



# AUTOASSESS

AI & robotics for safe vessel inspection

## **D10.1 – PLAN AND REPORT FOR DISSEMINATION, COMMUNICATION AND EXPLOITATION OF RESULTS**

21/12/2023

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## PARTNERS

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## D10.1 – PLAN AND REPORT FOR DISSEMINATION, COMMUNICATION AND EXPLOITATION OF RESULTS

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Abstract	This document defines AUTOASSESS' communication and dissemination initial plans, outlining the target groups, as well as the channels, tools and activities to reach them.
Keywords	Communication, Dissemination, Outreach, Ecosystem development

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## EXECUTIVE SUMMARY

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This deliverable, named “D10.1 – Plan and Report for DCE of Results” aims to present the communication and dissemination initial plans for the AUTOASSESS project.

The plan here presented establishes all the related communication and dissemination activities on a structured basis. It also sets up the main tools that will enable the consortium to address relevant audiences with appropriate activities and, finally, promote project results and contribute to the exploitation activities.

This document is comprised of the following chapters:

- **Chapter 1 – Introduction:** presents this document objectives.
- **Chapter 2 – Strategy:** details the strategic context for planning and delivering AUTOASSESS’ outreach activities. This chapter introduces the communication and dissemination methodology, emphasizing its core principles of attracting, converting, closing and delighting the audience. Moreover, it presents an in-depth overview of the project’s target groups and their journey through AUTOASSESS over time.
- **Chapter 3 – Channels, Tools & Activities:** offers an overview of the tools, channels, and activities that will support the strategy defined. AUTOASSESS’ channel mix is introduced, consisting of a dynamic website, social media content, e-mail outreach, as well as in-person activities.
- **Chapter 4 – Schedule & Timing:** covers a tentative calendar for the implementation of various dissemination and communication activities. A collaborative activity calendar will be introduced, for both digital and in-person communication.
- **Chapter 5 – Monitoring & Evaluation:** addresses monitoring and ongoing evaluation of the AUTOASSESS outreach plan’s efficiency. The chapter introduces a governance/oversight model for the coordination of AUTOASSESS communication activities and offers an overview of partners’ responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communication and dissemination activities.
- **Chapter 6 – Conclusions:** presents the conclusions of the deliverable.

An updated version of this plan is expected to be presented by month 30.

## TABLE OF CONTENTS

1	INTRODUCTION .....	10
2	STRATEGY .....	12
2.1	Methodology .....	12
2.2	Objectives .....	14
2.3	Target Audiences and key messages .....	14
3	TOOLS, CHANNELS AND ACTIVITIES .....	17
3.1	AUTOASSESS's identity .....	17
3.1.1	Name .....	17
3.1.2	Project descriptions .....	17
3.1.3	EU funding information .....	18
3.1.4	Logo .....	19
3.1.5	Brand book .....	20
3.1.6	Colour palette .....	21
3.1.7	Typography .....	22
3.1.8	AUTOASSESS partners' logos .....	22
3.1.9	Templates .....	23
3.2	AUTOASSESS Channel Mix .....	25
3.2.1	Digital channel promotion .....	25
3.2.2	Offline communication .....	31
4	PROJECT COMMUNICATION & DISSEMINATION MATERIALS .....	33
4.1	Social media headers .....	33
4.2	Social media visuals .....	34
4.3	Press release template .....	36
4.4	Newsletter header .....	37
5	SCHEDULE AND TIMING .....	38
6	MONITORING AND EVALUATION .....	39
7	CONCLUSIONS .....	42

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## LIST OF FIGURES

---

FIGURE 1: AUTOASSESS AARRR FUNNEL	13
FIGURE 2: AUTOASSESS LOGO	19
FIGURE 3: AUTOASSESS LOGO WITH TAGLINE	20
FIGURE 4: AUTOASSESS COLOUR PALETTE	21
FIGURE 5: AUTOASSESS' TYPOGRAPHY	22
FIGURE 6: AUTOASSESS LANDING PAGE	26
FIGURE 7: AUTOASSESS LINKEDIN PAGE	28
FIGURE 8: AUTOASSESS X PROFILE	28
FIGURE 9: AUTOASSESS F6S PAGE	29
FIGURE 10: AUTOASSESS YOUTUBE CHANNEL	30
FIGURE 11: PRESS RELEASE TEMPLATE	36
FIGURE 12: HEADER NEWSLETTER	37
FIGURE 13: AUTOASSESS COMMUNICATION SCHEDULE	38
FIGURE 14: AUTOASSESS AARRR FUNNEL	41



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## LIST OF TABLES

---

TABLE 1: SET OF ACTIVITIES AND ASSOCIATED QUESTIONS	14
TABLE 2: AUDIENCES' COMMUNICATION ASSESSMENT	15
TABLE 3: AUTOASSESS LOGO POSITIVE AND NEGATIVE VERSIONS	20
TABLE 4: EXAMPLE OF A PAGE OF AUTOASSESS' BRAND BOOK	21
TABLE 5: PARTNER'S LOGOS	23
TABLE 6: AUTOASSESS' WORD AND PPT TEMPLATES	24
TABLE 7: SOCIAL MEDIA COVER PICTURES EXAMPLES	33
TABLE 8: SOCIAL MEDIA VISUALS TEMPLATES	34
TABLE 9: AUTOASSESS COMMUNICATION & DISSEMINATION KPIS	39

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## ABBREVIATIONS

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ADRA	AI, Data and Robotics Association
AIOD	AI-on-Demand platform
DCE	Dissemination, Communication and Exploitation
DIH	Digital Innovation Hub
EC	European Commission
EEN	Enterprise Europe Network
EU	European Union
FSTP	Financial Support to Third Parties
GNSS	Global Navigation Satellite System
KPI	Key Performance Indicator
KO	Key Objectives
ML	Machine Learning
NCP	National Contact Point
NDT	Non-Destructive Testing
OC	Open Call
PM	Project Manager
PPT	Power Point
SMEs	Small and Medium-Sized enterprises
UTM	Ultrasonic Thickness Measurements
WP	Work Package

## 1 INTRODUCTION

This deliverable was developed as part of the AUTOASSESS project. It is named “D10.1 – Plan and Report for DCE of Results” and is included in “WP10 – Innovation and Communication and Dissemination”.

The AUTOASSESS Plan and Report for Dissemination, Communication and Exploitation (DCE) of Results introduces the strategy, the methodology, and the growth-hacking principles that will guide AUTOASSESS’s communication and dissemination activities. Moreover, this report presents a list of materials specially designed according to the outlined strategy, to meet the project communication and dissemination KPIs, that reflect the strategic goals and objectives of AUTOASSESS. It also includes a strategic stakeholder analysis. This is to help understand their expectations and attitudes as they relate to AUTOASSESS, as well as craft the narrative and key messages to be delivered. A detailed activity plan is presented together with tools and channels to be used.

AUTOASSESS will explore the following opportunities: liaison with influencers/multipliers and networks (including ADRA and AI-on-Demand Platform communities), events, content creation, social media, video, and so forth. Close attention will be paid to promotional activities during the open calls periods.

This plan heavily relies on seeking complementarities and mutual fits with current initiatives, projects and programmes to maximize outreach and engagement. It will be updated at month 30 of the project (March 2026) to prove the overall value of AUTOASSESS’ growth-hacking efforts and set further guidance.

The AUTOASSESS dissemination and exploitation efforts are heavily rooted in the high-level key objectives (KO) of the project:

- KO1: Autonomous Exploration and Overall Assessment of Confined Ballast Water Tanks
- KO2: Comprehensive Inspection of Ballast Tanks & Cargo Holds including NDT Measurements
- KO3: Autonomous aerial NDT with ultrasonic-testing hardware less than half the mass of currently available solutions, cm-level position accuracy and NDT measurement accuracy better than 100µm
- KO4: ML system capable of detecting >95 % of defects across different vessels in a range of 20+ years of age.
- KO5: Transforming Robotic Scans of Ballast Tanks and Cargo Holds into Actionable Data
- KO6: Decision Support System capable of planning and initiating missions, and post-processing past Missions
- KO7: Quantify repeatability and accuracy of autonomous inspections via three demonstration applications

And the WP10 – Innovation and Communication and Dissemination objectives:

- To interface with the external world to promote the results and disseminate them to the broadest audience.

- To attract and engage innovative SMEs & Startups in the co-development and enhancement of the AUTOASSESS demonstrators by implementing the FSTP methodology.
- To maximize the innovation, social and economic impact of the project.
- To maximize the exploitation of results by consortium members and engaged third parties.

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## 2 STRATEGY

### 2.1 METHODOLOGY

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The AUTOASSESS communication and dissemination plan is designed in the beginning of the project's timeline, based on a strategic approach and specific methodologies.

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

- **Growth hacking**<sup>1</sup> – Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods. Growth hacking, as it is applied to AUTOASSESS, involves experimenting with different tools, channels, and activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.
- **Content marketing**<sup>2</sup> – “The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” In the same way, AUTOASSESS content will be designed and customized to attract, engage, and delight our key stakeholders.
- **AARRR funnel/ framework (Pirate metrics)**<sup>3</sup> – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable metric goals. As the AARRR is a part of Growth Hacking, within AUTOASSESS, it is used as a central metric system for the classification of AUTOASSESS content marketing activities, appropriate channels for the distribution of it and successful acceptance of the AUTOASSESS' value proposition.

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<sup>1</sup> <https://neilpatel.com/what-is-growth-hacking/>

<sup>2</sup> <https://contentmarketinginstitute.com/what-is-content-marketing/>

<sup>3</sup> <http://theleanstartup.com/principles>

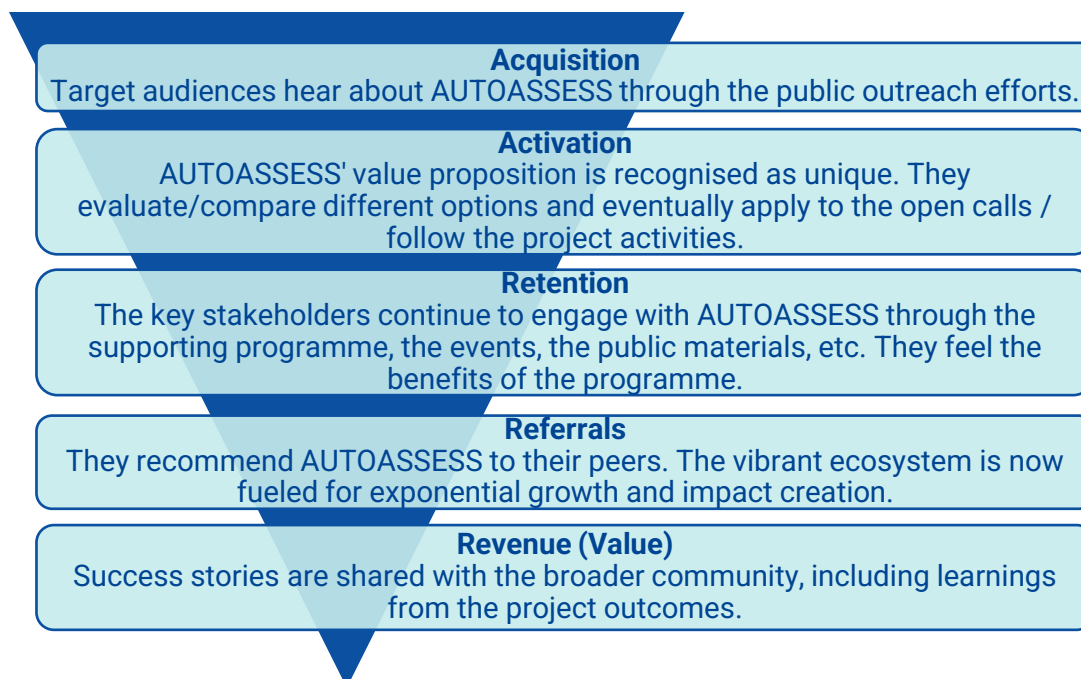


FIGURE 1: AUTOASSESS AARRR FUNNEL

- **Inbound Marketing** - The inbound methodology will put AUTOASSESS in front of its stakeholders at the moment when they are actually looking for what AUTOASSESS has to offer – an innovative approach to autonomous aerial inspection of GNSS-denied and confined critical infrastructures. Unlike outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound marketing, as it is applied to AUTOASSESS, involves strategic planning, content development, and distribution across the most meaningful channels available, including online and in-person. The overall purpose of AUTOASSESS inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in AUTOASSESS.

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

TABLE 1: SET OF ACTIVITIES AND ASSOCIATED QUESTIONS

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

## 2.2 OBJECTIVES

AUTOASSESS' communication, growth hacking and ecosystem-building activities aim to promote the AUTOASSESS programme and engage its target audience, while addressing the pain points that are pertinent to them. Moreover, the dissemination activities aim to increase impact, by making the project achievements, learnings and public results available to its target audiences.

More specifically, this strategy aims to:

- Establish buzz, raise awareness and visibility for AUTOASSESS;
- Engage the wider AI, Robotics and maritime sector community;
- Capitalize upon AUTOASSESS enablers to build and nurture a favourable ecosystem;
- Drive a high number of quality applications to AUTOASSESS open calls;
- Work with other relevant initiatives to cross-promote success stories and leverage communication resources.
- Facilitate access to the project outcomes / results

## 2.3 TARGET AUDIENCES AND KEY MESSAGES

AUTOASSESS communication needs to be tailored to the specific needs of the different target audiences of the project. This section identifies the 5 main target audiences of the project:

- **Industries and end-users** (customers of the AUTOASSESS): Shipping companies, including asset owners, inspectors / operators, and classification societies
- **Startups & SMEs**: Robotics and automation companies, including robotic providers, system integrators, data analytics and AI
- **Policy makers / Regulation bodies**: such as the European Maritime Safety Agency, the International Labor Organisation and International Maritime Organisation
- **Scientific community**: Researchers, professors

Furthermore, this section presents an initial exercise of understanding key characteristics from their personas, which allows to address them through the appropriate communication channels.

TABLE 2: AUDIENCES' COMMUNICATION ASSESSMENT

Industries and end-users	
Needs and Expectations	Cost-effective, efficient, safe and compliant solutions
Main narrative	The AUTOASSESS solution provides cost-efficient, objective and safe vessel inspection Beyond current state of the art solutions
Communication channels	Website, social networks, newsletter, events, media, partners' networks
Startups & SMEs	
Needs and Expectations	Business and growth opportunities
Main narrative	Mentorship, training, access to AUTOASSESS community, funding; Opening of new markets opportunities
Communication channels	Website, social networks, newsletter, events, media, partners' networks
Policy makers / Regulation bodies	
Needs and Expectations	Looking for efficient innovative models



<b>Main narrative</b>	Re-shape the regulatory framework adapted to these technologies
<b>Communication channels</b>	Website, social networks, events, publications targeting policy makers
Scientific community	
<b>Needs and Expectations</b>	Access to the latest scientific breakthroughs
<b>Main narrative</b>	Open access to AUTOASSESS's results, allowing further developments; Experience from the industry, newest developments
<b>Communication channels</b>	Website, social networks, newsletter, events, media, partners' networks, scientific publications

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## 3 TOOLS, CHANNELS AND ACTIVITIES

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Considering the audiences, the needs and narratives already expressed in this plan, it is now necessary to analyse how and where these activities will take place. The proper mapping of tools, channels and activities to each target audience is essential, as it enables the consortium to plan the measurement of the results of the AUTOASSESS's activities effectively.

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### 3.1 AUTOASSESS'S IDENTITY

#### 3.1.1 NAME

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The name of the project is "Autonomous aerial inspection of GNSS-denied and confined critical Infrastructures".

The project acronym is "AUTOASSESS".

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#### 3.1.2 PROJECT DESCRIPTIONS

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The following is a list of project descriptions of different sizes to be used on different places, from social media bios to AUTOASSESS partner's websites.

##### **Project tagline**

AI & robotics for safe vessel inspection

##### **One sentence description**

AUTOASSESS is an EU-funded project that leverages AI and robotics to perform vessel inspection, removing human surveyors from dangerous and dirty confined areas.

##### **One paragraph description**

AUTOASSESS – "Autonomous aerial inspection of GNSS-denied and confined critical Infrastructures" is an EU-funded project that aims to remove human surveyors from dangerous enclosed areas such as ballast tanks or cargo holds. To achieve this objective, it will employ an autonomous robotic system that exceeds human capabilities and obtain an accurate, repeatable and quick vessel inspection.

##### **One-page description**

To ensure the structural safety of ships, oil and gas and other marine infrastructures, they must be surveyed to detect corrosion, cracks or deformation. Currently, this task is done by human

surveyors who must climb into confined areas such as ballast tanks, or cargo holds which represent extremely dangerous GNSS-denied environments. The inspection is a physically demanding task, done in tight enclosed spaces, difficult to access, with low/no light, slippery surfaces and with low/no oxygen and toxic gases. According to the International Marine Organization (IMO) one person is killed on average every week from accidents in such enclosed spaces. Further, during the inspection process the ship cannot operate, posing high pressure on surveyors to work quickly. Major 5-year dry dock inspections are associated with around 1 M€ per vessel, resulting in about 11B€ per year for the whole industry. The reason for these high costs is that an average inspection takes up to 15 days, during which the vessel cannot operate. If the inspection time could be reduced to 3 days, the industry would save 80% (i.e. 0.8M€ per vessel).

The goal of the EU-funded project AUTOASSESS is, therefore, to employ a robot and remove human surveyors out of harm's way, while at the same time obtaining an accurate, repeatable, and quick vessel inspection. In recent years progress has been made in aerial systems, or drones for mapping and inspection. Even though the inspection of enclosed marine structures in challenging conditions is still a problematic task, an aerial multi-robotic human centric system, with automated AI based scanning, mapping and Non-Destructive Testing (NDT) has the potential to remove the need for human inspection. Only by combining and integrating the latest developments in collision-tolerant UAS, multi-modal Simultaneous Localization and Mapping, path planning, autonomous drone racing, aerial manipulation, miniaturized NDT sensors and Machine Learning-based defect identification it is possible to deploy drones in these tight spaces for inspection purposes. This superhuman approach would also decrease time and costs, as inspections will take as little as 1 day, saving the industry multiple billion euros per year.

AUTOASSESS will also support the participation and integration of external technology providers in the development and enhancement as well as the extension of existing use cases following the identification of particular challenges. Up to 14 startups/SMEs will be selected, via two open calls.

[DTU - Technical University of Denmark](#) (Denmark) is the coordinator of the AUTOASSESS consortium composed by 16 members from 9 different countries: [NTNU - Norwegian University of Science and Technology](#) (Norway), [Technical University of Munich](#) (Germany), [University of Twente](#) (Netherlands), [ScoutDI](#) (Norway), [Cognite](#) (Norway), [FAYARD A/S](#) (Denmark), [GLC - Glafcos Marine Ltd.](#) (Greece), [F6S](#) (Ireland), [DNV](#) (Norway), [Euronav](#) (Belgium), [Danaos Shipping Co. Ltd](#) (Cyprus), [Torvald Klaveness](#) (Norway), [University of Zurich](#) (Switzerland), [Flyability](#) (Switzerland) and [Sensima Inspection Sàrl](#) (Switzerland).

The consortium includes many of the world leaders in the field of UAS-based inspections and brings along the latest research and development in this area. Vessel owners and surveyors are also among the partners, enabling an end-to-end survey solution which would save around 50 lives per year and provide more reliable, accurate and less costly inspection data.

The project started on 1 October 2023 and will run for 48 months, with an overall budget of 13M€.

### 3.1.3 EU FUNDING INFORMATION

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:



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For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals<sup>4</sup> provided by the EC.

### 3.1.4 LOGO

The visual identity is what allows the target audiences to identify AUTOASSESS in every action and activity related to the Project. The AUTOASSESS logo aims to transmit 2 key messages:

- Clear reference to the sector and technologies, via the vessel and drone shapes
- The cargo helps contextualize the ship type, and also represents the drone visual coordinates



FIGURE 2: AUTOASSESS LOGO

An alternative version of the logo is available, displaying the AUTOASSESS tagline.

<sup>4</sup> [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)



FIGURE 3: AUTOASSESS LOGO WITH TAGLINE

For the logo to be applicable to the various possible backgrounds, a white and grey version of the logo were also created, as well as a version with the colours inverted. However, these versions should be used only if necessary and the principal logo to be used should be the one displayed in figures 2 or 3.

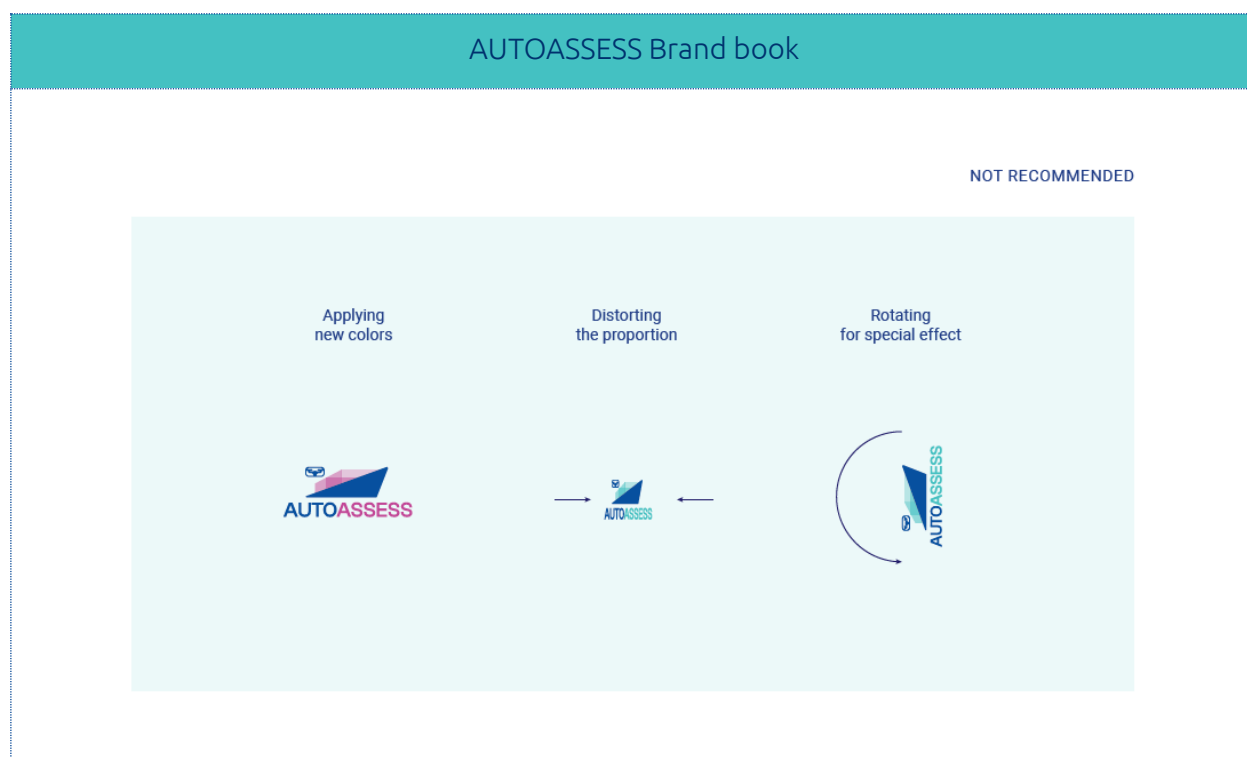
TABLE 3: AUTOASSESS LOGO POSITIVE AND NEGATIVE VERSIONS

Positive version	Negative version	Inverted colours
		

### 3.1.5 BRAND BOOK

The identity must be always respected and the defined guidelines followed. In order to ensure consistent use of the visual identity developed, a brand book has been created and is available to all consortium partners in the project shared folder.

TABLE 4: EXAMPLE OF A PAGE OF AUTOASSESS' BRAND BOOK



### 3.1.6 COLOUR PALETTE

When looking at the psychology of colour, different colours transmit different messages. This is an important aspect to consider, to reflect the type of ecosystem and community the consortium wants to create. As a result, the following colour palette was defined:

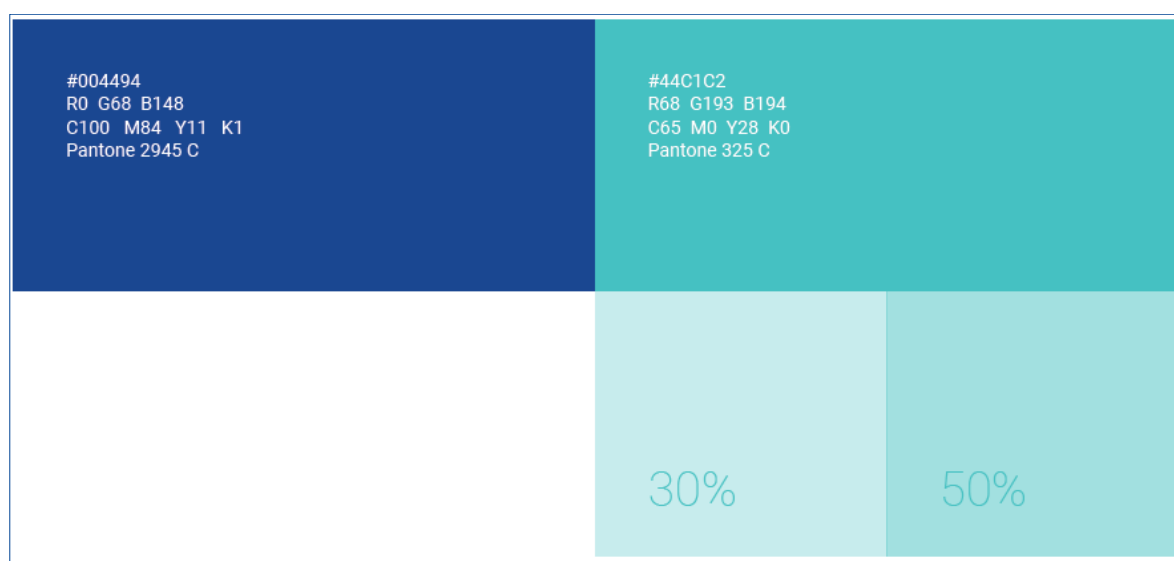


FIGURE 4: AUTOASSESS COLOUR PALETTE

The blue colours allude to the sector maritime. Moreover, the dark blue refers to the EU-support, while the light blue is somehow associated with high tech.

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### 3.1.7 TYPOGRAPHY

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The project communication materials adopt the Roboto font.



FIGURE 5: AUTOASSESS' TYPOGRAPHY

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### 3.1.8 AUTOASSESS PARTNERS' LOGOS

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To easily identify the partners involved in the project, an illustration compiling the AUTOASSESS partners' logos have been developed:

TABLE 5: PARTNER'S LOGOS

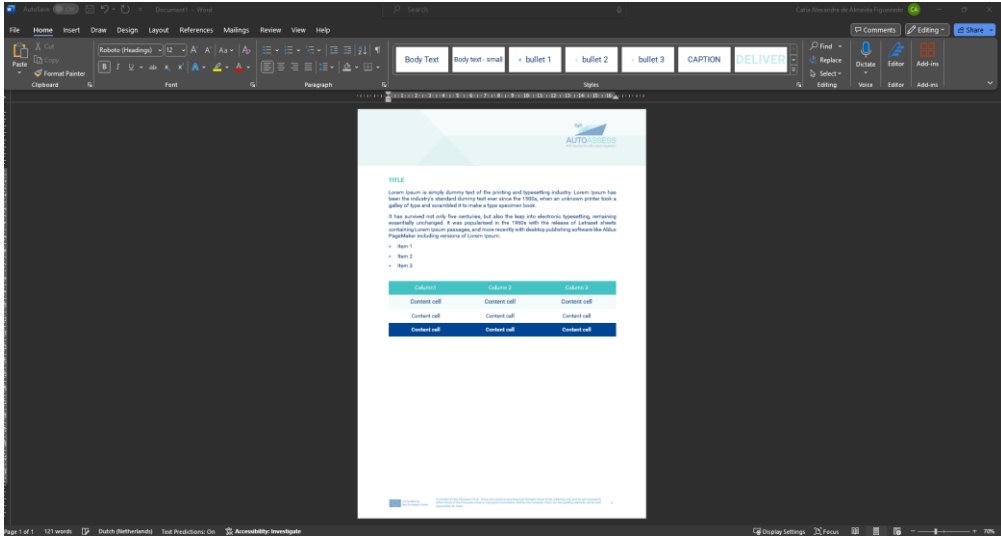
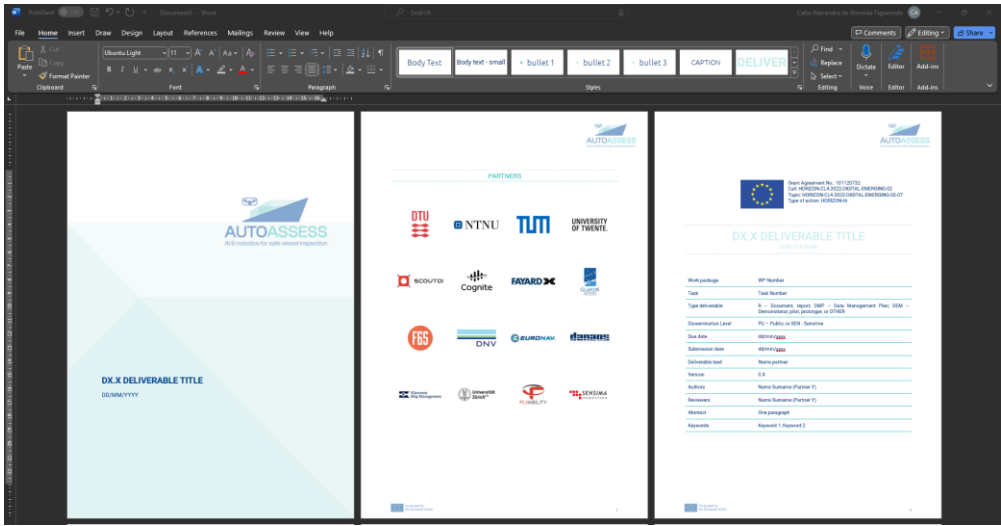
Horizontal version	Vertical version
       	   
       	   
	   
	   

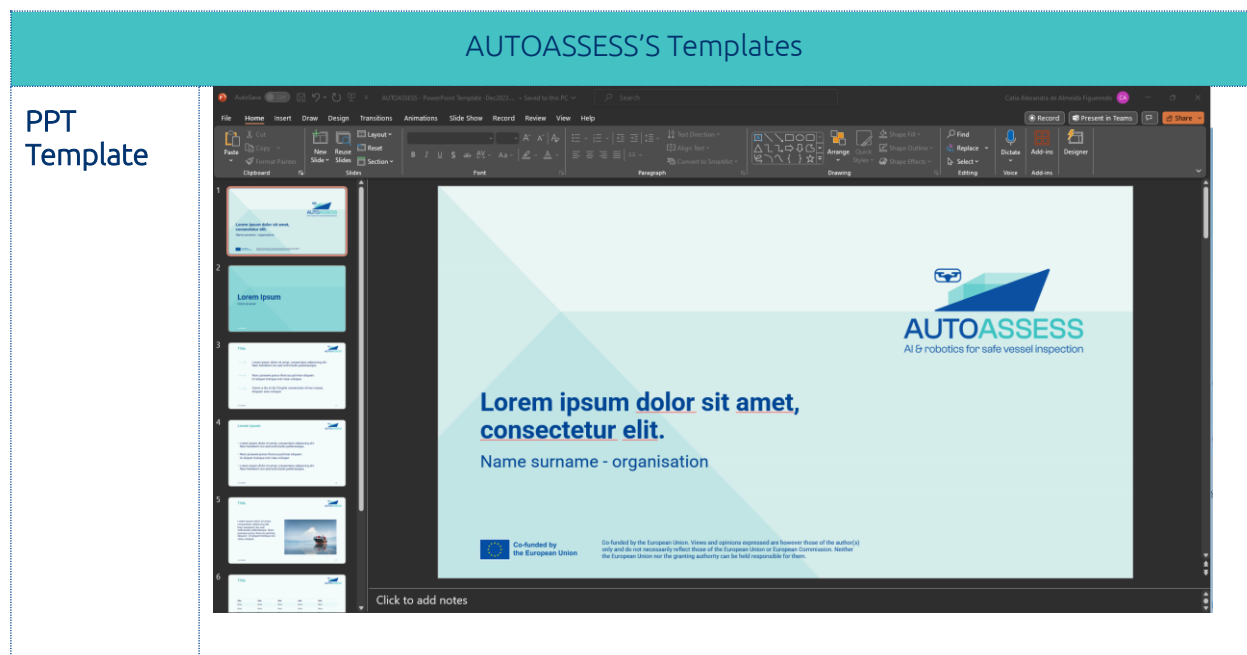
### 3.1.9 TEMPLATES

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



TABLE 6: AUTOASSESS' WORD AND PPT TEMPLATES

AUTOASSESS'S Templates	
General document word template	
Deliverable word template	



## 3.2 AUTOASSESS CHANNEL MIX

AUTOASSESS segments its communication, growth hacking and ecosystem building activities into two main categories – online/digital and offline.

### 3.2.1 DIGITAL CHANNEL PROMOTION

The digital channels identified for promoting AUTOASSESS include: the AUTOASSESS website, social media (LinkedIn, X, F6S, YouTube), newsletter and other e-mail outreach. Other platforms will be considered as the project evolves, as for example a community on Zenodo to disseminate the project scientific publications.

#### 3.2.1.1 WEBSITE

The <https://autoassess.eu/> web address is intended to be AUTOASSESS's primary asset for promoting the project activities and results to all target audiences, providing comprehensive information about AUTOASSESS, its objectives, the open calls, relevant events, and project outcomes. All communication materials and dissemination activities aim to redirect stakeholders to the project website, where all the relevant information about AUTOASSESS will be displayed.

A landing page was made available at this URL on M3, with a short presentation about the project, the option to subscribe to the project newsletter and links to follow the news on AUTOASSESS' social media pages. This allows the consortium to start creating awareness, as well as getting the key target groups to subscribe the project news and be informed once the moment comes to take advantage of the AUTOASSESS opportunity.

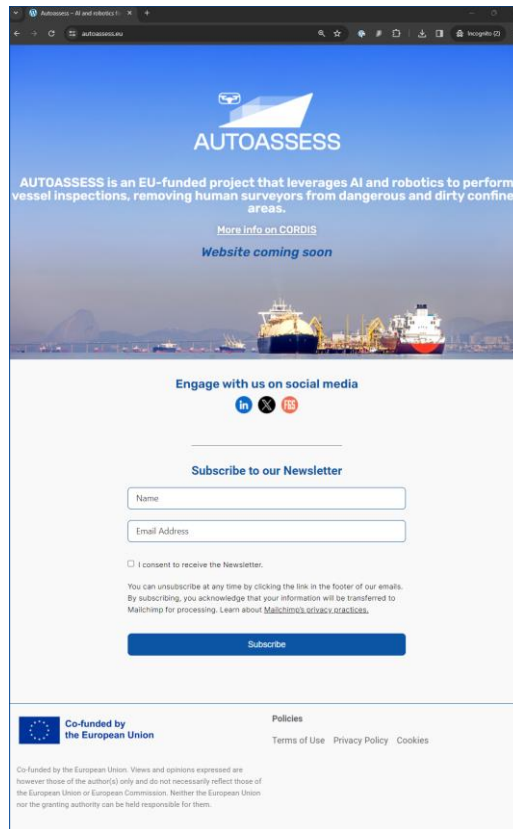


FIGURE 6: AUTOASSESS LANDING PAGE

In month 4, this landing page is planned to evolve to a complete website. The sitemap and structure of the website is currently being defined. The sections that are currently under consideration for the website comprise the following main categories/pages:

- **Homepage:** this is the face of the website and the look and feel must be able to transmit the project's identity and group the main global information. By visiting the homepage, the audience must be clarified about what the project consists of and how it will add value in its field. It will have a small introduction and be divided into blocks/areas, highlighting the project vision, main numbers and latest news.
- **About:** this area will consist of a detailed explanation of the project, its objectives and vision. Moreover, the consortium will be described in more detail, including a short presentation of each of the AUTOASSESS' partners.
- **News:** this website section will display information about the project latest activities and events.
- **Resources:** the page related to the results of the project will include relevant documents produced during AUTOASSESS activities, such as deliverables, publications, videos, media kit, etc.
- **Contacts:** the objective of this section is to allow the visitors to directly contact the AUTOASSESS project management team.

- **Open Calls:** this section will be fully dedicated to AUTOASSESS Open Calls, explaining the programme and the benefits, and providing all the necessary materials and information on how to apply.
- **FAQs:** will list the more frequently asked questions about the project and the open calls and include the answers to them.
- **Selected Projects:** will present in detail the projects selected via the open calls, including their goals and the teams behind them.

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### 3.2.1.2 SOCIAL MEDIA

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Social media will be a key communication channel due to its vast potential for reaching a wide audience. It is a two-way-communication tool that will allow us to maintain regular contact with key stakeholders and keep the information about AUTOASSESS always updated. Through social media platforms the consortium will inform different groups of stakeholders about topics such as news, events, videos or informative pictures.

AUTOASSESS' presence on social media will happen through LinkedIn, Twitter/X, YouTube, and the F6S platform. These are reliable and reputed channels, with a great potential of reaching AUTOASSESS' target audience.

The social media strategy will primarily rely on earned media, which is based on organic means. Although this type of media may not have the same reach potential as paid traffic, it is crucial because it attracts individuals who are genuinely interested in the content.

Paid social media content will be a secondary component of the project strategy and can be used in specific key moments, if the consortium identifies a need to dramatically maximise the reach for any justified purpose.

The following official project social media accounts were created:

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#### 3.2.1.2.1 LINKEDIN

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A LinkedIn page<sup>5</sup> was created for AUTOASSESS, to engage with professionals in the AI & Robotics field. The page is open to all who are interested in learning about AUTOASSESS.

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<sup>5</sup> <https://www.linkedin.com/company/autoassess>

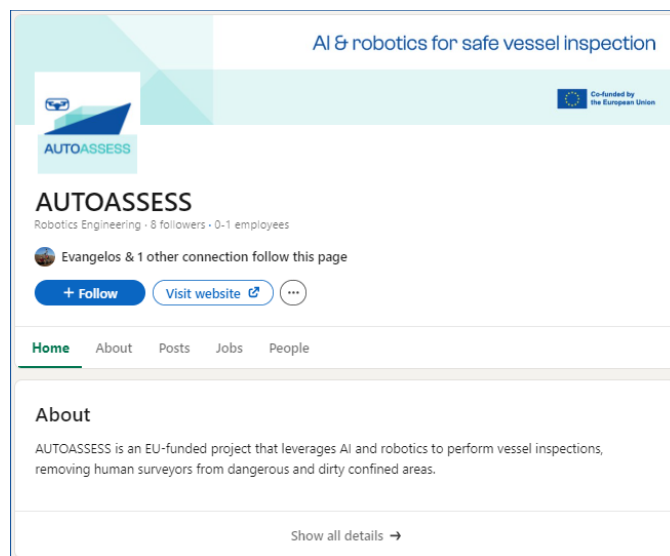


FIGURE 7: AUTOASSESS LINKEDIN PAGE

### 3.2.1.2.2 X (FORMER TWITTER)

A X (former Twitter) profile<sup>6</sup> was created to share information and follow key trends related to the AUTOASSESS project (@AUTOASSESS\_eu). Through X, AUTOASSESS aims to grow influence and be informative.

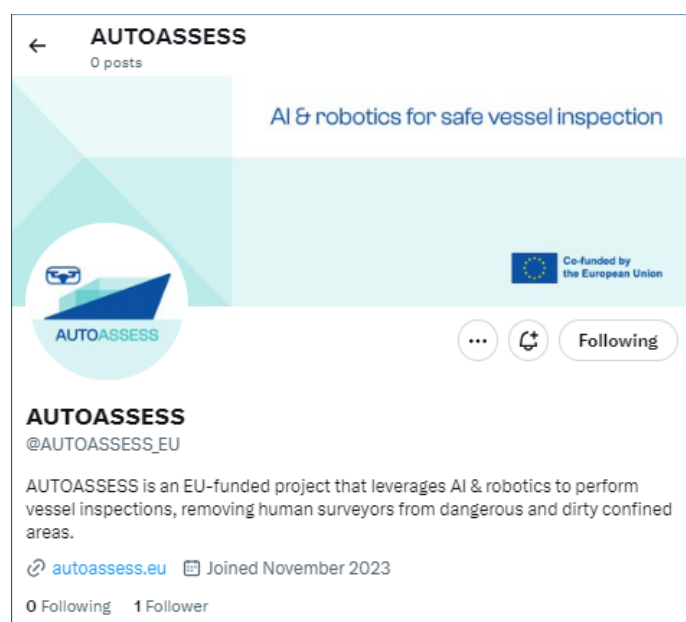


FIGURE 8: AUTOASSESS X PROFILE

<sup>6</sup> [https://twitter.com/Autoassess\\_eu](https://twitter.com/Autoassess_eu)

### 3.2.1.2.3 F6S

An F6S page<sup>7</sup> has been created with information about the project and the team.

Dedicated pages for each Open Call will also be available at F6S, displaying information about the corresponding opportunity, the project website, social media pages and the team. The F6S platform will be used for channelling and managing the AUTOASSESS open call applications and for the AUTOASSESS community building. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the AUTOASSESS' application forms and the AUTOASSESS community at F6S.

F6S will also be a social network used to support the promotion of AUTOASSESS' events (e.g. webinars).

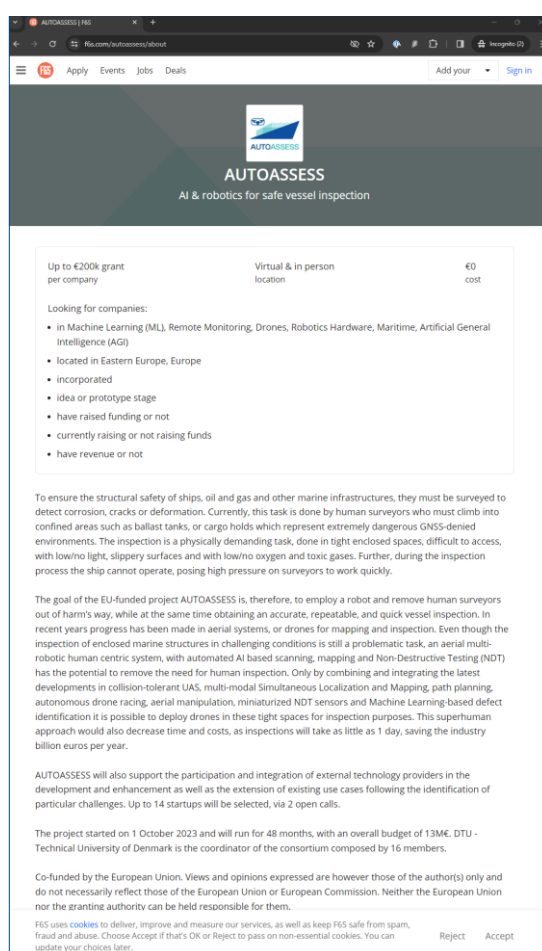


FIGURE 9: AUTOASSESS F6S PAGE

<sup>7</sup> <https://www.f6s.com/autoassess/about>

### 3.2.1.2.4 YOUTUBE

A YouTube channel<sup>8</sup> was setup to host AUTOASSESS videos such as demonstration and promotional videos, interviews, or webinars. YouTube is the number one video host platform in the world which will help in driving more visitors to AUTOASSESS' content.

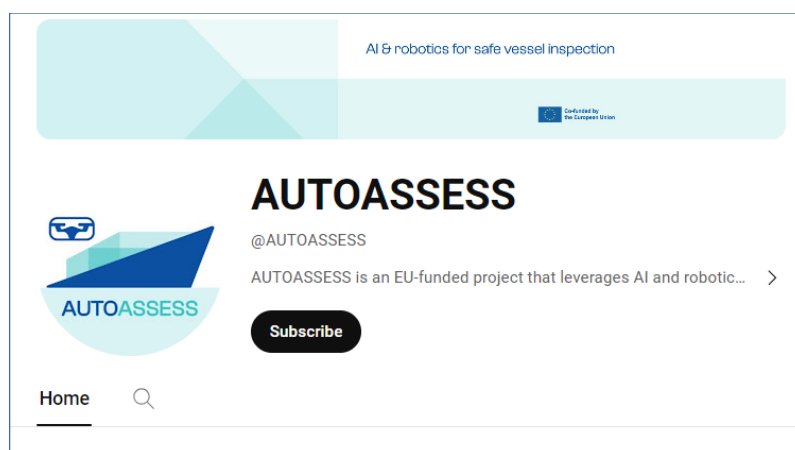


FIGURE 10: AUTOASSESS YOUTUBE CHANNEL

### 3.2.1.3 NEWSLETTER

In order to maximise the dissemination of the project results, an online newsletter will provide regular information on the AUTOASSESS project, including news, and highlighting the open calls, the latest project developments and activities, events, success stories, etc. News articles developed for the project website will be included in the newsletters if applicable.

Both the AUTOASSESS beneficiaries and associated partners will be welcome to contribute to the newsletters with news about the project activities and other relevant content. The newsletter will be sent by email to subscribers and shared on the AUTOASSESS social networks.

The strategy that will be used to maximise the audience will consist in including a call to action for the newsletter subscription in a specific section of the website, as well as online campaigns implemented on social media channels in order to redirect the target, leading to more subscriptions.

<sup>8</sup> <https://www.youtube.com/@autoassess>

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#### 3.2.1.4 E-MAILING

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An e-mail account under the [autoassess.eu](mailto:info@autoassess.eu) domain was created for AUTOASSESS ([info@autoassess.eu](mailto:info@autoassess.eu)) to serve as a principal contact point for stakeholders, visible on the project website.

On the other hand, consortium partners will take advantage of this communication channel to regularly share information about the project activities and opportunities across their networks.

Furthermore, inside the consortium, a dedicated mailing account [admin@autoassess.eu](mailto:admin@autoassess.eu) is being created and managed by the PM. This email account should be used primarily by the coordinator and the PM to address the whole consortium with messages relevant to both project partners and associated partners.

If other consortium members wish to contact the whole consortium, this e-mail distribution can be used too. In addition, distribution lists for each WP will be made available. It is preferred however, to quickly check in with the project management team before sending out communication to this distribution list.

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### 3.2.2 OFFLINE COMMUNICATION

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To raise awareness, and also for placement of achievements and results, AUTOASSESS will target a set of offline communication opportunities, such as events, networks and liaisons with other relevant initiatives and projects and media.

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#### 3.2.2.1 EVENTS

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The consortium partners will regularly assess relevant events to present AUTOASSESS project, as well as identify key moments to organise its own events.

On the shared Next Cloud system, the AUTOASSESS Project Management Team created a living document, where important events are stated and shared among the consortium. Each partner shall input the events they are planning to attend and give quick feedback on the outcome afterwards.

There are two types of events planned in the AUTOASSESS project, as described below:

- **AUTOASSESS events** - AUTOASSESS events are organised or co-organised by the consortium in the different phases of the programme. They target the project stakeholders, to promote the project and to share learnings with the community.
- **Events participation** - AUTOASSESS partners will participate in relevant exhibitions, trade fairs, conferences, workshops, aimed at the audiences targeted by the project, to raise awareness about the programme and disseminate results.

For each event, specific promotion activities will be defined, using the appropriate channels, and with the support of dedicated communication materials/tools.

It is crucial that the partners will be provided with relevant communication and dissemination materials (posters leaflets, etc..) and that they use them to represent the project when they



participate in events. F6S will support the development of relevant communication and dissemination materials.

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### 3.2.2.2 NETWORKS AND LIAISONS WITH OTHER RELEVANT INITIATIVES AND PROJECTS

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The consortium will join forces and create synergies with projects and initiatives related to the topic of the AUTOASSESS project to ensure a scalable impact of its ecosystem, by developing the following activities:

- Cross promotion of open calls, activities and events;
- Participation in events;
- Knowledge sharing.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks. These networks include: EENs, DIHs, NCPs, Clusters and other organisations and associations related to the AUTOASSESS domain.

To facilitate outreach and engagement, F6S with help from the AUTOASSESS consortium will set up an outreach list, a living document with contacts to these innovation intermediaries.

Moreover, AUTOASSESS will liaise with other relevant projects and initiatives, such as the AI-On-Demand platform and ADRA, to explore cross dissemination activities, events and other relevant opportunities.

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### 3.2.2.3 MEDIA

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The following media strategy will be adopted, which will allow for a regular publication of press releases:

- The articles and press releases will be developed by the consortium.
- All partners will be invited to translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient.
- Through local efforts from all partners, it will be possible to achieve a wide European outreach. Once results are available, the news will be success story-oriented.

The developed press releases will be sent to a certain number of media channels and platforms, to amplify the impact and visibility of the project, both on channels focused on the AI, Robotics, Maritime industry theme only, as well as channels covering wider relevant topics.

## 4 PROJECT COMMUNICATION & DISSEMINATION MATERIALS

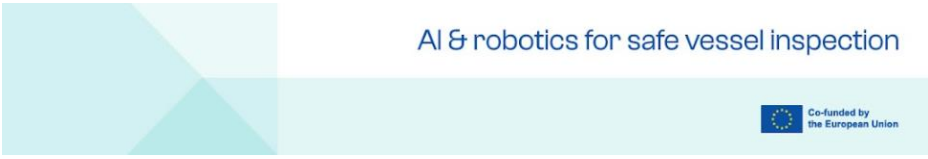
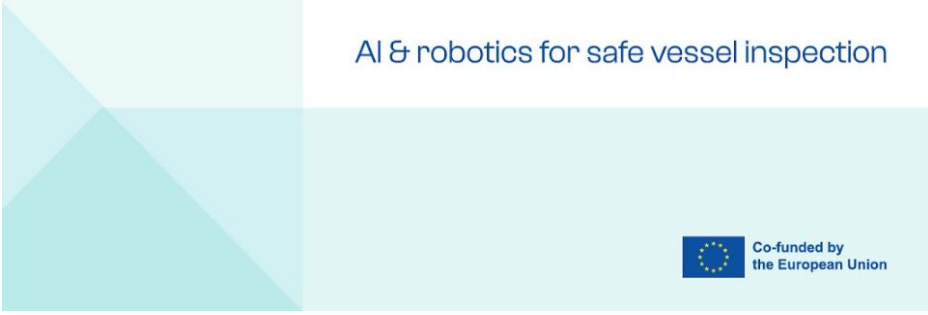
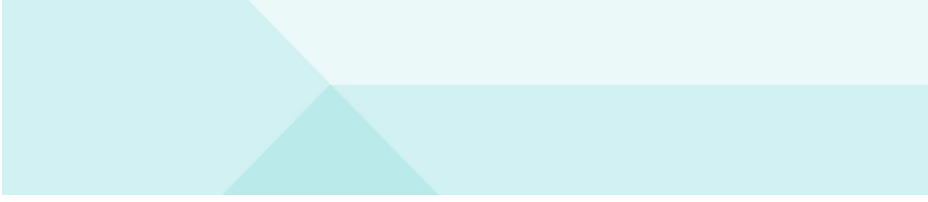
As for the marketing materials that will support the AUTOASSESS project along the way, several pieces will take part of the marketing strategy, such as visuals, videos, leaflets, roll-ups, merchandising. These will be developed as needed, to support both online and offline activities.

Specific open call promotion material will also be developed and used, specially designed for the promotion of AUTOASSESS' open calls (e.g.: leaflets to share on the website, via e-mail or social media, as well as in-person events).

### 4.1 SOCIAL MEDIA HEADERS

Digital profile and cover pictures following the project's visual identity have been developed, to be used on the different digital channels.

TABLE 7: SOCIAL MEDIA COVER PICTURES EXAMPLES

Social Media Channel	Cover picture
LinkedIn	
Twitter	
F6S	






## 4.2 SOCIAL MEDIA VISUALS

To promote the various activities implemented by the consortium, a set of social media post illustrations has been developed to be easily adapted to the different situation, enabling the fast production of social media content while ensuring branding consistency.

TABLE 8: SOCIAL MEDIA VISUALS TEMPLATES

Template type	Visual
General	 <p><b>LOREM IPSUM</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna aliqua.</p> <p>Co-funded by the European Union</p> <p>Co-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 European Commission. Neither the European Union nor the granting authority can be held responsible for them.</p>

Template type	Visual
Event	 <p>The event template visual consists of two side-by-side panels. The left panel features the AUTOASSESS logo at the top left, followed by a large block of placeholder text 'Lorem ipsum dolamet, elit, sed diam nonum'. Below this is a date box '21 APRIL - 11 AM CET'. To the right, under the heading 'SPEAKERS', are two circular portraits of speakers, each with a name 'Lorem Ipsum' and 'Dolamet Elit' and a short bio. The right panel features the AUTOASSESS logo at the top left, followed by a large block of placeholder text 'Lorem ipsum dolamet elit sed'. Below this is a date box '21 APRIL - 11 AM CET'. To the right, under the heading 'SPEAKERS', are four circular portraits of speakers, each with a name 'Lorem Ipsum' and 'Dolamet Elit' and a short bio. Both panels include a small European Union flag and a disclaimer at the bottom.</p>
Webinar	 <p>The webinar template visual consists of two side-by-side panels. The left panel features a large image of a woman wearing a headset and smiling, with the AUTOASSESS logo at the top right. Below the image is the text 'JOIN OUR WEBINAR' and '4th September 2023', followed by a 'MORE INFO' button. The right panel features the AUTOASSESS logo at the top right, followed by the text 'JOIN OUR WEBINAR'. Below this is a large block of placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.' followed by a 'MORE INFO' button. Both panels include a small European Union flag and a disclaimer at the bottom.</p>
Quote	 <p>The quote template visual features a large background image of a man in a suit and tie, smiling. On the left side, there is a large block of placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.' On the right side, there is a circular portrait of the same man, followed by the text 'Name and surname' and 'ORGANISATION'. The AUTOASSESS logo is at the top left. At the bottom left, there is a small European Union flag and a disclaimer. At the bottom right, there is a larger disclaimer.</p>

Template type	Visual
Open Call Promotion	 <p>The visual template for an Open Call Promotion features the AUTOASSESS logo at the top left. The main text reads 'OPEN CALL' in large, bold, teal letters, followed by 'Until September 2023' in a smaller, dark teal font. Below this is a teal button with the text 'MORE INFO'. At the bottom left is the European Union flag and the text 'Co-funded by the European Union'. At the bottom right is a paragraph of text: 'Co-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 European Commission. Neither the European Union nor the granting authority can be held responsible for them.' On the right side of the template is a large image of a hand holding a megaphone, symbolizing an announcement or call to action.</p>

## 4.3 PRESS RELEASE TEMPLATE

To ensure compliance with AUTOASSESS visual identity, a model for press releases has been designed.

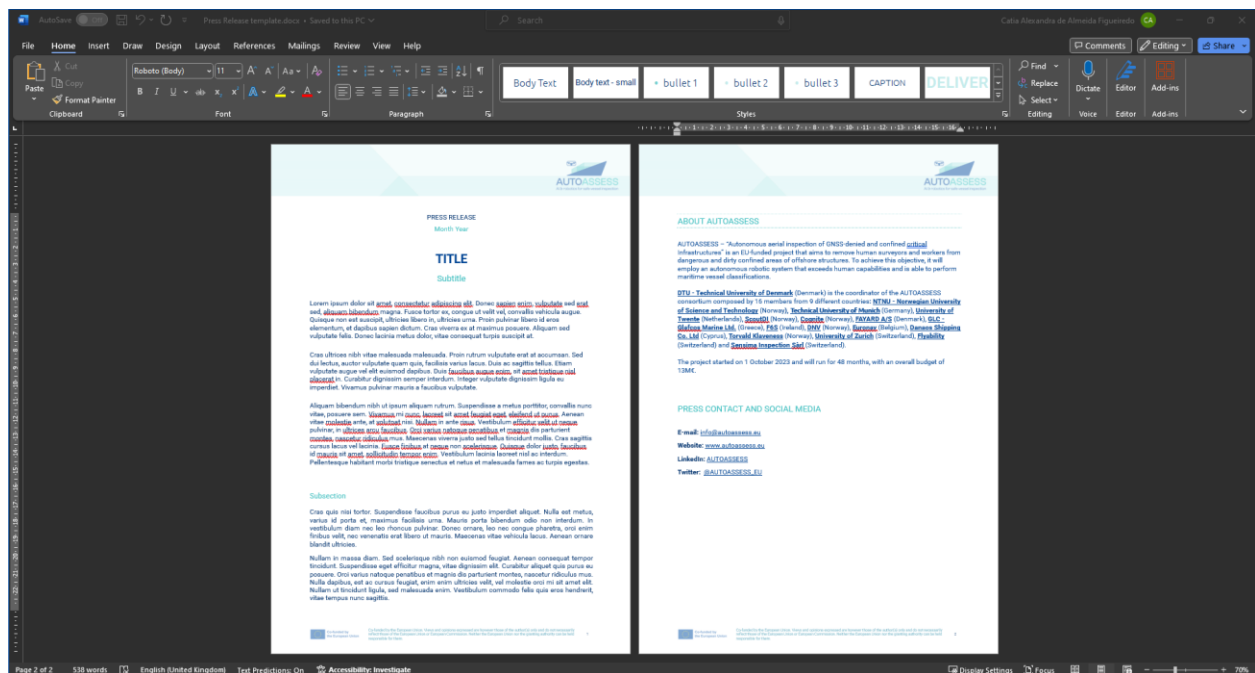


FIGURE 11: PRESS RELEASE TEMPLATE

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## 4.4 NEWSLETTER HEADER

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Finally, following the same visual language, a header for the newsletters is also available.

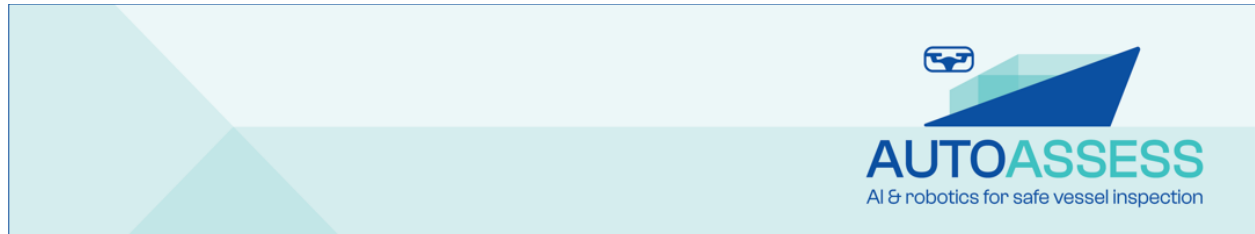


FIGURE 12: HEADER NEWSLETTER

## 5 SCHEDULE AND TIMING

The table below represents indicative frequency and tentative dates for posting on AUTOASSESS main communication channels. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project's progress.

	YEAR 1												YEAR 2												YEAR 3												YEAR 4											
	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27
Website	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Social networks																																																
Newsletters																																																
Events	According to events calendar																																															
Press releases																																																

FIGURE 13: AUTOASSESS COMMUNICATION SCHEDULE

Main points of the communication plan:

- The communication activities are led by F6S, with a strong contribution from all partners;
- The WP leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels;
- All partners play a crucial role in communicating the project at a local, national and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the AUTOASSESS consortium in reaching out to the target stakeholders with the maximum impact.
- Moreover, all partners should independently remember to look for key results to be communicated and shared among their network. Partners should further remember to:
  - Mention AUTOASSESS and its webpage in their power point presentations, reports, their papers and other material
  - Share valuable results on their social media (X, LinkedIn, YouTube, etc.) and other channels
  - Take leaflets, roll-ups etc. with them to certain events where appropriate and disseminate information of AUTOASSESS at these events

All communication materials will be available in the AUTOASSESS project shared folder.

## 6 MONITORING AND EVALUATION

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

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

These tools/ spreadsheets will be stored in the project's shared folder and will be updated on a regular basis. Moreover, each partner is required to provide brief reports on their outreach activities monthly. A closer report can be asked during the implementation of key campaigns, such as the open calls promotion campaigns. The following table presents critical KPIs to be tracked and benchmarked against to prove the overall value of AUTOASSESS outreach activities, and set further guidance regarding communication, growth hacking and ecosystem-building.

TABLE 9: AUTOASSESS COMMUNICATION & DISSEMINATION KPIS

Target Groups/Activities	KPI
Research community	
Publications at international conferences	30
Publications in international journals	20
Organization of joint events (workshops, conferences special sessions, etc.) with sister projects and initiatives	4
Open-source code releases (in SLAM, planning, ML for defect detection, navigation policies)	4
Broad community	
Project Website (M4): Number of Visits	3000
Public deliverables online – No. of downloads	200
Non-scientific publications (articles, press releases, videos) and posts in social media (i.e., Twitter)	10
Flyers/Poster distributed at conferences, workshops, etc.	1000



AUTOASSESS workshops	3
Startups & SMEs	
Open call promotion campaign through DIHs: contacted EDIHs	20
Scouting and 1:1 invitations to apply	50
Industries and users (customers of the AUTOASSESS)	
Publications in specialized magazines (e.g., Maritime Reporter, the Maritime Executive)	10
Open Access (democases)	24
Exhibitions and trade fairs	7
Request for technology features and its potential use	50
Interest of industrial customers on Technology Exploitation via partnerships and/or license agreements	10
Interaction with standardization committees	2
Regulation bodies	
Participation in EU commission's consultations and policymaking process in the field of interest	1
Dissemination	
Project e-publication downloads	35
Number of papers submitted	20
Number webinars (training sessions)	5
Number co-organize/participation in events (with EU communities)	3
No. of projects engaged with AUTOASSESS (liaisons / collaboration with relevant projects)	5

Finally, the following image presents the indicators related to each phase of the growth hacking AARRR funnel:

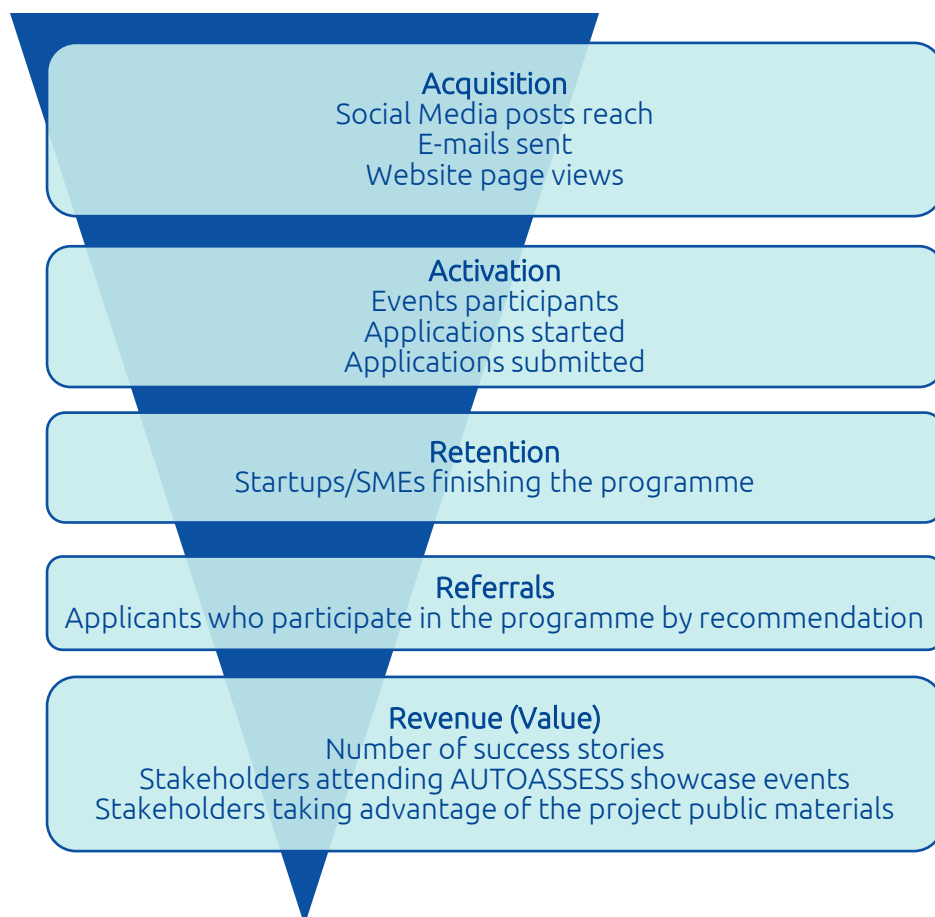


FIGURE 14: AUTOASSESS AARRR FUNNEL

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## 7 CONCLUSIONS

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The objective of this plan is to guide AUTOASSESS communication and dissemination activities in order to maximise the impact of the project during its lifetime. This deliverable is crafted to be all-inclusive and dynamic – outlining tools, techniques, materials and timelines, with the ultimate goal being to help AUTOASSESS consortium stay sharp and focused, relevant and connected.

The AUTOASSESS consortium is committed to a coherent approach, establishing an engaging and differentiated experience, through meaningful channels and messages that resonate. Hence this plan will be a valuable tool for all consortium partners, in order to assure that every partner involved in AUTOASSESS is on the same path towards the project objectives.

To achieve the proposed goal, this deliverable has started by identifying the project's key target audiences and the key messages to deliver. It has also defined the visual identity concept of the project (i.e. its logo), the colour palette applied to the presented dissemination and communication materials, templates made available for the consortium partners and so on.

The deliverable has concluded with the definition of a detailed action plan for AUTOASSESS' dissemination and communication activities, together with the process to be followed to monitor, evaluate and adjust accordingly the dissemination and communication activities.

Since the project is still in an early phase, the plan designed in this report will be considered as a living plan that will go through a number of iterations throughout the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.

An update to this initial plan is expected by month 30.