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Cobots VETMed

Dissemination and Communication Strategy and Plan

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Abstract	This document outlines the dissemination &communication strategy of CobotsVETMed to ensure awareness and replicability. It also presents the foundational work developed at the very beginning of the project to establish effective communciation channels.
Keywords	Technical Vocational Education and Training (TVET), Collaborative Robots (cobots), Med (Mediterreniane), Capacity building, Website, Branding, Promotional materials, Communication, Dissemination, Stakeholders Engagement

Document Revision History

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V0.1	28/02/2026	ToC and first draft	Adriano Mauro (AREA)
V0.2	2/03/2026	First Internal Review	Adriano Mauro (AREA)
V0.3	10/04/2025	Partners Contribution	All partners
V0.3	15/04/2026	Second edit	Adriano Mauro (AREA)
V0.4	25/04/2026	Quality review by partner	Diana Ceresmis (ICEBERG)

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NATURE OF THE DELIVERABLE	**R**	
DISSEMINATION LEVEL		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	**PU**
SEN	Classified, information as referred to in Commission Decision 2001/844/EC	
CLASSIFIED R-EU / EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
CLASSIFIED C-UE / EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
CLASSIFIED S-UE / EU-S	EU SECRET under the Commission Decision No2015/ 444	

*** R:** Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc.
DMP: Data management plan
ETHICS: Deliverables related to ethics issues
SECURITY: Deliverables related to security issues
OTHER: Software, technical diagram, etc.

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EXECUTIVE SUMMARY

This document is developed under Work Package 5, Task 5.1 lead by AREA with contributions from all partners. The CobotsVETMed Dissemination and Communication Strategy establishes a structured and strategic framework to raise awareness, strengthen stakeholder engagement, and maximise the impact of the project across Tunisia, Algeria, Romania, Italy, and more widely the South Mediterranean region, and the European Union.

The strategy supports the project's overarching objective of upskilling youth and modernising Technical and Vocational Education and Training (TVET) systems through the integration of Industry 4.0 technologies, particularly Collaborative Robots (Cobots) in Tunisia and Algeria.

A strong and consistent branding strategy reinforces the project's identity and visibility by integrating the logo, visual elements, and EU acknowledgement across all outputs. Early implementation efforts during the first months of the project have focused on establishing communication tools, such as social media channels and templates, strengthening internal coordination, and initiating the first press release as part of outreach activities across the South Mediterranean region.

The strategy ensures that all communication and dissemination activities are coherent, impactful, and aligned with European Union communication protocols, while building a strong and recognisable CobotsVETMed brand identity.

To achieve its objectives, the project's communication strategy leverages multiple dissemination channels, including the project website, LinkedIn, X (formerly Twitter), newsletters, press releases, webinars, workshops, and both live and online events.

The consortium structures the CobotsVETMed network-building activities around meetings, workshops, and study visits to promote coordination, stakeholders collaboration, and practical knowledge exchange. This coordinated effort ensures continued knowledge transfer, scalability, and long-term workforce impact in manufacturing environments increasingly shaped by digital and green innovation.

In a nutshell, the CobotsVETMed Dissemination and Communication Strategy provides a coherent roadmap to ensure visibility, stakeholder engagement, quality implementation, and sustainable impact, positioning the project as a catalyst for Industry 4.0 driven TVET transformation across the South Mediterranean and Europe.

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ABBREVIATIONS

CB	Capacity Building
CMS	Cotent Management System
COBOTS	Collaborative Robots
EC	European Commission
EU	European Union
EIT	European Institute of Innovation
EPALE	Electronic Platform of Adult Learning in Europe
ISSIG	Institut supérieur des systèmes industriels de Gabès
MOOC	Massive Open Online Course
M	Month
NGOs	Non-governmental Organisations
SMC	South Mediterranean Countries
SDGs	Sustainable Development Goals
SEO	Search Engine Optimisation
T	Task
TVET	Technical Vocational Training and Education
WP	Work package

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1 DISSEMINATION AND COMMUNICATION STRATEGY

The dissemination and communication strategy serves as a structured guide for outreach activities aimed at raising awareness within the Technical and Vocational Education and Training (TVET) community in Tunisia and Algeria about upskiling youth with Industry 4.0 using Collaborative Robots (Cobots) technologies in vocational education systems.

The strategy seeks to ensure that all communication actions are coherent, impactful, and align the EU protocols with the mission and objectives of the CobotsVETMed Project, building a strong, distinctive, and recognisable brand identity across partner countries and stakeholders. The key Dissemination and Communication Objectives includes:

- Ensuring visibility and awareness of CobotsVETMed goals, activities, and results among relevant stakeholders across the Mediterranean region and the European Union.
- Creating and strengthening networks between TVET providers, industry partners, SMEs, and technology stakeholders in Europe and Mediterranean region to promote collaboration in robotics and automation.
- Supporting the modernisation of TVET systems through the promotion of cobot-based training modules and innovative pedagogical approaches aligned with Industry 4.0 demands.
- Facilitating knowledge exchange and technology transfer between academia, industry, SMEs, and vocational institutions to enhance practical training and workforce readiness.
- Assessing project impact through evaluation and comparative analysis to inform curriculum development and improve the integration of collaborative robotics in vocational training.
- Promoting sustainability and replicability of project results by encouraging long-term adoption of cobot technologies in TVET institutions beyond the project lifetime.
- Raising awareness among media, policymakers, and citizens about the European Union's efforts to reduce skills gaps in robotics, automation, and digital manufacturing, supporting industrial competitiveness and SME digital transformation in the Mediterranean region.

The CobotsVETMed Project foresees a structured three-phase Dissemination and Communication Plan approach to ensure targeted outreach, effective communication, and stakeholder involvement throughout the project lifecycle. The ultimate goal is to ensure consistency and effectiveness in the curriculum development process by;

- Identification of stakeholders in the targeted area
- Definition of communication channels
- Stakeholder engagement plan

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1.1 TARGET STAKEHOLDERS

The project's communication and dissemination activities are structured to engage targeted stakeholders across relevant educational, industrial, and policy levels. This ensures that outreach efforts are fully aligned with the project's objectives, key messages, and work packages. Specific target groups include TVET institutions and schools, whose involvement is essential for curriculum integration and system-wide adoption; students and trainees, who are the primary beneficiaries of practical, cobot-based training; industry partners and SMEs, who provide input on current skills needs, work-based learning opportunities, and employment pathways; and education policymakers, who play a critical role in supporting the scaling, recognition, and replication of project results. By aligning communication activities to the needs and influence of each stakeholder group, the project maximises visibility, facilitates knowledge exchange, and encourages adoption of Industry 4.0 using collaborative robot technologies in vocational education. These efforts collectively strengthen the relevance, sustainability, and long-term impact of CobotsVETMed across participating regions and Europe.

TABLE 1 : TARGET STAKEHOLDERS

TARGET	ROLE	KEY MESSAGE	CHANNEL	WHEN
Project Partners	All six partners (AREA, ICEBERG, ASTI Automation, ENP, ISSIG, AMTA Academy) co-design and co-implement the project. AREA leads coordination and dissemination; ICEBERG ensures quality and policy alignment; ASTI Automation provides industrial automation expertise; ENP and ISSIG anchor the project in Algerian and Tunisian higher education respectively; AMTA Academy delivers vocational training on the ground. Each partner contributes to curriculum development, pilot activities, and dissemination within their national and sectoral networks.	CobotsVETMed is a shared endeavour: our collective expertise across industry, academia, and vocational training is what makes this project transformative. By integrating collaborative robotics into TVET curricula across Tunisia and Algeria, we are co-creating a replicable model for Industry 4.0 skills development that extends beyond our consortium and leaves lasting impact in the South Mediterranean region.	Trainings and Workshops	2026 to 2027
TVET Institutions and Schools	TVET institutions and schools in Tunisia and Algeria are the primary sites for curriculum adoption and replication. ENP (Algeria) and ISSIG	Manufacturing is being transformed by Industry 4.0 — and TVET systems must lead that change, not follow it. CobotsVETMed	Trainings, Workshops, Smart Step eLearning Platform, LinkedIn, X, project website, social media	2027 to 2029

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	(Tunisia) serve as anchor higher education institutions embedding cobot-based training into their engineering programmes, while AMTA Academy pilots the vocational curriculum with direct learner engagement. Additional TVET centres in both countries are targeted for replication and scale-up of the training model.	offers ready-to-use cobot training curricula, a Learning Factory concept, and the Smart Step eLearning platform to help institution modernise programmes, attract students, and produce graduates that industry actually needs. Join a proven European-South Mediterranean network and become a centre of excellence in collaborative robotics education.	channels, posters, newsletters	
Students & Trainees	Students and trainees enrolled at AMTA Academy, ISSIG, ENP, and associated TVET institutions in Tunisia and Algeria are the direct beneficiaries of CobotsVETMed. They engage with cobot-based practical training through the Learning Factory, access digital learning resources via the Smart Step eLearning Platform, and develop hands-on Industry 4.0 competencies that align with the skills required by manufacturing employers in the region.	The jobs of tomorrow are being shaped by cobots today. CobotsVETMed gives the practical skills, digital tools, and industry-recognised competencies to work confidently with collaborative robots — opening doors to careers in modern manufacturing, automation, and engineering across Tunisia, Algeria, and beyond. The future in Industry 4.0 starts here.	Trainings, Workshops, Smart Step, LinkedIn, X, project website, social media channels (project: posters, newsletters)	2026 to 2029
Industry and SMEs	Industry partners and SMEs in Tunisia, Algeria, Romania, and Italy are engaged as advisors, work-based learning hosts, and end-users of CobotsVETMed graduates. ASTI Automation brings	Cobots are no longer only for large factories — they are accessible, affordable, and transformative for SMEs. CobotsVETMed is building a pipeline of cobot-ready	Workshops, Website, smart step, newsletters	From 2026 to 2029

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	industrial automation expertise to curriculum design and equipment selection. Industry actors validate training content against real labour market needs, provide internship and employment pathways, and contribute to the sustainability of the project beyond its funded period.	technicians and engineers trained to your needs. Partner with us to shape the curriculum, host learners, and gain early access to a skilled workforce ready to drive your digital and green transformation.		
Education Policymakers	Education policymakers and ministry representatives in Tunisia and Algeria, as well as EU-level policy actors, are targeted as influencers and enablers for the formal recognition and institutional embedding of CobotsVETMed curricula. ICEBERG, leveraging its EIT Local Desk mandate and policy experience, leads engagement with this group to ensure project outputs feed into national TVET reform agendas and European skills policy frameworks.	Bridging the skills gap in Industry 4.0 requires systemic change — and that starts with policy. CobotsVETMed offers a tested, Erasmus+-backed model for integrating collaborative robotics into TVET systems, complete with validated curricula, quality assurance frameworks, and measurable outcomes. We invite policymakers to formally recognise our qualifications, replicate our approach nationally, and champion cobot-based vocational education as a pillar of industrial competitiveness and youth employment.	Workshops, newsletters, posters, Smart Step	2027 to 2029

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2 DISSEMINATION AND COMMUNICATION ACTIVITIES

2.1 THE COBOTSVETMED BRAND

The CobotsVETMed brand is unique and deliberately designed to highlight the project's objectives, geographic scope, and innovative approach. The branding strategy is a central element of the communication and dissemination plan of the project. It aims to distinguish the initiative from other vocational education and Industry 4.0 projects while embodying the project's core goals, objectives, and values. Every communication and dissemination activity within CobotsVETMed integrates the project brand, while duly acknowledging the support of the European Commission (EC). Important components of the brand such as the logo, colour palette, and typography play a critical role in establishing a consistent and recognisable visual identity. These elements work together to create a distinctive presence that reflects the project's focus on collaborative robotics, innovative TVET training, and Industry 4.0 digitalisation.

2.1.1 LOGO

The CobotsVETMed logo stands out through its combination of bold geometric shapes and modern typography, reflecting precision, innovation, and the structured nature of collaborative robotics in TVET education. Its dual-colour scheme of purple and blue conveys creativity, trust, and the strong partnership between technology, education, and industry. The central icon, reminiscent of cobot arms or digital brackets, visually represents collaboration, automation, and the seamless integration of Industry 4.0 skills into vocational training, creating a distinctive and memorable visual identity for the project.

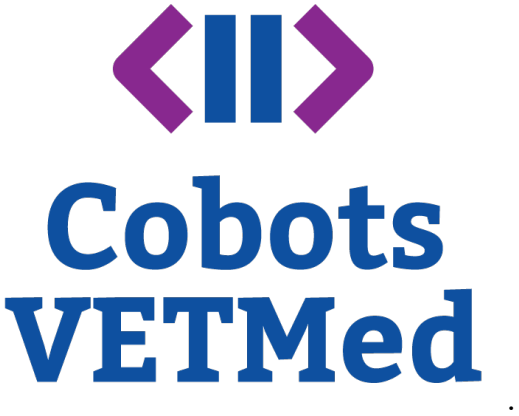

FIGURE 1: THIS FIGURE IS TAKEN FROM COBOTSVETMED BRAND GUIDELINES

2.1.2 COLOUR

The CobotsVETMed colour palette is built around C100 M60 Y0 K0 and Pantone Reflex Blue to reflect the project's focus on innovation, technology, and trust. The bright cyan tone brings a sense of modernity, energy, and digital progress, while Reflex Blue adds depth, professionalism, and reliability. Together, they create a strong balance between forward-looking automation and the credibility of high-quality vocational education.

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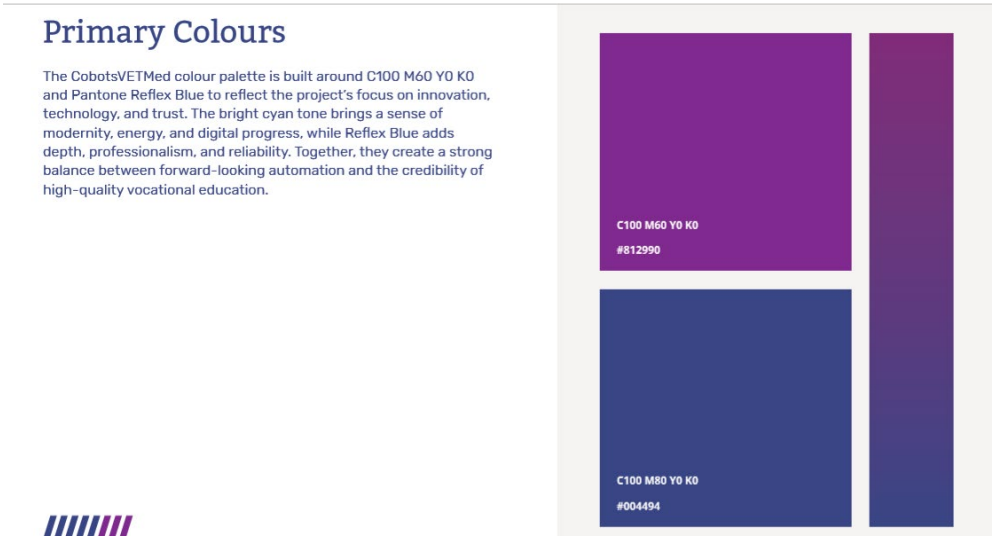

FIGURE 2: THIS FIGURE IS TAKEN FROM COBOTSVETMED BRAND

2.1.3 TYPOGRAPHY

Bitter is used as the primary font because of its strong, contemporary serif design and excellent readability. Created specifically for digital use, it combines a modern feel with a sense of tradition and reliability, making it ideal for both online and printed educational materials. Its sturdy letterforms and balanced style bring warmth and professionalism to the CobotsVETMed brand, supporting clear communication while reinforcing the project's focus on high-quality training and innovation.

FIGURE 3: THIS FIGURE IS TAKEN FROM COBOTSVETMED BRAND

For the secondary font, Rubik is used. Rubik is a modern sans-serif typeface with clean, slightly rounded forms and well-balanced proportions. It offers a wide range of weights that support clear hierarchy and emphasis across headings and key messages. Its strong yet friendly structure ensures high impact in display text and short lines, while its smooth curves give the brand a contemporary, confident, and approachable character.

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FIGURE 4: THIS FIGURE IS TAKEN FROM COBOTSVETMED BRAND

2.1.4 EC RECOGNITION

This is crucial to the CobotsVETMed project should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g., flyers, posters, roll-ups, brochures, videos, website, etc). In any communication related to CobotsVETMed across any media (online, offline, social media, website, press, interviews, radio, webinars, blogs, video etc.). The EC recognition is MANDATORY for ALL partners. AREA the work package 5 leader has presented the guidelines for EC requirement at the KOM meeting in Romania. AREA will support all partners and ensure EC recognition is applied across all channels of CobotsVETMed communication and Dissemination activities online and offline.

FIGURE 5: THIS FIGURE IS TAKEN FROM EC RECOGNITION

2.2 COMMUNICATIONS PACKAGE

To ensure consistent infomation sharing and messaging across various platforms, CobotsVETMed implements a structured Communication and Dissemination Package designed to streamline engagement among partners, stakeholders, TVET institutions, and industry actors. This package ensures that project information remains clear, accessible, and aligned with its objectives of integrating Collaborative Robots (Cobots) into TVET systems.

The package includes branded visual assets, social media cards, presentation templates, newsletters, press materials, and promotional resources tailored to support Industry 4.0 awareness and skills development. By providing ready to use communication materials, CobotsVETMed strengthens outreach, supports stakeholder engagement, and promotes the modernisation of TVET through collaborative robotics innovation.

2.2.1 TEMPLATES

To support effective communication, dissemination, and project reporting, a set of standardised templates has been developed for partners. These templates ensure professionalism, consistency, and compliance with CobotsVETMed project visibility requirements. All materials are stored in the project's dedicated online repository, which is accessible to all partners.

- Power Point Presentation Template

FIGURE 6: THIS FIGURE IS TAKEN FROM COBOTSVETMED PPT TEMPLATE

- Deliverable Report Template

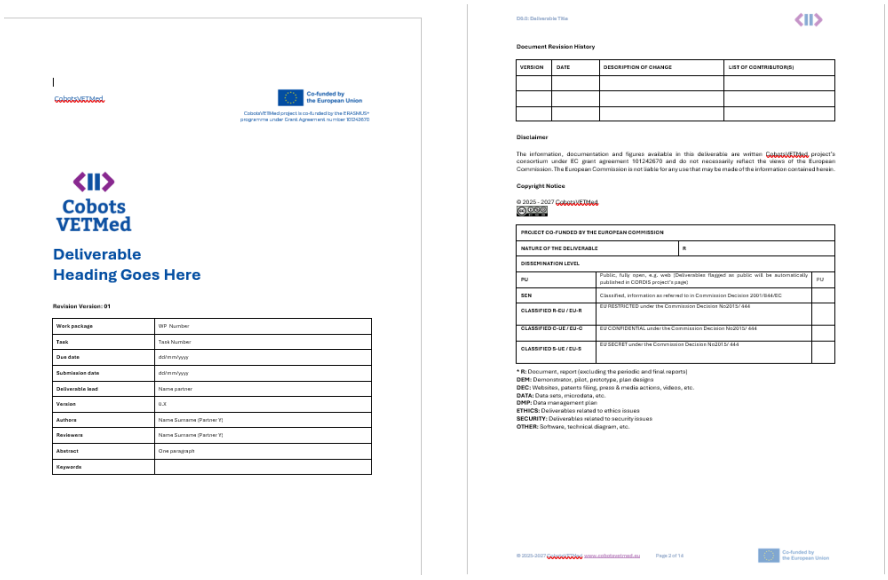

FIGURE 7: THIS FIGURE IS TAKEN FROM COBOTSVETMED DELIVERABLE TEMPLATE

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- Press Release Template

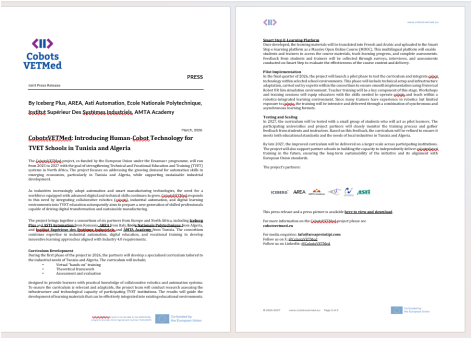

FIGURE 8: THIS FIGURE IS TAKEN FROM COBOTSVETMED PRESS RELEASE TEMPLATE

The templates incorporate CobotsVETMed Logo/EC recognition, in some cases the partners' logos, and a point of contact, with suggestions on what information should be included in the specific document.

2.2.2 PROMOTIONAL MATERIALS

CobotsVETMed is set to create an array of specific promotional resources that showcase the project and its accomplishments. This includes items such as posters, roll-ups, flyers, brochures, multimedia content, videos, photo galleries, and giveaways. The production of all these materials will be coordinated with the schedule for presentations, event organisation, and participation. The poster is a visual medium intended to be informative and capture the attention of a moving audience at various relevant institution notice boards. This A2 size poster introduces the project with short explanations in a simple and intuitive way. The poster will be displayed during events, conferences and in public spaces.

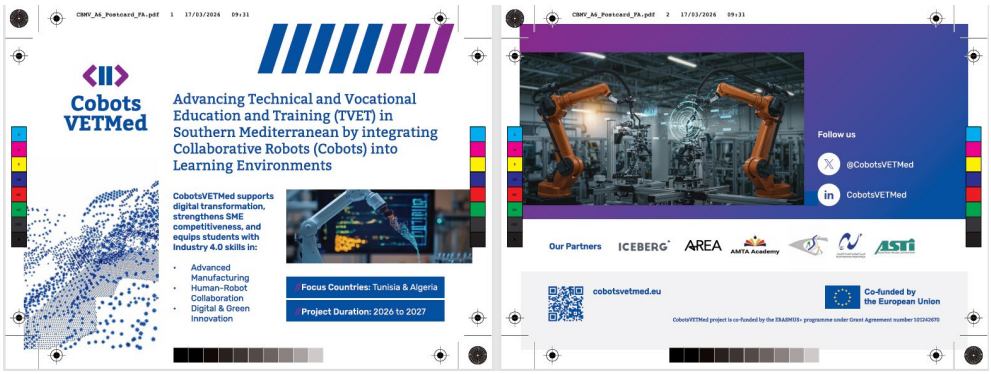

FIGURE 9: THIS FIGURE IS TAKEN FROM COBOTSVETMED A6 POSTCARD

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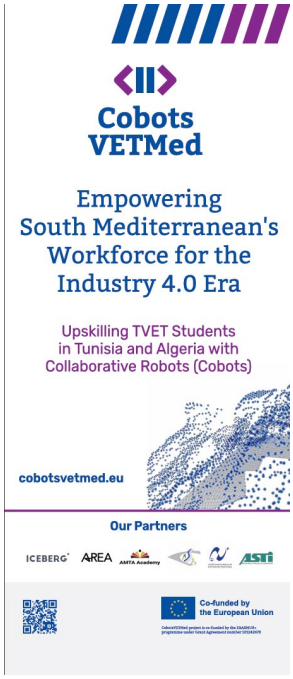

FIGURE 10: THIS FIGURE IS TAKEN FROM COBOTSVETMED ROLL-UP BANNER

FIGURE 11: THIS FIGURE IS TAKEN FROM COBOTSVETMED AO-POSTER

2.3 COBOTSVETMED WEBSITE

The CobotsVETMed Website (https://www.cobotsvetmed.eu/) is designed to reflect the project's goals and objectives, serving as a central p latform for dissemination and communication throughout the project's lifecycle, and 2 years beyond the projects timeline.

The website was officially launched in February 2026, marking a significant project milestone. It was developed by the AREA team using WordPress, ensuring flexibility, scalability, and user-friendly content management. To monitor performance and measure outreach impact, Matomo Analytics was integrated into the platform to track website traffic, user engagement, and visitor metrics, enabling data-driven evaluation of communication milestones and dissemination effectiveness.

The website supports the professional development of TVET (Technical and Vocational Education and Training) educators in south mediterranien by providing access to resources, training materials, and updates related to collaborative robotics (cobots) and Industry 4.0 integration in vocational education. CobotsVETMed promotes innovative, industry-oriented teaching approaches to support TVET systems, bridge the gap between traditional training and emerging technologies, and strengthen the capacity of SMEs to adopt digital and green transformation practices.

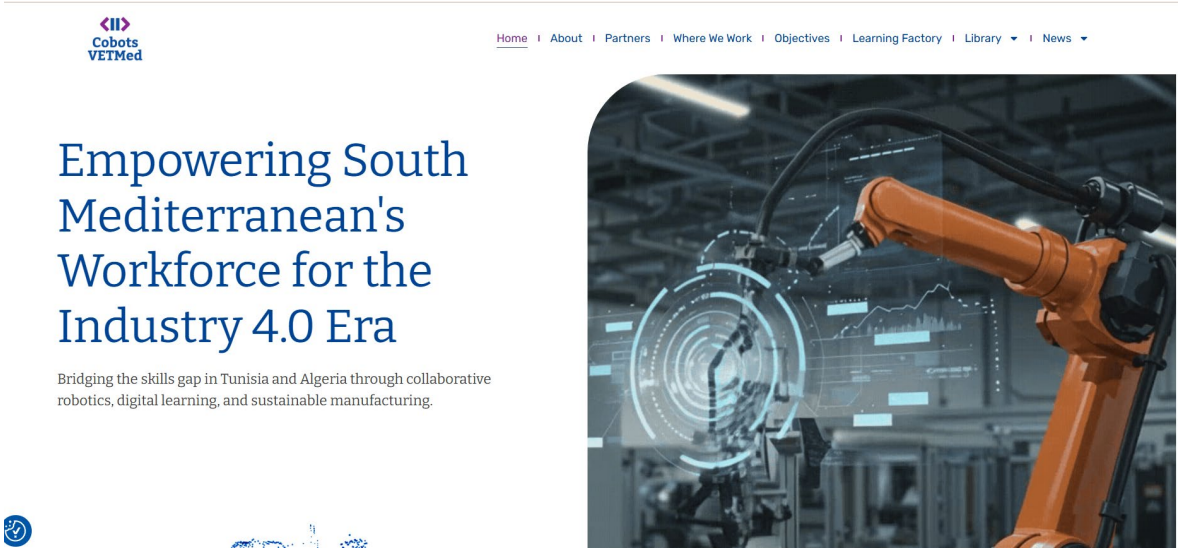

FIGURE 12: THIS FIGURE IS TAKEN FROM COBOTSVETMED WEBSITE

2.3.1 WEBSITE ARCHITECTURE

CobotsVETMed website architecture is designed to be intuitive to ensure easy access and user-friendly navigation. While it offers downloadable materials and comprehensive content, it is not designed to be a learning platform; rather, it serves as a structured knowledge hub for stakeholders, educators, students, and SMEs.

- Content Management System (CMS): Built on WordPress, allowing seamless content management and updates.
- Responsive Design: Ensures compatibility across desktop, tablet, and mobile devices.
- Search Engine Optimisation (SEO)-Optimised Structure: Implemented to enhance visibility and searchability of project resources.
- ADMIN: Manages content, uploads materials, and maintains the website (AREA team).
- VISITORS: Have unrestricted access to browse and download available resources.

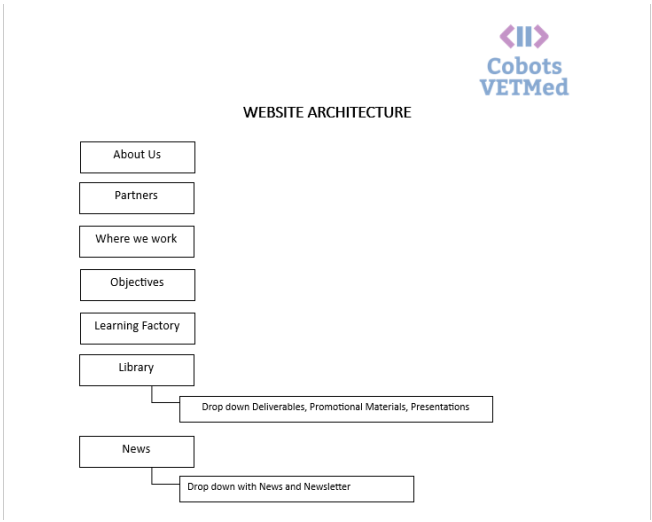

FIGURE 13: THIS FIGURE IS TAKEN FROM COBOTSVETMED WEBSITE ARCHITECTURE

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2.3.2 WEBSITE MAIN PAGE

- ABOUT US: This section provides an in-depth overview of the CobotsVETMed Project, its vision, mission, and key objectives. It highlights how CobotsVETMed will support the upskilling of TVET education with Industry 4.0 technology to promote sustainability in Algeria and Tunisia

FIGURE 14: THIS FIGURE IS TAKEN FROM COBOTSVETMED ABOUT PAGE

- PARTNERS: The CobotsVETMed partnership brings together a complementary mix of organisations from four countries—two from the EU (Italy (AREA), Romania (Iceberg Plus, Subcontractor: Asti Automaton) and two from the Southern Mediterranean (Tunisia (Institut Supérieur des Systèmes Industriels, Amta Academy), Algeria (Ecole Nationale Polytechnique (ENP))

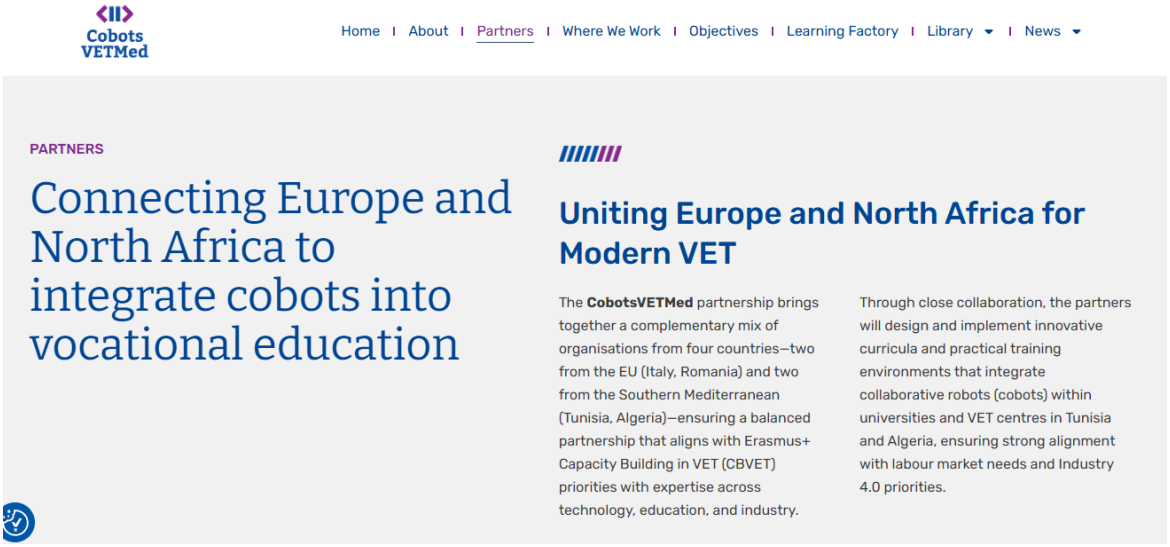

FIGURE 15: THIS FIGURE IS TAKEN FROM COBOTSVETMED PARTNER PAGE

- WHERE WE WORK: The CobotsVETMed Project is being implemented in Tunisia and Algeria presently. This section offers insights into each country's needs, highlighting the importance of CobotsVETMed in these reg5ons.

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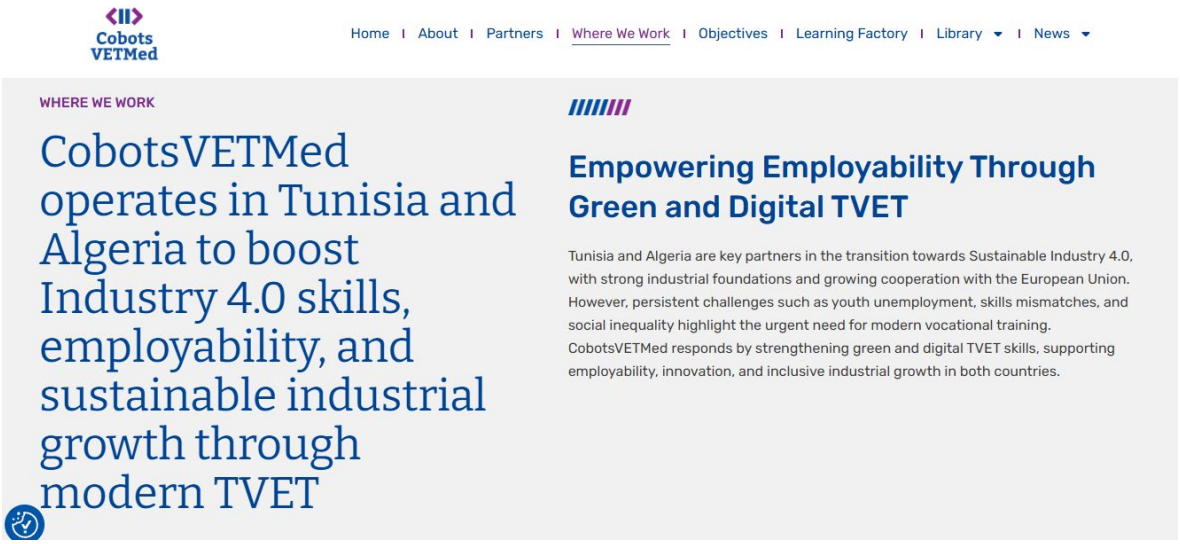

FIGURE 16: THIS FIGURE IS TAKEN FROM COBOTSVETMED WHERE WE WORK PAGE

- OBJECTIVES: Explore how the CobotsVETMed project aims to address the pressing need for sustainable industrial transformation and workforce development.

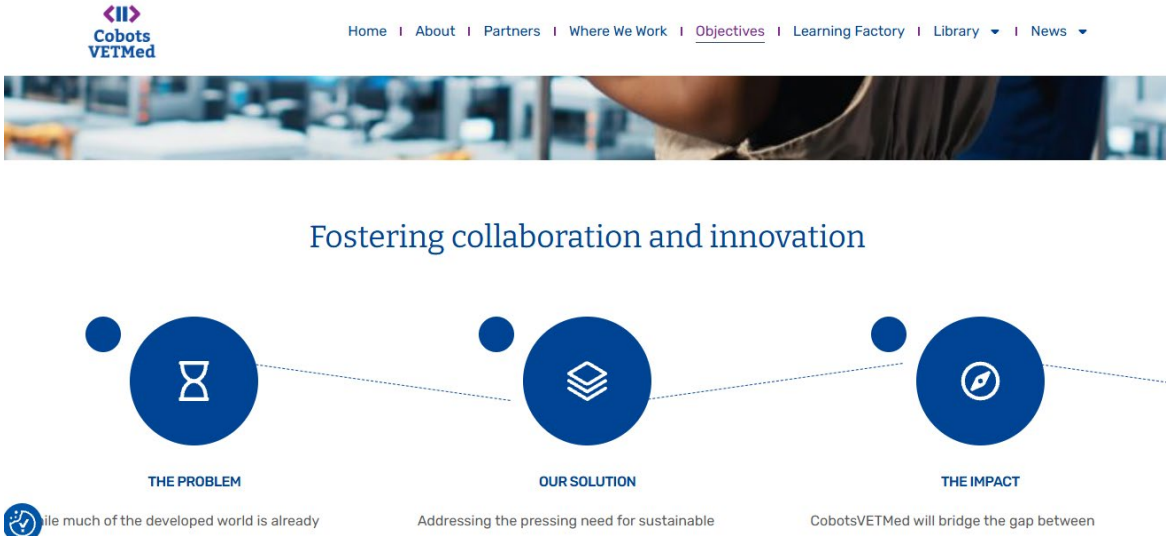

FIGURE 17: THIS FIGURE IS TAKEN FROM COBOTSVETMED OBJECTIVES PAGE

- LEARNING FACTORY: This is the section where all curriculum and training guides will be deployed for the CobotVETMed project.

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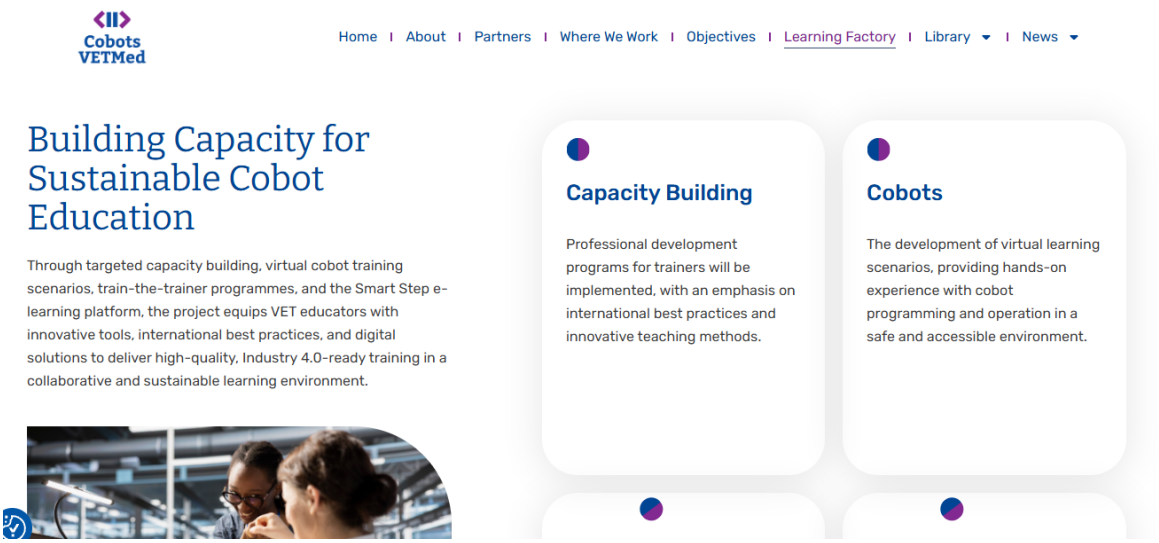

FIGURE 18: THIS FIGURE IS TAKEN FROM COBOTSVETMED LEARNING FACTORY PAGE

- LIBRARY: This is a space containing a collection of resources about CobotsVETMed
  - Deliverable: In this section, you will find a comprehensive list of all the deliverables associated with CobotsVETMed, detailing the key outcomes and materials produced as part of the initiative.
  - Promotional Materials: This section showcases the promotional materials for the CobotsVETMed brand. Here, you can explore a variety of eye-catching flyers, informative posters, and vibrant banners designed to effectively communicate CobotsVETMed mission and engage with its audience.
  - Presentations: This section contains an array of multimedia presentations, including podcasts and videos. These materials serve to disseminate information about CobotsVETMed and promote its goals to a wider audience.

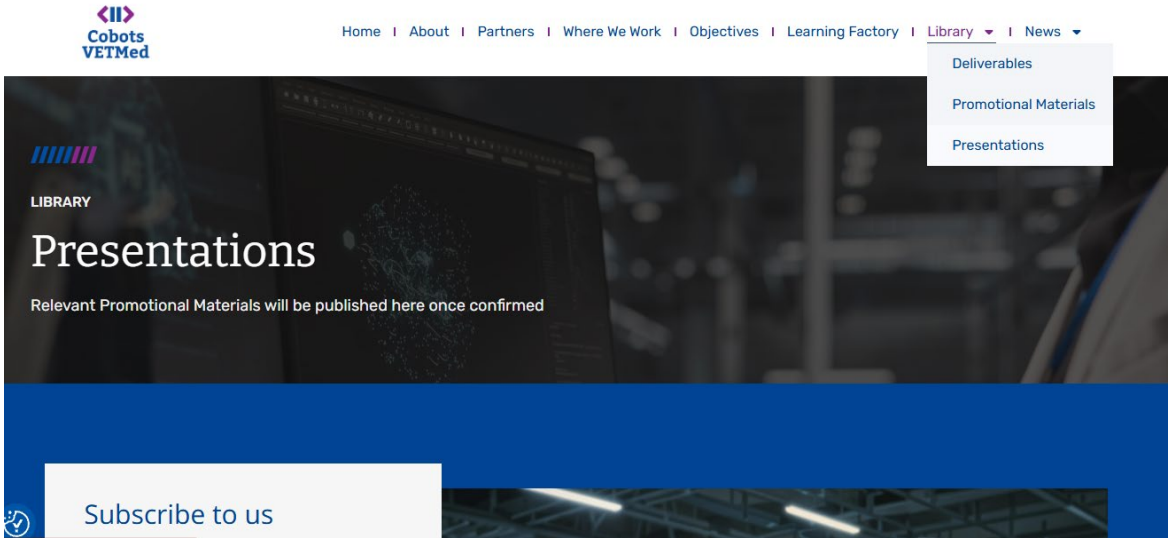

FIGURE 19: THIS FIGURE IS TAKEN FROM COBOTSVETMED LIBRARY PAGE

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- NEWS: Keeping users informed, this section features project updates, announcements, event highlights, and success stories from implementation sites. It serves as a space to share progress, best practices, and real-world impacts of the CobotsVETMed Project.
    - Newsletter: The CobotsVETMed newsletter is an essential tool for engagement, aimed at keeping subscribers and the general public informed about the diverse activities and developments throughout the program. It will provide regular updates and highlights, fostering community involvement and awareness.

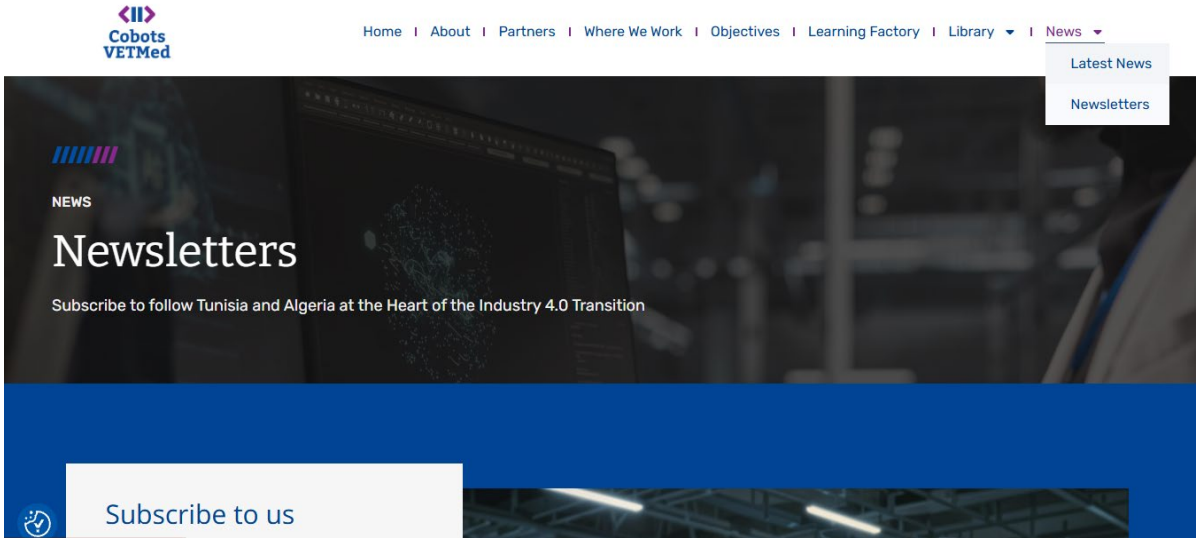

FIGURE 20: THIS FIGURE IS TAKEN FROM COBOTSVETMED NEWS PAGE

2.4 SOCIAL MEDIA PROMOTION

To enhance visibility, stakeholder engagement, and project outreach, the CobotsVETMed project actively leverages two communication channels, LinkedIn, and X (formerly Twitter), alongside newsletters, press releases, the project website, webinars and events.

These platforms serve as strategic dissemination tools to reach a diverse audience comprising TVET educators, students seeking Industry 4.0 skills, policymakers involved in vocational education reform, industry representatives, and innovation stakeholders across the Mediterranean region.

2.4.1 LINKEDIN

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Stakeholders, whom CobotsVETMed needs to connect with, are on LinkedIn, so it is appropriate to implement some actions. The CobotVETMed LinkedIn page was established before the project officially kicked off (November 2025) to provide a public image on a global scale as a reputable and trustworthy project. As at the time this document was written, CobotsVETMed has 67 LinkedIn followers.

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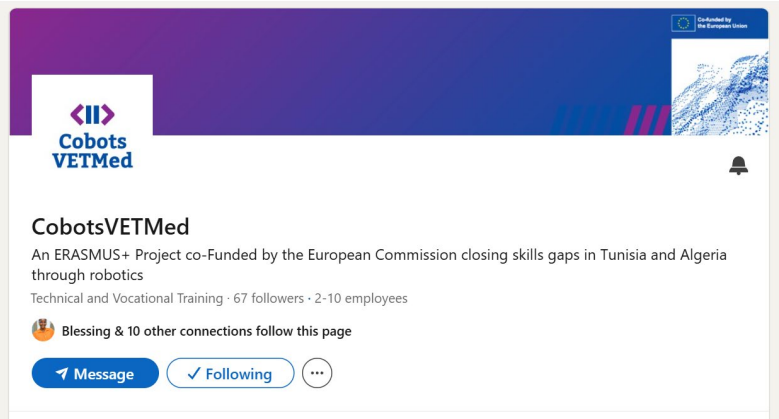

FIGURE 21: THIS FIGURE IS TAKEN FROM COBOTSVETMED LINKEDIN PAGE

2.4.2 X

X is a very dynamic social network that covers the news in real time at a global level. CobotsVETMed established its X account @CobotsVETMed before the official start of the project (December 2025). The X account as at the time the document was written has followers and it will be used to promote and disseminate the development of CobotsVETMed, including news, events, outcomes, etc.

2.4.3 NEWSLETTER

The CobotsVETMed e-Newsletter is a concise yet visually engaging electronic publication featuring updates on project activities and outputs, announcements, adapted press releases, reports from meetings and conferences, insights into the curriculum, and information about upcoming events related to Industry 4.0 to keep stakeholders informed about the project's developments and results.

All partners are expected to actively promote newsletter subscriptions to ensure it reaches relevant stakeholders upon distribution. It will be disseminated every six months via MailerLite, and share across all project's communication channels to maximise visibility and outreach.

CobotsVETMed uses MailerLite as its newsletter distribution service. The platform was selected because it is a EU based service provider (founded in Lithuania and legal entity in Ireland). Moreover, it is fully compliant with GDPR requirements. The subscription form is available on the project website, and a double opt-in procedure is applied to ensure data protection and user consent compliance.

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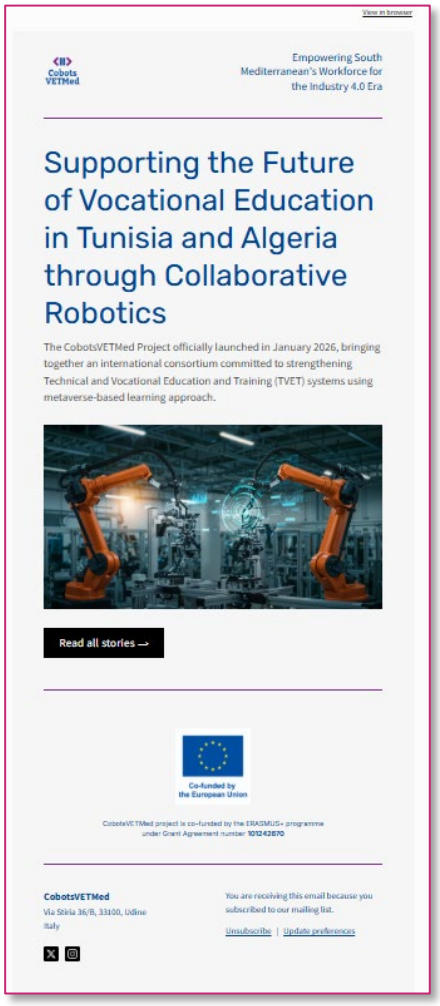

FIGURE 22: THIS FIGURE IS TAKEN FROM COBOTSVETMED NEWSLETTER

2.5 PRESS RELEASE

Press releases (https://www.cobotsvetmed.eu/press-releases/) will be developed and broadcasted through local newspaper in partners countries and Algeria and Tunisia including the CobotsVETMed partners' networks to highlight key milestones, events, and achievements throughout the project lifecycle.

The first press release has been developed and published (https://www.cobotsvetmed.eu/press-releases/). It highlights the CobotsVETMed project activities and announces upcoming activities, meetings, and pilot implementations. It has been translated into five languages (English, French, Italian, Arabic, and Romanian) and will be published in the partners countries. The following press releases will be developed to address milestones such as:

Launch of the CobotsVETMed training curriculum and learning modules on Collaborative Robots (Cobots)

- Announce the rollout of pilot training sessions within partner TVET institutions and the MOOC
- Promote the development of Industry 4.0-focused training content and capacity-building activities on the Smart Step e-Learning platform
- Disseminate project outputs, including training materials, guidelines, and policy recommendations
- Share results, impact stories, and collaboration outcomes between TVET institutions and industry partners.

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3 NETWORK BUILDING ACTIVITIES

An effective network will facilitate a meaningful exchange of knowledge, enable continuous improvement of project results and enhance the replicability of the CobotsVETMed programmes at the international level.

From the project's inception, several events were strategically designed to be implemented to ensure continuous collaboration among stakeholders and to raise awareness of the application of Collaborative Robots (Cobots) within Industry 4.0 environments. These activities aim to maximise outreach and impact. Live events are organised in the partner countries—specifically Algeria, Tunisia, and Romania—while online events are designed to engage participants from across the globe.

In essence, the network-building activities are structured into three main categories within the CobotsVETMed Project timeline: meetings, workshops, and study visits. The Consortium meetings will serve as platforms for coordination, strategic alignment, and the strengthening of partnerships within the consortium. Study visits function as practical learning opportunities, fostering stakeholder engagement and expanding professional networks. Whereas, the workshops will provide broader networking opportunities, bringing together partners, industry representatives, policymakers, and educators to promote CobotsVETMed and maximise its long-term impact.

CobotsVETMed partners devised a plan to identify external events across Europe and the Mediterranean region where they can attend and, when opportunities arise, present the project. They focused on events related to education/TVET, Industry 4.0 and collaborative robotics, and technology innovation.The table below represent the events identified by the partners;

TABLE 2 : NETWORK BUILDING ACTIVITIES

EVENT	DATE	LOCATION	PARTNER
SPS Italia - Smart Production Solutions, 14th edition	26 - 28 May 2026	Parma, Italy	AREA
International Conference on Control, Automation and Robotics ICCAR	October 5 – 6, 2026	Rome, Italy	
International Conference on Mechatronics and Intelligent Manufacturing.	18 – 19 January 2027	Rome, Italy, Hybrid	
CityInno e-DIH, South-East Region ROmania, 2.0 Launch Conference	May-August 2026, TBD	Constanta Romania	Iceberg
FIT e-DIH 2.0 Launch Conference	May-August 2026, TBD	Brasov, Romania	

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TechConnect Festival	October 2026	Brasov, Romania	
INTEK, shared presence with ASTI AUTOMATION	10 - 12 November 2026	Brasov, Romania	
BOOST-AI staff and students training experience	28 - 29 May 2026	Larisa, Greece, offline	Asti Automation
INTEK	10 - 12 November 2026	Brasov, Romania, offline	
International Conference on Robotics, Automation and Artificial Intelligence (ICRAAI)	02 - 03 August 2026	Algiers,Algeria	École Nationale Polytechnique
International Conference on Control, Automation and Robotics ICCAR	March 24-25, 2027	Algiers, Algeria	
National Conference on Collaborative Robots for Industry 4.0	November 2026	Algiers, Algeria	
5th Edition of the International Citizen Forum on Education and Interdisciplinary Research (FCIERI)	October 29 – November 1, 2026	Tunis, Tunisia	Institut Supérieur des Systèmes Industriels
IEEE International Multi-Conference on Smart Systems & Green Process (SSGP'26)	27 – 30 October 2026.	Zarzis, Tunisia	
Industrial Systems Days	October 2026	Gabes, Tunisia	
First Info Days Amta	Juin 2026	Sfax- Tunisia	Amta Academy
Amta First Skills Cooperation Day	July 2026		

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Second Info Days Amta	October 2026		
Amta First Skills Cooperation Day	Mars 2027		
First Info Days Amta	JUIN 2027		

On 20th April 2026, CobotsVETMed was showcased at HANNOVER MESSE by Asti Automation, highlighting the shared commitment of African and European partners to advancing the integration of collaborative robots (cobots) into vocational education classrooms.

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4 PARTNERS DISSEMINATION AND COMMUNICATION PLAN

Through coordinated and partner-led dissemination efforts, this plan will ensure that the results and outputs of the CobotsVETMed project effectively reach the intended target groups in south Mediterranean, Italy, Romania, TVET educators, students, industry partners, and policymakers. It is designed to maximise visibility, impact, and stakeholder engagement while fully aligning with the overall CobotsVETMed Communication and Dissemination Strategy.

This plan supports the promotion of Collaborative Robots (Cobots), Industry 4.0 applications in manufacturing, SMEs as well as digital and green innovation while ensuring sustainable upskilling in line with the Sustainable development goals (SDGs).

TABLE 3: PARTNERS COMMUNICATION PLAN

PARTNERS	COMMUNICATION AND DISSEMINATION PLAN
ICEBERG PLUS	Iceberg Plus, project leader, will disseminate the project results and activities on LinkedIn, Newsletter, ecosystem events like the ones organised under FIT e-DIH Central Region Romania, TechConnect festival, for example. A landing page will be also created on the iceberg.plus.com website, in the projects section. ICE's communication team will be in permanent collaboration with the coordinating team from AREA, in order to cover the dissemination flow.
AREA	AREA leads the Dissemination and Communication activities of CobotsVETMed, coordinating partners' efforts to maximise the visibility, outreach, and impact of the project's objectives and results. AREA is also involved in another Erasmus+ project, MetaVET, which has a shared purpose with CobotsVETMed in Western Balkans. This experience provides AREA with the opportunity to capitalise on established networks, and apply proven dissemination strategies within the framework of CobotsVETMed. Moreover, CobotsVETMed training materials will be published on the Smart Step eLearning Platform (managed by AREA). As with other Erasmus plus projects like MetaVET and SUSTAIN-IT, AREA will promote the project to members of the platform through social media, newsletter, and forum posts (the platform currently counts over 2,000 members). It will also replicate the promotion via the CobotsVETMed communication channels. Building on this accumulated expertise, AREA will contribute to great impact, and added value with Erasmus+ priorities in digitalisation and green innovation in VET.
ASTI AUTOMATION	ASTI will build a dedicated project page on its website and use all social media channels to highlight project activities. ASTI will also use its connection to Romanian Universities to promote the project

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	and all outputs among students, staff and teachers and other related technology and industry 4.0 events.
ENP	ENP is a dissemination and communication partner of the CobotsVETMed project and will deploy all efforts to promote the project through its social media channels, events, and competitions organized within the school, as well as through its partners' networks, in order to highlight the project's impact on the quality of education and on the Algerian industry
ISSIG	Building on its strategic position within Tunisia's industrial landscape, ISSIG will implement a comprehensive communication strategy focused on bridging the gap between high-level vocational training and the operational needs of Industry 4.0. Specifically, ISSIG will develop a dedicated project page within its official institutional website, designed to serve as a seamless gateway linked directly to the main CobotsVETMed project website and the centralized training platform to ensure maximum accessibility for students and faculty. To foster deep industry collaboration, the institute will host "Industrial Systems Days" networking sessions, specifically targeting the Gabès industrial basin to demonstrate the practical efficiency and safety of collaborative robotics. Furthermore, ISSIG will champion the project's green industrialization goals by launching the "Tunisian Sustainable Automation Challenge," a competition designed to incentivise students to develop eco-friendly robotic solutions. By leveraging its existing academic networks and social media presence, ISSIG will act as a regional knowledge hub, conducting "Train-the-Trainer" workshops that disseminate CobotsVETMed expertise to other Tunisian VET centers, thereby ensuring long-term institutional impact and enhanced workforce readiness across the national manufacturing sector.
AMTA ACADEMY	Within this framework, AMTA Academy is committed to implementing a comprehensive national communication and dissemination campaign targeting its professional and institutional network. This includes: The regular publication of project-related content on its official website and social media platforms (LinkedIn and Facebook), highlighting: Project objectives, Key deliverables, Activities and events organised within the project frameworkA strong emphasis on promoting the official project website and dedicated social media channels to ensure coherent and consistent visibility. These actions aim to inform and mobilise AMTA Academy's national partners, including industrial actors, NGOs, and VET providers, encouraging them to actively engage in the project. In particular, they will be invited to enhance their workforce competencies, especially engineers and technicians, in the field of collaborative robotics and to participate in project dissemination events such as Info Days organised by AMTA Academy. Furthermore, AMTA Academy is committed to encouraging its permanent trainees, students, and engineering learners to actively participate in all training activities related to collaborative robotics developed within the project. This will contribute to strengthening

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	skills development and fostering a culture of innovation and technological adaptation among future professionals.

4.1 RESULT MONITORING

To ensure the CobotsVETMed communication plan aligns with the strategy's goals and objectives, a set report is recorded in dissemination and communication template (see Annex 1), milestones and Key Performance Indicators (KPIs) have been defined. These indicators can be categorised into qualitative and quantitative criteria.

4.1.1 QUANTITATIVE INDICATORS: MILESTONES

TABLE 4: MILESTONES

MILESTONE NO.	MILESTONE NAME	MEANS OF VERIFICATION	DUE DATE	STATUS
MS2	Project website	Project website publish online	M03	Achieved

4.1.2 DELIVERABLES

TABLE 5: DELIVERABLE

DELIVERABLE NO.	DELIVERABLE TITLE	LEAD PARTNER	DUE DATE	STATUS
D5.1	Dissemination and Communication strategy and plan	AREA	M04	Current Document
D5.2	Final dissemination report	AREA	M24	Planned
D5.3	Sustainability and impact report	AREA	M24	Planned

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4.1.3 QUANTITATIVE INDICATORS: KEY PERFORMANCE INDICATORS (KPIs)

TABLE 6: KPIS

MEASURE	INDICATOR	TARGET M36	MEANS OF VERIFICATION	STATUS AS AT M04, 2026
Project website	No of unique visitors per year	>1000	Matomo analytics	86
Social Media	No. of followers on Twitter, and LinkedIn	>500 in total by the end of the project	Keeping the social media active through constant posting and monitoring	82
Promotional Materials	Flyer/leaflet/brochure Roll-up Video	4 1 10	Distribution at events and electronic dissemination via the project website	1 flyer, 1 poster, 1 roll up
News item/Press release	No. of published news items (total)	8	Number of press releases and articles published	1 press release in 5 languages, 1 news
e-Newsletter	No. of e-newsletters sent out	4 by the end of the project	Number of subscribers	NA
Event Attendance (including online)	No. of attended events	6 by the end of the project	Attendance proof, presented material, photos, events' reports	1
Event Organisation	Thematic Webinars for stakeholders Engagement (online)	4 by the end of the project	Disseminate as news/report on project website and link to social media handles	NA
	Replicability workshops (in person)	2 by the end of the project	Assets on project website. Number of downloads/consultations	NA

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5 EXPLOITATION

The sustainability and long-term impact of the project will be ensured through a structured strategy that involves all partners actively supporting and maintaining key project components for at least two years after the EU funding ends. Each partner has committed to disseminating, maintaining, and replicating project results in their respective networks and institutions to ensure lasting benefits for students, educators, and industry professionals.

This extensive network will not only support the continued use of CobotsVETMed outcomes but will also create opportunities for scale-up, replication, and further funding.

- ICE, as an EIT hub in Romania, will leverage its cross-vertical EIT network to promote the project's impact across Europe. Through its acceleration and pre-acceleration programs backed by EIT, ICE will provide students with mentorship and support if they wish to transform their learnings into real-world business ideas. Another great opportunity to connect education and SME is fulfilled through ICE's other role, as e-DH hub in the Central region Romania. The role allows events and dissemination reach sinergies between the parties involved. By embedding the project's outcomes into its entrepreneurial ecosystem, ICE will help scale and sustain innovation beyond the initial target group
- AREA will ensure that the MOOC remains available granting free access to all trainings on the Smart Step e-Learning Platform, enabling self-paced learning for students and professionals, for at least five years. This guarantees long-term accessibility to educational materials and allows new students to benefit from structured training even after the project concludes. AREA will also support peer-to-peer learning by facilitating student-led study groups, ensuring a continuous knowledge transfer model.
- ASTI will maintain the cobots infrastructure in the targeted schools, ensuring that students have ongoing access to virtual hands-on training resources. ASTI will also be available for technical interventions and support, securing the operational integrity of the training infrastructure.
- ENP will play a key role in expanding the project's impact beyond its initial scope by actively disseminating results and working to replicate the training model in new regions and projects. By leveraging its network, ENP will ensure that the collaboration between project partners continues, particularly in initiatives related to CobotsVETMed, reinforcing long-term strategic cooperation.
- ISSIG and AMTA will integrate the project's curriculum permanently into their educational offerings, ensuring that future cohorts of students receive training in collaborative robotics. By training their teachers and incorporating the materials into their official curricula, ISSIG and AMTA will guarantee institutional adoption and continuity.
- CobotsVETMed will ensure to obtain accreditation of the programme in Algeria and Tunisia and facilitate its sustainable integration into TVET school systems. The project will further leverage European platforms such as European Institute of Innovation and Technology (EIT) and EPALE to disseminate learning resources and ensure free and inclusive access for young people regardless of geographical location. In addition, CobotsVETMed will create synergies with relevant initiatives, including Erasmus+ Youth CB-SMC, to maximise impact, avoid duplication of efforts, and strengthen cross-project collaboration and knowledge transfer.

These efforts will help drive the upskilling of youth and TVET trainers in Africa and Europe, with advanced collaborative robot applications in Industry 4.0, reinforcing the project's long-term impact on skills development and workforce readiness, particularly in manufacturing and production environments that are increasingly driven by digital and green innovation.

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6 CONCLUSION

As described in this deliverable, the first four months of the project have been intense for the Dissemination and Communication team, which has been working to set-up the processes and tools to drive the communication activities across several media and regions. CobotsVETMed multicultural and multidisciplinary team offers a variety of ideas and starting points to be exploited in the communication activities. Most of the communication activities are still surging internally and will be better outlined in the upcoming months thanks to active participation of the whole Consortium.

Through visuals and utilising the CobotsVETMed website's, social media platforms, forming stakeholder partnerships, and providing accessible resources, the project has effectively begun to raise awareness and fostered collaboration across South Mediterranean and especially in Algeria and Tunisia.

Therefore, the goal of the CobotsVETMed Communication and Dissemination Plan is to ensure that:

- All outreach and dissemination activities related to Collaborative Robots (Cobots), Industry 4.0 in manufacturing, and digital and green innovation are implemented in line with the established communication guidelines and within the agreed timeline;
- All project messages remain coherent, technically accurate, and aligned with the objectives of supporting TVET systems through Industry 4.0
- All consortium partners actively contribute to promoting CobotsVETMed, its training programmes, pilot activities, and key results across their institutional, industrial, and policy networks.

This coordinated approach ensures consistency, visibility, and continuation of the project's impact. The Risk and quality Report due at M22, will provide more details on the progress of the Communication and Dissemination Plan, achieved KPIs, attended and organised events, and the overall effectiveness of the project's online presence.

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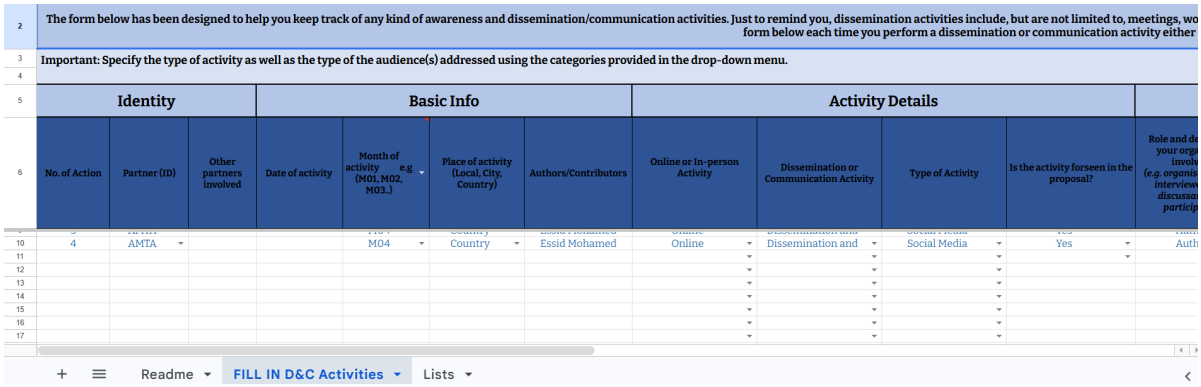
7 ANNEX 1

Partnerts' Dissemination and Communication Activities tracking tool.



2	The form below has been designed to help you keep track of any kind of awareness and dissemination/communication activities. Just to remind you, dissemination activities include, but are not limited to, meetings, wo form below each time you perform a dissemination or communication activity either												
3	Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.												
4													
5	Identity			Basic Info				Activity Details					
6	No. of Action	Partner (ID)	Other partners involved	Date of activity	Month of activity e.g (M01, M02, M03..)	Place of activity (Local, City, Country)	Authors/Contributors	Online or In-person Activity	Dissemination or Communication Activity	Type of Activity	Is the activity forseen in the proposal?	Role and de your orga involv (e.g. organis interview discussi particip	
10	4	AMTA			M04	Country	Essid Mohamed	Online	Dissemination and	Social Media	Yes	Auth	
11													
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Readme | FILL IN D&C Activities | Lists

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