-stand-in-ecomondo-2021 |
| **CIAOTECH** | OTHER News on Newsletter Innovation Place Newsletter | Join CiaoTech projects' Hub at Ecomondo 2021 | 01/10/2021 | Companies/ Research organizations/ Industrial associations Europe | <10000 | Europe | |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **CIAOTECH** | PARTICIPATION to am exhibition | ECOMONDO EVENT | 25-29 OCTOBER 2021 | Companies/ Research organizations/ Industrial associations Europe | | Europe | Ecomondo.com |
| **CIAOTECH** | News on Newsletter Ricerca & Innovazione Newsletter | Vienici a trovare al nostro stand in Ecomondo 2021 | 06/10/2021 | Companies/ Research organizations/ Industrial associations | <6000 | Italy | |
| **CIAOTECH** | Post on LinkedIn CIAOTECH LinkedIn Account | Seconda giornata a ECOMONDO - ITALIAN EXHIBITION GROUP<br><br>Il nostro HUB di progetti ha suscitato molto interesse tra i visitatori che sono venuti a trovarci allo stand D1/62, nel cuore del distretto della bioeconomia circolare.<br><br>Vieni anche tu per saperne di più sulle iniziative europee che abbiamo portato al successo, i servizi di innovazione che offriamo ed il ruolo che ricopriamo nei progetti SisAl Pilot Project BIOBESTicide Project | 27/10/2021 | Companies/ Research organizations/ Industrial associations Europe | 159 | Italy | https://www.linkedin.com/posts/ciaotech_ecomondo21-iegexpo-leadingthelogicaltransition-activity-6859142411948490752--n8J |



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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | FARMŸNG GLAMOUR Horizon 2020 HYCOOL Project EU DESTINY PROJECT COgITOR Project Reactiv Project Greenpeg Project. | | | | | |
| **CIAOTECH** | Twitter retweet | Ciaotech hub spazia da soluzioni.. | 26/10/2021 | General Public | 6 likes<br>6 retweet | Europe Worldwide | https://twitter.com/PNO_IT/status/1453015593985220623 |
| **CIAOTECH** | Project linkedin account | The COgITOR Project was showcased in the CiaoTech - Gruppo PNO projects hub at the Green Technology EXPO ECOMONDO - ITALIAN EXHIBITION GROUP. | 27/10/2021 | General public | 69 followers<br>18 likes | Europe Worldwide | https://www.linkedin.com/feed/update/urn:li:activity:6859204329941864449/ |
| | | | | | | | |
| | | | | | | | |
| **CIAOTECH** | Post on LinkedIn Innovation Place LinkedIn Account | Many projects showcased in the CiaoTech - Gruppo PNO project hub in ECOMONDO - ITALIAN EXHIBITION GROUP!<br><br>Come visit us at the circular #bioeconomy pavillon at stand D1/62 to discover more about BIOBESTicide | 28/10/2021 | Companies/ Research organizations/ Industrial associations | 956 | Europe | https://www.linkedin.com/feed/update/urn:li:activity:6859476854114398208 |



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|---|---|---|---|---|---|---|---|
| | | Project , FARMŸNG, GLAMOUR Horizon 2020, DESTINY PROJECT, SisAl Pilot Project, HYCOOL Project EU, COgITOR Project, Reactiv Project and #GreenPeg. | | | | | |
| **CIAOTECH** | OTHER News on Website Innovation Place Website | Great success for the CiaoTech projects HUB in Ecomondo | 02/11/2021 | Companies/ Research organizations/ Industrial associations | <10000 | Europe | https://www.innovationplace.eu/news/great-success-for-the-ciaotech-projects-hub-in-ecomondo |
| **CIAOTECH** | OTHER News on Website Ricerca & Innovazione Website | Ecomondo 2021: grande successo per CiaoTech e i suoi progetti | 02/11/2021 | Companies/ Research organizations/ Industrial associations | <6000 | Italy | https://www.ricercaeinnovazione.it/news/ecomondo-2021-grande-successo-per-ciaotech-e-i-suoi-progetti |
| **CIAOTECH** | OTHER News on Newsletter Innovation Place Newsletter | Great success for the CiaoTech projects HUB at Ecomondo | 05/11/2021 | Companies/ Research organizations/ Industrial associations | <10000 | Europe | |
| **CIAOTECH** | OTHER News on Website Ricerca & | Ecomondo 2021: grande successo per CiaoTech e i suoi progetti | 05/11/2021 | Companies/ Research organizations/ Industrial associations | <6000 | Italy | |



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| | Innovazione Newsletter | | | | | | |
| **CIAOTECH** | Project website | Success at ecomondo | 29/10/2021 | General public | | Global | https://www.cogitor-project.eu/news/great-success-at-ecomondo-for-cogitor/ |
| **CIAOTECH** | SOCIAL MEDIA Project acccount/twitter | NL 1 out | 16/11/2021 | General public | 19 followers | GLobal | https://twitter.com/COgITOR_project/status/1460568809715163138 |
| **CIAOTECH** | SOCIAL MEDIA Project account/linkedin | NL1 out | 16/11/2021 | General public | 69 followers | Global | https://www.linkedin.com/feed/update/urn:li:activity:6866329490654605312/ |
| **CIAOTECH** | SOCIAL MEDIA Linkedin ciaotech account | NL 1 | 16/11/2021 | General public | 160 followers | Global | https://www.linkedin.com/feed/update/urn:li:activity:6866341042749263872/ |
| **CIAOTECH** | SOCIAL MEDIA Innovation place linkedin account | NL 1 | 16/11/2021 | General public | 958 followers | Global | https://www.linkedin.com/feed/update/urn:li:activi |



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| **CIAOTECH** | SOCIAL MEDIA PNO consultants europe LINKEDIN | NL 1 | 16/11/2021 | General Public | 3682 | Global | https://www.linkedin.com/feed/update/urn:li:activity:6866342256048177152/ |
| **CIAOTECH** | SOCIAL MEDIA Twitter innovation place | NL1 | 16/11/2021 | General Public | 500 | Global | https://twitter.com/INNOVATION_PL/status/1460577085487992845 |
| **CIAOTECH** | OTHER Innovation palce website | NL 1 | 16/11/2021 | Companies/ Research organizations/ Industrial associations | >10.000 | global | COgITOR first newsletter now out » Innovation Place |
| **CIAOTECH** | Project webiste | Nl 1 | 16/11/2021 | General public | | global | https://www.cogitor-project.eu/news/first-newsletter-now-out/ |



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