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humantech

D8.1 – HumanTech Impact Master Plan

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Abstract

Document detailing the project dissemination, exploitation and communication plans, outlining the target groups and their segments. This deliverable is connected to Task T8.1.

Keywords

Dissemination, communication, exploitation, engagement

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V1.0	23.11.2022	Final version	AUSTRALO, DFKI

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HumanTech project

The **European construction industry** faces three major challenges: increase the safety and wellbeing of its workforce, improve its productivity, and become greener, making efficient use of resources.
To address these challenges, HumanTech proposes to develop **human-centred cutting-edge technologies** such as wearables for workers' safety and support and robots that can harmoniously coexist with human workers while contributing to the ecological transition of the sector.
HumanTech aims to achieve major advances in cutting-edge technologies that will enable a safe, rewarding and digital work environment for a new generation of highly skilled construction workers and engineers.
These advances will include:

- **Robotic devices equipped with vision and intelligence** that allow them to navigate autonomously and safely in highly unstructured environments, collaborate with humans and dynamically update a semantic digital twin of the construction site in which they are.
- **Smart, unobtrusive workers protection and support equipment**. From exoskeletons activated by body sensors for posture and strain to wearable cameras and XR glasses that provide real-time workers' location and guidance for them to perform their tasks efficiently and accurately.
- An entirely new breed of **Dynamic Semantic Digital Twins (DSDTs) of construction sites** that simulate in detail the current state of a construction site at the geometric and semantic level, based on an extended Building Information Modeling (BIM) formulation that contains all relevant structural and semantic dimensions (BIMxD). BIMxDs will be a standard reference for all human workers, engineers and autonomous machines.

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1. Introduction

This document describes the initial version of the HumanTech Community Building, Dissemination, Exploitation and Communications strategies. It also introduces the plan to coordinate efforts throughout the project to identify and interact with the right stakeholders and communities. This plan represents the HT's present and future coordinated efforts in growing a community that comes together under a shared vision: human-centred technologies for a safer and greener construction industry.

The sections below describe the dissemination, communication and community-building plans that will be followed during the project. They also report the activities carried out since the beginning of HumanTech and the project's first achievements.

Section 2 is a complete explanation of the strategy utilised to carry out an extensive Stakeholder Analysis, together with a preliminary version of the Stakeholder Picture, fundamental to distributing effort and growing the HumanTech community on which the project's core principles depends.

Section 3 establishes a clear strategy for maximum results in terms of dissemination for the project, defining measures, channels and listing actions that all consortium members can take to aid this purpose. It also presents the dissemination activities implemented in the first six months.

Section 4 offers a complete summary of all planned communication activities to effectively promote the project to the target audience, including a website description, PR material, infographics, etc. Section 5 introduces the monitoring activities and the identified KPIs.

Section 6 outlines the preliminary Exploitation plan (which will be further analysed in D8.2, due at M18), and, finally, in Annex, I, the internal communication, dissemination and branding guidelines are presented.

2. Agile stakeholders management

2.1. Engagement Framework

Identifying and engaging with the most relevant stakeholders is an activity called ‘community building’ and is a crucial aspect of every Horizon Europe project. Indeed, the programme relies on communities, initiatives and projects that will either use the outcomes or relate and possibly liaise with its activities along its course.

Creating and nurturing an ecosystem of key players around an initiative is always a crucial factor in the outcomes and success of its value stream. The stakeholder's impact on a project depends on its potential power i.e. the ability to influence the value proposition and the interest in exercising that power. Assessing the relative levels of each supports the decision on whom to spend time and effort to achieve the most significant benefits.

When it comes to addressing fundamental challenges in Research and Innovation, multiple initiatives often work in a standalone manner to address the same issue from various directions, incurring inefficiencies and needing to be more capable of delivering their full potential. By adopting an open framework of collaboration with peers and groups that can benefit and contribute to the impact of the project, **HumanTech** will be able to reach a deeper understanding of the requirements and benefits from aligning efforts with similar task forces as it requires a responsive growth factor capable of prospecting and creating brand new synergies over the project's lifetime, facilitating a more significant advantage and extending its range of action.

2.2. Engagement strategy

The project will develop a mechanism that enables systematic and responsive management of the ever-changing pool of organisations, initiatives and players with a position to influence the value streams of the project. With this objective in mind, the project will implement an Agile Stakeholder Engagement Framework: a methodology designed for continuous development and strengthening relationships with significant target audiences.

This framework follows an iterative operating structure based on Sprints: time-frames of 6 months with 3 phases where the main goal is to increase and reinforce engagement incrementally.

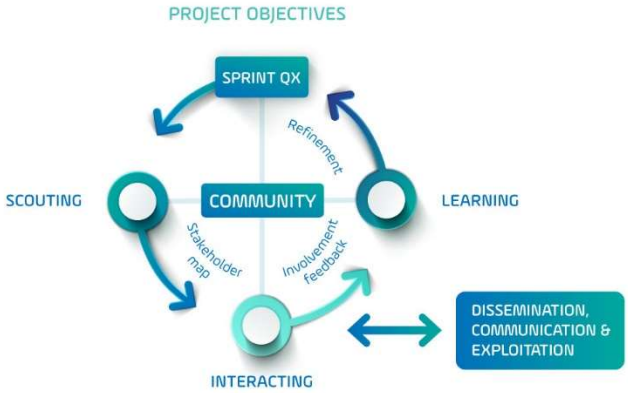


Figure 1 Stakeholder engagement strategy

- **Phase 1 - Scouting**. Building upon the objectives of HT, this phase focuses on exploring, mapping and assessing the types of stakeholders with different degrees of relevance for the scope and impact of the project. The critical result at M6 is the first version of the 'Stakeholder Map', a graphical instrument to 1) list key actors and specify candidates within these groups; 2) thoughtfully organise and correlate these audiences; 3) define a common terminology to be used in all the project's references.
- **Phase 2 - Interaction**. This stage targets the actual engagement with the stakeholders to synchronise with the activities planned in the Dissemination, Communication and Exploitation strategies. In this phase, significant effort will be dedicated to the so-called **EMAILING CAMPAIGNS** to announce important news from the project, invitation to events organised, call to action for our stakeholders, organisation of meetings with our technical partners to schedule joint dissemination and communication activities, etc. The first emailing campaign will be implemented at the end of M6 to present the project to our stakeholders and to invite them to subscribe to our newsletter.
- **Phase 3 - Learning**. From the actions performed in the life cycle, the consortium will learn lessons that will support the refinement of the next Sprint. The phase will include insights from consulting stakeholders (e.g. in the form of questionnaires or dedicated interviews), gathering valuable feedback about the project; a review of the engagement activities performed so far and their impact; a more efficient way to assess the stakeholders, among others.

2.3. Target audience & stakeholders

Promoting **HumanTech** and encouraging stakeholders to engage with the initiative requires understanding the target audience. Understanding these profiles and their influence in the value chain is essential to crafting the Dissemination, Exploitation and Communication Plans.

The stakeholders identified by the project are divided into six main categories, each of which regroups some sub-categories, as shown in the figure below.

Figure 2 HumanTech stakeholders

Construction industry: This category outlines the beneficiaries in terms of productivity, resource-efficient management and safety of applying digital technologies to the construction sector. The involvement of different actors from the value chain will be significant to HT when it comes to 1) obtaining integrated requirements and feedback to support the implementation of the project, understanding internal processes, risk allocation and sustainability and, as a whole, reducing the fragmentation of this industry; 2) facilitating access to the data collection, and 3) raising awareness on the potential advantages the deployment and operation of digital technologies create in real-world scenarios.

Digital Tech providers: The project will target organisations involved in technological innovation efforts, research contributions, business activity or commercial enterprises seizing the full potential of the digitisation of the construction sector. Candidate members will be considered when targeting scientific publications, spreading technology, and contributing to standardisation and open source.

Digital Transformation advocates: Several initiatives and organisations actively support the digital transition of the construction sector, promoting innovation, competitiveness and sustainability, with a particular focus on SMEs and start-ups. HT will seek synergies to resonate with the impact of the activities envisioned. Organisations, associations and initiatives such as the EU BIM Task Group, the European Construction Industry Federation, the Construction 2050 Alliance, the Association of European Experts in Building and Construction, and ECTP are only some initiatives to be approached.

EU Projects: The topic covered by HT, HORIZON-CL4-2021-TWIN-TRANSITION-01-12, is part of the HEurope focus area on TWIN GREEN AND DIGITAL TRANSITION 2021. Therefore, the project will actively seek and create synergies with ongoing and upcoming projects from this context to reinforce the impact of mutual actions in dissemination and communication.

Policymakers: Members of government departments, legislature, or other organisations responsible for making new policies and promoting strategies for buildings, energy and infrastructure. Policymakers related to enhancing productivity through a skilled workforce and talent are also within the spectrum of our project. In the case of HT, the primary reference will be the European Commission. The project will require aligning its objectives to the European Green Deal and the Construction 2030. Efforts will be made towards Japanese policymakers as well.

The Society: HT will encourage a shared understanding of digital transformation's benefits to the construction industry, incentivising a safer industry for attracting an additional hesitant workforce.

3. Dissemination Plan & Activities Performed

3.1. HumanTech Dissemination Plan

Dissemination in Research and Innovation Projects is a key and necessary element for achieving the desired impact of the project. According to the European Commission, *"Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers). By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general."*[1]

To this end, **HumanTech** has developed a flexible and adjustable Dissemination Plan that aims to build effective awareness of the project results, creating understanding and aiming for action among the vital target audience identified. The execution of this strategy will facilitate the best use and uptake of the outcomes and research insights generated throughout the project's lifetime, reinforcing each of the impacts aimed in the work plan.

Dissemination activities will be carried out in three main phases. Each has specific objectives and will perform specific actions using appropriate channels. These phases will be presented and discussed at the project's beginning and refined accordingly to match the priorities of **HumanTech.**

- **Phase I: Analysis (M01-M06)**. In this preliminary phase, the Consortium will analyse the project's framework, mainly internal and external barriers and obstacles that could slow down the dissemination activities. It will also define the priorities and actions for the project's first year. The Dissemination & Communication Leader will coordinate the engagement activities to align the dissemination activities with the needs of the stakeholders identified, creating general awareness about the project's objectives and expected results. During this phase, the first set of promotional materials, produced in the frame of the **HumanTech** communication plan, will be prepared and delivered.

[1] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

- **Phase II: Increase impact (M06-M18)**. The main objective of Phase II is to increase the impact and awareness generated during Phase I and to expose mainly the **HumanTech** achievements. The Dissemination & Communication Leader will adapt the channels and measures identified in the proposal phase (and refined during Phase I) to the specific needs of Phase II, and it will work to properly find the proper means to engage and collaborate with the target groups. This will help increase the potential impact of the project's results. Participation in workshops, organisations of ad hoc events, as well as the organisation of tutorials/webinars (if needed) will boost the dissemination process. Specific PR material will also be produced.
- **Phase III: Adoption (M18-M36)**. This phase will leverage the general awareness raised in Phases I and II, attracting more potential users and customers of the **HumanTech** project's results. The Dissemination & Communication Leader and the Exploitation Leader will evaluate the outcomes of Phases I and II and, if needed, refine the priorities, channels and measures previously settled and in concertation with the agile stakeholder management activities. Secondly, it will define the main activities that could increase the impact beyond the project's lifetime, such as continuing use of events, participation in workshops and conferences, and contributions to publications in targeted specific media online and printed trade and research journals.

The primary and critical objectives of the dissemination strategy are as follows:

- To set up the information dissemination mechanisms and priorities of **HumanTech**;
- To establish, maintain and grow a community around **HumanTech** in coordination with the stakeholder management framework;
- To create visibility and promote the work and results for target stakeholders by creating information campaigns;
- Disseminate project results and make results available for use to the broadest possible community through various channels and instruments. External participation and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact potential and enriching the contribution to the project;

- To liaison with other EU, national and international initiatives to maximise the impact.

3.2. Activities planned and KPIs.

HumanTech identified the dissemination plan at the very beginning of the project to be operative since M1.

WP8 identified two main lines: 1. Internal activities to help the consortium be more effective in disseminating and monitoring the KPIs, and 2. External activities to inform the stakeholders about results and make results available for use.

Internal activities: guidelines and monitoring table

The project released the "Dissemination and communication guidelines" at the very beginning of the project. These guidelines are intended to encourage, guide, and support the partners in their dissemination and communication activities during the project's lifetime.

The guidelines are composed of the following sections:

- Internal Communication, where it is explained how to interact within WP8;
- Social media, where it is explained how to deal with Twitter and LinkedIn;
- Participation in events, where the procedures to be followed before/during and after an event is underlined;
- The project website, where it is indicated how to contribute to populating the project website;
- Scientific Dissemination, where it is explained how to identify, propose and keep track of the scientific publications placed and submitted by the Consortium;
- The project in a nutshell; Consortium can find in the guidelines an introductory text explaining the project, which can be used for different purposes: a brief presentation of the project, a short description of the project to be inserted in their websites, etc.;
- Open Access repository, where the link to the project Zenodo repository is available, as well as a brief explanation on how to deal with the publications;
- Brand guidelines, where it is explained how to use the logo, the font types to be used in documents and presentations, the main graphical elements of the project, the EU reference and acknowledgement to be inserted in all presentations and material related to the project;

- Images, a chapter dedicated to the best way to use images associated with our project to avoid problems with the copyright of the images. The suggestion is to take some Creative Commons licenses images or Free for commercial use/No attribution required images from repositories.

The dissemination and communication guidelines are intended as a "living document", meaning they could be updated during the project, considering the evolution of the dissemination and communication plans.

These guidelines are available in Annex I, "Dissemination and Communication Guidelines", at the end of this document.

In addition, WP8 created the Monitoring table, a tool to keep track of the activities performed by the project and monitor the KPIs status.

Dissemination plan - informing about results and making results available for use: channels and measures

WP8 planned several activities with the objectives of 1) making our results available and 2) informing the target stakeholders about the results.

The dissemination activities planned are structured following the order:

- WHAT: the activities planned (Measures)
- TO WHOM: the target audience (stakeholders)
- HOW: the plan and the KPIs to achieve

Table 1 Dissemination measures and activities planned

MEASURES	STAKEHOLDERS INVOLVED	ACTIVITIES PLANNED & KPIs
Project documentation	All	Material describing and reporting on technical outcomes, APIs, architectures, models, recommendations, promotional activities and any insights acquired by the consortium will be made available in the form of deliverables through the project website and a public repository
Peer-reviewed Publications in journals & publications and presentations in conferences	Scientific community in robotics, automation, human-machine collaboration, XR, civil engineering	HT aims at publishing and contributing to peer-reviewed publications in scientific journals and conferences relevant for digital construction. One of the primary objectives is to ensure that the project's technical achievements and experimental findings will be known and exploited by the larger research community and related scientific domains. HT will pursue well-known

		journals/magazines and conferences such as: *Automation in Construction; Journal of Construction Engineering and Management; Engineering, Construction; as well as leading AI, Computer Vision and Robotics journals and conferences (e.g. CVPR, IROS, ICRA, PAMI,...).* KPIs to be reached at M36: • 8 peer reviewed publications in journals. • 16 peer-reviewed publications & presentations in conferences
Technical and non-technical publications from trusted sources (e.g. articles, blog posts).	All	The project will produce technical and non-technical publications to be published on trusted sourced (e.g. Horizon Magazine), on the partners websites and blogs and on the project's website. A detailed plan on the foreseen publications for the first 18 months of the project is available below. KPIs to be reached at M36 • 30 non-peer-reviewed publications
Workshops/webinars to be organised	All	HT will (co) organise and/or participate in 5 workshops/webinars, aiming at a total of 100 participants (20 per webinar). We plan to organise/participate in two workshops/webinars in the first 18 months of the project.
Participation in events, including scientific conferences and trade fairs.	All	HT will participate in scientific and non-scientific events. The consortium will showcase the project's results in presentations, talks, exhibition spaces and personal engagement. This action will include events strongly related to digital technologies for the construction sector. HT will target specific on-site and online events to be considered during the project's implementation, prioritising anticipated involvement from partners, including *CONSTRUTEC, Hannover Messe, ISH Frankfurt, BIM World Conference, BAUMA, etc*. We plan to participate in 7 conferences/trade fairs in the first 18 months of the project KPIs to be reached at M36: • Participation in 15 events

The detailed plan for technical and non-technical publications for the HumanTech website and other trusted sourced

One of the main activities to focus on during the first year is the publication of original content under the NEWS section of our website.

We plan to publish at least one blog/article/news at the end of each month to contribute to reaching the following KPI set in the proposal: *30 technical publications from trusted sources (e.g. articles, blog posts).*

To make the interest of our community consistently high, we plan to diversify the content of the pieces, regrouping the content in the following series:

- **WHAT IS HUMANTECH? –** This series introduces the project to specialised and non-specialised audiences. The task will divide detailed information such as the objectives, methodology, and impacts into articles (with specific attention to the project's environmental implications). Starting in 2023, this series will be completed with particular blogs and articles summarising the work performed/results achieved in each technical WP.
- **MEET THE TEAM –** This series can be paired with a social media campaign highlighting the consortium's partners through a regular interview with a member/team of experts on the project.
- **PhD Editorials –** The scope of these editorials is to give voice to the PhDs students working on the project. This type of publication will allow PhDs (candidates) to gain visibility about their research lines and boost their scientific careers.
- **WHAT WE ACHIEVED/SUCCESS STORY –** This series highlights the project's milestones, achievements and success stories throughout its duration, concluding with final results from different perspectives.
- **GREEN EUROPE –** It could be interesting to write updates and opinions about green actions taken by the EU Commission and what the project HumanTech does to improve the environmental situation.

Below is the plan for the first year:

2022

- **M1-M3** (June – August 2022): Publication of our press release and news related to the KoM meeting

- **M4** (September 2022): What's is HumanTech? [first article of this series]. In this article, we explained the project in a nutshell, from the objectives, methodology, and results to be achieved.
- **M5** (October 2022): Meet the Team – interviews with the Project Coordinator and two WP leaders.
- **M6** (November 2022): What's is HumanTech? Second article. This article will focus on pilots.
- **M7** (December 2022) NEWSLETTER AND SUCCESS STORY: to conclude the first six months of the project, we will publish our first newsletter

2023

[From 2023, we will also include in the publications the PhD editorials, together with the Meet the team series. In addition, we will also publish articles with the WP leaders related to the advancements in their WP].

- **M8** (January 2023): Meet the team – interviews with partners and PhD editorials.
- **M9** (February 2023): WHAT IS HUMANTECH? The third article of the series. In this article, we will present the timeline and first activities/results of some WPs.
- **M10** (March 2023): Meet the team – interviews with partners and PhD Editorials + WPs timeline and first activities/results.
- **M11** (April 2023): Green Europe & Green HumanTech [First article of the series].
- **M12** (May 2023): NEWSLETTER 2 AND SUCCESS STORY 2: We will publish our second newsletter to conclude the project's first year. In addition to the newsletter, we will work on a more extensive article to be published at the end of this month to celebrate the project's first year.

3.3. Activities Performed (M1-M6)

As mentioned in the chapters above, the dissemination activities started at the very beginning of the project. Therefore, at M6, we performed a set of actions as detailed in the table below.

Table 2 Dissemination activities performed

MEASURES	ACTIVITIES PERFORMED
Project documentation	We set up the public repository on Zenodo, publishing the first documentation from the project
Peer-reviewed Publications in journals & publications and presentations in conferences	No activities performed.
Technical and non-technical publications from trusted sources (e.g. articles, blog posts).	We published the following articles and blog posts: 1. Launch press release on Zenodo, with 339 views and 149 downloads. The press release has also been sent to the communications department of each partner. Some of them published a piece about the start of the project: o Construction 4.0: new EU-funded EBC project "Human Centered Technologies for a safer and greener European Construction Industry." o ARTIFICIAL INTELLIGENCE FOR A SAFE AND GREEN CONSTRUCTION INDUSTRY (DFKI) o HumanTech – Human-Centered Technologies for a Safer and Greener European Construction Industry (UNIPD) o Artificial intelligence for a safe and sustainable construction industry (on IDW – DFKI) 2. Publication of the following articles, blogs and interviews on the HumanTech website: o Blog on the KoM; o Article "HumanTech arrives to develop human-centred construction technologies" o Article "5 objectives to understand what HumanTech is" o Interview with the Project Coordinator, Jason Rambach o Blog post "DFKI and the BOP Challenge 2022 prize" o Interview with team member: Bharath Sankaran o Interview with team member: Gabor Sziebig o Blog post on the project's first field activity
Workshops/webinars to be organised	Submission of a TT-01-12 projects cluster workshop proposal at ERF 2023, titled "AI and Robotics in Construction"
Participation in events, including scientific conferences and trade fairs.	The consortium participated in the following events to promote the project: o The International Symposium on Reliability Engineering and Risk Management (ISRERM): HumanTech work: state of the art methodology and methodological approaches to be used in HumanTech were presented [Partner involved: TUK] o 5th bridge colloquium. Specialist conference on assessment, repair, upgrading and replacement of

	bridges: HumanTech work: state of the art methodology and methodological approaches to be used in HumanTech were presented [Partner involved: TUK] o 7th International Workshop on Recovering 6D Object Pose at ECCV 2022 Conference. Participation and award in BOP Challenge 2022 on object pose estimation [Partner involved: DFKI]

4. Communication Plan & Activities Performed

4.1. HumanTech Communication Plan: informing about the project & informing about results

Communication activities involve specific measures for promoting the project and the results attained. The communication plan has the mission to reach out to a broader audience beyond the HumanTech core community.

The objectives of the communication strategy are as follows:

- Set up internal communication mechanisms among the partners of the consortium.
- Support the external promotion of HumanTech and its outcomes, managing the branding.
- Deliver top-level messages about the project to all identified and relevant stakeholders.
- Raise awareness to non-specialised audiences of the added value of HumanTech.
- Increase awareness and interest in HumanTech.

To cope with these objectives, the project leveraged a practical and comprehensive set of channels and measures, presented in the chapter below, and the preliminary results achieved at M06. In the following paragraphs, more details about the project website, PR materials and social media are reported.

4.2. Activities planned and KPIs

Table 3 Communication measures and activities planned

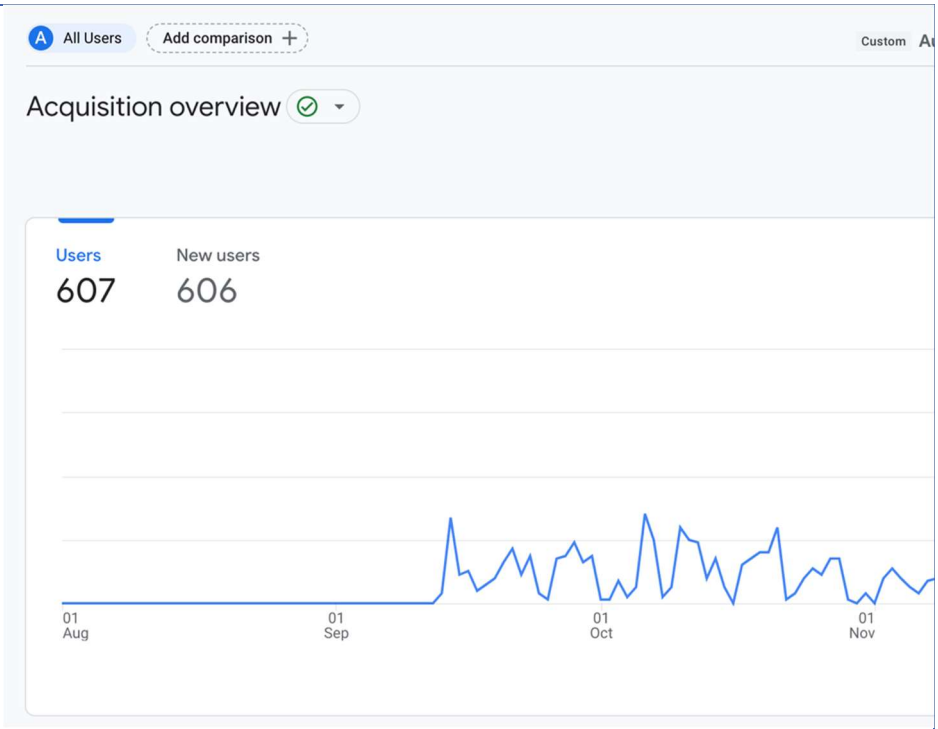
Measure	Target Audience	Plan to reach the audience
Website	All	The leading resource for generic promotion of the project activities and results to all target audiences. The site will provide comprehensive information about the project, including its objectives, pilots, news, Consortium partners and contributions from the onset. All the public deliverables and publications will be accessible here, providing necessary information about the project process and its results. https://humantech-horizon.eu/ KPIs to be reached: website traffic of over 500 unique visitors on a monthly average
Social media	All	The project was created and will maintain its presence in several social media channels, focusing on Twitter and LinkedIn. They have proven to be the most effective tools when engaging with technology communities. These online channels help promote new publications and participation in different events while interacting with our target audience. Given their popularity, they are also a great channels to engage with the public and raise awareness among a broader audience. Twitter: https://twitter.com/HumanTech_EU LinkedIn: https://www.linkedin.com/company/humantech-eu/ KPIs to be reached: 2,000+ followers (in total) and 500+ monthly impressions on social media channels.
Multimedia Material	All	The project will count on multimedia material to have a self-explanatory and appealing presentation of the project, leveraging other available distribution channels of promotion (e.g. YouTube, Vimeo). The team will organise a set of video interviews throughout the project to collect inputs. The results will be edited to mix such interviews with animations. At the end of the project, a final video on the results of the project will be produced. The final video will target our stakeholders. at large so that they can identify, understand, and begin to apply the results of the project. The aim of the final video is to become an important tool for the exploitation of the project's results, and it will be used by the Consortium well beyond the end of the project, continuing engagement activities in the construction field. KPIs to be reached: 1 animated banner (M9) and two project videos (M18-M24; M36)

PR MATERIAL	ALL	Reference promotional instrument when participating in events. The most common items include brochures, catalogues, posters and any other laid- out paper-based resource. The project will prepare 3 sets (iterations) of each version to select the best one. Most of the PR material will be available as e-documents and printing will occur as required (e.g. for events, workshops, etc.). The first set of materials will focus on explaining the objectives of the project in a consistent manner, showing the potential achievements and impact; the second set will show the more advanced results; and the third set will highlight the final results. If needed, these sets will be released with two or three different contents, tailored to each of the stakeholder categories the project aims to reach. The project will also explore other innovative alternatives to the traditional informative material. Labelled gadgets and merchandise have turned out to be effective means of promoting initiatives among a less specialised audience, at the same time they encourage a more sustainable approach when considering long-lasting items. In addition, to explain complex information effectively and in an eye- catching format infographic will be designed demonstrating key concepts, interoperability issues, best practices and results. These are highly useful in many scenarios, including Twitter, presentations, postcard flyers and posters.
Newsletters	All	Online newsletters will provide a snapshot of the main activities and achievements of the project in a given period of time. Professional marketing platforms (e.g. SendingBlue) will be used to automate the distribution among a wide pool of contact points. At least two electronic newsletters per year will be released and will be distributed via relevant mailing lists associated with the project. If relevant, specific newsletters could also be printed to be handed over at relevant events. In addition, WP8 will closely work with the other partners to be part of their newsletters, to reach a broader audience. The first newsletter will be sent after M6. It will include a summary of the activities and achievements carried out during these months, as well as events, news and resources of interest to our audience. KPI to be reached: two newsletters per year
Brand and templates	All	The project holds a recognisable visual identity and brand elements that will be used, refined and protected throughout the project. A logo is provided at the proposal stage, but it will be complemented by other graphical means.

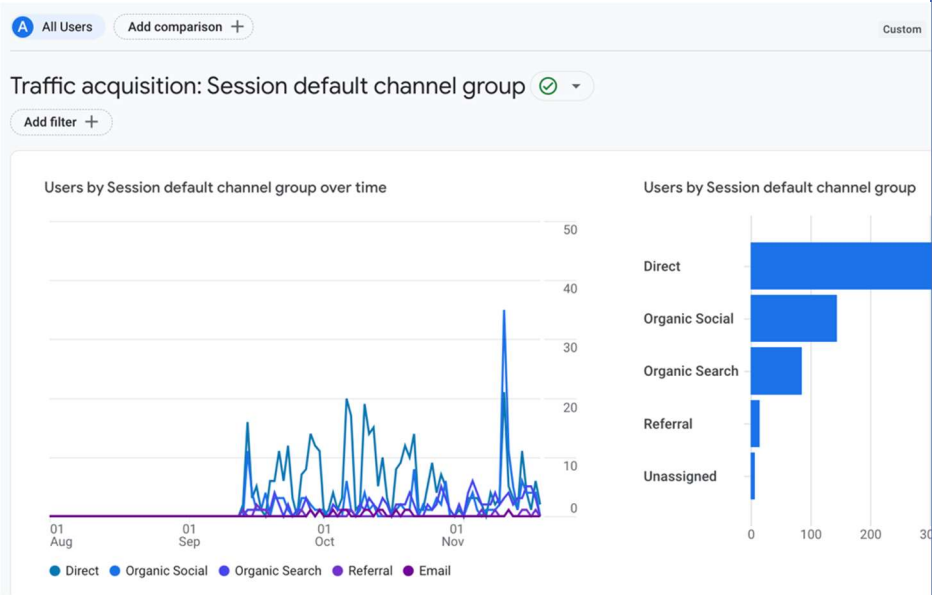
4.3. Activities Performed (M1-M6)

Table 4 Communication activities performed

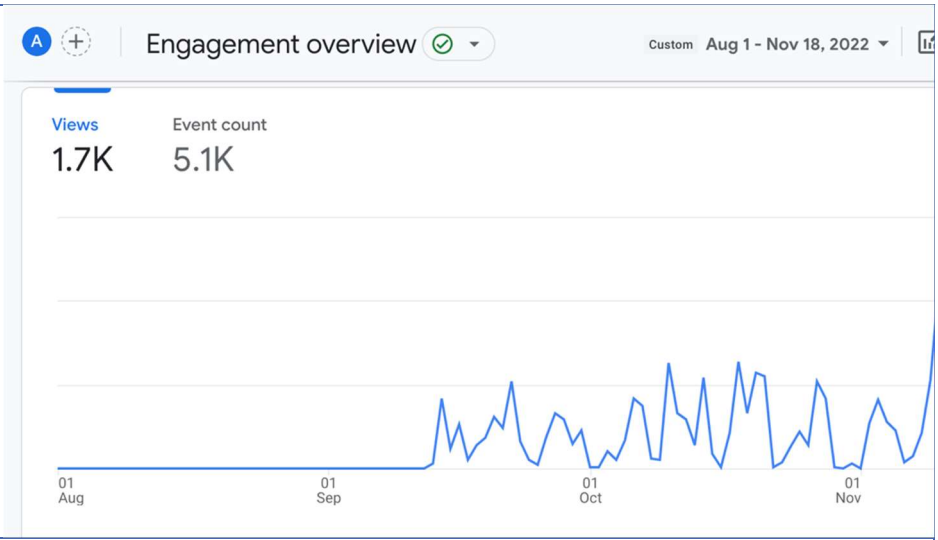
Measures	Activities performed
Website	The HumanTech website includes key information about the project — from its main goals and results it aims to achieve to the challenges it addresses, the solutions it will develop, the benefits of adopting its model, the scientific, societal and techno-economic impact it will have, and the sustainability and inclusion dimensions of its innovations. It also describes the five pilots or construction demonstration sites in which HumanTech will deploy and validate its technical approach, as well as the team by which the project is formed. It includes a "News" section in which we publish articles about the progress of the project and interviews with the professionals working on it. In addition, we will continue to post information about its press releases, events, newsletters, and public deliverables and publications. Our goal is to establish a solid online presence where the general public and interested individuals can read about the project's progress and findings. o Total number of users from month 3 to month 5 of the project: 607. o Current average of monthly users: 212 (total unique users). o Current average of new users: 208 (of the total number of unique users in a given period, how many have visited the site for the first time).



*Total number of sessions initiated by unique users from M3 to M5: 912.



*Number of pages viewed by unique users from M3 to M5: 1700.



Social media

Social media is essential to promote the project objectives, activities and results and a prominent way to engage our community. Therefore, content is being published regularly, diversifying the content to keep our audience's attention constantly high.

In the first months of the project, we developed a "content series" for the website:

- #HumanTechTeam: posts about our team, presenting them, their activities, and their role in the project, also linked to the interviews being published on the website.
- #HumanTechNews: posts about the project and its activities.
- #KnowledgePills: posts sharing knowledge about (not exhaustive list): #ConstructionIndustry #ConstructionTech #Construction #Building #Infrastructure #GreenTransformation #GreenConstruction #GreenBuilding #Sustainability #CircularWasteReduction #CircularEconomy #Circularity #ClimateAction #Environment #Energy #ConstructionRobot #Robotics #Wearable #Exoskeleton #XR #DigitalTwin #BIM #AI #Automation #MachineLearning

At M6, we reached the following results:

Twitter: 50 tweets, 194 followers

Figure 3 HT Twitter account

LinkedIn: 139 followers, 3445 posts visualisations

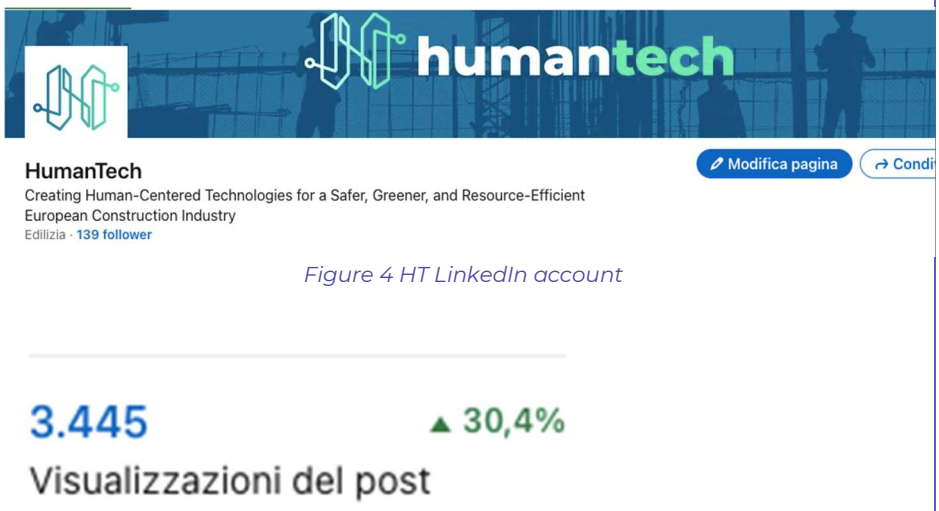


Figure 4 HT LinkedIn account

Multimedia Material	No activities performed.
PR MATERIAL	**PR material**: The first set of PR materials has been created. It is composed of a four pages **flyer** explaining the project in a nutshell and a **one-pager**, a summary of the flyer, to accompany our stakeholders' engagement activities. The material is available to all partners in two versions: one ready to print, in case it is necessary for an event or physical activity, and an online version to use on websites

and email campaigns. In addition, dedicated flyers/brochures explaining the pilots will also be produced.

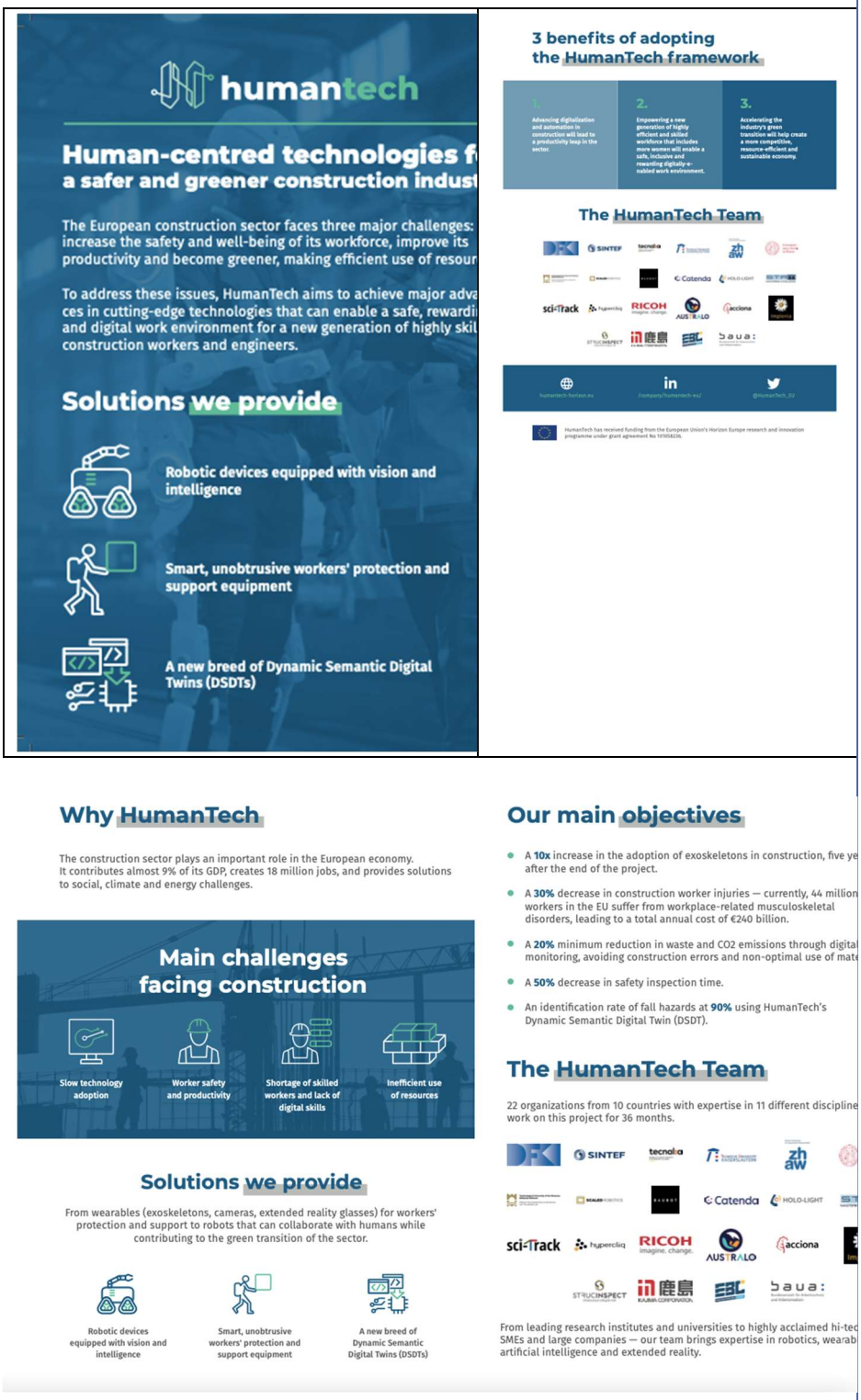


Figure 5 HumanTech first set of PR material

Newsletters	No activities performed.
Brand and templates	**Logo:** A refined version of the project logo included in the proposal has been created. It will appear in all our communication channels and materials, as well as in our public documents. **Branding guidelines:** A document including the key branding elements of the project (typography, color guide and logo variations), has also been prepared (See Annex I) **Templates:** PPT and Word templates are ready and accessible to all partners.

5. Dissemination and Communication Monitoring

5.1. Monitoring Strategy

Monitoring and frequently adjusting the Dissemination and Communication plan is fundamental to the project's success. Continuous monitoring allows the consortium to correct any possible deviations and improve its effectiveness by applying correction and mitigation measures when needed.

It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given to the pre-assessment of information needs, the monitoring frequency and the method of collecting evidence.

The execution and effectiveness of the Dissemination and Communication Plan are depended on a close monitoring, flexible and prompt response mechanism. Every designed and implement activity will be monitored and evaluated according to its account and closely related to the KPIs presented in the table below.

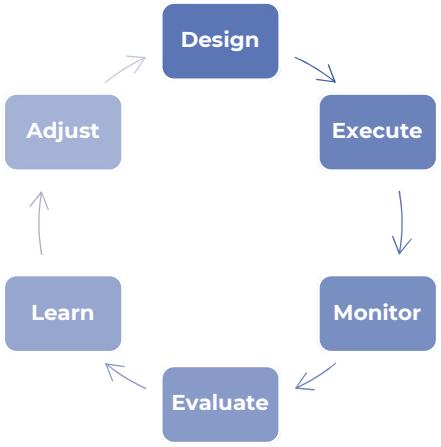


Figure 6 Monitoring strategy

- **Design:** Design is an activity based on the Dissemination & Communication Plan and the desired impact;
- **Execute:** Deliver according to plan;
- **Monitor:** Closely monitor the activity and collect input and results. Monitoring will be based on a template available only to partners through the internal repository. This template is an essential tool for the dissemination and communication managers not just to monitor the advancement of the activities but also to keep track of the KPIs;
- **Evaluate:** Evaluate the outcomes of the activity collaboratively according to the desired targets set in the design phase;
- **Learn:** Learn through this evaluation and try to extract the most valuable outcomes out of it;
- **Adjust:** Absorb findings and lessons learnt and adjust the plan accordingly if needed.

Table 5 WP8 KPIs

KPI#	Name	KPI Index/ Calculation method	Target M18	Target M36	Actual Value
K8.01	Peer-reviewed scientific publications in journals	N. of peer-reviewed publications in journals	3	8	0
K8.02	Peer-reviewed publications and presentations in conferences	N. of peer-reviewed publications and presentations in conferences	7	16	0
K8.03	Technical publications from trusted sources (e.g. articles, blog posts).	N. of non-peer-reviewed publications	15	30	8
K8.04	Participation in events, including scientific conferences and trade fairs.	N. of events attended	7	15	1
K8.05	Workshops/webinars to be organised, aiming a total of 100 participants	N. of workshops organised	2	5	0,5
K8.06	Workshops/webinars to be organised, aiming a total of 100 participants	N. of participants per workshop	20	20	0
K8.07	website traffic of over 500 unique visitors on a monthly average	Monthly average views (unique visitors)	500	200	-
K8.08	2,000+ followers and 500+ monthly impressions on social media channels.	N. of followers (LinkedIn + Twitter + newsletter subscribers)	1000	2000	180
K8.09	Sets of PR material	N. of PR material produced	1	2	0,5
K8.10	1 animated banner + 2 explanatory videos	N. of videos produced	2	3	-
K8.11	2 Project newsletters per year	N. of newsletter released by the project (at least 6)	3	6	-

6. Exploitation and sustainability

Key exploitable assets (KEA) were defined already in the Grant Agreement of HumanTech and are presented again here, along with their current status of realisation.

Table 6 HumanTech KEAs

No	Name	Short Description	Exploitation Strategy	Partners Involved	Current Status
KEA #1	Body Sensor Controlled Exoskeleton	An exoskeleton for construction workers that is integrated with a body sensor network for accuracy and on-demand functionality (intelligent transparency).	SCT is an SME developing lightweight sensor fusion methods for motion tracking. Through the cooperation with DFKI and TEC in this project they can extend their range of activities to body-sensor & exoskeleton solutions for construction workers. The body sensor network is already at a TRL7-8 while the integrated solution is expected to reach a TRL5-6 at the end of the project.	SCT, DFKI, TEC	In development
KEA #2	Dynamic Semantic Digital Twin generation solution	An autonomous solution that can scan the workplace and generate semantic digital twins accurately and quickly.	SR is already offering a commercial autonomous robotic scanning solution that can capture 3D geometry (TRL8-9). This will be extended by semantic segmentation AI algorithms developed by DFKI within the project and UAV support for capturing by ZHAW. SR will be able to commercially exploit the results after the project end by licensing the developed algorithms from DFKI. End-user companies in HT have already expressed interest in purchasing such a solution. DFKI will also use the results for dissemination and acquisition of follow-up research project funding. The semantic segmentation is expected to start at a TRL4 and reach TRL6. Major challenges include dealing with the large amounts of object classes present in construction sites. Therefore, a coarse-to-fine classification	SR, DFKI, ZHAW, TUK, PALF	Dataset for development of solutions was recorded

			strategy will be followed for the approach.		
KEA #3	Spherical 3D RGB-D Camera	A 360-degree spherical camera that captures color information (RGB) plus depth information using Time-of-Flight technology.	RICOH is developing this unique hardware. It will provide the ability to create accurate metric 3D scans of entire rooms with a single camera click when enhanced by DFKI software on the device. Currently, the device is at a TRL5 and will reach TRL7 by the end of the project. As, the construction and building management sector provides very compelling use-cases for this device, RICOH will exploit the possibility of commercially launching this device for the construction market.	RICOH, DFKI	Camera prototype available for use in HumanTech
KEA #4	XR human-machine interface for remote operation	A human-machine interface (VR, AR and XR) which ensures immersive feeling of the operator.	Human-machine interface design and development, which takes into account the specialty of the construction site, while providing immersive and responsive user experience. The above-mentioned interface which will be developed throughout the project, will be offered through licensing, to existing manufacturers.	STAM, TUK, SINTEF	In planning
KEA #5	Construction site mobile robot with robotic arm	A mobile ground robot with belt drives and a platform with an industrial robotic arm mounted on it. Based on the already successful mobile robot of Baubot.	Baubot has established its presence on construction sites with their current robot, however the low payload capacity limits the application, where the solution can be used. To reach a broader audience, the new robot will need to have high payload and more robust structure. Technology development in HT will ensure, that construction sector requirements are addressed, therefore strengthen company’s position.	Baubot, SINTEF, DFKI, TEC	In planning
KEA #6	Technology assisted Micro Learning Units	Modular flexible learning units available as Open Educational Resources ready to be integrated in existing	MLUs will be open for integration in e-learning portals and/or used in other ways HEs, VETs, and SMEs across Europe. 1st Stage: Integration to existing e-	TUS, EBC, ACC, TEC, PS	In planning

	curricula / VET courses. Expert knowledge captured in the form of modular DSDT content to be used as AR projected training workflows.	learning portal (CB Erasmus project) - TUS, TUK. Integration in existing end users training programmes - Partner Acciona. 2nd Stage: Wide dissemination to the EU Construction SME community (EBC). 3rd Stage: Exploitation by technology partners in the form of training courses on the use of the developed wearables and autonomous robots (TEC, SCT, PS).	

During the project, regular exploitation workshops will be planned to track each partner's exploitation process and report about it in Deliverables D8.4 and D8.5. These workshops will be scheduled after the project's first year when the exploitation plans for each partner become more concrete.
At the current stage of the project, partners were asked to document their main exploitation directions for the project's current stage; partners were asked to enter their main exploitation directions, which are to be detailed later. These early exploitation plans for each partner are listed in the table below.

Table 7 Partners' individual exploitation plans

Partner	Target exploitable results	Current state - exploitation achievements	Partners Involved
DFKI	Demonstrators, Licenced Software, Follow-up research funding acquisition, Publications, datasets. IP generation related to KEAs #1, #2, #3	-	-
TUK	Demonstrators, Follow-up research funding acquisition, Publications, including research results and micro learning units in lectures and teaching, datasets		
HC	Expand knowledge and skills in specifying complex system architectures and designing data management solutions in application areas with challenging requirements. Acquire new clients, establish new partnerships.	In progress	DFKI, TUK, Catenda, SINTEF
Scaled Robotics	Extend portfolio of product features, acquire new clients, follow-up research funding		
BAUA	Expansion of Human-Robot Interaction (HRI) quality measures portfolio; Design recommendations for mobile robotics in unstructured environments; Integrated design	In progress	DFKI, further in planning

	recommendations for cobots, exoskeletons and smart glasses in construction sites; Publications		
SCI-TRACK	Extend product with new functionalities: Adding the possibility to include intrinsic and extrinsic relative spatial information in motion tracking (e.g., intrinsic information to improve model accuracy and extrinsic information to support translation tracking and add context)		
SINTEF	publish new "SINTEF-books", licensed software, excellence in HRC, spin-off	-	-
ACCIONA	ACCIONA aims to exploit the technologies developed (for e.g., robotic placement of bricks, robotic application of mastic joint sealer, exoskeletons for bricks layers) within HumanTech through their deployment at its different work sites (both national and international). For this, ACCIONA aims to organize telephonic interviews, in-house face to face seminars, face to face meetings with respective team.		
STAM	Ontology and task planner for the execution of demolition activities, follow-up research funding acquisition, acquire new clients	-	-
TECNALIA	A) Algorithms & SW implementing the "intention prediction and intelligent transparency" technologies in the body sensor controlled exoskeleton. (KEA #1) B) Algorithms & SW for "Teaching from demonstration" for mobile robot for the construction site. (KEA #5). C) Algorithms and SW for haptic control interfaces for remote control of the robot. (KEA #5)	Under development Under development Under development	SCT, DFKI, TEC SINTEF, TEC SINTEF, TEC
CATENDA	Digital twin related results, including technology related to BsDD. IDM/IDS, open source BIM authoring tools, Task planner / scheduler, BimXD results, IFC generation.	Under planning/ development	
TUS	Development of MLU content in collaboration with partners in WP6 and follow up training delivery, monitoring and evaluation of MLUs. KEA#6: Providing construction SMEs with easy-to-use training materials, with the aim of enhancing their digital, green and health and safety skills	Under planning/ development	Hololight, EBC, Catenda, DFKI, Tecnalia, BAUA Acciona
RICOH	Publication and follow-up research collaboration, Acquisition of new clients, Extension and launch of product line-up	Under planning/ development	

AUSTRALO	AUSTRALO will leverage the outcomes of HumanTech in its mission to bridge the divide between high-tech Research + Innovation and the market. This will be achieved by exploiting the knowledge acquired in previous and ongoing projects focusing on marketing services and ecosystem dynamisation. Participating in HumanTech is an opportunity to reinforce and enlarge our portfolio of technical partners. This will allow the organisation to expand our range of services towards other customers and partners at European and international ranges.	Under planning/ development	
BAUBOT	Demonstrators, extend application portfolio to include novel application packages that can be independently developed, new use cases and application domains, use of developed technologies for improvements in existing product line.	Under planning/ development	SINTEF, DFKI, TEC
UNI-PD	IDM including Process Map with Information Requirements, useful for the implementation of the BIMxD. Implementation of bSDD in the Platform and proposal of extension of IFC standards These results must be published in international journals. Thematic workshops will be organized.	Under planning/ development	CATENDA TUK
EBC	The general exploitation intentions of EBC are to enable the EU construction SME community to benefit from and make concrete use of HumanTech's Key Exploitable Assets (KEAs), especially in relation to: • KEA#6: Providing construction SMEs with easy-to-use training materials, with the aim of enhancing their digital, green and health and safety skills • KEA#1-5: Facilitating access and usability by construction SMEs of user-friendly technologies and tools developed by HumanTech	Under planning/ development	TUS, DFKI, BAUA, Tecnalia, Acciona, Hololight, Catenda
PALFINGER	Expand portfolio of products and services in regards to KEA#3, (a) DSDS application from photogrammetric point cloud data, (b) Incorporation of autonomous UAVs into our data acquisition pipeline, (c) Ground truth calibration for crack width estimation	Under development	
IMPLENIA	KEAs #1 - #6	Under development	

	Implenia plans to be using the developed technologies in our everyday business on the construction sites in order to • reduce the mental and physical stress of our construction workers, • increase workers' safety by reducing dangerous and hazardous work and work environments • increase productivity by managing construction sites more efficiently and reducing unnecessary work • support our workforce by reducing time-consuming, repetitive work with means of autonomous technology, • have access to actual real-time data to be used in our digital twins of the construction sites to improve quality, safety, productivity, sustainability		
ZHAW	ZHAW continues to develop its flight platform within the framework of HT. The custom made platform offers high flexibility to integrate new sensors (e.g. RICOH 3D depth camera). One focus is to make the systems more robust for the harsh conditions on construction sites and to upgrade them for autonomous operation indoors and outdoors. If the results are positive, a spin-off in this area is envisaged.	Under planning/ development	
KAJIMA	Understanding project progress, communication with related parties for knowing the pilot test requirement	Under planning/ development	-

ANNEX I HumanTech Communication, dissemination and branding Guidelines

Communication and dissemination efforts are essential to HumanTech's success. Given their importance, all consortium partners must contribute to promoting its objectives, activities, and achievements. These guidelines will help you with this task. Take a look!

*To share your communication and outreach updates and address any questions or suggestions about them or these guidelines, please get in touch with us at humantech_eu@australo.org

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- ## Internal communication

The main internal communication channels of the HumanTech project, where all information related to dissemination and communication activities will be shared, are:

- **Email**: HumanTech mailing list, saved in our Microsoft Teams channel (Team_HumanTech EU Horizon Project) and being continuously updated.
- **Microsoft Teams**: Team_HumanTech EU Horizon Project. This channel allows us to have a shared repository with the project's documents and to maintain agile communication.

  The communication and branding materials will be saved in the Dissemination and Templates folders. *The material that can be shared publicly will also be uploaded to the open-access repository Zenodo.
- **Periodic communication calls**: All task leaders from WP8 and one representative from each partner organisation should always be present. They will be held from September 2022 onwards.
- **At least one person from your organisation must be active in these channels and attend the communication calls**.

- ## External communication

Website

HumanTech's website: http://humantech-horizon.eu/

Apart from giving a general overview of the project, the website will be continuously updated to share HumanTech's progress, activities and achievements and promote its public consultations and their outcomes, as well as our consortium to external stakeholders.

As a partner, you must contribute to populating the website by sending us your content regularly to humantech_eu@australo.org

The content could be about:

- your organization's participation in project-related scientific publications, events, conferences, awards, etc.
- the main scientific and technical achievements of the project,
- news related to a given WP/Task.

Social media

Twitter: @HumanTech_EU
LinkedIn: @HumanTech Project

We kindly invite you to **follow** HumanTech's social media accounts — both via your organization's profiles as well as the personal profiles of the team members involved in the project.

Also, please remember to always **mention** them in your posts about the project and **engage** (click, share, comment, react) with our updates!

- **Content**

In all HumanTech social channels, we will share content about the solutions we are working on (goals, results, facts, methodology), the partners involved, the project's latest updates, news and events, as well as interesting external information and resources (videos, articles, newsletters, reports, eBooks, infographics) relevant to our audience and sector.

- On **Twitter**, we will share more real-time information on events and developments, as well as external content.
- On **LinkedIn**, we will focus on sharing information about the project and its partners.
- On **YouTube**, we will upload the project's videos, webinars, online events, and interviews.

Your HumanTech posts could also be about:

- your progress and collaborative work with other partners,
- your participation in meetings, events and workshops,
- your latest news and publications,
- interesting external resources related to the topic of the project.

- **Tone**

We recommend that you talk about the project in a clear, concise, informal, engaging, and positive way;

- use simple and approachable language,
- make creative and innovative content,
- and don't be afraid to use humor to be entertaining!

- **Hashtags** to use in your posts

- **#HumanTech**: When talking about the project on channels where it doesn't have an account and can't be mentioned (out of Twitter, LinkedIn and YouTube).

- **#HumanTechNews**: When sharing news about the project.
- **#HumanTechCommunity**: When talking about the organizations and people involved with the project.
- **Related to the project's sector and subject**:
    - #ConstructionIndustry #ConstructionTech #Construction #Building #Infrastructure
    - #GreenTransformation #GreenConstruction #GreenBuilding #Sustainability #CircularWasteReduction #CircularEconomy #Circularity #ClimateAction #Environment #Energy
    - #ConstructionRobot #Robotics #Wearable #Exoskeleton #XR #DigitalTwin #BIM #AI #Automation #MachineLearning #OpenSource
    - #DigitalTransition #DigitalTransformation #DigitalTechnology #Technology #Digitalization #Innovation #Research #Science
    - #EUfunded #HorizonEU #GreenDeal #Construction2020
- Recommended number of hashtags to use per channel:

  Twitter: 1-2
  LinkedIn: 1-5
  YouTube: 3-5
  Instagram: 3-5
  Facebook: 2-3

Partners and EU organizations' social media profiles

Social media profiles to communicate with or mention in our posts about HumanTech so that they have a wider reach.

- **Partners**

Twitter	LinkedIn
@DFKI	@Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI)
@AustraloTeam	@AUSTRALO
@SINTEF	@SINTEF
@tecnalia	@TECNALIA Research & Innovation
@uni_kl	@University of Kaiserslautern @Massivbau und Baukonstruktion, Technische Universität Kaiserslautern

@ZHAW	@ZHAW Zurich University of Applied Sciences
@UniPadova	@Università degli Studi di Padova
@TUS_ie @tus_rdi	@Technological University of the Shannon @TUS Research, Development & Innovation
@scaled_robotics	@Scaled Robotics
@Catenda_Int	@Catenda - makers of Bimsync
@Stam_Tech	@STAM S.r.l.
@hypercliq	@Hypercliq
@ricoheurope	@Ricoh Europe
@ACCIONA_EN @acciona	@ACCIONA
@Impleniatweet	@Implenia
@STRUCINSPECT	@PALFINGER AG @STRUCINSPECT | Infrastructure Lifecycle Hub
—	@Baubot
@Holo_LightGmbH	@HOLO-LIGHT
@SciTrack	—
@KajimaEurope	@Kajima
@EBC_SMEs	@European Builders Confederation EBC
@baua_de	@Bundesanstalt für Arbeitsschutz und Arbeitsmedizin (BAuA)

- **EU organizations**

Twitter	LinkedIn
@EU_Commission	@European Commission
@HorizonEU	—
@EUScienceInnov	@EU Science, Research and Innovation
@EU_HaDEA	@European Health and Digital Executive Agency (HaDEA)
@REA_research	@European Research Executive Agency (REA)
@DigitalEU	@EU Digital & Tech

- Do you know of **other social media profiles** that could be useful for the project? Send them to humantech_eu@australo.org and we will include them in this document.

- To search for partners' profiles in **other channels**, have a look at their websites:
- German Research Center for Artificial Intelligence
- Australo
- SINTEF
- Tecnalia Research & Innovation Foundation
- Technische Universität Kaiserslautern
- Zürich UnTU Kaiserslauterniversity of Applied Sciences
- University of Padova
- Limerick Insitute of Technolgy
- Scaled Robotics
- Catenda
- STAM
- Hyperclig
- Ricoh International B.V.
- Acciona
- Implenia AG
- PALFINGER / Strucinspect
- Baubot
- HoloLight
- Sci-track
- Kajima Corporation
- European Builders Confederation
- Federal Institute for Occupational Safety and Health

Newsletters

If your organization is going to include information about HumanTech in a newsletter, **please tell us about it at humantech_eu@australo.org at least two weeks in advance** so that we can share the information and materials you may need.

- Once the newsletter has been sent, you can report it in the project's **consortium communications activities document** (online referencing tab) so that we can have a record of the newsletters in which it has appeared.
- Also, **add all other online references** that your organization makes about the project in this document (in the press, journals, blogs, etc.).

PR material

HumanTech PR material will be available in the project's Microsoft Teams dedicated folder. Its press releases will also be posted on the project website and Zenodo.

PR material will be available online and will be printed whenever necessary (e.g. for events, conventions, workshops) — by Australo or other project partners, depending on volume and logistics.

This material, whether in electronic or hard copy format, must always include:

- HumanTech **social media and website links**.
- **HumanTech** and the **EU flag** **logos**.
- **EU-funded claim**: This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058236.

Merchandising

For any merchandising material your organization may need to print or produce, please request a free quote from several suppliers (at least three) before placing your order. In any case, please contact us beforehand to assist with designs and other related tasks.

Participation in events

If your organization is going to participate in an event, conference, webinar, workshop or meeting that can impact HumanTech, **please let us know at humantech_eu@australo.org within at least two weeks notice** so that we can prepare a communication campaign and promote it on the project's channels. We can then also inform the rest of the consortium members so they can promote it among their community and participate.

Steps to take when participating in events

1. **BEFORE the event**

- Inform HumanTech's communication team at least two weeks in advance.

- Mention HumanTech and tag its accounts when promoting the event on social media.
- Use HumanTech's PPT template if you are representing the project. If you are just mentioning it in your presentation, you can use your company's template. Still, you must:
    - indicate you are part of HumanTech,
    - add HumanTech and the EU flag logos with the acknowledgement: HumanTech has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058236.

2. DURING the event

- Publish content about it on social media mentioning HumanTech and tagging its accounts.
- You can also share content (text + graphic material) with us so we can publish it in HumanTech's accounts.

3. AFTER the event

- Report your participation in the project's consortium communications activities document (event participation tab).
- Create a blog post about your participation in the event — with the main highlights and takeaways, interesting stories and data.
- Send the blog post to humantech_eu@australo.org so we can publish it on HumanTech's website.

Technical & scientific publications

- Please, send the publications your organization makes about HumanTech (papers, blog posts, PRs, etc.) to humantech_eu@australo.org two weeks before publishing them so that we can review them.

Once they're published, include them in the project's consortium communications activities document (technical & scientific publications tab).

We welcome all partners to identify and propose opportunities to publish technical outcomes (articles, workshops, congresses) via the project's mailing list.

Open access repository

The HumanTech open access repository is available at Zenodo.

Please, also send the papers, articles, press releases and other public materials you create in the context of the project to humantech_eu@australo.org so we can publish them on **Zenodo**, an open access repository.

*The European Commission has launched **Open Research Europe (ORE)**, an open access platform for research stemming from Horizon 2020, Horizon Europe and Euratom funding across all subject areas.

ORE upholds the principles of open science by publishing articles immediately, followed by transparent and open peer review, including supporting data and materials. Reviewers' names are public, as are their reviews, which are also citable. Article-level metrics continuously track the scientific and societal impact of publications. In short, ORE gives everyone, researchers and citizens alike, free access to the latest scientific discoveries.

Publishing in ORE is optional. The European Commission covers all costs upfront, so there is no author's fee or administrative burden. In addition, automatic compliance with Horizon 2020 and Horizon Europe open access requirements is guaranteed. Lastly, ORE is also a solution to publish articles even after the Horizon Europe grant has ended.

- ## Project materials and brand identity elements

Some of the materials presented below will be modified and enriched according to the project's needs.

The project in a nutshell

You can use this HumanTech description in different contexts, such as emails, presentations, social media, websites, etc.

HumanTech is a groundbreaking European initiative that proposes to use **human-centred technologies to advance the European construction industry** — increasing the safety and wellbeing of its workforce, improving its productivity, and making it greener and resource-efficient.

From wearables (exoskeletons, cameras, extended reality glasses) for workers' protection and support to robots that can collaborate with humans while contributing to the green transition of the sector. It aims to achieve significant **advances in cutting-edge technologies** and thus disrupt how construction is carried out by a **new generation of highly skilled professionals working in a digital, safe, and rewarding environment**.

22 organizations from Europe, Switzerland, Japan, and Norway will be working on this project for 36 months.

HumanTech has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058236.

For more information, visit humantech-horizon.eu

Branding

HumanTech brand elements include its name, logo, fonts and colors that you must use in all communication and dissemination activities about the project.

Project name: HumanTech

The name of the project must be written with the H and the T in capital letters.

Logo

You can download it from our Microsoft Teams Logos folder.

It is **unalterable**, so it is strictly forbidden to modify it in any way.

It must be **visible** in its entirety and placed on a background that does not compromise its integrity. In addition, it must always be surrounded by a free space or a protected area where no other element (text, image, drawing, figure, etc.) can infringe it.

When adding the logo to your company's website or any other online platform, please **link it to the project website**. Ideally, it should appear before any user interaction options (click, scroll, comments section, etc.), and it does not need to appear on pop-up windows or redirected pages.

There are a few things to take into account when using its different versions.

- Whenever possible, the main logo should always be preferred.
- With a dark background, the alternate logo should be preferred.
- If the background on which it is to be placed has a medium color or the gradient of the brand (green to blue), the white logo should be preferred.
- The black logo should only be used when color is not available (i.e. black & white printing, embossing on specific materials, laser etching, etc.).
- The PNGs with background versions are there just as a reference and their use should be avoided unless necessary.

Fonts

The fonts used in the project are

- **Montserrat** - download
- **Fira Sans** - download

Colors

- **Primary**
- **Green: #3DE8AF**
- **Blue: #025E91**

- **Secondary**
- **#115A70**
- **#DB3069**
- **#B2ABF2**

- #B6FFCC

- **Neutrals**
- **#FFFFFF**
- **#5E747C**

PPT and Word templates

PPT and Word templates with all HumanTech brand elements included can be found in the project's Microsoft Teams Templates folder.

You can use these templates to promote HumanTech in meetings and events. Remember to export their PDF version when presenting!

Imagery

To avoid copyright issues with the images you use in your project communications, it is best to use Creative Commons licenses images or free for commercial use/no attribution required images that can be found in online image libraries.

1. **Creative Commons licenses** are a set of copyright licenses that offer the creator of a work a simple way to give the public permission to share and use their work under their own terms and conditions.

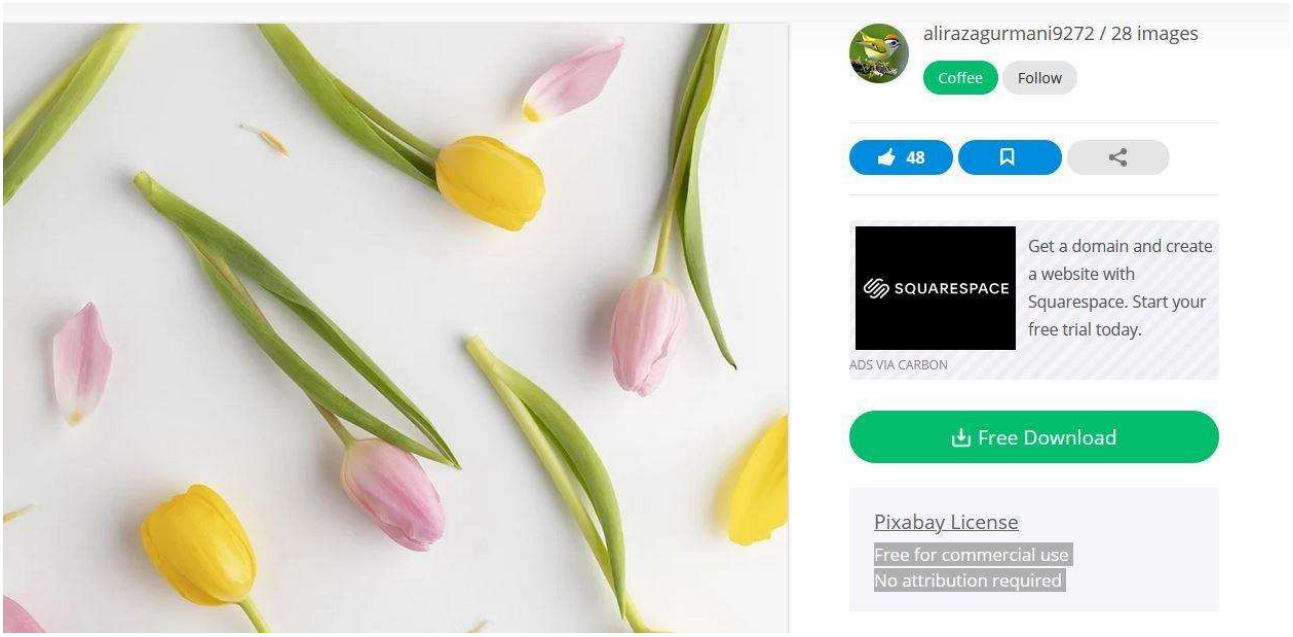
   These licenses are composed of four features:

- Attribution (BY) requires referencing the original author.
- Share Alike (SA) allows derivative works to be made under the same or a similar license.
- Non-Commercial (NC) obliges that the work is not used for commercial purposes.
- No Derivative Works (ND) does not allow the work to be modified in any way.

Free images for commercial use that you can use without risking legal problems are:

- Images whose author has given you written permission.
- Images that have a Creative Commons 0 or CC0 License. The CC0 License indicates that they are public domain images andyou can use them freely for commercial use, modifying them and without the need to refer to their author.

When using image libraries, make sure that their images indicate that they are free for commercial use or no attribution is required, like in this example:



You can find suitable images for the communication of the project in online free image libraries, such as:

- Google images

Google is a good place to start searching for images since results will include photos from Flickr and other stock photography sites.

In the advanced image search, enter keywords and specify the size, aspect ratio and other details about the image you need. At the end of the form, select the usage rights that apply. Once you've found an image you like, click through to the page to double-check its license.

- The Stocks

- Unsplash
- Gratisography
- Death to the Stock Photo
- Reshot
- ISO Republic
- FOCA Stock
- Pixabay
- Canva
- ShotStash
- FreePhotos
- Picjumbo
- Pexels
- Barnimages

GDPR compliance

GDPR compliance is crucial for many of the activities within the project (newsletters, webinars, bootcamps, interviews, etc.).

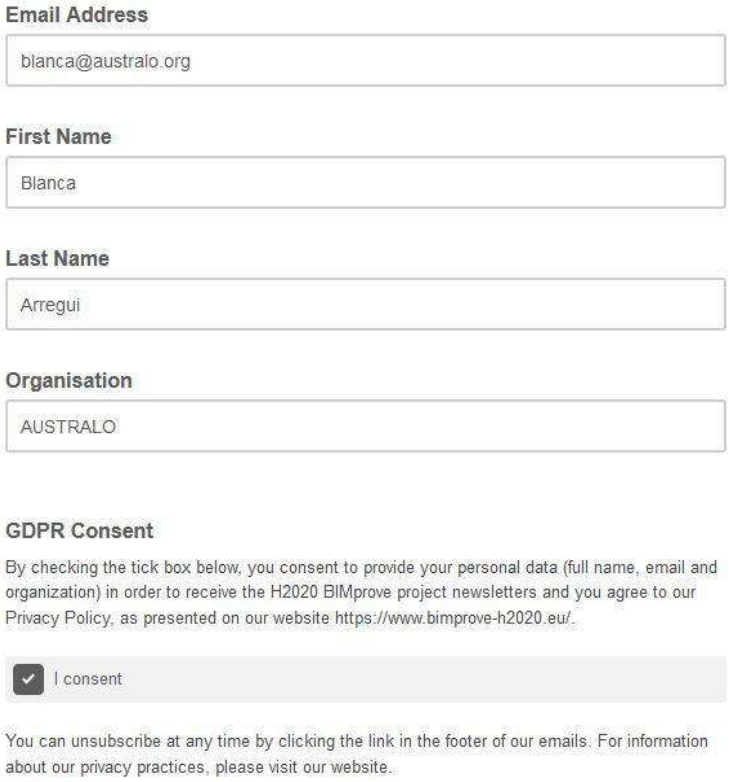
The EU GDPR (General Data Protection Regulation) applies to everybody who handles the personal data of European citizens. The legislation gives individuals rights over what organisations do with their data and includes strict fines for organisations that fail to comply.

Newsletters

1. **Data permission**

Data permission is about how we manage email opt-ins (people who subscribe to our newsletters). We cannot assume that they want to be contacted according to the GDPR. Leads, customers and partners need to explicitly confirm that they want to be contacted. Therefore, a pre-ticked box that automatically opts them in won't cut it anymore — people have to deliberately confirm they want to be contacted.

Example of the type of form we can use:



2. Data access

Our subscribers must be able to access their data. Also, the right to be forgotten allows them to have obsolete or inaccurate personal data deleted.

For us, it can be as simple as including an unsubscribe link in our newsletters and mailings and linking it to where users can manage their email preferences.

Example:

3. Data focus

Try to avoid collecting any unnecessary data and stick with the basics.

GDPR compliant online events

Key GDPR-related aspects to consider when creating an event registration form:

- **Don't collect more information than you need to**. For example, information about the gender of participants is sensitive and does not always need to be collected. One option could be to make it optional to respond to these types of fields.
- When indicating how participants can exercise their rights, i**nclude an email address that is in use and monitored regularly**.
- **Be transparent** about why you are collecting data and with whom you are going to share it.

Public consultations

Public consultations often collect personal data to use in a consultation. Therefore the collection and further processing of such data will fall within the scope of the GDPR.

Even if the data is simply collected and stored, with no active steps taken to "use" it, the conditions set by the GDPR will still apply. For example, you must ensure adequate data security or that no more data is retained than necessary.

EU logo, acknowledgement & disclaimer

EU logo and acknowledgement

As recipients of EU funding, we have to use the **European flag and emblem** in our communication to acknowledge the support received under EU programs.

You can adapt this acknowledgement text depending on what you need to deliver or submit.

	HumanTech has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058236.

EU disclaimer

It is also necessary to include a disclaimer in any document you have to deliver within the scope of the project — a statement that denies liability and is intended to prevent civil liability arising from certain acts or omissions.

The content of this document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of such content.

Text can appear on the right, left, bottom or top, depending on your needs, and in various fonts.

For more information, please follow the **guidelines** on the use of the EU emblem in the context of EU funding and apply the indicated **graphic rules**.