

# ROBS4CROPS

## D8.2 Dissemination and Communication activities report (1)

Rob4Crops.eu



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## D8.2 Dissemination and Communication activities report (1)

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<b>Abstract:</b>	This document provides a systematic and comprehensive overview of dissemination, communication and awareness-raising activities undertaken to date in the context of the Robs4Crops project.

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

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4	SERRATER SL	SER	ES
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## Executive Summary

This report offers a comprehensive overview of various dissemination, communication, and awareness-raising activities that have been carried out during the first four months of the project, from January 2021 to April 2021.

The document builds on the previously released *Dissemination and Communication Strategy (1)* (D8.1, submitted in M3). Both documents are following the similar structure and approach. The goal here is to compare activities planned and those carried out, draw conclusion and decide on the next steps.

- **Chapter 1 Introduction** introduces the context and objectives behind the Robs4Crops dissemination, communication, and awareness-raising efforts. This chapter highlights those activities that have taken place from M01 to M4 to support, highlight, and reinforce our communication-related objectives.
- **Chapter 2 Dissemination and Communication Activities** focuses on set of activities that have been carried out during the first four months of the project, in relation to the dissemination and communication tools and channels initially introduced in *D8.1 Dissemination and Communication Strategy (1)*. A detailed explanation of each activity is introduced, supported by visuals and graphics.
- **Chapter 3 Monitoring and Evaluation** addresses monitoring and ongoing evaluation of our communication-related activities. In this chapter we introduce a governance/oversight model for the coordination of Robs4Crops communication activities and offer an overview of partners' activities. Moreover, in this chapter we describe our progress towards Key Performance Indicators (KPIs).
- **Chapter 4 Action Points and Next Steps** offers an outline of dissemination and communication activities for the next 6 months of the project.
- **Chapter 5 Conclusion** concludes the report.

# 1 Introduction

## 1.1 About Robs4Crops

Robs4Crops is set to provide an innovative robotic farming solution that consists of three elements: smart implements, autonomous vehicles, and the farming controller.

Robs4Crops will upgrade the existing agricultural implements and tractors so that they can function, together with existing agricultural robots, as parts of a robotic system. The solutions will be developed and tested in real farming environments. The development and testing processes will take place in four different countries and will be conducted iteratively, in close collaboration with the project stakeholders all throughout their duration.

Apart from technical challenges, Robs4Crops will address non-technical challenges. This objective will be achieved by using existing agricultural standards, existing machinery (thus lowering the initial investment needed), and addressing the lack of maintenance, insurance, financing and training.

Robs4Crops will investigate how the robotic farming solution can comply with regulations, how ethical concerns (esp. data collection and storage) can be addressed, and it will quantify the socio-economic impact. The project will also investigate whether novel business models can facilitate the adoption of agricultural robotics. The agricultural robotics ecosystem will be built in an iterative manner and in parallel with technical development.

Both technical and non-technical aspects of robotic farming will be demonstrated at scale in pilots located in four European countries.

*The communication and dissemination efforts that Robs4Crops will undertake over the project lifespan are important for achieving large-scale implementation of the Robs4Crops robotic farming solutions. The aim of the project is not just to encourage adoption of its innovative technologies within its large-scale pilots, but rather to accomplish a much greater impact, the one that would bring positive changes to the agriculture industry all over Europe.*

## 1.2 Context

Agriculture robotics has numerous positive implications for modern farming. Robotic farming solutions offer an opportunity for reducing costs and replacing poorly paid, repetitive, and sometimes unhealthy, human labour. Agricultural robots are also allowing farmers to reduce inputs – pesticides, herbicides and fertilizers – and thus lower the negative impact of agriculture on the environment. Apart from this, robots are helping to increase crop production. They do so by committing fewer errors, by reducing soil compaction because robots are not as heavy as conventional tractors, and by allowing the farmer to always provide the right inputs to the crop at the right time (for example, applying fertilizer several times during the growing season).

Despite the many positive aspects of robotics in agriculture, there are still a number of non-technical challenges that are currently hindering the widespread acceptance and adoption of agricultural robots. With rising societal pressures to improve productivity, address the problem of global food scarcity, and at the same time preserve Earth's natural resources,



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access to trustworthy and reliable information regarding new production methods will become of utmost importance for farmers.

Rob4Crops' extensive communication and dissemination efforts will be addressing both technical and non-technical challenges of mainstreaming robotics and AI and work towards improving farmers' willingness to accept innovative farming solutions. In order to earn the trust of all stakeholders involved and stimulate widespread adoption of robotics and AI, Rob4Crops will work towards creating a strong ecosystem, through continuous communication and engagement with relevant target audiences.

In line with the vision of Rob4Crops, during the past four months, a number of dissemination and communication activities have been conducted in order to properly introduce the project to its target audiences and stakeholder groups and clearly communicate the vision and objectives that are at the core of Rob4Crops. The communication methodology used by Rob4Crops aims to attract relevant stakeholders and, by doing so, lay the foundation for successful post-project exploitation. The project's communication activities are therefore closely related to its exploitation activities, which will be discussed at a later stage of the project implementation.

### 1.3 Objectives

The main objectives behind the dissemination, communication and awareness-raising activities are presented in the table below. The listed objectives were defined in the scope of deliverable *D8.1 Dissemination and Communication Strategy*, and all the activities undertaken in the past four months of the project have aimed to address them. To better explain this, under each objective is an elaboration of the extent to which the activities undertaken have responded to the project's communication and dissemination objectives.

01	Attract an adequate number of industry-leading innovators (Digital Innovation Hubs, manufacturers, scientists and researchers...), as well as farmers from all across Europe, to become a part of the ROBS4CROPS ecosystem.
<i>Over the last four months, the emphasis was on raising awareness and familiarising stakeholders with the vision and objectives of Rob4Crops, while in the future more emphasis will be put on direct engagement of relevant industry players.</i>	
02	Present, to Rob4Crops stakeholders, the importance of gaining access to novel, beyond the state-of-the-art agricultural robotic solutions and to their supporting ecosystem.
<i>The effort of promoting Rob4Crops through press releases and social media posts has sparked interest within not only the robotics in agriculture community, but many other target groups which Rob4Crops aims to engage. This is best reflected in the number of shared articles featuring Rob4Crops all over Europe, as well as the increasing number of followers on social media.</i>	
03	Highlight the significance of piloting, testing and experimentation with a practical

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autonomous robotic system for crop protection and business models in an environment that is heavy on collaboration.

*This has been achieved through presenting Robs4Crops at relevant events in front of the robotics community and the robotics in agriculture community. It has also been highlighted in press releases published in almost 50 media providers, magazines, and newsletters.*

04

Raise the awareness of a wide range of stakeholders, on the local, regional, and international level, on the role of Robs4Crops in increasing the competitiveness of existing industries through the autonomous robotic farming system, but also additional business creation.

*Although a lot of attention has been given to promoting Robs4Crops and the various benefits it will provide, the impact of the project on current industries and potential business creation has not yet been at the focus of the project's communication activities. Instead, this will come at the later stage of the project implementation*

05

Ensure proper know-how exchange among Robs4Crops partners.

*The exchange of information among the consortium partners has been a priority since the project's beginning. So far this has been reflected in informing partners about relevant events happening, the status of published press releases, newsletter features and other.*

06

Deliver clear and tangible benefits of Robs4Crops to farmers, technology providers, retailers, regulatory bodies, and other relevant stakeholders across the ecosystem, through a set of awareness-raising actions, going further from traditional communication activities.

*As mentioned before, the focus of the communication activities conducted to this day was on raising awareness on Robs4Crops and the numerous positive impacts that its autonomous robotic farming system will deliver. These activities ranged from social media posts and press releases, to attending online events. The spectrum of the awareness-raising activities will widen as the project progresses.*

07

Support the organisation of a range of events inside the ROBS4CROPS ecosystem (e.g. conferences, forums, workshops, business events, Roadshow events).

*At this stage of the project, Robs4Crops has not organised any events of its own, but it has attended two major online events (The European Robotics Forum 2021 and FIRA Open Day 2021) which brought together the large robotics community.*

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08

Develop networks and liaison with relevant DIHs and other networks, existing initiatives and other related H2020 projects and projects tackling Agrifood and Robotics to share resources and maximize impact.

*So far, Robs4Crops has created valuable connections with SmartAgriHubs project and ISEKI Food Association.*

09

Support the development and maintenance of the official project's website throughout the project lifecycle.

*During the first four months of the project, the Communications Team has focused strongly on creating an engaging, interactive, and visually appealing website which properly presents the Robs4Crops project and its activities. What has been created during this period will be continually maintained and improved as the project progresses.*

## 2 Dissemination and Communication Activities

As previously specified in D8.1, various tools and channels have been put in place to support the Robs4Crops communication-related activities. How each of these channels and tools have been used over the past four months to raise awareness is described below.

### 2.1 Visual identity and promotional material

The Robs4Crops visual identity and all of its components (logo, brand colours, funding information, poster, brochure and branded templates – *Word document template*, *Word deliverable template* and *PowerPoint template*) have been created and shared with the consortium partners through the project's One Drive (MSO2). These materials have been used in all internal and external communication activities and will be used (and updated when necessary) in further communication efforts up until the project is completed. Moreover, some of these materials have been made publicly available at the Robs4Crops website, through a specific webpage for Press-related topics ([Newsroom](#)), under [Media Corner](#) (press kit, logo, and media), and are open to any external dissemination actors.

Branding merchandise (t-shirts, hoodies, caps, notebooks, cups, etc.) has also been created and, in digital form, made available to partners allowing them to print the materials themselves (following eco-friendly sustainable practices). Partners have been strongly encouraged to avoid any unnecessary printing, and to use exclusively eco-friendly paper or fabric for the material that will be printed, keeping the environment in mind.

Furthermore, as proper presentation of ROBS4CROPS at relevant fairs and events is of utmost importance for establishing a positive public image of the project, the appropriate visuals were created for these purposes, some of which are provided below. The specific events and publications that the promotional materials were designed for will be explained thoroughly in section 2.3.

**ROBS4CROPS**

**TIME FOR CHANGE IN OUR CHANGING TIMES**

**FARMERS TACKLING LABOUR SHORTAGE**    **INCREASING PRECISION AND SAFETY**    **ELIMINATE REPETITIVE LABOUR**

**ROBOTICS, AI & THE FUTURE OF FOOD**  
 Flexible and modular new-generation system will greatly reduce the dependency of farmers on hired labour, increase safety, and reduce the use of inputs and the overall carbon footprint of food production.

*Robs4Crops Technologies*

**SMART IMPLEMENTS**    **AUTONOMOUS VEHICLES**    **FARMING CONTROLLER**

**LARGE-SCALE PILOTS**

**SPAIN**    **FRANCE**    **THE NETHERLANDS**    **GREECE**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016807.    [robs4crops.eu](http://robs4crops.eu)

Figure 1 Robs4Crops @ERF2021 (from the brochure)

**ROBS4CROPS**

**Mainstreaming robotic farming**

**FROM STAND-ALONE UNITS TO A COMPLETE ROBOTIC SYSTEM**

Our flexible and modular new-generation system will greatly **reduce the dependency of farmers on hired labour, increase safety, reduce the use of inputs** and the overall carbon footprint of food production.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016807.

Figure 2 Robs4Crops @ERF2021 Poster Session



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# 2.2 Digital Channel Promotion

## 2.2.1 Social Media Communication

As discussed in *D8.1 Dissemination and Communication Strategy*, Robs4Crops has created project accounts on LinkedIn, Twitter, Facebook, and Youtube. For each of these accounts, engagement rates have been closely monitored since day one. Furthermore, exciting and informative campaigns have been produced, along with appropriate visuals, to regularly feed these pages with relevant and attractive content.

The specific activities that have been carried out in relation to social media are presented below.

### 2.2.1.1 Social Media Campaigns

In order to provide our key audiences with engaging content that will spark their interest in Robs4Crops and reel them into becoming integral parts of our ecosystem, seven campaigns have been created so far. Each of these campaigns is explained below.

The focus of Robs4Crops social media campaigns in the first four months of the project was on the following:

#### *Introducing Robs4Crops – the journey begins*

The campaign *Introduction to Robs4Crops* has marked the beginning of the four-year-long project that aims to deliver a fully autonomous robotic farming system together with a supporting ecosystem, ready for wide-scale adoption.



Figure 3 Introducing Robs4Crops

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**Campaign objectives:** The main objective of the campaign was to catch the attention of the target audiences on social media and to pull them into the exciting journey towards innovations in agriculture. This campaign involved catchy and colorful posts delivering key messages of Robs4Crops.

### ***Robs4Crops – Mission, Vision, Objectives***

Campaign *Goals of Robs4Crops* aims to communicate the various goals, both technical and non-technical, that the project aims to achieve throughout its implementation. The campaign has already touched upon SDG with which R4C is compliant, and in the further posts it will cover each of the three specific objectives of *Robs4Crops*:

- *Build an ecosystem of users and other stakeholders to support all aspects of the practical application of agricultural robots.*
- *Build a robotic farming system that uses knowledge from industrial manufacturing to achieve full autonomy, and that fits with existing agricultural machinery, practices, and standards.*
- *Demonstrate the robotic system in diverse large-scale pilots across Europe.*

**Campaign objectives:** The main objective of this campaign is to raise awareness of the main obstacles of modern farming and to introduce the specific problems that *Robs4Crops* aims to address.



Figure 4 Robs4Crops: Mission, Vision, Objectives (Organic impressions: 713 Impressions)

### ***Robs4Crops – Meet our Pilots***

Social Media Campaign called *Meet our Pilots* introduces the Robs4Crops large-scale pilots that will be established on commercial farms in France, Greece, Spain, and The Netherlands.

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This campaign features posts promoting each of the four Large-scale pilots, their crops and the technology used.

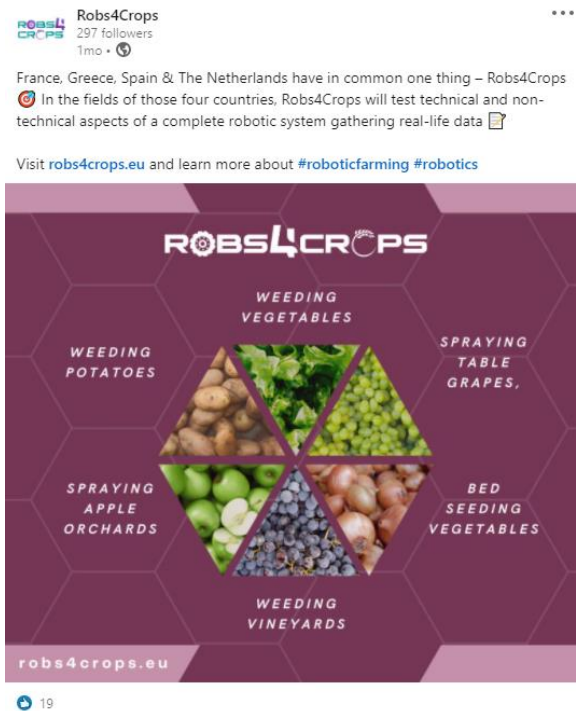


Figure 5 Robs4Crops - Meet our Pilots (Organic impressions: 428 Impressions)

**Campaign objectives:** The goal of this campaign is to raise awareness of the Robs4Crops robotic system, demonstrated by pilots in a real operating environment and at a large scale.

### **Robs4Crops – Technical Solutions**

The campaign called R4C Technical Solutions is envisioned to promote the robotic farming solution introduced by Robs4Crops, mainly its three components: smart implements, autonomous vehicles, and the farming controller. Each component will be featured in a separate post explaining the technology behind it in simple terms.

**Campaign objectives:** The objective of this campaign is to simplify the solution developed by Rob4Crops and to make it interesting both understandable and interesting to all audiences and stakeholders. This should improve the chances of these solutions becoming adopted on a larger scale.



## D8.2 Dissemination and Communication activities report (1)

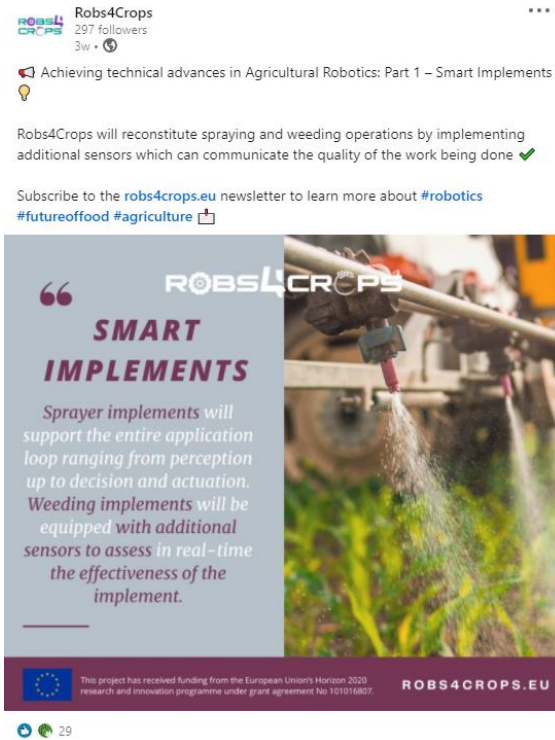


Figure 6 Robs4Crops Technical Solutions (Organic impressions: 772 Impressions)

### ***Robs4Crops – Challenges of Agriculture***

The aim of the campaign is to highlight the different challenges that farmers are facing in the present times, and to explain how Robs4Crops aims to tackle these challenges with its automated robotic farming solutions. Some examples are: reduced amount of repetitive human labour, increased safety, reduced use of inputs and reduced overall carbon footprint of food production.

***Campaign objectives:*** This campaign is set to better explain the benefits that robotics and AI can bring to the agriculture industry and especially agricultural workers.

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Figure 7 Robs4Crops Challenges (Organic impressions: 780 Impressions)

### ***Robs4Crops – Get to know us***

The campaign called *Get to know us* will present a series of posts featuring the consortium partners of Robs4Crops and their individual contributions to the project. Each post will introduce another partner, highlighting their expertise, impact, and their role in Robs4Crops. This will ensure our target audiences that the Robs4Crops project is managed by experts in the field, with extensive experience and a series of best practices behind them.

***Campaign objectives:*** The objectives of this campaign are to present all the consortium partners of ROBS4CROPS, to show the credibility of the team standing behind the idea and implementation of such a visionary project, and to bring it closer to target audiences through a more human depiction of Robs4Crops.

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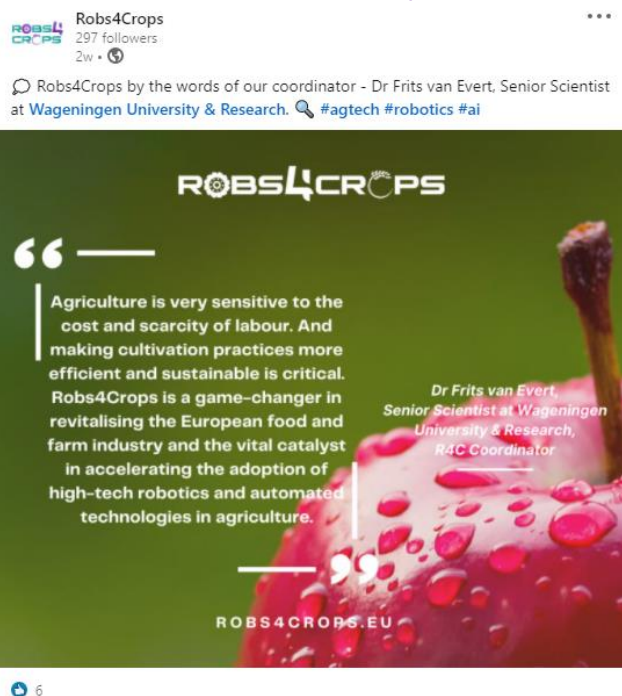


Figure 8 Robs4Crops - Get to know us (Organic impressions: 295 Impressions)

### ***Robs4Crops – In the news***

This campaign is focused on sharing agricultural industry-related and robotics-related articles, especially the ones mentioning Robs4Crops. It is set to provide useful and reliable information sources to its followers, while at the same time promoting its strong media presence which contributes to the credibility of the project in the eyes of its target audiences.

***Campaign objectives:*** Promote the project’s strong media presence among its stakeholders and provide valuable sources of information on the topic of agricultural robotics.

#### *2.2.1.2 R4C Social Media Content Planner*

Each of the campaigns previously described has been carefully planned. An excel sheet for scheduling posts (presented below) has been created and in it, all relevant information regarding each social media post has been documented, including the dates in which posts were published, the campaign to which each of the posts belongs, a short yet capturing social media message to be published, to which graphic the post is connected and the status of the publication. A separate folder on the project’s internal shared drive was created for storing prepared graphics that are waiting to be shared.

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Date	Time	Campaign	Message	Graphic Y/N	Graphic Name	Link	Facebook	LinkedIn
03/02/2021	12:04h	Introduction to ROBS4CROPS	The journey begins – stay tuned 🌱 From farming controllers and smart implements to fully autonomous robotic systems, #H2020 Robs4Crops is helping farmers fill labour shortages — shaking up the #farming landscape. 🌱 #AI #agriculture #robotics #AgTech	Y	R4C - FB_LinkedIn - The journey begins	/	Published	Published
12/02/2021	10:27h	Introduction to ROBS4CROPS	Robotic farming moving to larger scale 🌱 #H2020 Robs4Crops is helping farmers shape the crops of tomorrow. Stay tuned for details, sign up here 📧 @ <a href="https://robs4crops.eu/">https://robs4crops.eu/</a> #AI #futureofwork #AgTech #AgriTech	Y	R4C - FB_LinkedIn_Time for change	<a href="https://robs4crops.eu/">https://robs4crops.eu/</a>	Published	Published
13/03/2021	08:47h	ROBS4CROPS Reads	#weekendreads At Robs4Crops, we think bolder. 📖 See what we've planned for future of #robotic agriculture. 🌱	Y	R4C - FB_LinkedIn - Food Farming Article	<a href="#">Future Farming Article</a>	Published	Published
16/03/2021	16:50h	Goals of ROBS4CROPS	Automation technology's primary goal in agriculture is to simplify and automate routine tasks of traditional farming 🌱 Learn how Robs4Crops is transforming traditional farming into #roboticfarming. Subscribe via <a href="https://robs4crops.eu/">https://robs4crops.eu/</a> and find out more about #digitaltransformation 🌱	Y	R4C - Facebook - Mainstreaming	<a href="https://robs4crops.eu/">https://robs4crops.eu/</a>	Published	Published
17/03/2021	14:10h	Goals of ROBS4CROPS	How exactly is agricultural robotic affecting our future? 🌱 According to the UN FAO, agricultural #robotics contributes to the following Sustainable Development Goals 🌱 Robs4Crops will implement a complete robotic system and lend a helping hand to the European #sustainability 🌱 Visit <a href="http://www.robs4crops.eu">www.robs4crops.eu</a> to learn how 🌱	Y	R4C - FB_LinkedIn - SDGs	<a href="https://robs4crops.eu/">https://robs4crops.eu/</a>	Published	Published
			All eyes on Robs4Crops 👁️ In a recent interview to FoodNavigator, our coordinator Dr Frits Van Evert, Wageningen University & Research explains: "The hope is that robots will be able to travel slowly via a precise weed elimination mechanism and will be able to work in a reduced tillage situation."					

Figure 9 Robs4Crops Social Media Content Planner

### 2.2.1.3 Social Media Channels

#### LinkedIn

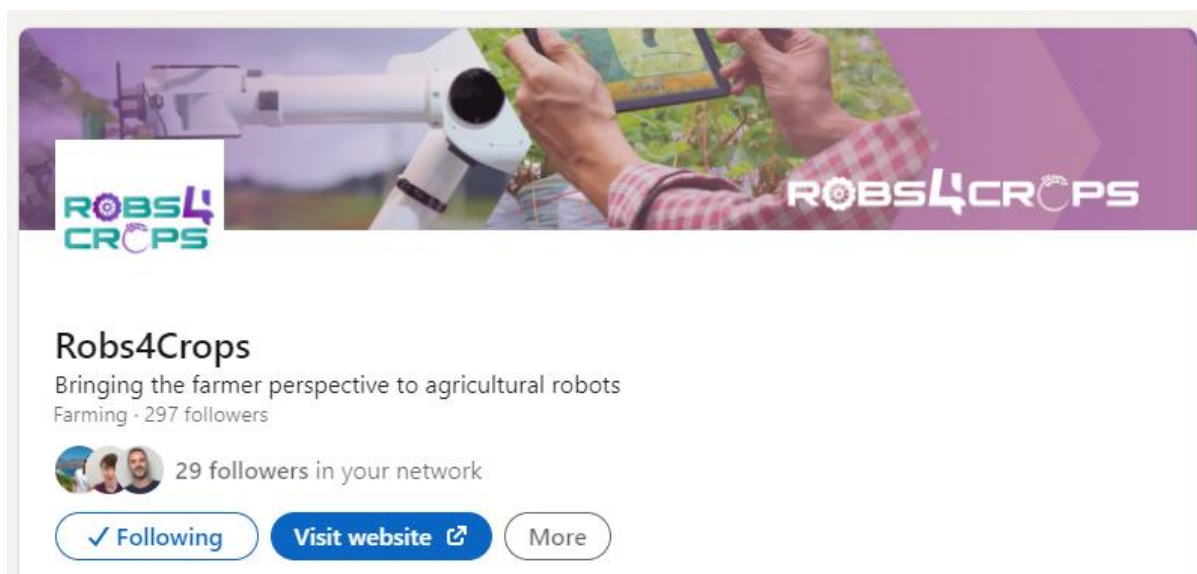


Figure 10 Robs4Crops LinkedIn

LinkedIn<sup>1</sup> is of high interest to Robs4Crops as it is a popular network connecting professionals, experts, educators, and scholars.

The LinkedIn account of Robs4Crops has been set up in the first month of the project and has been active ever since. After the main account setup and upload of the appropriate R4C profile and cover picture, several social media posts followed. The Robs4Crops communication and dissemination team has made efforts to be continually active on the page providing tailored content on a bi-weekly basis, with occasional additional posts when appropriate. Each post consisted of a colorful and vibrant graphic delivering a key

<sup>1</sup> <https://www.linkedin.com/showcase/Robs4Crops>

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message and/or a clear call to action, and an appropriate post description that further elaborated on the graphical representation.

During these four months, we achieved nearly 6,000 impressions.

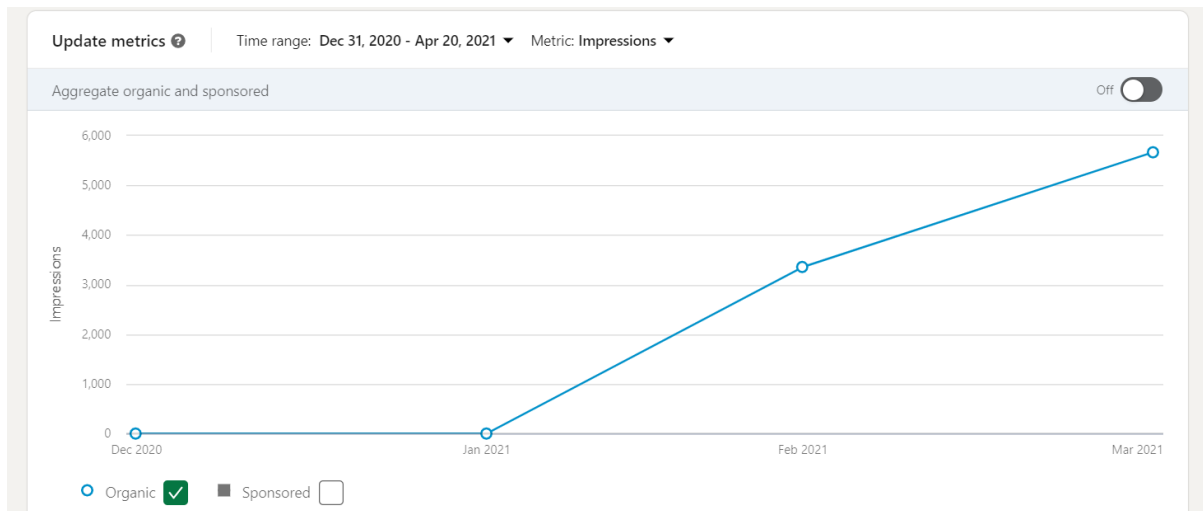


Figure 11 Robs4Crops LinkedIn - No. of organic impressions

The target audience that Robs4Crops is set to engage on LinkedIn are: professionals in the field of robotics, agriculture, and robotics in agriculture, as well as academics and young researchers.

*All partners contributed to the sharing of relevant insights about Robs4Crops on LinkedIn.*

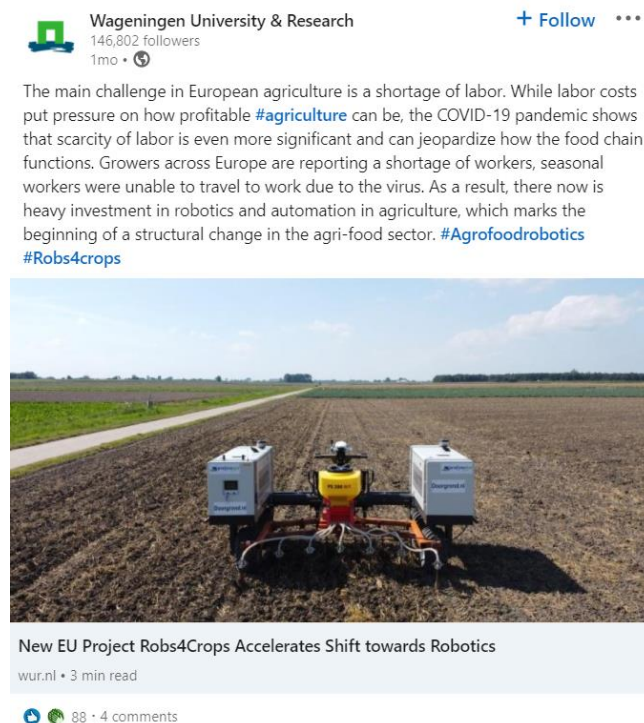


Figure 12 WUR about the launch of Robs4Crops on LinkedIn

## D8.2 Dissemination and Communication activities report (1)



Figure 13 AgreenCulture about the launch of Robs4Crops on LinkedIn



Figure 14 Smart Agri Technology about the Launch of Robs4Crops on LinkedIn

Figure 15 Foodscale Hub about the Launch of Robs4Crops on LinkedIn

Ever since its beginning, Robs4Crops is making a constant effort to actively engage the LinkedIn community of target audiences and stakeholders through joining groups within agrifood and manufacturing industries and reacting to posts related to technology, digitization, robotics, AI, robotics in agriculture, innovation, industry 4.0, and other.

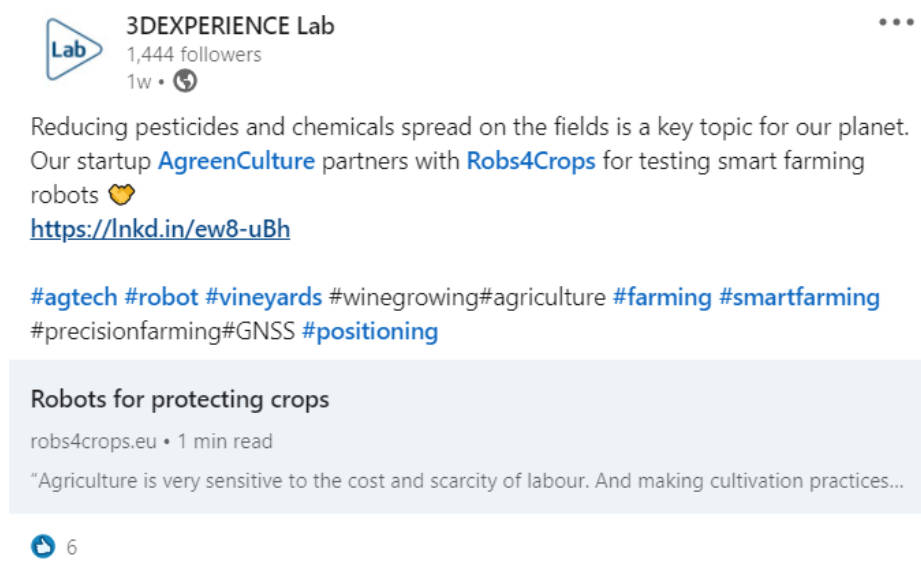




Figure 16 AgreenCulture & 3Dexperience Lab about the Launch of Robs4Crops on LinkedIn






## D8.2 Dissemination and Communication activities report (1)

 **Corné Rispens** • 3rd+  
Turn technology to sustainable agriculture  
1w • 

Raising a robot ... and teach it to do sugar beet sowing job, what a cool job done by [Jeroen Wolters](#), [Han Hilbrands](#) and [Jorick Lambers](#) ! Read the full article below, including a movie of the robot performing the sowing in action by day and night.



In use by Doorgrond: Robot sows 100.000 beets per hour  
ducksized.com • 1 min read

   35 • 6 comments

*Figure 17 Agrobotelli Robotti on ducksized.com*

## Twitter



 **Robs4Crops**  
@robs4crops

[robs4crops.eu](https://robs4crops.eu)  Joined October 2020

237 Following 113 Followers

[Edit profile](#)

*Figure 18 Robs4Crops Twitter*

## D8.2 Dissemination and Communication activities report (1)

Robs4Crops' Twitter<sup>2</sup> account was created with an intention of staying up to date with the main industry trends, connecting with key stakeholders, but also engaging with other relevant projects and initiatives in the field.

The projects' Twitter account was set up at the beginning of the project. The project's communication and dissemination team has been regularly tweeting from the account but also retweeting the posts of the consortium partners and related projects. The style and structure of the posts themselves coincide with those posted on other project's social media accounts.



*Figure 19 Eurecat Twitter Post during Robs4Crops Kick-off Meeting*

Robs4Crops Twitter account aims to engage primarily with other EU projects, relevant international RTOs/ DIHs, robotics and AI influencers, and EC bodies/ initiatives.



*Figure 20 Robs4Crops Coordinator comparing different robotic systems*

<sup>2</sup> <https://twitter.com/Robs4Crops>



## D8.2 Dissemination and Communication activities report (1)



Figure 21 Olam International on Robs4Crops



Figure 22 iFAROS Project on Robs4Crops

## Facebook



## D8.2 Dissemination and Communication activities report (1)

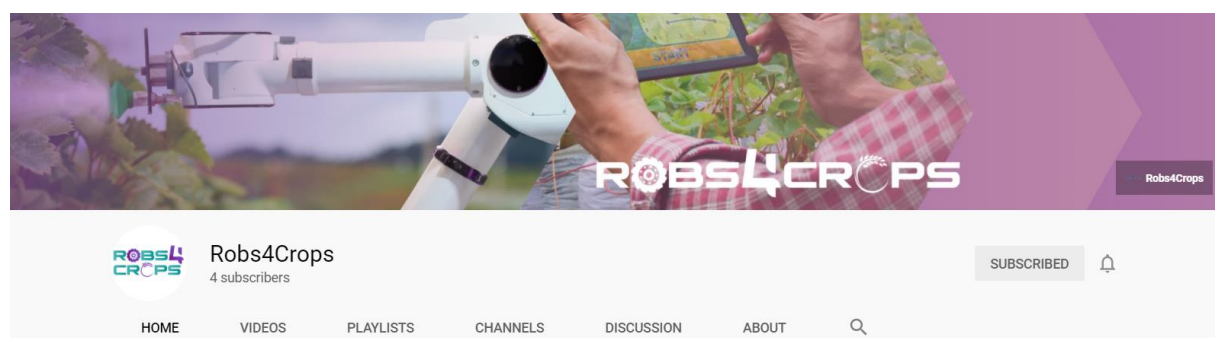
Facebook<sup>3</sup> account for Robs4Crops was set up with an intention of reaching a wider group of stakeholders, primarily farmers and other end-users which are integral to building a strong ecosystem.

Like the previous two accounts, the Robs4Crops Facebook account became active in the first month of the project implementation. It delivered the similar types of content as did the other two project accounts. The emphasis was more on the visual aspect.



Figure 23 Robs4Crops Weekend Reads on Facebook: Future Farming

## Youtube



The Robs4Crops Youtube<sup>4</sup> account was created with the purpose of sharing relevant video materials that promote Robs4Crops and share its innovative robotic farming solutions, primarily with end-users. In the first four months, this account has not been as active as the other three project accounts, however, this will change as the project progresses, and large-scale pilots' activities commence.

<sup>3</sup> <https://www.facebook.com/Robs4Crops/>

<sup>4</sup> <https://www.youtube.com/channel/UCLXHnkDb5XGosC-pEelKx2g>

## D8.2 Dissemination and Communication activities report (1)

Below is a snippet from a recent video produced for the European Robotics Forum 2021. The full link is available on Robs4Crops YouTube channel via: [https://www.youtube.com/watch?v=NLcL3iQn6Ps&ab\\_channel=Robs4Crops](https://www.youtube.com/watch?v=NLcL3iQn6Ps&ab_channel=Robs4Crops)

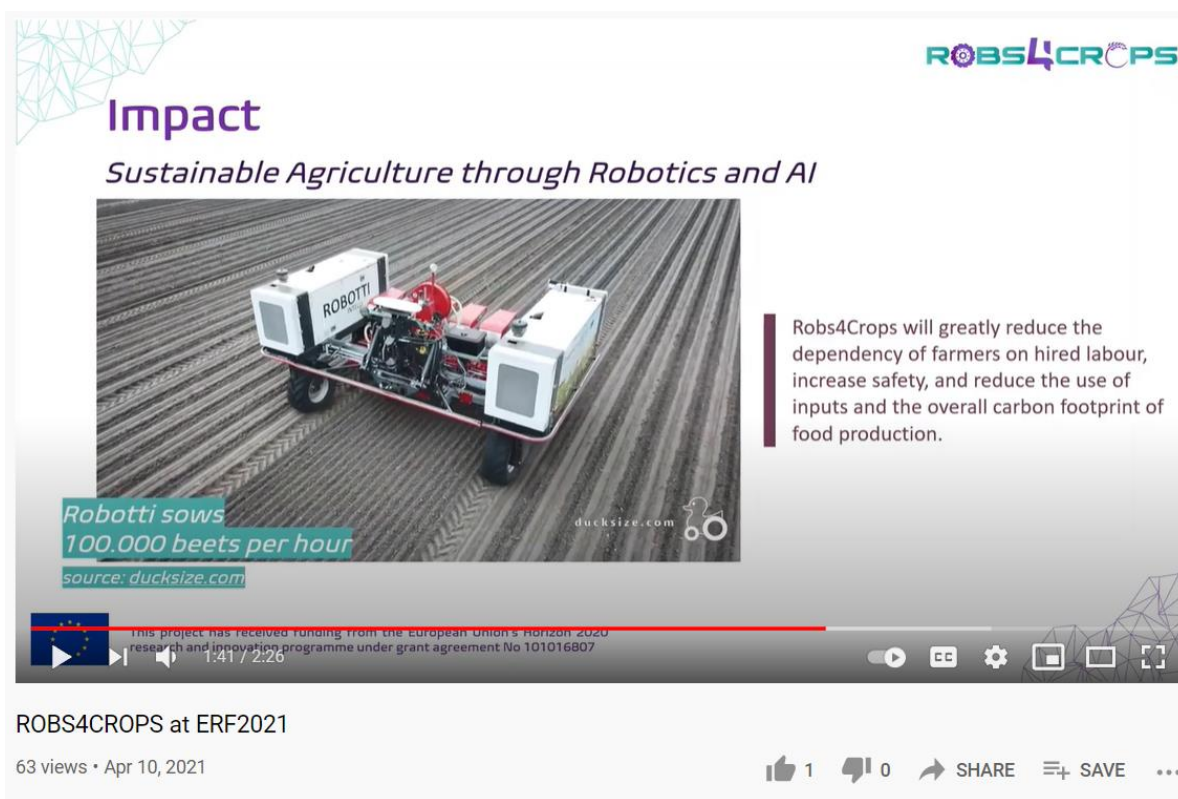


Figure 24 Robs4Crops at ERF2021

### 2.2.2 Robs4Crops Website

As a first step towards the creation of online identity and brand awareness, a landing page for the Robs4Crops website was introduced on day one of the project implementation. Since then, this page has served as a central point of information for anyone interested in gaining an early insight into the project and its main objectives.

During the first three months of the project, a full version of website was developed and it has been published at the end of March 2021 (see [Robs4Crops.eu](https://Robs4Crops.eu)). This launch of the website marked completion the milestone No. 5 (MS5 – website available, due in M3). The intention is to regularly update the website and individual pages, including *Resources* and the *Newsroom* with fresh insights from the Robs4Crops ecosystem.

## D8.2 Dissemination and Communication activities report (1)

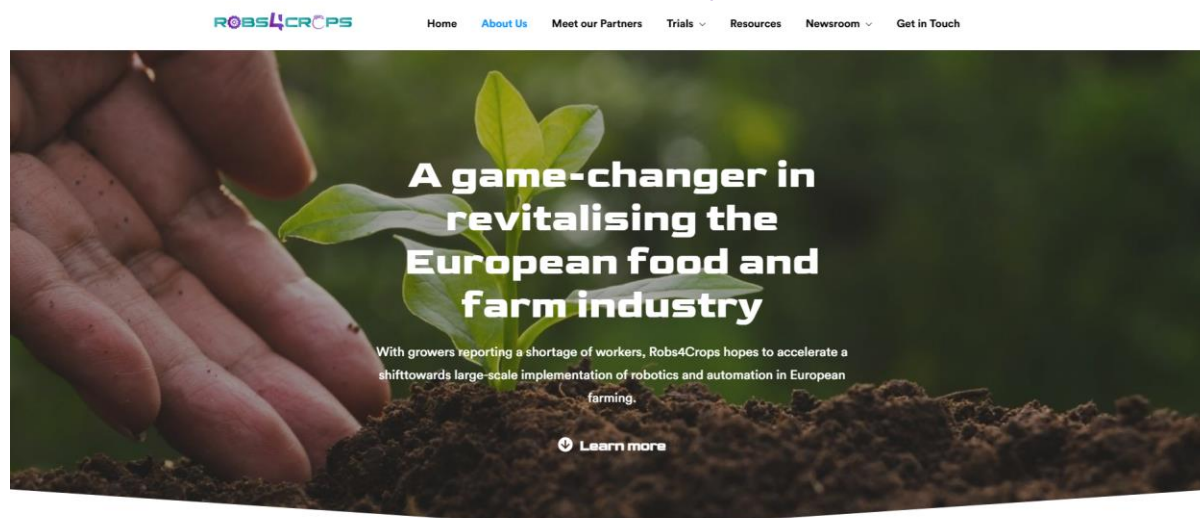


Figure 25 Robs4Crops.eu - Milestone No. 5 (due in M3)

The Robs4Crops landing page, which has been available since the project began, has been developed into a more complete Robs4Crops website. Whereas the landing page only provided the most essential information, the website also introduces the main objectives behind the project, it presents the consortium partners, the large-scale pilots, resources, and a separate news and media corner where interested parties can follow the news featuring Robs4Crops and can stay up-to-date on the latest developments within the robotics in agriculture domain.

The website is being constantly monitored and regularly updated as our activities advance, and this practice will be kept all throughout the project duration.

### Home

The *Home* page provides general information about the project and highlights the inspiring words of the Robs4Crops coordinator, Dr Frits van Evert. The main challenges that the project will tackle and the technologies it will develop are briefly presented in this page.

### About Us

The *About Us* page offers a more in-depth explanation of the innovative Robs4Crops robotic farming solutions and their expected impact on the agricultural industry and the agricultural workers.

### Meet our Partners

This page is set to present the exceptional Robs4Crops consortium, consisting of partners of different expertise, and coming from several European countries, who are working together to forever transform the European food and farm industry.

### Trials

The *Trials* page introduces the five large-scale pilots, i.e., the realistic operating environments in which the Robs4Crops innovative robotic system will be tested. By clicking on one of the five trials, the visitor is taken to the page dedicated to that specific pilot that describes in detail the planned activities and technologies that will be implemented.



## D8.2 Dissemination and Communication activities report (1)

### Resources

This page will present the publicly available project reports and deliverables, important methodologies used throughout the project, as well as various project outputs that all interested parties will be able to see. Through our communication activities

### Newsroom

The main activities that will be happening on the website can be seen on the webpage called *Newsroom* where informative, and up-to-date blog posts will be shared, providing relevant insight into the Robs4Crops ecosystem.

### Get in Touch

Last, but not least is the project's contact page which invites interested parties from the robotics and high-tech in agrifood domain to contact the project's Communication Team and discuss potential partnerships, cooperation or featuring at Robs4Crops ecosystem events.

## 2.2.3 Magazines and Media Outreach

The most prominent media and magazines in the world of agriculture, robotics and AI have been targeted through the conjoint effort of all the consortium partners with the intention of spreading the message about Robs4Crops.

Press release for Robs4Crops was created in the first month of the project and circulated within the consortium. The partners were kindly asked to translate the said press release into their native languages in order to simplify the promotion of Robs4Crops all across Europe and facilitate the engagement of the key target groups. They were further encouraged to actively share the document with relevant magazines and media providers, but also on their own organisations' websites.

As a result, in only 4 months Robs4Crops has appeared in numerous magazines, media channel websites, newsletters, and partners' websites, whether in form of the official press release developed in the beginning of the project, a modified version of the press release, or an interview with a project partner. This wide outreach is a result of the strong scanning efforts of the Robs4Crops Communications Team and consortium partners who carefully identified relevant portals, having in mind the target audiences which the project wants to reach. The nature of these portals varies from robotics-focused, agriculture-focused, to business-focused, etc.

***So far, Robs4Crops has been mentioned in 48 press features, in 12 different languages.***

This type of outreach holds immense significance for Robs4Crops as it spreads awareness about robotics in agriculture and innovative technologies and practices that the project aims to implement throughout its lifetime. It is important to mention that the press release has been published in countries outside of the project consortium, which highlights the importance and the large potential impact of Robs4Crops.

## D8.2 Dissemination and Communication activities report (1)

No.	Portal/ Magazine	Published/ First seen	Language	Original title
1	<a href="#">CORDIS</a>	15/12/2020	English	<i>Robots for protecting crops</i>
3	<a href="#">ypaithros.gr</a>	19/02/2021	Greek	<i>Rob4Crops: Εφαρμογή ρομποτικών συστημάτων σε καλλιέργειες επιτραπέζιου σταφυλιού στην Ελλάδα από τον Οκτώβριο του 2021</i>
3	<a href="#">Nieuwe Oogst</a>	8/03/2021	Dutch	<i>Nieuw EU-project 'Rob4Crops' versnelt overstap naar robotica</i>
4	<a href="#">AT- Aandrijftechniek</a>	8/03/2021	Dutch	<i>Grote verandering landbouw: EU-project Robs4Crops versnelt overstap naar robotica</i>
5	<a href="#">RockingRobots</a>	9/03/2021	Dutch	<i>EU-project Robs4Crops versnelt overstap naar robotica</i>
6	<a href="#">Boerenbusiness</a>	9/03/2021	Dutch	<i>Onderzoek naar robots voor de landbouw</i>
7	<a href="#">GroentenNieuws</a>	9/03/2021	Dutch	<i>Nieuw EU-project Robs4Crops versnelt overstap naar robotica</i>
8	<a href="#">Aandrijven en besturen</a>	9/03/2021	Dutch	<i>Robs4Crops versnelt overstap naar robotica</i>
9	<a href="#">AGF</a>	9/03/2021	Dutch	<i>Nieuw EU-project Robs4Crops versnelt overstap naar robotica</i>
10	<a href="#">SmartFarming</a>	09/03/2021	Dutch	<i>Europees project 'Rob4Crops' zet in op robotica in landbouw</i>

## D8.2 Dissemination and Communication activities report (1)

11	<a href="#">Rural Info</a>	9/03/2021	Croatian	<i>Novi EU projekt Robs4Crops ubrzava prijelaz na robotiku</i>
12	<a href="#">Mechatronica Machinebouw</a>	09/03/2021	Dutch	<i>EU-project Robs4Crops versnelt overstap naar agrarische robots</i>
13	<a href="#">RockingRobots</a>	09/03/2021	Dutch	<i>EU-project Robs4Crops versnelt overstap naar robotica</i>
14	<a href="#">HortiDaily</a>	11/03/2021	English	<i>New EU project Robs4Crops accelerates shift towards robotics</i>
15	<a href="#">AgroTimes</a>	11/03/2021	Ukrainian	<i>Новий проект ЄС Robs4Crops прискорює перехід до робототехніки</i>
16	<a href="#">Новости Украины</a>	11/03/2021	Ukrainian	<i>Новий проект ЄС Robs4Crops прискорює перехід до робототехніки</i>
17	<a href="#">Future Farming</a>	12/03/2021	English	<i>EU project Robs4Crops to accelerate shift towards robotics</i>
18	<a href="#">Agroindustria 360</a>	12/03/2021	Spanish	<i>El proyecto de la UE Robs4Crops para acelerar el cambio hacia la robótica</i>
19	<a href="#">ГлавПахарь</a>	15/03/2021	Russian	<i>Европейский проект Robs4Crops ускорит переход к робототехнике</i>
20	<a href="#">HortiDaily</a>	16/03/2021	English	<i>Faster transition to robotics with the European Robs4Crops project</i>
21	<a href="#">FreshPlaza</a>	16/03/2021	English	<i>New EU project Robs4Crops accelerates shift towards robotics</i>

## D8.2 Dissemination and Communication activities report (1)

22	<a href="#">Maakindustrie Nieuws</a>	17/03/2021	Dutch	<i>EUROPESE FINANCIERING VOOR TOEPASSING ROBOTICA EN AUTOMATISERING IN LANDBOUW</i>
23	<a href="#">IA Professionals</a>	18/03/2021	Dutch	<i>EU-project Robs4Crops versnelt overstap robotica in de landbouw</i>
24	<a href="#">FOOD Navigator</a>	19/03/2021	English	<i>'A game-changer in revitalising the European food and farm industry': €8m EU project aims to push robotic farming into mainstream</i>
25	<a href="#">InfoFERMA</a>	22/03/2021	Romanian	<i>Proiectul UE Robs4Crops va accelera trecerea agriculturii europene spre robotică</i>
26	<a href="#">La Robolution</a>	22/03/2021	French	<i>Le projet européen Robs4Crops vise à accélérer le passage à la robotique</i>
27	<a href="#">Nieuwe Oogst</a>	23/03/2021	Dutch	<i>Analyse: precisielandbouw is rechterhand van veldrobot</i>
28	<a href="#">AGROTEC</a>	24/03/2021	Portuguese	<i>Agrobótica Projeto Robs4Crops da UE acelera transição para a robótica</i>  <i>Projeto Robs4Crops da UE acelera transição para a robótica</i>
29	<a href="#">AgroSmart</a>	25/03/2021	Serbian	<i>Novi evropski projekat Robs4Crops iz korena menja poljoprivredu</i>
30	<a href="#">Agronews</a>	25/03/2021	Serbian	<i>Novi evropski projekat ubrzaće razvoj robotike i transformisati poljoprivrednu industriju</i>



## D8.2 Dissemination and Communication activities report (1)

31	<a href="#">Poljosfera</a>	25/03/2021	Serbian	<i>Projekat Robs4Crops za primenu robotike i automatizacije u evropskoj poljoprivredi</i>
32	<a href="#">AgroPortal</a>	25/03/2021	Serbian	<i>Novi evropski projekat Robs4Crops iz korena menja poljoprivredu</i>
33	<a href="#">CorD Magazin</a>	29/03/2021	Serbian	<i>Projekat Robs4Crops za primenu robotike u evropskoj poljoprivredi</i>
34	<a href="#">Batajnica</a>	31/03/2021	Serbian	<i>Projekat Robs4Crops za primenu robotike i automatizacije u evropskoj poljoprivredi</i>
35	<a href="#">SmartAgriHubs</a>	01/04/2021	English	<i>Synergising with Robs4Crops</i>
36	<a href="#">Ingredients Network</a>	02/04/2021	English	<i>Eight million Euro project aims to bring robotic farming to Europe</i>
37	<a href="#">Business Review</a>	05/04/2021	English	<i>New EU project set to accelerate the shift to robotics and automation and fundamentally shake up the agrifood landscape</i>
38	<a href="#">Transylvania Today</a>	05/04/2021	English	<i>New EU project set to accelerate the shift to robotics and automation</i>
39	<a href="#">Software Testing News</a>	06/04/2021	English	<i>New EU project to implement robotics and automation to farming</i>
40	<a href="#">SEEDNews</a>	06/04/2021	Portuguese	<i>PROJETO FINANCIADO PELA UNIÃO EUROPEIA BUSCA</i>

## D8.2 Dissemination and Communication activities report (1)

				<p><i>DIMINUIR ESCASSEZ DE MÃO-DE-OBRA E CUSTOS ATRAVÉS DA ROBÓTICA E AUTOMAÇÃO</i></p>
41	<a href="#">Energetski portal</a>	07/04/2021	Serbian	<i>Robs4Crops – da li je robotika budućnost poljoprivrede?</i>
42	<a href="#">Tekdeeps</a>	07/04/2021	English	<i>Robs4Crops – is robotics the future of agriculture?</i>
43	<a href="#">Wageningen University &amp; Research</a>	n/a	English	<i>New EU project Robs4Crops accelerates shift towards robotics</i>
44	<a href="#">Farmsafely</a>	n/a	English	<i>New EU Project Robs4Crops Accelerates Shift Towards Robotics</i>
45	<a href="#">Guía Agroindustrial</a>	n/a	Spanish	<i>ROBS4CROPS BUSCA ACELERAR LA AUTOMATIZACIÓN DE LA AGRICULTURA</i>
46	<a href="#">Agro Organico</a>	n/a	Spanish	<i>ROBS4CROPS BUSCA ACELERAR LA AUTOMATIZACIÓN DE LA AGRICULTURA</i>
47	<a href="#">ISEKI</a>	March 2021	English	<i>ROBS4CROPS – Robots for protecting crops</i>
48	<a href="#">LandbrugsAvisen</a>	n/a	Danish	<i>EU investerer millioner: En lille hær af robotter skal passe markerne</i>

Figure 26 Robs4Crops - Press Releases and Interviews

## 2.3 In-person & events-based outreach

Throughout the duration of the project, Robs4Crops will try to attend all relevant online events and webinars with the intention of spreading its message and creating synergies with similar projects and stakeholders. With the COVID-19 situation still in progress, most of the major robotics and agriculture events and fairs have been transferred online, which will facilitate the participation of Robs4Crops in these events.

During the past four months, Robs4Crops has attended two major online events/ webinars. These events have been described in detail below, outlining the Robs4Crops involvement and impact achieved. Active participation and promotion of the project at these kinds of events are very important because they bring the project closer to its target audiences.

### The European Robotics Forum 2021 (ERF2021)

**13-15 April 2021**

The European Robotics Forum 2021 is the most influential meeting of the robotics community in Europe, covering all aspects and current themes related to the field of robotics. Researchers, engineers, managers, and a growing number of entrepreneurs, business people, and public funding officers from all over Europe will come together to discuss technology push and market pull and how innovation in robotics and robotics-related AI can be accelerated.

#### *Robs4Crops involvement in the event*

The Robs4Crops project coordinator, *Dr Frits van Evert*, presented the Robs4Crops project and its envisioned impact to the robotics community. As a new project with a vision to accelerate the adoption of high-tech robotics and automated technologies in agriculture, Robs4Crops was beyond thrilled to attend an event of such importance and outreach.

### FIRA Open Day 2021

**April 15th, 2021**

FIRA Open Day 2021 was a full day dedicated to Ag Robots and Business Networking. This 12-hour-long online event created new opportunities for business and networking, encourage new ideas and projects, and ensure participants' visibility. The programme was open to the Agricultural Robotics industry's key players, such as Farmers, Technology Suppliers, Agro Suppliers, Agro Machinists, Trade Unions, Non-profits, Government, Journalists, and others.

#### *Robs4Crops involvement in the event*

Our project coordinator, Dr Frits van Evert used this opportunity to present Robs4Crops in front of the agricultural robotics community, with the aim of introducing the project's mission and objectives, as well as creating valuable networks with relevant industry actors. In total, more than 150 people participated in the Robs4Crops FIRA Pitch session.

## D8.2 Dissemination and Communication activities report (1)



Figure 27 Robs4Crops @FIRA Open Day, presented by WUR

Two of the Robs4Crops consortium partners, Agrobotelli and Agreenculture also presented their robotic farming solutions to the robotics in agriculture community.

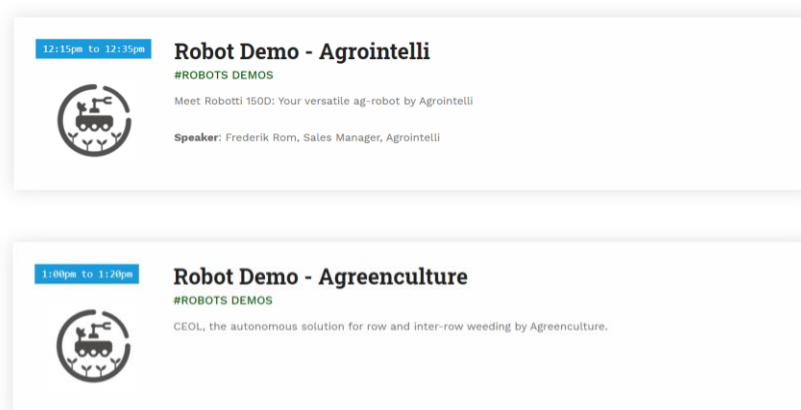


Figure 28 Robs4Crops - Agrobotelli and Agreenculture @FIRA Open Day

### 2.3.1 Offline Communication

Demonstration events will be the primary form of in-person communication that the project will undertake. Robs4Crops puts special emphasis on pilots, and therefore physical events will be conducted in the form of demonstration activities followed by farmers and practitioners. One major event will be organized to promote all results from the pilots.

## D8.2 Dissemination and Communication activities report (1)

During the first four months of the project, no physical events have been organized.

### 2.3.1.1 Scientific and technical publications

Scientific and peer-reviewed journals/ magazines are of enormous importance for reaching out to the academic and industrial communities, sharing valuable knowledge and enabling stakeholders to use the project results in their own work.

At the proposal stage of the project, the consortium partners committed to delivering 10 scientific publications and conference papers. Relevant peer reviewed journals include: *Journal of Field Robotics* (Wiley), *Sensors* (MDPI), *IEEE Transaction on Robotics and Frontiers in Robotics and AI*.

For the time being, partners who have already committed to the publication of the scientific articles in at least one of the above-mentioned scientific journals are LMS, UHOH, and EUT (see also D8.1, chapter 3.2.2.1). As mentioned in D8.1, It is expected that the publications will be starting from the month 10 of the project implementation.

Concerning other types of publications, one hard-copy featuring an article on Robs4Crops has been published in the most important Greek agriculture newspaper - *ypaithros.gr*. In the featured article, AUA and FSH gave an interview highlighting the piloting activities that will take place in Greece during the project implementation. A photo and a translated paragraph from the article are provided below.



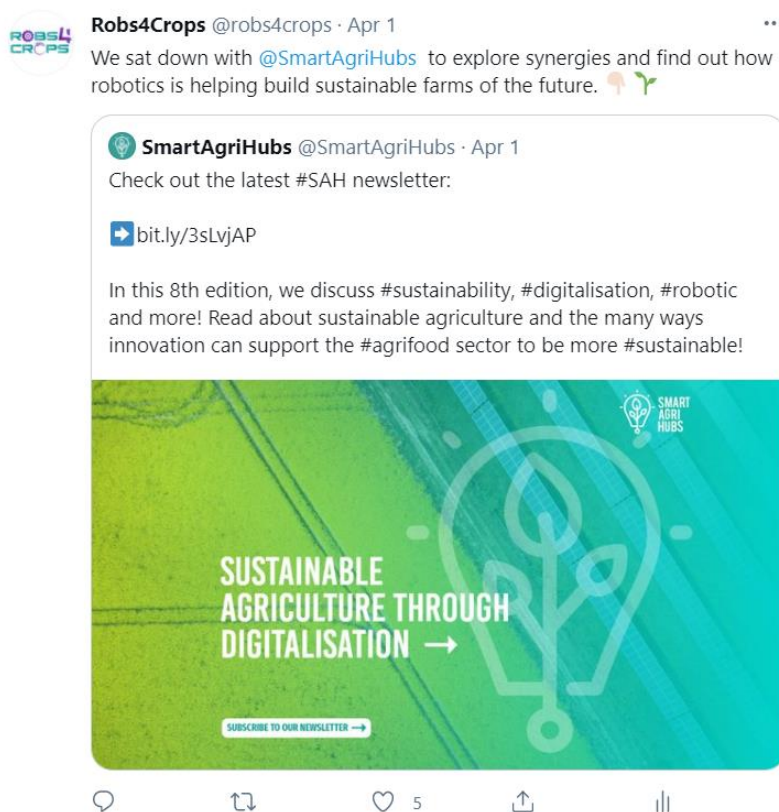
*From the Greek side, both educational institutions and farmers participate, "the Greek participation in Robs4Crops is strong, as important roles in the project have been allocated to: the Agricultural University of Athens, as the head of pilot applications of robotic technology in the field, the University of Patras, with responsibility for transferring know - how about robot autonomous behavior in the agricultural sector, and the Pegasus Agrifood - 7Grapes, who will test the project technologies on table grape crops and show them to others interested Greek farmers."*



## D8.2 Dissemination and Communication activities report (1)

### 2.3.1.2 Networking and liaisons with other relevant projects and initiatives

With regard to networking and liaisons with other relevant projects and initiatives, our mission is to mainstream digital agriculture, providing a safe testing ground to iterate further and innovate within a nurturing ecosystem. An ecosystem that leaves no one behind.



*Figure 29 Synergising with SmartAgriHubs*

The intention here is to offer a dynamic and vibrant meeting point of encounter for diverse ecosystem participants to create and capture value for themselves, starting from farmers, SMEs, and DIHs. We share a strong commitment to fuel the transition of our food systems towards more resilient and sustainable models. Robotics and AI-driven agricultural solutions can help make this happen.

Collaboration is one of the most vital, but overlooked ingredients for growing a sustainable, healthy and resilient agricultural sector. A critical part of Robs4Crops differentiation is our 'coral reef-like' ecosystem. We enable all the different private and public players (e.g., farmers, retailers, regulatory bodies, technology providers, citizens) to act autonomously in the co-creation, starting from the demonstration, testing, and piloting of robotics and AI-fuelled solutions in the field; then by providing incentives for them to take steps towards wider adoption of such solutions. Last but not least, we propose the industry's most comprehensive robotics system; in a way, Robs4Crops serves as an "innovation sandbox", easily scalable system to cover an ever-expanding range of use cases and applications.

*Figure 30 Synergising with Robs4Crops: notes from our interview with SmartAgriHubs*

## D8.2 Dissemination and Communication activities report (1)

From the start of the project, Robs4Crops has been on the lookout for projects whose activities, key technologies, or certain elements of the overall vision, correspond to those of Robs4Crops.

### *Featured in the SmartAgriHubs Newsletter No. 8: 'Sustainable agriculture through digitalisation' (March 2021)*

The very first collaboration that Robs4Crops has successfully kicked-off is with the SmartAgriHubs project in their Newsletter No. 8. In this edition, SmartAgriHubs talks about sustainable agriculture through digitalization and how supporting innovation in the sector could be a game changer.

In our interview, we had the chance to introduce our mission and vision and discuss the planned synergies with SmartAgriHubs in the context of sustainable agriculture through digitalization.

For the full interview, please visit [smartagrihubs.eu](https://smartagrihubs.eu).



*Figure 31 SmartAgriHubs Newsletter No. 8: Synergising with Robs4Crops*

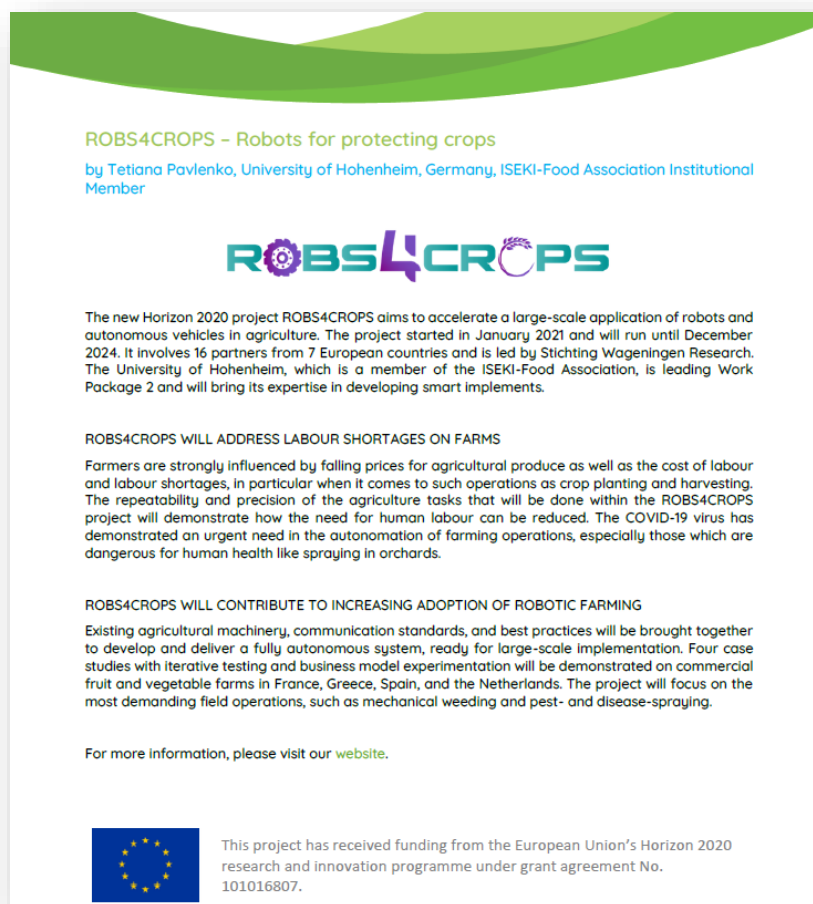
### *ISEKI-Food Association e-News Spotlight on Robs4Crops (March 2021)*

The [ISEKI-Food Association](#) is an independent European non-profit organisation, established in 2005 by representatives of university institutions, research institutes, companies and associations related to food, coming from all over the world. The ISEKI-Food e-News are sent to all subscribers on a quarterly basis (end of March, June, October and December). It contains information about the ISEKI-Food Association activities as well as activities of ISEKI-members (Institutional and Individual members) who are entitled to contribute.


Our partner Tetiana Pavlenko, University of Hohenheim, Germany, ISEKI-Food Association Institutional Member contributed to the latest edition of ISEKI-Food e-News.

To see the e-News, go to: [ISEKI-Food e-News](#)

## D8.2 Dissemination and Communication activities report (1)



**ROBS4CROPS – Robots for protecting crops**  
by Tetiana Pavlenko, University of Hohenheim, Germany, ISEKI-Food Association Institutional Member



The new Horizon 2020 project ROBS4CROPS aims to accelerate a large-scale application of robots and autonomous vehicles in agriculture. The project started in January 2021 and will run until December 2024. It involves 16 partners from 7 European countries and is led by Stichting Wageningen Research. The University of Hohenheim, which is a member of the ISEKI-Food Association, is leading Work Package 2 and will bring its expertise in developing smart implements.


**ROBS4CROPS WILL ADDRESS LABOUR SHORTAGES ON FARMS**

Farmers are strongly influenced by falling prices for agricultural produce as well as the cost of labour and labour shortages, in particular when it comes to such operations as crop planting and harvesting. The repeatability and precision of the agriculture tasks that will be done within the ROBS4CROPS project will demonstrate how the need for human labour can be reduced. The COVID-19 virus has demonstrated an urgent need in the automation of farming operations, especially those which are dangerous for human health like spraying in orchards.

**ROBS4CROPS WILL CONTRIBUTE TO INCREASING ADOPTION OF ROBOTIC FARMING**

Existing agricultural machinery, communication standards, and best practices will be brought together to develop and deliver a fully autonomous system, ready for large-scale implementation. Four case studies with iterative testing and business model experimentation will be demonstrated on commercial fruit and vegetable farms in France, Greece, Spain, and the Netherlands. The project will focus on the most demanding field operations, such as mechanical weeding and pest- and disease-spraying.

For more information, please visit our [website](#).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101016807.

*Figure 32 ISEKI-Food e-News: Spotlight on Robs4Crops by UHOH*

For the time being, Robs4Crops is mapping and scanning other relevant projects and engaging in communication with their representatives. Probably the peak of such discussions was during the [FIRA Open Day](#) and and ERF2021. As more and more different project outputs are released, the synergies will intensify and the collaborations with other projects and initiatives will become even stronger (through demos and networking events).



## 3 Monitoring and Evaluation

All outreach activities have been subjected to regular follow-ups and weekly monitoring.

Dissemination and communication governance and monitoring process is organized among the three members of the Robs4Crops Communication and Dissemination team. One member is responsible for establishing a content and social media strategy, while the other two members are primarily focused on executing that strategy and monitoring results.

Besides social media strategy, the implementation of the Communication and Dissemination strategy was directed towards outreach to relevant media and press releases distribution.

Our Communication and Dissemination team reviews each press release before publication, and if needed – consults with the coordinator or other partners. This step-by-step process ensures that the information presented to our target groups accurately represents the project, our mission and vision, and ongoing activities.

The monitoring tools will provide evidence on whether the Communication and Dissemination Strategy is being implemented as initially planned and scheduled, or if there is a need for a new strategic framework to ensure that our target objectives are met.

### 3.1 Monitoring and Evaluation tools

For regular monitoring and evaluation of our performance on the ROBS4CROPS channels of growth, the following tools have been used:

- Email Campaign Tracking & Reporting (Mailchimp)
- Google Analytics reporting dashboards
- Social Media Metrics Dashboard (Pirate metrics)
- Typeform questionnaire: Periodic Dissemination & Communication Report (January - March 2021)

These tools/ spreadsheets have been stored on the Robs4Crops OneDrive and are being updated on a weekly basis. Furthermore, each consortium partner is required to provide brief reports on their own outreach activities. This information has been acquired through a short and interactive Typeform Questionnaire (see Annexe for template example).

For tracking the previously defined KPIs, Dissemination and Communication the Monthly Outreach Reporting Dashboard has been used. The table below presents the KPIs defined, followed by the graphic representation of the KPIs reached so far in comparison to the KPIs that are to be reached by the end of the project implementation.

## D8.2 Dissemination and Communication activities report (1)

Table 1 Robs4Crops Dissemination and Communication KPIs

ROBS4CROPS Dissemination & Communication KPIs		
Online	Offline	In-person
<p><b>30,000</b> Number of visits to the project website (<b>2,000</b>)</p> <p><b>2,000</b> Number of social media followers (<b>488</b>)</p> <p><b>2,000</b> Number of e-newsletter recipients (<b>150</b>)</p> <p><b>10</b> Press releases (<b>1</b>)</p> <p><b>10</b> Number of videos released (<b>1</b>)</p>	<p><b>5,000</b> Number of distributed printed/digital promotional materials (<b>n/a</b>)</p> <p><b>10</b> Scientific publications and conference papers (<b>n/a</b>)</p> <p><b>10</b> Publications in peer reviewed journals (<b>n/a</b>)</p>	<p><b>30</b> Number of project events where Robs4Crops is presented (<b>2</b>)</p> <p><b>20</b> Demonstrations of large-scale pilots (<b>n/a</b>)</p>

## 4 Action Points and Next Steps

The next report on the dissemination and communication activities - *DB.6: Dissemination and Communication activities report (2)* has been scheduled for M18 of the project. During this period of 14 months, several activities will be implemented to maintain the momentum which has been created within the first four months of the project.

First and foremost, we plan to continue updating Robs4Crops Newsroom with insights from our ecosystem (see table below). Newsletters will be issued, featuring interviews with our partners, relevant influencers in robotics and AI, and related projects, with emphasis on DIHs. We will also focus on demos and videos, as we will have more info on our pilot activities. The Resources page will be updated on a needs-based basis with relevant outputs that could be shared with other ecosystem players. This is particularly important from M6 onwards, as this is when our Exploitation and IP tasks will start, and it will be crucial to explore and understand how various ecosystem actors can make use of our technologies and solutions. Below is a summary of themes and topics to be covered in the following months on Robs4Crops Newsroom.

*Table 2 Direction of themes and topics in relation to Robs4Crops Newsroom*

Theme/ Topic	The aim of the topic
<i>Challenges of modern society and how Robs4Crops can help</i>	On one side, the intention is to highlight all the current obstacles that people worldwide are experiencing, specifically in relation to food insecurity, food waste, cost and scarcity of labour, workers' safety, environmental challenges, and more. On the other side, the aim is to explain how Robs4Crops technical and non-technical aspects of the robotic farming system can help overcome these barriers and create a more promising future for all.
<i>Robotics easing the hardships of agricultural workers</i>	The focus of the previous topic is to introduce various challenges related to food production. The focus of this topic is to put farmers at the centre of the story, discussing the specific obstacles they are encountering in their everyday work and the ones imposed by the changing global requirements. Here, we will include opinions from farmers across Europe to gain a better feel for their day-to-day struggles.
<i>Farmers' views on Robotics</i>	Even though robots can offer numerous advantages to farmers, like cutting costs and freeing them of physically demanding tasks, robotics in agriculture still hasn't been widely accepted. In this article, we discuss different views that farmers have when it comes to innovative technological advancements in agriculture, mainly robotics.
<i>Human-robot collaboration - the imminent future</i>	This post will discuss the future of robotics and how it will change our everyday lives, emphasizing the collaborative relationship that should be developed between humans and robots. The overall goal of the post is to raise the

## D8.2 Dissemination and Communication activities report (1)

	awareness and acceptance of innovative technologies by various target audiences.
<i>Early adopters of robotics in agriculture (Robs4Crops large-scale pilots)</i>	This blog post will introduce each of the four Robs4Crops pilots on which the R4C robotic farming system will be tested. We will showcase these farms and highlight their extremely important role in the widespread adoption of robotics in agriculture.
<i>What you should know about the Robs4Crops robotic farming system</i>	This post will aim to explain in as simple terms as possible the technical solutions of Robs4Crops. It will introduce the three main components of its robotic farming solution (smart implements, autonomous vehicles, and the farming controller) and their importance for the project.
<i>The impact of heavy labour and use of chemicals on the environment and health of agricultural workers</i>	Elaborating on the given topic, readers will gain a better understanding of how hazardous chemicals, heavy machinery and repetitive labour impact agricultural workers, as well as the environment, and how Robs4Crops contributes to lowering health risks for farmers.
<i>Large-scale pilots</i>	Introducing readers to Robs4Crops large-scale pilots and operations related to performing large-scale demonstrations in four different countries.
<i>Transition from farm implements to smart implements</i>	This blog post will give a closer look at the Smart Implements (Sprayers and Weeders) that Robs4Crops plans to put into practice and the expected effects of such implementation.

Events that Robs4Crops plans to participate in:

*Table 3 Robs4Crops Tentative events*

Event name	Event description	Location and dates
<u>ICINCO</u>	International Conference on Informatics in Control, Automation and Robotics	Online streaming 6-8 July, 2021
<u>15th ICAH</u>	International Conference on Agriculture & Horticulture Revolutionizing Agriculture for Future Food Demand	Istanbul, Turkey 16-17 August 2021
<u>AGRICO 2021</u>	8th International Conference on Agriculture	Online streaming 19-20 August, 2021

## D8.2 Dissemination and Communication activities report (1)

<a href="#"><u>Agricultural FIMA</u></a>	International exhibition for agricultural machinery held biannually	Zaragoza, Spain 8-12 February, 2022
<a href="#"><u>Agritechnica</u></a>	The world's largest trade fair for agricultural machinery and equipment	Hanover, Germany 27 February - 5 March 2022

## 5 Conclusion

A systematic approach to Communication and Dissemination was implemented to build the visibility of Robs4Crops from the ground up. The distribution and communication plan established in the deliverable *DB.1 Dissemination and Communication Strategy* has been implemented aggressively and this has resulted in a large impact.

A diverse range of actions was carried out by the partners, including social media campaigns, liaisons with other projects, presence at different virtual events and numerous press releases in different countries. The successful completion of these activities has created a strong awareness around Robs4Crops and initiated a connection with the key stakeholders.

Moving ahead, the goal is to maintain and ideally advance the current growth curve through consolidation across the consortium.

The advancement of large-scale pilot demonstrations will bring new scientific results and enable the dissemination of latest insights with Robs4Crops key target groups.

In future communication and dissemination efforts, Robs4Crops will strive to stay aligned with the objectives established in *D8.1 Communication and Dissemination Strategy* and widen its presence and visibility in relevant networks.



## Annex

*Robs4Crops Brochure for the ERF2021*

# ROBS4CROPS

## ROBOTS FOR PROTECTING CROPS



### PARTNERS

Stichting Wageningen Research	<a href="http://wur.nl">wur.nl</a>
Giropoma	<a href="http://giropoma.com">giropoma.com</a>
Pegasus	<a href="http://7grapes.gr">7grapes.gr</a>
Serrater	<a href="http://serrator.com">serrator.com</a>
Smart Agri Technology	<a href="http://smartagritechnology.com">smartagritechnology.com</a>
Terrena	<a href="http://terrena.fr">terrena.fr</a>
Abemec	<a href="http://abemec.nl">abemec.nl</a>
AGreenCulture	<a href="http://agreenculture.net">agreenculture.net</a>
AgroIntelli	<a href="http://agointelli.com">agointelli.com</a>
Foodscale Hub	<a href="http://foodscalehub.com">foodscalehub.com</a>
Teyme	<a href="http://teyme.es">teyme.es</a>
Agricultural University of Athens	<a href="http://aua.gr">aua.gr</a>
Fundacio Eurecat	<a href="http://eurecat.org">eurecat.org</a>
University of Copenhagen	<a href="http://ku.dk">ku.dk</a>
University of Hohenheim	<a href="http://uni-hohenheim.de">uni-hohenheim.de</a>
University of Patras	<a href="http://upatras.gr">upatras.gr</a>

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@robs4crops

Call H2020-ICT-2018-20

Duration 1 January 2021 – 31 December 2024

## OBJECTIVES

Agriculture is susceptible to the cost and scarcity of labour. And making cultivation practices more efficient and sustainable is critical. Robs4Crops is a vital catalyst in accelerating high-tech robotics and automated technologies in the European food and farm industry. Building upon the existing agricultural machinery, standards, and best practices, the 4-year project will shape and deliver a flexible and modular, fully autonomous system ready for large-scale commercial trials. The trials will be conducted in partnership with commercial farms and business leaders from France, Greece, Spain, and The Netherlands. Robs4Crops will significantly reduce farmers' dependency on hired labour, increase safety, reduce the use of inputs and the overall carbon footprint of food production.

The infographic features a purple header with the Robs4Crops logo. Below it, a teal banner reads 'TIME FOR CHANGE IN OUR CHANGING TIMES'. Three icons represent 'FARMERS TACKLING LABOUR SHORTAGE', 'INCREASING PRECISION AND SAFETY', and 'REDUCING REPEATABILITY'. A central section titled 'ROBOTICS, AI & THE FUTURE OF FOOD' describes a flexible and modular system. To the right, 'Robs4Crops Technologies' are listed: 'SMART IMPLEMENTS', 'AUTONOMOUS VEHICLES', and 'FARMING CONTROLLER'. The bottom section, 'LARGE-SCALE PILOTS', shows four heart-shaped icons for 'SPAIN', 'FRANCE', 'THE NETHERLANDS', and 'GREECE'. A footer contains the European Union logo, funding information, and the website 'robs4crops.eu'.

## EXPECTED IMPACT

### *Mainstreaming robotic farming: from stand-alone units to a complete robotic system*

Due to coronavirus, robotics and farm automation technologies have seen a significant spike in interest and investment, marking the start of a structural change in food and farming. But, for the most part, commercial robotics is still mainly unexploited.

Robs4Crops promises to bring a high-tech revolution to farms and offer a tremendous potential impact on productivity, efficiency, and environmental sustainability.

The focus is on the most demanding and repetitive field operations, specifically mechanical weed control and spraying against pests and diseases. Robs4Crops will provide a safe testing ground for iterative development and innovation through a network of collaborating partners.

Robs4Crops will also look at ethics, regulation and the socio-economic impact of robotic farming.