

Funded by
the European Union



ROBOtics KNOwledge Transfer Lab Project
ROBO-KNOT
GA: 101216484

D&E&C Interim Report
Deliverable D3.2

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them.

Deliverable D3.2: Interim D&E&C Report

Work package	**WP3: Communication, Dissemination, and Exploitation**
Task	T3.1 Communication and Dissemination (ADRA) T3.2 Synergies and Cluster Activities (ADRA) T3.3 Exploitation (28Digital)
Due date	31-08-2026 (M12)
Submission date	31 August 2026
Deliverable lead	AI, Data, and Robotics Association (ADRA)
Version	V.1.1
Authors	Ottavia Migliavacca (ADRA), Gabriel G. Castane (ADRA), Grigoris Poulos (OZZIE), Efstratios Stylianidis (AUTH), Ifigeneia Skalidi (AUTH)
Reviewers	Anna Dosiou (AUTH), Eleni Karachaliou (AUTH), Ioannis Tavantzis (AUTH), Christos Nasoulis (OZZIE), Boglarka Varjasi-Bojtor (28DIGITAL Hungary)

Abstract:

This Interim Communication, Dissemination and Exploitation report (D3.2) covers ROBO-KNOT's D&E&C activities and their performance against Grant Agreement KPIs for the period 1 September 2025 to 31 July 2026 (M1–M11). It reports on the launch of the project's visual identity, website and social media channels, the first call for secondments and its promotional campaign, the beginning of the secondee spotlight series, the project's initial participation in EU-level events, and the mapping of external synergies under T3.2. It assesses progress against KPIs 4.1–4.7 (identified in the D3.1), finds that the collaborations and synergies target (KPI 4.5) has not yet been met, and sets out the corrective plan for M13–M36 built around a continued Awareness Campaign and a new Ecosystem Coordination Campaign. It also records the rebranding of consortium partner EIT Digital to 28DIGITAL, reflected throughout this report and in all ROBO-KNOT materials going forward.

Document revision history

Version	Date	Description of change	Contributor(s)
V 0.1	16.07.2026	First draft of the interim report	ADRA
V.0.2	08.08.2026	Consolidated input to relevant sections from WP3 partners	AUTH, ULUS, JSI, OZZIE, TSP, PACT, TALT
V.1.0	16.08.2026	Reviewer and partner feedback incorporated	WP3 partners
V.1.1	26.08.26	Documents merged into a final version	ADRA
V.2	28.08.26	Reviewed and approved	28DIGITAL Hungary

Nature of the deliverable	**to specify: R**
Dissemination level	
Public - fully open. e.g., website	**PU**
Sensitive (SEN) - limited under the conditions of the Grant Agreement	
EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444	

* **Deliverable types:**
R: document, report (excluding periodic and final reports).
DEM: demonstrator, pilot, prototype, plan designs.
DEC: websites, patent filings, press and media actions, videos, etc.
OTHER: software, technical diagrams, etc.

Copyright notice:

© ROBOtics KNOwledge Transfer Lab (ROBO-KNOT) 2025-2028



This document is licensed under a Creative Commons Attribution 4.0 license.

Table of Contents

Abbreviations ---- 5

1. *Executive Summary* ---- 6

2. *Purpose & scope* ---- 6

3. *Activities delivered (M1–M12)* ---- 7

3.1. T3.1 Communication and Dissemination ---- 7

3.2. T3.2 Synergies and Cluster Activities ---- 12

3.3. T3.3 Exploitation ---- 12

4. *Partner contributions* ---- 13

4.1 Academic (sending) institutions ---- 14

4.2 Host organisations ---- 16

5. *KPI performance against Grant Agreement targets* ---- 17

6. *Gap analysis and corrective plan* ---- 19

6.1 Awareness Campaign: activity overview ---- 20

6.2 Ecosystem Coordination Campaign: draft plan overview ---- 21

7. *Updated risks and mitigations* ---- 21

8. *Compliance and branding note* ---- 23

9. *Conclusion* ---- 23

Annex ---- 24

Annex 1: T3.2 External Synergies Strategy ---- 24

Annex 2 – CDE Excel document ---- 45

Annex 3 – Website Google Analytics ---- 46

Abbreviations

ADRA	AI-Data-Robotics-Association
AIRE	AI & Robotics Estonia AIRE
AUTH	Aristotle University of Thessaloniki
D&E&C	Communication, Dissemination and Exploitation
CTAG	Centro Tecnológico de Automoción de Galicia
GA	Grant Agreement
GEA	General Assembly
EC PO	European Commission Project Officer
JSI	Jozef Stefan Institute
OZZIE	OZZIE robotics
PACT	Parque do Alentejo de Ciência e Tecnologia
PC	Project Coordinator
PEC	Project Executive Committee
QM	Quality Manager
RBTK	Robotnik Automation
TALT	TalTech – Tallinn University of Technology
TL	Task Leader
TSC	Talent Selection Committee
TSP	Sparkup Tartu Teaduspark /Tartu Science Park
ULUS	Universidade Lusófona - Centro Universitário Lisboa

1. Executive Summary

Eleven months into ROBO-KNOT, the Communication, Dissemination and Exploitation workstream has established the project's core identity and channels, run and closed its first call for secondments, and launched the first cohort of secondee placements. In line with the Grant Agreement, the initial D&E&C Plan and its impacts have been monitored continuously, and a new strategy with an adapted communication plan have since been developed, focusing on increasing future application volumes, producing content and disseminating the secondee experience. Awareness-facing activities are a work in progress. The website traffic, social media impressions, hashtag usage and LinkedIn follower growth are progressing adequately while the activities supporting collaborations and synergies with external projects and networks are in early stages. Furthermore, T3.2 mapped stakeholder clusters and research and innovation (R&I) networks and prioritised these through a dedicated workshop. A dedicated Ecosystem Coordination Campaign, which will be launched in M15 (November 2026), is the mechanism designed to subsequently progress the engagement activities.

This report sets out the activities delivered to date, the current KPI standing, and the corrective plan for M13–M24: continuing the Awareness Campaign and launching the Ecosystem Coordination Campaign to convert the T3.2 stakeholder mapping exercise into potential collaborations.

2. Purpose & scope

As set out in D3.1, D3.2 reports on the execution of communication, dissemination and exploitation activities across WP3's three tasks (T3.1–T3.3) for the period up to M12, including progress against the KPIs and channels agreed in the D&E&C Plan, and any adjustments to that plan. This report also formalises one administrative update: consortium partner EIT Digital has rebranded as 28DIGITAL (with EIT Digital Hungary now 28DIGITAL Hungary). All partner references, exploitation ownership tables and IP-strategy leadership described in D3.1 carry over unchanged in substance; only the partner's name has changed, and it is used consistently as 28DIGITAL throughout this report and in ROBO-KNOT materials from this point forward.

Table 1 summarises the reference channels:

Channel	Reference
Website	roboknot.eu
LinkedIn	ROBO-KNOT
Project hashtag	#ROBOKNOT

Table 1: Reference channels

3. Activities delivered (M1–M12)

ADRA's role as WP3 leader during M1–M12 has centred on structuring the work package as a coherent project function rather than a set of isolated tasks. This has included organising and chairing regular WP3 coordination calls, managing interdependencies with WP1, WP2 and WP4, and translating developments from those work packages into consistent project-wide messaging. In practice, coordination with WP1 has focused on aligning timelines for open call promotion and around secondee departures and destination choices. Joint work with WP2 is expected going forward, particularly around the post-secondment skills development programme. Liaison with WP4 has kept WP3 activity consistent with the project's governance, quality-assurance, reporting and data-protection requirements. This coordination role, alongside setting up the KPI monitoring and evidence-collection logic used throughout this report, underpins the activities and figures presented in the rest of this document.

Next, the activities delivered are described grouped in blocks as per DoA – Task definition.

3.1. T3.1 Communication and Dissemination

Foundational identity and channels. The project's visual identity, website (roboknot.eu) and LinkedIn page went live in M4, together with a communications collateral pack (logo, brand guidelines, templates, roll-up banner) used consistently across all subsequent materials.

First call for secondments. The first call was launched in December 2025 and promoted through the ROBO-KNOT LinkedIn page, an information session (15 January 2026, with 44 registrants and 39 attendees), and direct outreach by sending institutions — including mailing lists and faculty emails, departmental briefings and personal discussions. Following initially low uptake, the deadline was extended from 31 January to 28 February 2026 and supported by additional targeted posts on LinkedIn to present sending institutions (AUTH, JSI, ULUS) and hosts. The call resulted in nine secondment offers extended to candidates to be placed at CTAG, RBTK, PACT, TSP, TALT. For more details, please refer to D1.2 First report on secondments.

AUTH - Before OC1's extension:

During the First Open Call (OC1) period, AUTH's team carried out a focused internal dissemination campaign to promote ROBO-KNOT's OC1 and encourage applications from eligible researchers and R&I support staff. This campaign was aimed at reaching relevant academic audiences and research stakeholders within the university through a combination of mailing lists, website publication, targeted emails, and newsletter-based promotion. The first major dissemination wave was launched in December 2025, following ROBO-KNOT's official website rollout, through institutional mailing

lists. On that date, ROBO-KNOT's OC1 was circulated to members of the AUTH community targeting mailing-list channels with different audience types:

1. The first distribution targeted broad university audiences, including staff, research associates, PhD candidates, postdoctoral researchers, and temporary or external personnel.
2. The second distribution targeted specifically the faculty of engineering community through their corresponding mailing lists, covering faculty members, administrative staff, emeritus members, affiliates, employees, postdoctoral researchers, guests, temporary personnel, specialized technical laboratory staff (ETEP) members, and research associates.

Their purpose was to ensure that the open call reached an as wide as possible pool of potentially eligible participants and relevant R&I support staff. Both included a brief presentation in the email's body, and a .docx attachment detailing the secondment application procedure and urging the reader to visit the official website of the project. These two waves repeated in January 2026 as a kind reminder.

Following the Christmas holiday period, AUTH published a detailed announcement on the website of the Laboratory of Geoinformatics (LabGeo) which clarified who could apply for a secondment, and the duration and funding conditions of them. It also included practical information on the application procedure, deadline, required supporting documents, useful links, and the online information session.

AUTH also reviewed the dissemination and presentation material developed by ULUS for the Open Call info session, actively participated in said session, and addressed relevant questions raised by prospective participants from its institution.

Moreover, AUTH communicated personally (via private messages and telephone calls) with representatives of the IEEE IAS Student Branch Chapter at AUTH, of the Association for Computing Machinery (ACM) AUTH Student Chapter, and of IEEE Greece Section Women in Engineering Affinity Group. During these communications, AUTH presented the opportunities for secondments, who is eligible to apply, the conditions and urged them to pass along the information to relevant and interested parties.

AUTH - After OC1's extension:

On February 2026, AUTH undertook a more focused and personalized dissemination action by sending a private email to relevant laboratory heads. The purpose of this message was explicitly to encourage secondment applications. This served as an important escalation in the dissemination approach because rather than relying only on broad circulation, AUTH engaged research leadership directly providing information on the minimum allowance which will be offered to AUTH's secondees, to mobilize candidates through internal laboratory channels and personal

encouragement. Such an approach is especially significant in academic environments where laboratory heads and senior researchers often play a key role in informing and supporting junior researchers and staff in pursuing mobility opportunities.

Finally, AUTH further promoted ROBO-KNOT's OC1 through its research committee weekly newsletter entitled "Researcher Tips". The call appeared in its internal communication stream addressed to the university's research staff, thus strengthening the visibility of the open call within an established institutional communication channel already trusted and followed by relevant audiences. It also represented a valuable reinforcement measure at a later stage of the call, helping maintain awareness among potential applicants.

ULUS carried out a comprehensive dissemination and outreach campaign for OC1 to maximise awareness and participation among PhD students, researchers, professors, and university staff. The activities included the preparation and delivery of an online information session with project partners. This involved reviewing project materials, refining the presentation, coordinating with partners, and ensuring the technical setup. During the session, ULUS presented the Open Call requirements, eligibility and selection criteria, and facilitated a Q&A session. In addition, ULUS promoted the call through their social media channels (LinkedIn, Instagram, and Facebook). Dissemination also included direct emails to research units and PhD students, publications on the Universidade Lusófona and ILIND websites, and the university's internal newsletter. Together, these coordinated actions enhanced the visibility of the ROBO-KNOT project, informed potential applicants, and encouraged engagement and participation in OC1.

JSI carried out a targeted internal dissemination campaign for OC1, focusing on eligible researchers and R&I staff within the institute. The Open Call was promoted through departmental briefings and direct one-to-one discussions with potential candidates. During these interactions, the JSI team presented the ROBO-KNOT project and the available secondment opportunities, explained the eligibility requirements and practical conditions, and discussed the relevance of individual host positions with interested researchers. This personalised approach enabled potential applicants to receive information directly, ask questions, and discuss how a secondment could fit their research profile and support their professional development. Following the extension of the application deadline, JSI continued its internal outreach and used the additional application window to further encourage suitable candidates to apply.

Host institution spotlight series. Dedicated LinkedIn features introduced each hosting organisation and its available positions: CTAG, OZZIE, PACT, RBTK, TSP, and TALT together with AIRE. Several hosts amplified this on their own channels: TSP has introduced the ROBO-KNOT project and its available positions on LinkedIn and on the organisation webpage. TALT shared the call post on LinkedIn and published

information about the project on its own webpage. TALT also helped compile the spotlight post introducing the organisation, including contributing to its content. OZZIE has supported project dissemination through LinkedIn posts and communication across its professional and stakeholder networks, helping to raise awareness of the project, its activities, and objectives.

Event presence. CTAG and ADRA represented ROBO-KNOT at the European Robotics Forum (Stavanger, 23–27 March 2026), presenting a poster on ROBO-KNOT and the sibling INSIGHT project. ADRA and RBTK exhibited at IEEE ICRA 2026 (Vienna, 1–5 June 2026). OZZIE also attended the ERF as a visitor, supporting the dissemination of ROBO-KNOT and engaging with relevant stakeholders and potential project contacts.

Secondment launch and storytelling. The first cohort of secondees began their placements from June 2026, marked by a dedicated launch post. This part of the campaign follows a three-phase structure. First, a pre-secondment interview is conducted by the sending institution (AUTH or JSI), in written or video format depending on the secondee's availability and adapted into a LinkedIn carousel or short video; published before the secondment starts, it gives the secondee a platform to share their expectations and goals for the placement and builds early visibility around them. Second, the official start of the secondment is marked by an infographic published on the LinkedIn page and the website, setting out the details of the placement - the sending institutions and hosting organisations, the secondee's profile, and the duration of the secondment. Third, towards the end of the secondment, the hosting organisation films a video interview with the secondee at its premises, showing where they worked and on what, and building visibility for both the project and the host. Together, these three phases sustain visibility for the project throughout each secondment and generate reusable material to promote the second cohort of secondees.

Partner-led dissemination. 28DIGITAL Hungary issued a press release on the initiative (October 2025) and co-organised a workshop with the Hungarian National Innovation Agency (NIÜ) bringing together Hungarian Technology Transfer Company leaders (24 February 2026), where ROBO-KNOT and 28DIGITAL's SPIN entrepreneurial training programme were presented alongside NIÜ's 2026 innovation priorities.

28DIGITAL Hungary participated in the Dissemination & Exploitation Academy organized by the widerAdvance Facility – the Dissemination and Exploitation Facility for Widening projects. The program was designed to improve the maturity of participants' selected Key Exploitable Results (KER). From the ROBO-KNOT project, the SPIN: Entrepreneurial Training Programme was selected by the Facility to participate, with the goal of strengthening capacities and enhancing skills on dissemination and exploitation and supporting the development of robust valorisation plans for the KER. The Academy consisted of online sessions and workshops in Q2

2026. With the SPIN programme planned to be delivered in the ROBO-KNOT project in November 2026, participation focused on generic learning from best practices shared.

28DIGITAL disseminated the opening of the first call for secondments via Linkedin, and showcased the project on its public website.

For its dissemination material, **AUTH** used a combination of institutional email content, an accompanying .docx information document, website and newsletter announcements, and tailored briefing material to promote ROBO-KNOT's first Open Call. The dissemination material presented the project and secondment opportunities and provided information on eligibility, secondment duration and funding conditions, application procedures, deadlines, required supporting documents, the online information session, and links to the official ROBO-KNOT website. Following the extension of OC1, AUTH further adapted the material for targeted communication with laboratory heads, including information on the minimum allowance available to AUTH secondees, while the key Open Call information was also used in direct outreach to relevant student and professional associations.

ULUS promoted the ROBO-KNOT project through a coordinated dissemination campaign comprising 8 website news articles (3 project launch announcements, 3 Open Call announcements, and 2 news stories highlighting ROBO-KNOT's contribution to research-driven innovation), 8 social media posts across LinkedIn (6), Facebook (1), and Instagram (1), 1 internal ILIND newsletter, and 1 targeted email campaign to researchers and PhD students. In parallel, ULUS prepared and delivered the Open Call information session and coordinated the candidate selection process as part of their Task 1.2 lead role.

JSI promoted the ROBO-KNOT first Open Call through targeted internal communication and direct personal outreach. Information about the call was distributed by email within relevant JSI departments, while department heads, senior researchers supervising eligible candidates, and potential applicants were approached directly. Throughout January and February 2026, JSI complemented the initial email dissemination with repeated personal discussions and telephone reminders and discussed the secondment opportunities individually with identified candidates. This direct approach enabled JSI to explain the project, eligibility requirements and available secondment opportunities while addressing questions from potential applicants.

TALT's dissemination activities in this reporting period were limited to the Host institution spotlight series described above. As secondments begin, further partner-led dissemination about secondment content and experiences through TALT channels is expected to follow.

OZZIE disseminated the ROBO-KNOT project through 4 LinkedIn posts, introducing the project and its objectives to the professional community and promoting the ROBO-KNOT secondment opportunities within the OZZIE team to potential applicants.

3.2. T3.2 Synergies and Cluster Activities

This task focuses on the identification of primary and secondary stakeholders, definition of core messages per stakeholder group, identification of communication channels and engagement tools, and mapping of key actors and strategic contacts. The full stakeholder mapping, core-message tables, channels/tools table and proposed next steps are set out in *Annex 1*: T3.2 External Synergies Strategy.

In the findings from the consortium, academia, RTOs and SMEs/start-ups were confirmed as primary stakeholders and media as secondary, while large industry and citizens/civil society were explicitly deprioritised as not core to T3.2. For SMEs specifically, the consortium converged on a deliberately concrete message - "What can we solve for you today?" - reflecting its broader conclusion that SME-facing communication must stay practical and solution-oriented rather than abstract. On channels, participants favoured embedding ROBO-KNOT in existing events (bootcamps, university open days, industry fairs, among others proposed by partners) over creating standalone events, and agreed that engagement should prioritise regional ecosystems, local stakeholders and regional media first, with European-level policy engagement to follow once concrete results and success stories exist.

Building on this mapping, a working list of external synergy targets has been compiled, spanning ERA Talents 2024 peer projects (EdTech Talents, TBraingBoost, LETSGROW, Talen Pass, CITADELS), robotics clusters and federations, and R&I networks, together with euRobotics, the AI-on-Demand Platform and the Enterprise Europe Network. As of this report, outreach to all contacts remains at the initial "to contact" stage: no collaboration, joint activity or ERA Talents synergy has yet been formally established. The dedicated Ecosystem Coordination Campaign that will convert this mapping into real partnerships is scheduled to launch in M15 (November 2026); a more detailed activity plan for the campaign will be defined in September 2026. In line with the Grant Agreement, the campaign's core objective remains establishing at least one synergy with another ERA Talents project, but the workshop results point to this broader set of regional and sectoral actors as worth exploring alongside that priority.

3.3. T3.3 Exploitation

In line with Article 16 of the Grant Agreement (Intellectual Property Rights - background and results - access rights and rights of use), 28DIGITAL leads the development of the ROBO-KNOT **Guidelines for Secondments IP Management**, with the objective of establishing a common framework for the management of intellectual

property aspects throughout the secondment lifecycle. The Guidelines aim to support a consistent approach across the consortium by clarifying key IP principles, the roles and responsibilities of the different actors involved, and the procedures to be followed before, during and after each secondment, including the governance of the three-way agreement between the researcher, the sending organisation and the hosting organisation.

As a preparatory activity, 28DIGITAL reviewed relevant Horizon Europe IP provisions and available guidance, as well as practices related to IP management in collaborative and secondment-based projects. This review provided the basis for the preparation of the first draft of the Guidelines, completed in August 2026. The draft covers ownership and access rights for results produced during secondments, confidentiality and disclosure procedures, and includes practical checklists and a monitoring tool to support their application across the consortium; open points requiring partner input are flagged directly within the document, together with an initial proposal for the ownership rule for secondment results. The draft provides the initial structure and framework for IP management within ROBO-KNOT and will serve as the basis for consultation with consortium partners. It will be presented and discussed during the consortium meeting scheduled for September 2026, marking the start of the review process agreed for this subtask. Following partner feedback and subsequent refinements, the objective is to reach a validated version of the Guidelines before the launch of the second round of secondments, ensuring that all participating organisations share a common understanding of IP-related procedures and responsibilities.

The activities related to the **exploitation of the project's Key Exploitable Results (KERs)** and the provision of commercialisation support build upon the three main results identified within ROBO-KNOT: KER 1 - Modular Secondment Model, KER 2 - SPIN Entrepreneurial Training Programme, and KER 3 - Robotics Commercialisation Bootcamps. These activities are planned for the second half of the project, when sufficient experience from the secondments and training activities will have been gathered to enable a meaningful assessment of lessons learned, exploitation opportunities and potential pathways towards market uptake. In this phase, Technology Transfer Offices (TTOs) will also be involved to support the identification of suitable commercialisation routes for project results and to foster the entrepreneurial potential of participating researchers. As these activities are scheduled for a later stage of the project, no specific actions were implemented under these subtasks during the current reporting period.

4. Partner contributions

This section summarises how consortium partners have contributed to D&E&C activities to date. Academic (sending) institutions (AUTH, JSI, ULUS) and Host

organisations play distinct communication roles: the former reach prospective secondees internally and manage expectations before departure and on return, while the latter act as both subjects and co-publishers of secondee-related content. Section 4.1 covers sending institutions' outreach strategies for Round 1, the difficulties encountered, and mitigation measures applied; Section 4.2 summarises host organisations' contributions to date and format. Both subsections also set out what is expected of partners for M13–M28, in line with the corrective plan described in Section 6.

4.1 Academic (sending) institutions

Sending institutions (AUTH, JSI, ULUS) play a communication role distinct from hosts: reaching prospective secondees internally, managing expectations ahead of departure, and supporting reintegration on return. This section records each sending institution's own outreach strategy for Round 1, the difficulties encountered, and the mitigation measures already applied. One shared, project-level mitigation is already known and reflected below - the extension of the Round 1 application deadline from 31 January to 28 February 2026 in response to initially low uptake – as well, as more structured communication campaigns (Awareness and Ecosystem Engagement).

Table 2: Academic institutions communication activities, difficulties, mitigation measures

Sending institutions	Communication strategy	Difficulties encountered	Mitigation measures taken
AUTH	Internal mailing lists and faculty emails, LabGeo website announcement, targeted outreach to laboratory heads and relevant academic actors (professors, department heads etc), Researcher Tips newsletter.	Low initial participation, partly influenced by the timing of dissemination in December (holiday period) and January (university examination period).	After the application deadline extension, AUTH repeated its dissemination and complemented it by employing a more targeted outreach to laboratory heads and potential applicants, providing additional practical information on the secondment conditions (i.e. wage).
JSI	Departmental briefings and one-to-one personal discussions with potential candidates.	Limited candidate uptake despite direct outreach, mainly due to uncertainty about the concrete benefits of the secondment for PhD progress and career development, and concerns	Extended application window for OC1; and more direct outreach for OC2, including sending institution-level awareness-raising other than only

		about disruption to ongoing research activities.	joint info sessions, so that prospective secondees have more space for discussing individual situations.
ULUS	Direct outreach via internal mailing lists and research unit emails; dissemination through the Universidade Lusófona website, ILIND (research centre) website, university newsletter, ILIND social media channels (LinkedIn, Facebook, Instagram), and an online information session presenting the Open Call and application process.	1) Due to data protection and institutional communication policies, it was not possible to distribute the Open Call directly via email to all university staff and students, limiting the reach of mass email dissemination. 2) Limited visibility among the target audience due to the large volume of institutional communications and competing funding opportunities.	1) Targeted dissemination was carried out through the university's main research units and collaborative laboratories (COPLABS) operating in relevant scientific fields, complemented by publications on institutional websites, the university newsletter, social media channels, and an online information session to maximize visibility among the intended audience. The challenge related to institutional communication has also been addressed ahead of OC2. 2) Dissemination was repeated through multiple channels (social media, university and research centre websites, newsletter, and targeted emails) and reinforced with an online information session to increase visibility and engagement.

Prior to **OC2**, all sending institutions are expected to organise online and/or in-person information sessions and events to promote the second call for secondments,

showcasing to researchers and R&I staff the benefits of joining a ROBO-KNOT secondment alongside results and testimonials from the first cohort of secondees. These sessions will build on the outreach methods that proved effective in Round 1 and can draw on the pre-secondment interviews and video content generated through the secondment launch and storytelling campaign described in Section 3.1.

4.2 Host organisations

Hosting institutions have already contributed materially to the D&E&C effort, both as subjects and as co-publishers of content. Table 3 below summarises contributions to date and the format they took.

Table 3: host organisations communication contribution and format

Host / partner	Contribution to date	Format
CTAG	Spotlight feature; pre-secondment secondee interview; ERF2026 poster and own recap post	LinkedIn feature, poster, own-channel posts
OZZIE	Spotlight feature covering host facilities and open positions	LinkedIn feature
PACT	Spotlight feature; own-channel LinkedIn post; regional print coverage	LinkedIn feature, own-channel post, press (Alentejo Ilustrado)
RBTK	Spotlight feature; pre-secondment secondee interview; ICRA2026 exhibiting; own launch post	LinkedIn feature, event presence, own-channel post
TALT	Spotlight feature covering EDIH role and host facilities	LinkedIn feature
TSP	Spotlight feature covering incubation and host facilities	LinkedIn feature, organisation webpage

For **M13–M28**, all hosting organisations are expected to contribute to project dissemination by attending events and promoting ROBO-KNOT, if possible, and by sharing press releases, posts and other content about the secondment taking place at their premises on their own social media and websites. Hosts with existing regional ecosystem links are also expected to contribute to Ecosystem Coordination Campaign activities described in Section 6.2.

5. KPI performance against Grant Agreement targets

Figures below reflect the period 1 September 2025 – 31 July 2026 (approximately 7.5 months of active communication activity since the website and LinkedIn channel became active from M4). The website and LinkedIn page were both launched in December 2025; however, due to a technical issue, website analytics (Google Analytics) are not available before 15 February 2026. Actual traffic for the missing period is expected to have been higher than the recorded figures suggest, since the first open call was launched on 20 December 2025, ahead of the analytics start date.

This report draws on the following internal sources, maintained on an ongoing basis and available for audit: the LinkedIn promotion tracker (per-post reactions, engagements, impressions and click-through rate); website analytics (users, sessions, page views); the events tracker (planned and completed sheets, per the T3.2 events tracker usage guidance); the dissemination activities log (partner-submitted news, opportunities and outcomes); and the external synergies tracker (contact status per initiative or network). These feed directly into D3.3 and D3.4 reporting. See *Annex 2 – CDE Excel document* and *Annex 3 – Website Google Analytics*.

Table 4: KPIs status

KPI	GA target	Status at mid-term	Assessment
4.1	≥7 EU member states impacted	Not yet formally tallied; consortium activity already spans six countries (Greece, Portugal, Slovenia, Estonia, Spain, Hungary)	To confirm
4.2	3 dissemination events organised	Not yet formally tracked in this reporting cycle	To confirm
4.3	5 conferences attended; >2,000 people reached	2 of 5 attended to date (ERF2026, ICRA2026);	On track
4.4	1 executive report; 1 policy brief; >2 policy bodies engaged	Not yet due (D3.3, M32)	Not yet due
4.5	≥3 collaborations; ≥1 ERA Talents synergy; ≥2 joint clustering activities	0 established; all mapped contacts remain at "to contact" stage	Behind target: planned in the ecosystem campaign

KPI	GA target	Status at mid-term	Assessment
4.6	1 news item/month; >20 visitors/month; >1,000 sessions/year	~52 active users/month; 714 sessions recorded to date (~89/month; ~1,071/year when annualised); 366 engaged sessions; 51.26% engagement rate; 32s average engagement time per session; 3,301 events recorded.	On track
4.7	Impressions >500/month; >3 hashtag posts/month; >10 new LinkedIn followers/month	Impressions ~2,627/month (active-posting average since first post on 19 Dec 2025); hashtag post frequency ~3.2 posts/month; engagement rate 8.17% and CTR 5.53%. Follower growth remains below target at ~1 new follower/month. Some data reporting is unavailable and cannot be retrieved; therefore, the reported figures may underestimate the actual performance.	On track; followers' growth can be improved.

ROBO-KNOT at the European Robotics Forum in Stavanger, 23 – 27 March 2026, represented by ADRA and CTAG – Centro Tecnológico de Automoción de Galicia.

Image 1& 2: ROBO-KNOT at ERF 2026 [Source: ROBO-KNOT LinkedIn]





ROBO-KNOT at the IEEE International Conference on Robotics & Automation in Vienna, 1-5 June 2026, represented by ADRA.

Image 3: ROBO-KNOT at IEEE ICRA 2026 [Source: ROBO-KNOT LinkedIn]



6. Gap analysis and corrective plan

KPI 4.5 is the only target not yet on track. The root cause is one of sequencing rather than a failure of effort: T3.2 completed the groundwork of stakeholder mapping and prioritisation through the May 2026 workshop, but Phase 1 of ROBO-KNOT's communication activity (M1–M12) concentrated resource on launching the project's identity and channels and running the first secondment cycle. A related, smaller gap follows the same pattern: the website's target of one news item per month under KPI 4.6 was not consistently met during the periods of heaviest resource concentration on brand and channel launch, though the secondee storytelling content plan is expected to bring this back to target pace going into Phase 2. The dedicated Ecosystem Coordination Campaign needed to convert the stakeholder map into real partnerships is scheduled to launch in M15 (November 2026), once the first secondment cohort's storytelling activities conclude.

The corrective plan for M10–M28 accordingly runs two parallel streams: continuation of the Awareness Campaign, which is already meeting its KPIs, and launch of the new Ecosystem Coordination Campaign, targeted specifically at KPI 4.5.

Alongside these two streams, the corrective plan also responds to the lower-than-expected number of applications received for the first call for secondments. For the

second call, outreach will place greater emphasis on social media engagement, complemented by direct outreach from sending institutions using the methods that proved effective in Round 1 — internal mailing lists, faculty emails, and direct personal communications with laboratory heads and professors in relevant departments, along with departmental briefings and one-to-one discussions. AUTH, ULUS and JSI are each planning online information sessions for prospective candidates, and JSI and ULUS are additionally organising an in-person event in collaboration with 28DIGITAL to raise the visibility of the second call among potential applicants.

6.1 Awareness Campaign: activity overview

The Awareness Campaign is designed to contribute to closing the gap between the planned number of secondees and the level reached during OC1; as well as to build sustained visibility for ROBO-KNOT across its core channels by turning each project milestone, secondment, and event into reusable, shareable content. By combining institutional-level, local awareness-raising and recurring social media formats with storytelling drawn directly from secondees and hosts, the campaign increases the project's reach and credibility, while generating the evidence base needed to demonstrate impact in later reporting.

Beyond M28, the Awareness Campaign will continue to support WP2's later milestones, namely the second SPIN (M28), the Innovation Leadership Bootcamp for R&I support staff (M30), and the Robotics Commercialisation Bootcamps at PACT (M32) and CTAG (M34), through event coverage, participant testimonials and social media content in line with the formats above. A detailed activity plan for this phase will be defined closer to the time, in coordination with WP2.

Table 5: awareness campaign activities grouped by activity format

Activity	Format	Primary KPI
Social media series	LinkedIn posts (text + image, carousel, video)	Impressions, engagement rate
Infographics	Static PNG/PDF (1080×1080 or 1200×628)	Shares, saves, downloads
Short videos	MP4, 60–180 sec, subtitled	Views, watch time, engagement
Interviews	Written Q&A / recorded video	Page views, shares, watch time
News articles / Press releases	Web article, 400–800 words	Page views, time on page
Event participation	On-site / online (panel, exhibition)	Impressions, new connections

6.2 Ecosystem Coordination Campaign: draft plan overview

The Ecosystem Coordination Campaign is designed to convert the stakeholder mapping carried out under T3.2 into active partnerships, directly addressing the KPI 4.5 gap identified in Section 5. Where the Awareness Campaign builds visibility with ROBO-KNOT's existing audiences, this campaign is outward-facing: it targets the mapped external contacts and prioritised regional ecosystems, with the aim of establishing collaborations, an ERA Talents synergy, and joint clustering activities that extend the project's reach beyond the consortium.

The campaign launches in M15 (November 2026) and runs in parallel with the Awareness Campaign. Table 6 below sets out the possible activities that could be executed to reach them, grouped by format, each tied to the outcome it is expected to support.

Table 6: Ecosystem engagement campaign activities grouped by activity format

Activity	Format	Primary KPI
Joint workshops	Physical or virtual interactive session with breakouts	Attendance; synergies identified; follow-up momentum
Shared comms toolkits	Digital repository with templates and visual assets	Downloads; asset usage; brand consistency
Cross-posting series	Coordinated posts with shared tags and mentions	Cumulative impressions; partner engagement
Coordination meetings	Recurring virtual sync on blockers and priorities	Attendance; action-item completion
Collaborative reports	Joint PDF/report consolidating cross-project findings	Contributing partners; ecosystem reach
Shared events	Large-scale physical/hybrid shared presence or co-hosted event	Qualified leads; consortium visibility
Community calls	Low-barrier recurring ecosystem dialogue	Active participation; recurring attendance

7. Updated risks and mitigations

This section updates the risk register set out in D3.1 based on progress to date and assesses each risk on two dimensions: the likelihood of it materialising, and its severity, meaning the impact on the D&E&C Plan's objectives should it occur. Risks are

ranked to help prioritise mitigation effort during M13–M36, with those combining medium-or-higher likelihood and severity flagged for closer monitoring through the WP3 coordination calls described in Section 3.

Table 7: Risks and mitigation

Risk	Mitigation	Likelihood	Severity
Linkages across WPs missed	Monthly PEC meeting and consistent attendance of WP meetings by each WP lead.	Low	Medium
Effort overrun to hit quality	Use the Awareness/Ecosystem campaign split (Section 6) to redistribute workload and avoid quality dilution from effort overrun; monitor monthly burn against plan.	Medium	Medium
EU visibility non-compliance	Pre-flight checks; auto-insert compliance blocks in all templates; random spot checks before publication	Low	High
Ecosystem Campaign start delayed beyond M15	Dedicated campaign now scheduled with named activities and KPIs (Section 6.2); ADRA to review the external synergies list monthly and escalate stalled "to contact" entries	Medium	High
Partner rebrands (EIT to 28DIGITAL) inconsistently applied across materials	Audit existing templates, brand kit and published assets; update to 28DIGITAL naming and, where applicable, visual identity before next publication cycle	Low	Low
Insufficient number of strong applications to the open call that are also geographically and gender balanced, limiting later communication and dissemination potential	Targeted outreach, coordinated messaging, partner amplification, and close monitoring of communication performance around the call	Medium	High
Partner inputs, evidence and metrics not delivered on time across work packages, weakening the robustness of KPI monitoring and later reporting	Regular WP3 coordination calls, structured follow-up with partners, and continuous monitoring of the evidence log	Medium	Medium

8. Compliance and branding note

All communication and dissemination activity in this reporting period has continued to acknowledge EU support and display the required funding disclaimer and emblem, in line with the compliance rules set out in D3.1.

9. Conclusion

Overall, ROBO-KNOT's D&E&C activity is on track against the objectives set out in D3.1, and considerable efforts have been invested to strengthen D&E&C supporting other WPs, with a specific emphasis on attracting a higher number of candidates under WP1. The project has built a recognisable identity and reaches its key audiences through channels that meet their KPIs, and the first cohort of secondees is already generating the kind of story-driven content the plan envisaged. Collaborations and synergies have not yet converted from mapping into partnerships, and this is being addressed directly through the Ecosystem Coordination Campaign launching in M15. No other risks to the D&E&C Plan's objectives are currently anticipated, and the corrective actions set out in Section 6 are expected to bring KPI 4.5 back on track ahead of D3.3.

Annex

Annex 1: T3.2 External Synergies Strategy

Task 3.2 – External Synergies is a core component of the ROBO-KNOT project, designed to enhance its visibility, impact, and long-term sustainability through strategic engagement with external stakeholders and ecosystems. The activities that will concur to the implementation of this task aim to ensure that the knowledge and results generated within ROBO-KNOT extend well beyond the consortium, contributing to regional innovation ecosystems and supporting the wider European research and innovation landscape.

This document represents the starting point of the **ROBO-KNOT external synergies strategy**. Defining such a strategy requires first establishing a clear picture of the relevant actors, the messages to address them, and the tools and channels through which to engage. To do so, ADRA as WP3 lead organised a **workshop on 8 May 2026**, bringing together consortium partners to collectively map and discuss these elements. The primary results of that session are elaborated in the following pages. Contributions from other consortium partners, as well as the progressive implementation of this strategy over the course of the project, will continue to shape and enrich this document, which will be included in its final form in the project's reporting as part of D3.4.

The **T3.2 – External Synergies workshop** was organised to collectively identify the most relevant external stakeholders, communication approaches, engagement channels, and strategic actors for the ROBO-KNOT project. The workshop was facilitated using draw.io, and the full mapping results are available here or described below in this document.

Through a collaborative discussion, consortium partners explored how the project can maximise its external impact, strengthen synergies with relevant ecosystems, and support long-term collaboration between academia, industry, and policymakers.

The session focused on **four main areas**:

1. Identification of **primary** and **secondary** stakeholders;
2. Definition of **core messages** for each stakeholder category;
3. Identification of **communication channels and engagement tools**;
4. **Mapping** of key actors, clusters, and strategic contacts.

The workshop also generated broader strategic reflections on communication, dissemination, stakeholder engagement, and ecosystem-building approaches that will inform future project activities.

A1. Primary and Secondary Stakeholders

Primary stakeholders

- **Academia**

Academia emerged as one of the project's most important stakeholder groups. Participants highlighted **universities and higher education institutions as central actors within regional innovation ecosystems due to their role in research, education, innovation, and talent development.**

Academic institutions were identified as particularly valuable because they:

- **provide access** to researchers, laboratories, and R&D infrastructures;
- **contribute** scientific expertise and technological knowledge;
- support the **creation of spin-offs and innovation-oriented activities**;
- **act as talent providers** through students and researchers;
- **influence** innovation priorities.

Participants also stressed that academia plays a **dual role within the project**: not only as a **beneficiary** and participant, but also as a **multiplier capable of promoting the value** of secondments, collaboration, and knowledge transfer towards policymakers and regional ecosystems.

Note: Higher education institutions (HEIs) from hosting regions can also benefit from collaboration with relevant labs. Students benefit from secondments through exposure to industry best practices and real operational setups, which is a key asset to highlight in academia-facing communication.

- **Technology Transfer Offices (TTOs) and Research and Technology Organisations (RTOs)**

TTOs and RTOs were identified as another core stakeholder category due to their **bridging role between academia and industry**.

Participants described RTOs as particularly relevant for:

- facilitating applied research activities;
- enabling technology transfer;
- supporting collaboration between researchers and companies;
- contributing to skills development [WP2];
- connecting industrial needs with research capabilities.

The workshop also highlighted that **RTOs often possess strong regional and international networks** that can support dissemination and ecosystem engagement activities.

- **SMEs and startups**

SMEs and startups were considered one of the **project's most strategically important audiences**, especially in relation to **applied innovation and real-world industrial needs**.

Participants noted that SMEs:

- operate under strong operational and financial constraints;
- prioritise immediate business challenges;
- often lack direct access to advanced R&D knowledge and competencies;
- may benefit significantly from collaboration with academia and secondees.

Examples discussed during the workshop included companies working in: robotics, agri-food technologies, and smart irrigation systems.

The workshop repeatedly stressed that **communication towards SMEs must remain practical and solution-oriented**, clearly demonstrating the **immediate benefits and applicability of collaboration activities**. Ecosystem SMEs can also cooperate in Lab R&D activities for all secondees and benefit from dissemination of results and services from STPs.

- **Policymakers and public administration**

Policymakers and public administrations were identified as important strategic stakeholders, particularly in **later phases of the project**.

Participants recognised the opportunity to:

- demonstrate the **impact of secondments and collaboration schemes**;
- **influence future regional and European funding programmes;**
- support the development of **new collaboration mechanisms** between academia and industry;
- contribute to **regional innovation and smart specialisation strategies**.

Regional operational programmes and FEDER-related authorities were specifically referenced as potentially relevant actors.

At the same time, participants agreed that policymaker **engagement should be progressive and evidence-based**, relying on concrete project outcomes and validated success stories. Policymakers are not necessarily a core stakeholder to engage on a

regular basis — project outcomes can be delivered at the end as results, rather than through ongoing engagement.

Note: Public administration actors (e.g. employment and vocational training institutions) can be engaged through bootcamp activities and invited as speakers, particularly to highlight the regional future value of robotics capacity building.

Secondary stakeholders

- **Media**

Media stakeholders emerged during the discussion as an **important complementary audience**.

Participants highlighted the role of regional and local media in:

- **increasing project visibility;**
- **promoting collaboration** success stories;
- communicating the value of skills and talent development;
- **amplifying project results** towards wider audiences and policymakers.

The discussion suggested that **regional media should be prioritised** initially before expanding towards broader European communication channels.

Other stakeholders (not prioritised)

- **Large industry**

Large industrial actors were generally considered secondary stakeholders within the context of ROBO-KNOT.

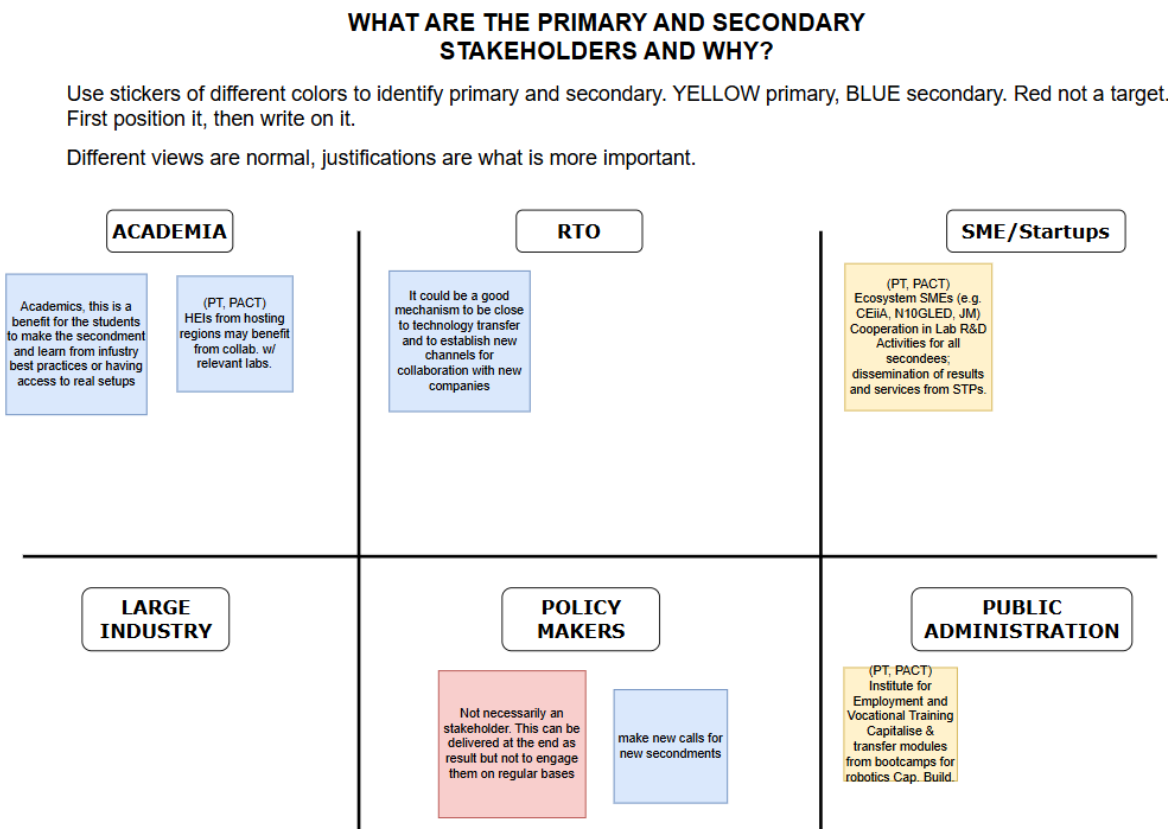
Participants observed that:

- **engagement** with multinational corporations often requires **complex and time-consuming coordination**;
- large companies operate through multiple organisational layers;
- the **effort required to engage them may not generate proportionate impact** compared to SMEs and regional ecosystems.

As a result, the workshop prioritised SMEs and regional actors over large industry players.

- **Citizens and civil society**

Citizens and civil society were briefly mentioned within the context of the quadruple helix model. However, participants generally agreed that this **category is not a core focus** for the external synergies' activities under T3.2.



Picture 1: Primary and secondary stakeholders and why

Picture 1 shows why the selected stakeholder categories (Academia, RTO, SME, large industry, policymakers, and public administration) are considered either **primary** (yellow post-its), **secondary** (blue post-its), or **non-target** (red post-its) **stakeholders** for ROBO-KNOT. The objective was to define the motivations of each stakeholder category from different perspectives

Summary Table - Primary and Secondary Stakeholders

Type	Stakeholder	Role in ROBO-KNOT	Value / contribution	Notes
Primary	**Academia**	Beneficiary, participant, and multiplier within regional innovation ecosystems	R&D infrastructure, scientific expertise, spin-offs, talent pipeline, influence on innovation priorities	**Students** benefit from secondments and exposure to industry best practices and real setups. **HEIs** from hosting regions can benefit from collaboration with relevant labs.

	SMEs/Start-ups	Main target for applied innovation; real-world industrial challenge providers	Demand-side pull for R&D.	**Ecosystem SMEs**: cooperation in Lab R&D activities for all secondees; dissemination of results and services from STPs.
	RTOs	Bridge between academia and industry; contributor to skills development (WP2)	Applied research, technology transfer, strong regional/international networks for dissemination	Good mechanism to stay close to technology transfer and establish new collaboration channels with companies.
	Public Administration	Enabler of institutional adoption and policy-level uptake	Support development of new academia–industry collaboration mechanisms at regional level	Engage via bootcamps; invite as speakers for vocational training and regional capacity building.
	Policymakers	Strategic stakeholder for later phases; influencers of regional/EU funding	Shape collaboration mechanisms and smart specialisation strategies; FEDER/regional op. programmes	**Not necessarily a core stakeholder** to engage regularly. The outcomes can be delivered at project end as results rather than through ongoing engagement.
Secondary	**Media**	Amplifier of project visibility and success stories	Promotes results to wider audiences and policymakers; regional media first, then EU channels	
Not relevant	**Large industry**	Not prioritised	Engagement too complex and resource-intensive relative to expected impact vs. SMEs	

	Citizens & civil society		No active role in T3.2 external synergies activities	

A2. Core Messages

➢ Messages for academia and RTOs

Participants agreed that communication towards academia and RTOs should focus on:

1. promoting **collaboration** between academia and industry, bridging the gap between research and market, facilitating tech transfer and the valorisation of intellectual property and assets;
2. highlighting the **value of secondments** and mobility schemes;
3. **encouraging participation** in innovation ecosystems;
4. **showcasing the practical application of research**;
5. strengthening **regional innovation capacities**.
6. highlighting the ease of cross-border secondments within Europe;
7. communicating how selection and secondment processes are conducted in a fair and unbiased manner.

The workshop also emphasised that communication messages should **not be artificially imposed but instead co-created with stakeholders themselves**. Academia and RTOs should actively participate in shaping and disseminating project narratives.

Participants further highlighted the importance of positioning these **actors as multipliers capable of legitimising and amplifying the project's objectives and achievements**.

➢ Messages for SMEs and startups

Communication towards SMEs must differ significantly from communication targeting policymakers or academia.

Participants stressed that **SMEs require**:

- **practical and direct communication**;
- clear demonstrations of immediate value;
- **concrete examples of problem-solving**;
- visible operational benefits.

The central message identified during the discussion was: "What can we solve for you today?". This reflects the **need to connect project activities with the day-to-day realities and technical challenges faced by companies**.

For SMEs and startups in robotics and automation, the message should emphasise that ROBO-KNOT can help reduce the gap between research knowledge and deployable industrial solutions. A practical message could be: **"Connecting research talent with real robotic and automation challenges from industry."**

Participants also highlighted the importance of **demonstrating how collaboration with academia and secondees can provide**:

- access to specialised competencies,
- exposure to emerging technologies,
- support for innovation activities,
- practical business development opportunities.

➢ **Messages for policymakers and public administration**

Communication towards policymakers should focus on:

- the **regional impact of academia–industry collaboration**;
- the **importance of talent mobility and secondments**;
- the value of applied research for regional innovation ecosystems;
- the **potential for future funding schemes** and policy initiatives.

Participants discussed the possibility of **using project outcomes to encourage**:

- new regional/European calls,
- strengthened support for collaboration mechanisms,
- increased investment in innovation ecosystems.

The workshop also identified **academia as a potentially influential intermediary capable of reinforcing these messages towards policymakers**.

➢ **Messages for media**

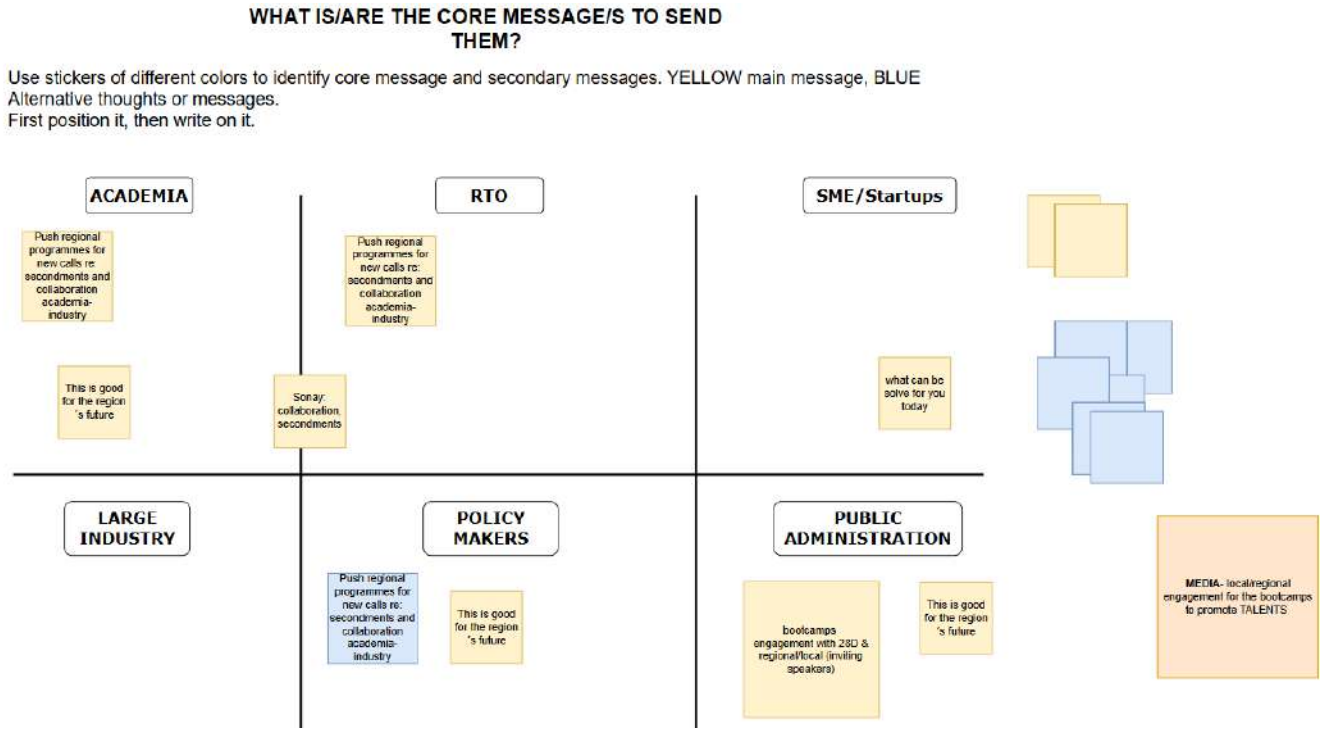
The workshop recognised the need for a clearer media and content strategy.

Suggested communication themes included:

- secondment success stories,
- collaboration between research and industry,

- talent development,
- innovation ecosystems,
- robotics and emerging technologies.

Participants agreed that **media communication should remain concise**, **accessible**, and **strategically aligned with the project's broader visibility objectives.**



Picture 2: Core messages

Picture 2 illustrates the **core messages for each of the selected actors' categories** (Academia, RTO, SME, large industry, policymakers, and public administration) discussed during the workshop. The **objective** was to **define what might be the message or messages for each of the categories**.

Summary Table - Core messages

Stakeholder	Main Message	Secondary Message	Supporting communication notes
Academia	Push regional programmes for new calls of secondments and reinforce academia –industry collaboration	Focus on collaboration and future secondments	Messages should be co-created with academia, not imposed. Key themes: value of secondments and mobility; bridging research and market; equipping researchers with entrepreneurial skills; providing access to pre-vetted researchers for industry;
RTOs			

			practical application of research; strengthening regional innovation capacity. Academia should be positioned as a multiplier.
SMEs/Start-ups	Connecting research talent with real robotic and automation challenges from industry	Immediate, concrete value demonstration	Communication must be practical, direct, and solution-oriented. Demonstrate access to specialised competencies via project outputs, exposure to emerging technologies, and practical business development opportunities. Note: messaging should reflect that secondments are internal to the consortium.
Public Administration	Investing in robotics skills and mobility strengthens regional innovation capacity and supports the future competitiveness of the region.	Regional/local actors invited as speakers to Bootcamps and/or events	Focus on institutional adoption and capacity building: transfer of bootcamp modules for robotics capacity building; capitalise on training outcomes for employment and vocational training.
Policymakers	A best practice example of cross-regional knowledge sharing, capacity building and exchange of talent/resources	Push regional programmes for new calls re: secondments and academia–industry collaboration	Evidence-based, progressive engagement. Focus on regional impact, talent mobility, applied research for regional innovation, and potential for new EU/regional funding calls. Academia can serve as an influential intermediary.
Media	Local/regional engagement for bootcamps to promote TALENTS	N/A	Communication should be concise, accessible, and strategically aligned. Key themes: secondment success stories, collaboration between research and industry, talent development, robotics/emerging tech. Start regional, then scale to European channels.

A3. Channels and Engagement Tools

Events and bootcamps

Participants identified **events as one of the project's most effective engagement mechanisms**. A strong consensus emerged around the idea that **integrating ROBO-KNOT activities into existing events would be more efficient than organising entirely new standalone initiatives**. Existing events already possess established audiences, provide credibility and visibility, reduce organisational effort, and facilitate easier stakeholder engagement.

Suggested event formats include: ROBO-KNOT bootcamps (WP2), university open days, seminars, conferences, industry sessions, and ecosystem events. **Suggestion**: using its first secondee as an internal ambassador for the second round of secondments. This person could prepare a written testimonial, give a short presentation at sending institution lab or department meeting, join an online info session for potential applicants, and answer practical questions. This peer-to-peer approach could make the opportunity more concrete and attractive for prospective applicants.

Additional events and channels suggested

- ROSCon España / ROSCon Europe-related events, as highly relevant technical dissemination channels for the robotics and ROS community [link].
- Global Robot Expo / Advanced Factories / MetalMadrid / industry-oriented automation events, depending on the project's target audience and calendar.
- Valencia Digital Summit and regional innovation events as potential matchmaking channels with SMEs, startups, investors and public innovation actors.
- Partner-hosted technical seminars or demo days using existing events rather than creating standalone ROBO-KNOT events.

Interviews, storytelling, and multimedia content

Participants discussed the importance of **collecting and disseminating authentic stories** from:

- secondees,
- hosting organisations,
- ecosystem actors – even external to the project consortium.

Suggested **formats** included:

- interviews,

- videos,
- Testimonials (even written form),
- short communication campaigns.

Digital communication channels

The following channels were identified as particularly relevant:

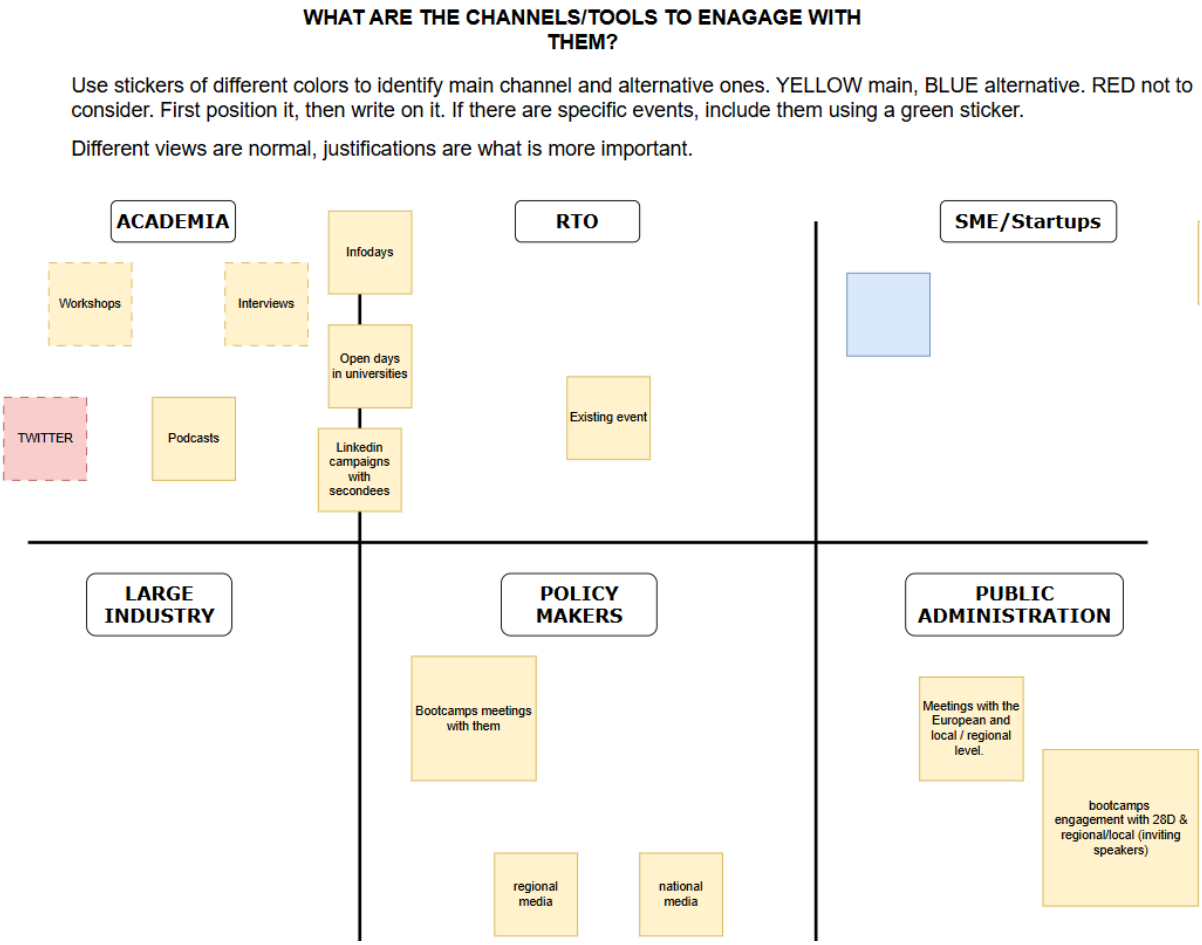
- ROBO-KNOT LinkedIn,
- Hosting organisation LinkedIn/other social media channels,
- regional and national media outlets.

Media engagement

The workshop recommended prioritising:

- Regional and local media [contacted by universities and/or hosting organisations],
- European Media [EU level organisation – low priority]
- ecosystem-specific communication channels.

Participants considered regional media especially valuable for connecting with local policymakers, innovation actors, and ecosystem stakeholders.



Picture 3: Channels and tools

Picture 3 illustrates the **tools or mechanism useful to engage** the primary and secondary stakeholders.

Summary Table - Tools

Channel/Mechanism	Target stakeholders	Format/tools	Purpose
Events & bootcamps	Academia, RTOs, SMEs, policymakers, public administration	• ROBO-KNOT bootcamps (WP2) • University open days • Seminars & conferences • Industry sessions • Ecosystem events	Integrate ROBO-KNOT activities into **existing events** rather than creating standalone initiatives
Interviews, storytelling & multimedia	All stakeholders; especially	• Video interviews • Written testimonials	Collect and disseminate **authentic stories** from secondees,

	media, SMEs, policymakers	• Short communication campaigns • Podcasts *(noted as complex to produce)*	hosting organisations, and external ecosystem actors. Humanises the project and builds credibility.
Digital channels (LinkedIn)	Academia, RTOs, SMEs, policymakers	• ROBO-KNOT LinkedIn page • Hosting organisations' LinkedIn • Other partner social media	Leverage **partner networks** to amplify reach beyond the project's own channels. Hosting organisations act as trusted local amplifiers.
Regional & local media	Policymakers, public administration, SMEs, local ecosystem	• Regional/local press and outlets • Contacted via universities and hosting organisations • Ecosystem-specific channels	Valuable for reaching local policymakers, innovation actors, and ecosystem stakeholders.
National media outlets	Policymakers, public administration, wider public	• National press and broadcast	Broader reach within participating countries; useful for disseminating project milestones and success stories at national scale.
European media	EU policymakers, European ecosystem	• EU-level organisations and outlets	Relevant for European-level visibility and policy influence, but requires more effort and reach.

A4. Mapping of Key Actors and Strategic Contacts

Clusters and ecosystem organisations

Participants identified several **relevant clusters and ecosystem actors** across the regional and European innovation landscape, including:

- ADRA,
- Erasmus-related initiatives and mobility networks,
- EIT Alumni and 28DIGITAL Alumni communities,
- regional innovation ecosystems and SME support structures,

- science and technology parks such as Sines Tecnopolo (PT),
- Ecosystem SMEs (e.g. CEiiA, N10GLED, JM),
- organisations supporting entrepreneurship and vocational training - SPIN: Explore/RISE (28DIGITAL).

Special attention was given to **clusters and ecosystem organisation**s with strong regional anchoring and dissemination capacity, particularly those already connected to innovation, digitalisation, skills development, and mobility activities.

These actors were considered strategically important due to their:

- strong dissemination and outreach capacity,
- direct access to talent and innovation networks,
- links with SMEs, startups, and regional stakeholders,
- alignment with mobility, innovation, and skills activities,
- existing influence within regional ecosystems and policy discussions.
- The following actors could be considered relevant for ROBO-KNOT external synergies, particularly for robotics, applied R&D, talent development, technology transfer and regional innovation:

Spanish robotics and innovation ecosystem

- **AER Automation – Spanish Association of Robotics and Automation**: national robotics and automation association connecting companies, integrators, technology providers and industrial stakeholders.
- **Valencian Innovation Agency / IVACE+i**: regional innovation and industrial competitiveness body, relevant for policy alignment, innovation funding and regional ecosystem engagement.
- **REDIT – Network of Technological Institutes of the Valencian Region**: regional network of applied research and technology centres with strong links to SMEs and industry.
- **Valenciaport Foundation / Port Authority of Valencia**: relevant regional innovation actor for logistics, automation, digitalisation and applied robotics in port and intralogistics environments.
- **Startup Valencia / Valencia Digital Summit ecosystem**: regional startup and innovation ecosystem with strong dissemination and matchmaking capacity.

- **Valencia Parque Tecnológico / technology park ecosystem**: relevant local concentration of technology companies, SMEs and industrial innovation actors.
- **Feria Valencia / industrial and technology fairs**: potential dissemination and stakeholder engagement channel through existing regional events.

Portuguese Innovation Ecosystem

- Multinational Enterprises: TE Connectivity, Aernnova, Kemet.
- PACT Ecosystem Start-ups & Enterprises: [Agrifood] Agri-Ciência, Geoterra360, Jerónimo Martins, [Aeronautics & Mobility] CEiiA, [Space] N10GLED.
- Science & Technology Parks Ecosystem: TecParques (National entity, strong cooperation with Spanish counterpart APTE), Sines Tecnopolo.
- SPR – Portuguese Robotics Society: NGO operating since 2006 to promote education and employment in robotics; develops National Robotics Festival and the IEEE International Conference on Autonomous Robot Systems and Competitions.

Greek Innovation Ecosystem

- **GSRI General Secretariat for Research and Innovation**: The central governmental body responsible for designing and implementing national R&D policy, managing funding streams.
- **Elevate Greece**: The official national platform and gateway for the startup ecosystem. It provides official certification, maps innovation metrics, and facilitates targeted tax incentives and funding matchmaking for tech startups, including deep-tech and hardware companies.
- **Hellenic Digital Innovation Hubs:** Hellenic Digital Innovation Hubs (e.g., DigiAgriFood, Smart iH): Specialized European Digital Innovation Hubs (EDIHs) that facilitate the digital transformation and adoption of robotics/AI in Greek agriculture, food production, and manufacturing.
- **NOESIS** is Greece's premier science centre and technology museum, located in Thessaloniki, which serves as a major hub for public technology dissemination, educational robotics, and industrial conferences.
- **Tech Fairs in Greece**: BEYOND Expo, TIF (Thessaloniki International Fair) 2027.
- **SPIRA:** Technology Transfer Office, responsible for protecting intellectual property, managing patents, and helping researchers commercialize their innovations and launch spin-off companies.

- **JOIST Innovation Park** is a dynamic "phygital" innovation centre that accelerates regional technology transfer, digital skills development, and collaborative R&D between tech startups, research institutions, and traditional industries across Central Greece.

Slovenian Innovation Ecosystem

- Technology Park Ljubljana
- Ljubljana University Incubator
- SRIP Factories of the Future
- Chamber of Commerce and Industry of Slovenia
- SPIRIT Slovenia
- Slovenian Research and Innovation Agency
- Ministry of Higher Education, Science and Innovation
- Ministry of the Economy, Tourism and Sport

These organisations could support ROBO-KNOT through dissemination, access to SMEs and startups, innovation support, technology transfer, policy-level visibility, and possible future synergies around robotics, automation, digital transformation, research commercialisation, and talent mobility.

Universities and regional actors

Participants highlighted the importance of engaging a **broad range of academic and regional stakeholders**, including:

1. The University of Évora
2. Polytechnic Institute of Portalegre
3. Polytechnic Institute of Beja
4. University departments, seminar cycles, schools, and faculties
5. Institute for Employment and Vocational Training – capitalise and transfer bootcamp modules for robotics capacity building
6. Universitat Politècnica de València (UPV): key regional university with strong robotics, automation, AI and industrial computing capabilities; potential multiplier for talent, secondments, seminars and academia–industry collaboration.
7. Instituto Universitario de Automática e Informática Industrial – ai2 / UPV: relevant research institute in automation, robotics and industrial computing.

8. Universitat de València / VLC Robotics and AI-related groups: potential regional academic actor for AI, digitalisation and talent development.
9. Universitat Jaume I / robotics and intelligent systems groups.
10. CERTH/ITI – Centre for Research & Technology Hellas / Information Technology Institute: leading Greek applied research organisation in robotics, AI, computer vision, and autonomous systems.
11. AUTH Technology Transfer Office; WALK AUTh Innovation Accelerator; AUTH Department of European Educational Programme; AUTH Career Services Office (Liaison Office).
12. Jožef Stefan International Postgraduate School; Centre for Technology Transfer and Innovation at JSI; University of Ljubljana (Faculty of Electrical Engineering and Faculty of Mechanical Engineering); University of Maribor (Faculty of Electrical Engineering and Computer Science).

Regional and public administration actors were also identified as key strategic contacts, including:

1. Alentejo 2030 Regional Programme,
2. Alentejo Intermunicipal Communities,
3. Alentejo Regional Development & Coordination Commission,
4. IAPMEI (National Portuguese Agency for Competitiveness and Innovation),
5. Startup Portugal (National ecosystem actor deploying funded initiatives, business support),
6. Public employment and vocational training institutions,
7. One Stop Liaison Office of the Region of Central Macedonia.

Existing European projects and synergies

The workshop also proposed exploring synergies with **existing and previous European initiatives,** particularly:

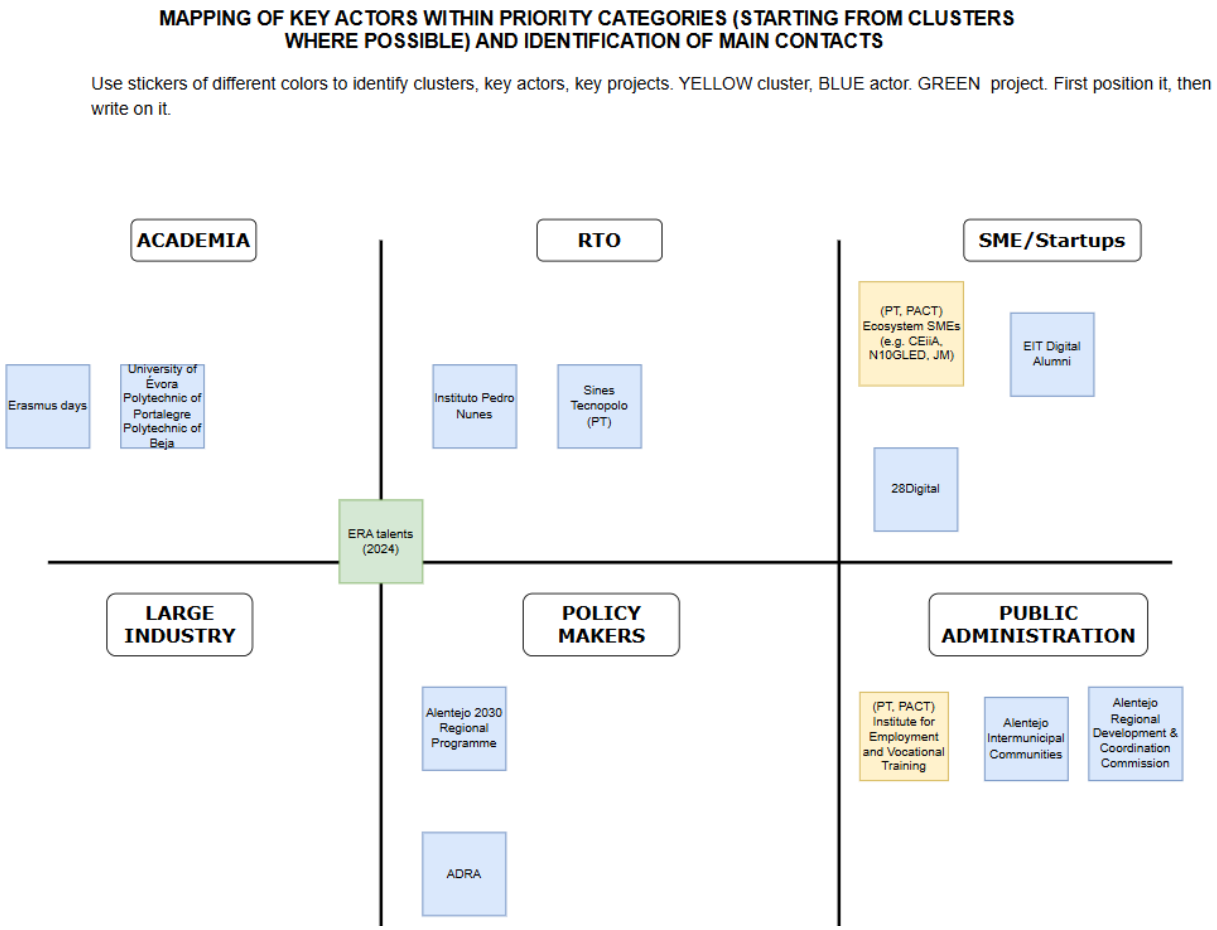
- **ERA Talents projects** funded under previous calls,

These projects are probably approaching completion stages, and they probably have initiatives engaged in policymaker outreach and regional ecosystem building. They may provide:

- transferable knowledge and methodologies,
- established European and regional networks,

- existing communication and dissemination practices,
- opportunities for sustainability and long-term collaboration,
- examples of successful ecosystem integration approaches.

The importance of **building upon existing ecosystem work, rather than duplicating ongoing effort**s, was strongly emphasised throughout the discussion.



Picture 4: Mapping of key actors

Picture 4 illustrates some of the **key actors discussed** during the workshop.

A5. Cross-Cutting strategic observations & Conclusion

Several broader **strategic conclusions** emerged throughout the workshop discussion.

Communication should be ecosystem-driven

Participants repeatedly stressed that **communication activities should remain authentic and stakeholder-driven**. Rather than creating artificial narratives, the project will focus on:

- practical outcomes,
- real collaboration experiences,
- demonstrable benefits,
- evidence-based storytelling.

Existing events provide the most efficient dissemination opportunities

Participants agreed that embedding project activities into already established conferences and ecosystem events offers:

- greater visibility,
- easier audience access,
- reduced organisational effort,
- stronger credibility.

Regional ecosystems should be prioritised first

Although ROBO-KNOT has European-level ambitions, participants agreed that engagement activities will **initially focus on regional ecosystems, local stakeholders, regional media, and regional innovation programmes**.

European-level policy engagement should follow once concrete results and success stories are available.

A6. Execution Strategy

The execution strategy has been reshaped to enhance the efficiency and participation of the consortium. The next set of items summarises activities on different phases (planned, on-going, done) according to the plan presented earlier in the document and to tackle the awareness and ecosystem engagement within the project scope. Based on the evolution of the activities, the following action plan was identified:

M10 – Awareness campaign

1. Consolidation of stakeholder mapping across consortium partners; (done)
2. Compilation of a shared list of relevant events and conferences; (done)
3. Development stakeholder-specific communication messages; (done)
4. Identification of regional and European media opportunities; (planned)
5. Coordination of dissemination activities across the consortium; (ongoing)

M15 – Ecosystem campaign and synergies campaign.

6. Definition of interviews, storytelling, and multimedia content KPIs and timeline; (planned)
7. Exploration of synergies with ERA Talents and related EU-funded projects; (planned)
8. Collection of secondment stories and testimonials for communication campaign; (on-going)

This plan will continue evolving as the activities are being executed during the upcoming months accordingly to the results of their execution and objectives of the project to meet the KPIs.

Annex 2 – CDE Excel document

									Recorded within 2 weeks of posting								
Partner	Date Posted	Platform	Link to post	Content Topic / Caption / Hook	Copy	Goal	Status	Reactions	Comment	Reposts	Engagemer	Engageme	Impressions	Clicks	CTR	Notes
AUTH	26-Sep	LI	Link to post	#roboknot			Published	90	1							
AUTH	26-Sep	LI	Link to post	#roboknot			Published	37								
PACT	12-Sep-25	Web news	https://www.dianafm.com	Project Presentation												
PACT	12-Sep-25	Web news	https://sapo.pt/artigo/evo	Project Presentation												
PACT	12-Nov-25	Web news	https://alentejoilustrado.p	Project Presentation												
PACT	12-Nov-25	Web news	https://sapo.pt/artigo/par	Project Presentation												
PACT	11-Dec-25	Post Facebook	https://www.facebook.co	Project Presentation									107			
PACT	9-Dec-25	Post Linkedin	https://www.linkedin.com	Project Presentation									149			
PACT	1-Dec-25	Post Linkedin	https://www.linkedin.com	Project Presentation									198			
PACT	17-Dec-25	Web news	25/12/17/pact-vai-	Project Presentation												
PACT	20-Dec-25	Newslettter	https://newsletterpact.be	Project Presentation									1082			
PACT	9-Dec-25	Post Instagram	https://www.instagram.co	Project Presentation									168			
PACT	12-Sep-25	Post Facebook	https://www.facebook.co	Project Presentation									146			
Adra/WP3	19-Dec-25	LI - Robo-knot	link to post		We are pleased to introduce ROBO-KNOT (Robotics Knowledge Transfer Lab),	Project Awareness	Published	21	0	2	68	6.0%	1,138	44	3.9%	Metrics 25/02/26
OZZIE	22-Dec-25	LI	link to post		We are delighted to be a part of ROBO-KNOT, an exciting mobility initiative in t	Project Awareness	Reposted									
Hunt		LI	m/posts/roboknot-				Reposted									
ULUS	20-Dec-25	ILINDWebsite Post	link	the project									118,2			constraints, it was not
ULUS	23-Dec-25	ULUS Website Post	link	the project								0.0%	21		0.0%	
ULUS	23-Dec-25	ULUS Website Post	link	the project								0.0%	10		0.0%	
AUTH	23-Dec-25	Mailing Lists	Link to text	KNOT	mail to: auth-staff@lists.auth.gr, researchassociates@lists.auth.gr, phd@lists.au	Secondment applications	Sent									
AUTH	23-Dec-25	Mailing Lists	Link to text	KNOT	mail to: announce-eng-faculty@lists.auth.gr, announce-eng-adminstaff@lists.au	Secondment applications	Sent									
		1st Call for Secondments														
Adra/WP3	20-Dec-25	LI - Robo-knot	link to post		First call for secondments now live! As part of ROBO-KNOT's commitment to	Community	Published	21	0	4	52	7.5%	696	27	3.9%	Metrics 25/02/26
AIRE	22-Dec-25	LI	link to post	Secondment call	Through the ROBO-KNOT project, a first call for funded secondments is now open	Community	Reposted	9	0	1	23	4.8%	476	13	2.7%	
ADRA			link to post		First call for secondments now live! As part of ROBO-KNOT's strong commitment to skills development and k		Reposted	13			63	4.7%	1353	50	3.7%	
Hunt		Li	m/posts/aire-				Reposted									
		1st Call for Secondments														
Adra/WP3	6-Jan-26	LI - Robo-knot	link to post		Funded secondments call open (deadline: 31 January) & info-session coming	Community	Published	13		5	34	5.7%	593	16	2.7%	Metrics 25/02/26
ADRA		LI	link to post				Reposted	8	2							
28DIGITAL	Jan, 2026	LI	Link to post	KNOT	Robotics is going to be bigger in 2026! Check out the secondment options from o	Secondment applications	Reposted	8		1						
Hunt		LI	https://www.linkedin.com/posts/call-for-secondments-share-7413967919467941889-Asqb/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAr8CbgBrP-LBIiIB4YEL_yqFrR				Reposted									
		1st Call for Secondments														
Adra/WP3	7-Jan-26	LI - Robo-knot	link to post	Secondment Info Session	Online Info Session for Interested Secondees!!An online information session	Engagement	Scheduled	15		1	36	5.5%	659	20	3.0%	Metrics 25/02/26
28DIGITAL			Link to post													
		1st Call for Secondments														
AUTH	9-Jan-26	Website	Link	KNOT	The Laboratory of Geoinformatics LabGeo informs you that the 1st Open Call of th	Secondment applications	Published									Metrics 25/02/26
ULUS	12-Jan-26	INTERNAL newsletter														
ULUS	12-Jan-26	ILINDWebsite Post	link	OPEN CALL for secondment									118,2			
ULUS	12-Jan-26	ILINDWebsite Post	link	OPEN CALL for secondment									118,2			
ULUS	12-Jan-26	instagram	link	first call of the project				2	0	0		0.0%	113			
ULUS	12-Jan-26	Facebook	link	first call of the project				1	1	0		0.0%	51			
ULUS	12-Jan-26	Linkedin	link	first call of the project				1	0	0		0.0%	152			
ULUS	14-Jan-26	internal email		internal email communication to investigators							39					
		1st Call for Secondments														
Adra/WP3	15-Jan-26	LI - Robo-knot	Link		Are you a researcher or R&I staff in robotics (and related fields) at Aristotle University of Thessaloniki (AUTH), Joz		Published	15		3	35	3.6%	967	17	1.8%	Metrics 25/02/26
JSI	Jan, 2026	multiple emails		everyone at four departments at JSI who are		Secondment application										Metrics 25/02/26
JSI	Jan, 2026	personal discussions		the open call to everyone at four departments		Secondment application										Metrics 25/02/26
AUTH	20-Jan-26	Email	Link to text	KNOT	no link, email to representative of IEEE IAS Student Branch Chapter in AUTH	Secondment applications	Sent									Metrics 25/02/26
AUTH	20-Jan-26	Email	Link to text	KNOT	no link, email to professor in Physics department within AUTH Polytechnic Schoo	Secondment applications	Sent									Metrics 25/02/26
AUTH	21-Jan-26	Mailing Lists	Link to text	KNOT	mail to: announce-eng-faculty@lists.auth.gr, announce-eng-adminstaff@lists.au	Secondment applications	Sent									Metrics 25/02/26
AUTH	21-Jan-26	Mailing Lists	Link to text	KNOT	mail to: auth-staff@lists.auth.gr, researchassociates@lists.auth.gr, phd@lists.au	Secondment applications	Sent									Metrics 25/02/26
JSI	Jan, 2026	personal discussions		the open call to everyone at four departments		Secondment application										Metrics 25/02/26
PACT	15/01/2026	Web news	https://drive.google.com/	About ROBO-KNOT												
Hunt	Jan, 2026	Linkedin	https://www.linkedin.com	Funded secondments call open			Reposted									
		1st Call for Secondments														
IEEE		Linkedin	Link to post	Project dissemination	ROBO-KNOT | Funded secondment opportunities in robotics & related fields	Researchers and R&I staff at Aristotle University of Thessaloniki (AUTH) h		2								
Robotnik	26-Feb	Linkedin	Link to post	ROBO-KNOT launch	Excited to share ROBO-KNOT, the new European project driving cross-sectoral an	Project Awarness	Published	16		1						Metrics 03/06/26
OZZIE	19-Feb	Linkedin		ROBO-KNOT Spotlight OZZIE Robotics												
OZZIE	27-Feb	Linkedin		secondments deadline extension												
Adra/WP3	21-Jan-26	LI - Robo-knot	Link to post	ADRA & CTAG	Apply for Your ROBO-KNOT Secondment — Discover Our Hosting Institutions	Community	Published	11		1	179	42.2%	424	167	39.4%	Metrics 25/02/26
Adra/WP3	30-Jan-26	LI - Robo-knot	Link to post	Last chance to apply	**Last chance to apply for ROBO-KNOT funded secondments!**The call clc	Community	Published	12		1	53	6.6%	804	40	5.0%	Metrics 25/02/26
Adra/WP3	10-Feb-26	LI - Robo-knot	Link to post	Deadline extension	**Good news! We've extended the deadline!**You now have until **28 Febru**	Secondment application	Published	19			34	6.7%	506	15	3.0%	Metrics 25/02/26
Adra/WP3	11-Feb-26	LI - Robo-knot	Link to post	AUTH	Are you an AUTH researcher or R&I Staff? This post is for you! You now have u	Secondment application	Published	19		3	31	7.6%	410	9	2.2%	Metrics 25/02/26
PACT							Reposted	2								
Adra/WP3	12-Feb-26	LI - Robo-knot	Link to post	Jozef Stefan Institute	Are you a JSI researcher or R&I Staff? This post is for you!You now have until 2	Secondment application	Published	12			20	5.1%	392	8	2.0%	Metrics 25/02/26
ULUS	13-Feb-26	ULUS website	link to page		**Robo Knot extends the deadline for the first open call for funded secondments**		Published					0.0%	6			
Adra/WP3	13-Feb-26	LI - Robo-knot	Link to post	Universidade Lusófona	Are you a ULUS researcher or R&I Staff? This post is for you!You now have unt	Secondment application	Published	10			17	7.9%	214	7	3.3%	Metrics 25/02/26
PACT	13-Feb-26	LI	Link to post	PACT	**Continuamos a criar pontes entre a academia e o mundo empresarial**	Project Awareness	Published	16	1	2		0.0%	458			Metrics 25/02/26
Adra/WP3	16-Feb-26	LI - Robo-knot	Link to post	Hosting Organisations Overview	Where could your ROBOKNOT secondment take you?	Project Awareness	Published	17		1	35	4.6%	758	17	2.2%	Metrics 11/03/26
Adra/WP3	17-Feb-26	LI - Robo-knot	Link to post	CTAG	ROBO-KNOT Spotlight: CTAG – Centro Tecnológico de Automoción de Galicia	Project Awareness	Published	15	1	2	24	6.4%	376	6	1.6%	Metrics 11/03/26
Adra/WP3	18-Feb-26	LI - Robo-knot	Link to post	OZZIE Robotics	ROBO-KNOT Spotlight: OZZIE roboticsOZZIE robotics is a Thessaloniki-based s	Project Awareness	Published	25		2	78	11.0%	706	53	7.5%	Metrics 11/03/26

AUTH		18-Feb-26	Email		project ROBO-KNOT	Private email to relevant laboratory heads to entice secondment applications	Secondment applications	Sent										
JSI	Feb, 2026		multiple emails		emails about the project and the open call to		Secondment application											Metrics 03/06/26
Adra/WP3		19-Feb-26	LI - Robo-knot	Link to post	PACT	ROBO-KNOT Spotlight: PACT - Parque do Alentejo de Ciência e TecnologiaPA	Project Awareness	Published	7		1	12	7.8%	154	4	2.6%	Metrics 11/03/26
PACT				Link to post				Reposted	2									
AUTH		19-Feb-26	Email		project ROBO-KNOT (Secontments/Job Postings)	Email from AUTH's research committee towards all its research stuff in its weekly	Secondment applications	Sent										
Adra/WP3		20-Feb-26	LI - Robo-knot	Link to post	Robotnik	ROBO-KNOT Spotlight: Robotnik AutomationRobotnik Automation is a Europe	Project Awareness	Published	3			5	5.2%	96	2	2.1%	Metrics 11/03/26
Adra/WP3		23-Feb-26	LI - Robo-knot	Link to post	Sparkup Tartu	ROBO-KNOT Spotlight: Sparkup Tartu Science Park Science ParkWhere deep-	Project Awareness	Published	16		1	27	13.6%	199	12	6.0%	Metrics 11/03/26
TSP, Ingrid Hunt	Feb, 2026		Linkedin	https://www.linkedin.com	ROBO-KNOT repost: ROBO-KNOT Spotlight: Sparkup Tartu Science Park Science Park			Reposted										
Adra/WP3		24-Feb-26	LI - Robo-knot	Link to post	TalTech & AIRE	ROBO-KNOT Spotlight: TalTech – Tallinn University of Technology & AIRE (AI &	Project Awareness	Published	15			19	9.7%	196	5	2.6%	Metrics 11/03/26
Adra/WP3		27-Feb-26	LI - Robo-knot	Link to post	Final Call	Applications for ROBOKNOT secondments **close tomorrow**.	Secondment application	Published	9		2	19	4.3%	439	6	1.4%	Metrics 11/03/26
			Promotion ROBO-KNOT															
CTAG		20-Mar-26	LI - CTAG	link to post	ERF 2026	CTAG will return to the European Robotics Forum (https://lnkd.in/e6Wz7Q93)	Project Awareness	Published	4			6	2.6%	234	2	0.9%	Metrics 03/06/26
Adra/WP3		20-Mar-26	LI - Robo-knot	Link to post		ROBO-KNOT will be at the European #Robotics Forum 2026!We're excited to s	Project Awareness	Published	9		1	13	5.8%	223	3	1.3%	Metrics 03/06/26
Adra/WP3		26-Mar-26	LI - Robo-knot	link to post	ERF 2026	Great to see ROBO-KNOT at the European Robotics Forum 2026 in Stavanger! no	Project Awareness	Published	28		2	190	21.3%	892	160	17.9%	Metrics 03/06/26
CTAG		31-Mar-26	LI - CTAG - Angel Dacal Nieto	link to post	ERF 2026	We are happy to have attended once again the European Robotics Forum, that thi	Project Awareness	Published	66	1	4						Metrics 03/06/26
Adra/WP3		1-Jun-26	LI - Robo-knot	link to post	IEEE ICRA 2026	We're at #ICRA2026 in Vienna! IEEE International Conference on Robotics and	Project Awareness	Published	6			6	2.6%	234	2	0.9%	Metrics 03/06/26
Adra/WP3		8-Jun-26	LI - Robo-knot	link to post	IEEE ICRA 2026	Where robotics meets community and innovation! ROBO-KNOT was proud	Project Awareness	Published	4			21	36.2%	58	17	29.3%	metrics 22/07/26
OZZIE		26-Mar-26	Linkedin		ERF 2026													
Promotion																		
Adra/WP3		19-Jun-26	LI - Robo-knot	link to post	Start of the secondments	**JOURNEY BEGINS**: Our first cohort of exceptional researchers and R&I profi	Awareness campaign - 1st cohort	Published	14		1	35	7.5%	465	20	4.3%	metrics 27/08/26
Adra/WP3		24-Jun-26	LI - Robo-knot	link to post	Infographic 1 AUTH-CTAG	From #Thessaloniki to #Galicia!	Awareness campaign - 1st cohort	Published	19		1	36	4.8%	756	16	2.1%	metrics 27/08/26
Adra/WP3		3-Jul-26	LI - Robo-knot	link to post	Pre-secondment interview AUTH-RBTK	**Secondee Spotlight: Eleftherios Petavratzis**	Awareness campaign - 1st cohort	Published	11		3	177	48.5%	365	163	44.7%	metrics 27/08/26
Adra/WP3		7-Jun-26	LI - Robo-knot	link to post	Infographic 2 AUTH-RBTK	From hashtag#Thessaloniki to hashtag#Valencia!We're excited to spotlight ar	Awareness campaign - 1st cohort	Published	15		1	23	5.8%	400	7	1.8%	metrics 27/08/26
Adra/WP3		15-Jul-26	LI - Robo-knot	link to post	Pre-secondment interview AUTH-CTAG	**Secondee Spotlight: Stavridis Sotirios**As part of the ROBO-KNOT researcl	Awareness campaign - 1st cohort	Published	6		2	56	18.7%	300	48	16.0%	metrics 27/08/26
Adra/WP3		27-Jul-26	LI - Robo-knot	Link to post	Pre-secondment interview JSI-CTAG	**Secondee Spotlight: Marko Jamsek**As part of the ROBO-KNOT researcher	Awareness campaign - 1st cohort	Published	7			94	21.9%	430	87	20.2%	metrics 27/08/26
ULUS		28-Jul-26	ILINDWebsite Post	link									0.0%	118.2			Due to technical constraints, it was not possib	
ULUS		28-Jul-26	ILINDWebsite Post	link									0.0%	118.2			Due to technical constraints, it was not possib	
Adra/WP3		29-Jul-26	LI - Robo-knot	Link to post	Infographic 3 JSI-CTAG	From hashtag#Ljubljana to hashtag#Galicia!We're excited to spotlight anothe	Awareness campaign - 1st cohort	Published	12		1	19	5.1%	375	6	1.6%	metrics 27/08/26	
ULUS		30-Jul-26	ILIND linkedin	Link to post				Reposted	4	0	1		0.0%	75		0.0%	metrics 27/08/26	
ULUS		30-Jul-26	ILIND linkedin	Link to post				Reposted	4	0	1		0.0%	40		0.0%	metrics 27/08/26	
ULUS		3-Aug-26	ILIND linkedin	Link to post				Published	4	0	1		0.0%	34		0.0%	metrics 27/08/26	
								total	695	7	53	1,579		19,334	1,069			

Annex 3 – Website Google Analytics

Reports snapshot

Active users	New users	Average engagement time per active user	Event count
414	416	55s	3.3k

Top pages/screens

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - Roboknot	487	289	1.6k	38.9%
Call for secondments - Roboknot	304	164	1.1k	32.6%
About us - Roboknot	78	58	230	24.4%
Skills development - Roboknot	34	25	98	30.3%
Public Deliverables - Roboknot	30	22	92	23.1%
Contact - Roboknot	19	18	54	22.2%
The Future of Robotics in Europe: Internation...	8	8	27	62.5%

View pages and screens →

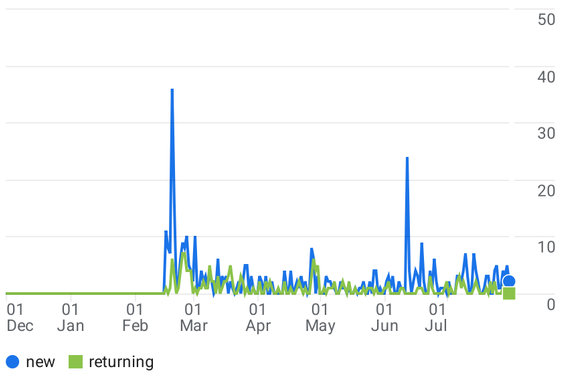
Active users by First user source / medium

FIRST USER SOURCE / ME...	ACTIVE USERS
(direct) / (none)	293
google / organic	46
adr-association.eu / referral	34
linkedin.com / referral	14
28digital.eu / referral	11
bing / organic	5
ulusofona.pt / referral	3

Sessions by Session source/med...

SESSION SOURCE/...	SESSIONS
(direct) / (none)	494
google / organic	110
adr-association.eu / r...	46
linkedin.com / referral	16
28digital.eu / referral	15
bing / organic	7
ulusofona.pt / referral	6

New vs. Returning users



Key events by Platform

No data available

View tech details →

Active users by Town/City

TOWN/CITY	ACTIVE USERS
Thessaloniki	60
Council Bluffs	31
Dublin	20
Lisbon	17
Santa Clara	17
Amsterdam	16
Athens	14

View cities →

Active users by Audience name

AUDIENCE NAME	ACTIVE USERS
All Users	414

View audiences →

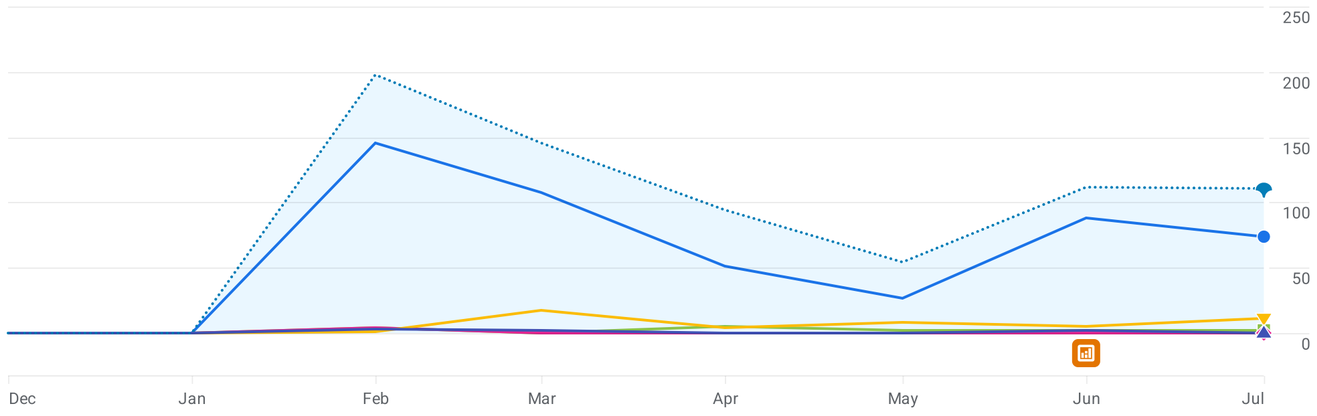
©2026 Google | Analytics home | Terms of Service | Privacy policy | Send feedback

Traffic acquisition: Session primary channel group (Default channel group)

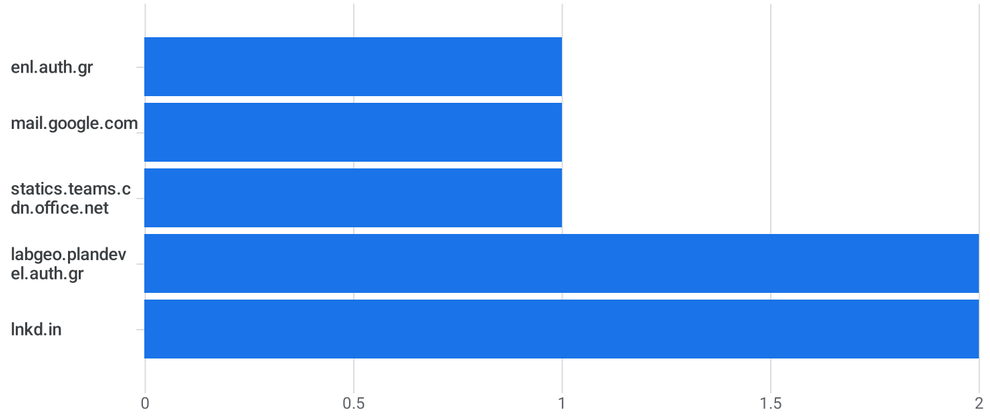
Add filter

Sessions by Session source over time

Month



Sessions by Session source



Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1–10 of 17

		Session source	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate	Total revenue
☑		Total	714 100% of total	366 100% of total	51.26% Avg 0%	32s Avg 0%	4.62 Avg 0%	3,301 100% of total	0.00	0%	€0.00
☐	1	enl.auth.gr	1 (0.14%)	1 (0.27%)	100%	13s	4.00	4 (0.12%)	0.00 (–)	0%	€0.00 (–)
☐	2	mail.google.com	1 (0.14%)	1 (0.27%)	100%	3s	3.00	3 (0.09%)	0.00 (–)	0%	€0.00 (–)
☐	3	statics.teams.cdn.office.net	1 (0.14%)	1 (0.27%)	100%	51s	7.00	7 (0.21%)	0.00 (–)	0%	€0.00 (–)
	4	(not set) ⚠	2 (0.28%)	1 (0.27%)	50%	35s	4.00	8 (0.24%)	0.00 (–)	0%	€0.00 (–)
☐	5	labgeo.plandevel.auth.gr	2 (0.28%)	1 (0.27%)	50%	9s	4.00	8 (0.24%)	0.00 (–)	0%	€0.00 (–)
☐	6	lnkd.in	2 (0.28%)	0 (0%)	0%	0s	3.00	6 (0.18%)	0.00 (–)	0%	€0.00 (–)
☐	7	teaduspark.ee	2 (0.28%)	1 (0.27%)	50%	43s	4.50	9 (0.27%)	0.00 (–)	0%	€0.00 (–)
☐	8	rc.auth.gr	3 (0.42%)	1 (0.27%)	33.33%	9s	3.00	9 (0.27%)	0.00 (–)	0%	€0.00 (–)
☑	9	4czlu.r.bh.d.sendibt3.com	4 (0.56%)	2 (0.55%)	50%	2m 52s	5.00	20 (0.61%)	0.00 (–)	0%	€0.00 (–)
☐	10	robotnik.eu	4 (0.56%)	3 (0.82%)	75%	43s	3.75	15 (0.45%)	0.00 (–)	0%	€0.00 (–)

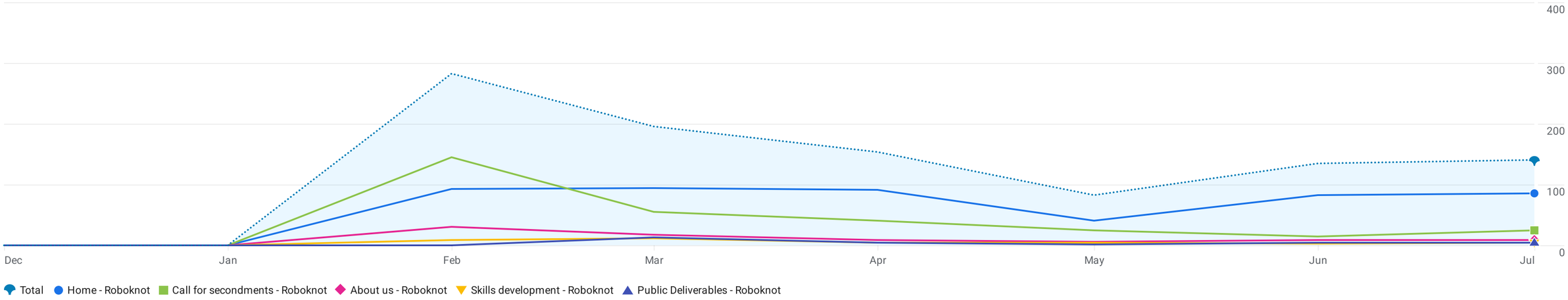
©2026 Google | Analytics home | Terms of Service | Privacy policy | Send feedback

Pages and screens: Page title and screen name

Add filter

Views by Page title and screen name over time

Month



Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1–10 of 22

		Page title and screen name	Views	Active users	Views per active user	Average engagement time per active user	Event count (All events)	Key events (All events)	Total revenue
☑		Total	990 100% of total	414 100% of total	2.39 Avg 0%	55s Avg 0%	3,301 100% of total	0.00	€0.00
☑	1	Home - Roboknot	487 (49.19%)	289 (69.81%)	1.69	21s	1,642 (49.74%)	0.00 (–)	€0.00 (–)
☑	2	Call for secondments - Roboknot	304 (30.71%)	164 (39.61%)	1.85	1m 13s	1,058 (32.05%)	0.00 (–)	€0.00 (–)
☑	3	About us - Roboknot	78 (7.88%)	58 (14.01%)	1.34	55s	230 (6.97%)	0.00 (–)	€0.00 (–)
☑	4	Skills development - Roboknot	34 (3.43%)	25 (6.04%)	1.36	23s	98 (2.97%)	0.00 (–)	€0.00 (–)
☑	5	Public Deliverables - Roboknot	30 (3.03%)	22 (5.31%)	1.36	22s	92 (2.79%)	0.00 (–)	€0.00 (–)
☐	6	Contact - Roboknot	19 (1.92%)	18 (4.35%)	1.06	7s	54 (1.64%)	0.00 (–)	€0.00 (–)
☐	7	The Future of Robotics in Europe: International Collaboration Driving Innovation - Roboknot	8 (0.81%)	8 (1.93%)	1.00	10s	27 (0.82%)	0.00 (–)	€0.00 (–)
☐	8	Fostering Innovation Through Robotics Training: The ROBO-KNOT Skills Development Framework - Roboknot	4 (0.4%)	4 (0.97%)	1.00	23s	11 (0.33%)	0.00 (–)	€0.00 (–)
☐	9	Legal notice - Roboknot	4 (0.4%)	4 (0.97%)	1.00	0s	12 (0.36%)	0.00 (–)	€0.00 (–)
☐	10	Cookies policy - Roboknot	3 (0.3%)	3 (0.72%)	1.00	0s	11 (0.33%)	0.00 (–)	€0.00 (–)

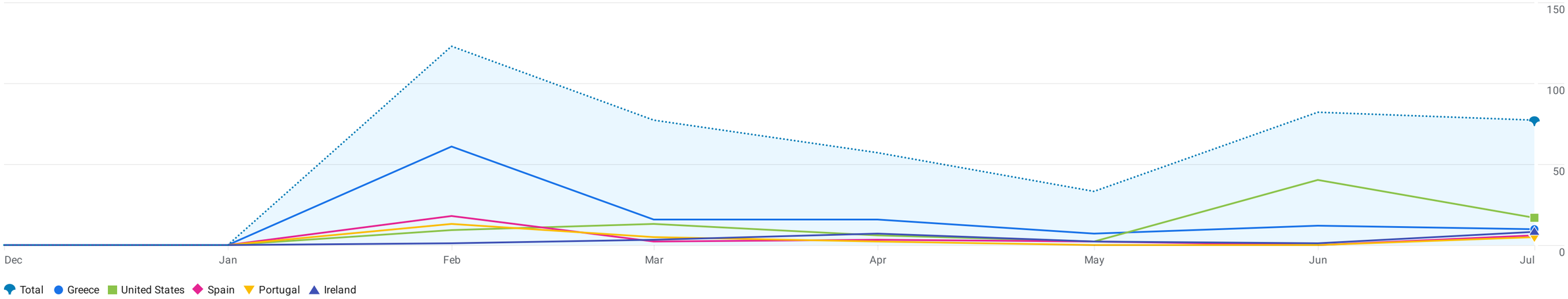
©2026 Google | Analytics home | Terms of Service | Privacy policy | Send feedback

Demographic details: Country

Add filter

Active users by Country over time

Month



Plot rows | Search... | Rows per page: 25 | Go to: 1 | 1–25 of 38

Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count (All events)	Key events (All events)	User key event rate	Total revenue
Total	414 100% of total	416 100% of total	366 100% of total	51.26% Avg 0%	0.88 Avg 0%	55s Avg 0%	3,301 100% of total	0.00	0%	€0.00
1 Greece	105 (25.36%)	104 (25%)	164 (44.81%)	63.32%	1.56	1m 55s	1,281 (38.81%)	0.00 (–)	0%	€0.00 (–)
2 United States	87 (21.01%)	87 (20.91%)	8 (2.19%)	9.2%	0.09	1s	302 (9.15%)	0.00 (–)	0%	€0.00 (–)
3 Spain	29 (7%)	28 (6.73%)	25 (6.83%)	60.98%	0.86	44s	214 (6.48%)	0.00 (–)	0%	€0.00 (–)
4 Portugal	23 (5.56%)	23 (5.53%)	30 (8.2%)	75%	1.30	1m 05s	214 (6.48%)	0.00 (–)	0%	€0.00 (–)
5 Ireland	22 (5.31%)	22 (5.29%)	9 (2.46%)	40.91%	0.41	4s	80 (2.42%)	0.00 (–)	0%	€0.00 (–)
6 Germany	18 (4.35%)	18 (4.33%)	4 (1.09%)	16%	0.22	9s	86 (2.61%)	0.00 (–)	0%	€0.00 (–)
7 Netherlands	18 (4.35%)	18 (4.33%)	4 (1.09%)	21.05%	0.22	2s	60 (1.82%)	0.00 (–)	0%	€0.00 (–)
8 Singapore	14 (3.38%)	14 (3.37%)	3 (0.82%)	17.65%	0.21	19s	64 (1.94%)	0.00 (–)	0%	€0.00 (–)
9 Belgium	13 (3.14%)	13 (3.13%)	17 (4.64%)	41.46%	1.31	1m 02s	171 (5.18%)	0.00 (–)	0%	€0.00 (–)
10 France	10 (2.42%)	12 (2.88%)	11 (3.01%)	78.57%	1.10	46s	67 (2.03%)	0.00 (–)	0%	€0.00 (–)
11 Italy	10 (2.42%)	9 (2.16%)	9 (2.46%)	90%	0.90	51s	78 (2.36%)	0.00 (–)	0%	€0.00 (–)
12 Hungary	9 (2.17%)	9 (2.16%)	23 (6.28%)	52.27%	2.56	2m 17s	192 (5.82%)	0.00 (–)	0%	€0.00 (–)
13 Estonia	8 (1.93%)	8 (1.92%)	8 (2.19%)	66.67%	1.00	1m 04s	70 (2.12%)	0.00 (–)	0%	€0.00 (–)
14 Slovenia	8 (1.93%)	8 (1.92%)	12 (3.28%)	63.16%	1.50	2m 06s	100 (3.03%)	0.00 (–)	0%	€0.00 (–)
15 Albania	5 (1.21%)	5 (1.2%)	3 (0.82%)	25%	0.60	1m 13s	40 (1.21%)	0.00 (–)	0%	€0.00 (–)
16 United Kingdom	5 (1.21%)	6 (1.44%)	4 (1.09%)	57.14%	0.80	35s	28 (0.85%)	0.00 (–)	0%	€0.00 (–)