TrimBot2020 Deliverable D8.4

Report on relevant stakeholders

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1 SCOPE OF THE DOCUMENT

A *stakeholder* can be defined as:
"an individual, group, or organization, who may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project" (Project Management Institute, 2013).

Furthermore, a stakeholder is whoever can be influenced by the activities of the project, to gain knowledge or market opportunities, or awareness about the progress of technology.
The process of stakeholder analysis identifies categories of stakeholders who have a vested interest in the issues with which the project is concerned. In general, it aims at the realization of the following points:

- Identification of groups that should be encouraged to participate in different stages of the project
- Identification of stakeholders accordingly to their interests with respect to the project
- Mechanisms to influence further stakeholders
- Potential conflicts or risks for the project
- Key people to be informed about the project during the execution phase
- Opportunities and relationships that can be built on during implementation of the project
- Realization of strategies to effectively reach the stakeholders with project products

It is worth noting that in the process of stakeholder analysis, it is important to consider both stakeholders that can influence the project in a positive way and in a negative way, to consider possible risks and conflicts.
In the context of the TrimBot2020 project, stakeholders can be considered as valuable influencers of the project activities and receivers of different aspects of the research products, which are and will be delivered. Stakeholders participate, to different extents, to the success of the project.
The purpose of this document is to list possible stakeholders, which the TrimBot2020 consortium can be involved with. The process of identifying relevant stakeholders is an open and dynamic process. Through the whole lifecycle of the project further relevant stakeholders and innovation initiatives can be identified and added to the list. The identification of other stakeholders during the project course is a consequence of the growing network that the consortium's partners will construct. It will be results of various activities, such as scientific workshops, press releases, participation in conferences and fairs, etc., to be carried out within the project.

2 STAKEHOLDER ENGAGEMENT

The content created by the TrimBot2020 consortium aims at reaching a wide audience distributed all over the world, with the objectives of stimulating the market of gardening robotics, increasing appreciation for science and engineering and promoting the scientific results and breakthroughs.
Stakeholder engagement is an important process for the success of the project, as it allows to gain knowledge about needs and interests of the entities who interact with the project consortium. Analysis of stakeholders and the tracking of their engagement during the project helps to identify trade-offs between different stakeholders' objectives, and eventually the conflicts between them. Project efficiency and effectiveness can be improved by:

- helping to evaluate project impact
- collecting the interests of all stakeholders who may affect or be affected by the program/project
- building opportunities and relationships during the project implementation
- defining appropriate strategies and approaches for stakeholder engagement; and ways to reduce negative impacts on vulnerable and disadvantaged groups

The stakeholders of the TrimBot2020 project are organized in target groups, so to help direct the communication and dissemination strategy. The organization in target groups also helps the management of the needs and interests of various stakeholders in an efficient way.

Target Group	**Examples**	**Main message / task**
End users *(more details in the following section)*	Garden owners, home and garden centres, parks, farmers, private users	A gardening robot for hedge and topiary trimming is effective and saves time and effort at a reasonable cost.
Scientific community	Scientific community working in the areas of consumer robotics, gardening robots, outdoor robotics, 3D sensing, 3D scene understanding and Computer Vision and data fusion	The message(s) will depend on the research results that will be obtained.
Industry	Big enterprises (Bosch, etc.), SMEs	Evaluate market opportunities for further development, validation, and commercial exploitation of the results. Identify major players and SMEs with complementary skills to establish new mutually beneficial partnerships

		Evaluate scalability of the technology and identify opportunities for commercialisation of the technology
Public (general)	People, media	Scientific research leads to the development of new technologies that improve the quality of life.

The aim of the consortium is to raise awareness on the research findings and to encourage stakeholders to implement the consortiums solutions and recommendations. The consortium also aims at involving the stakeholders at various stages of the project, to align stakeholder needs and opinions with the project activities and development.

2.1 END USERS

End users constitute a broad category of stakeholders, which can be further detailed by considering their needs and expectations.

a) **practical end users**: garden owners, garden centres, parks, golf courses, farmers, etc. are considered the group of possible stakeholders with the major commercial opportunity. For these stakeholders, efficiency and cost-effectiveness is important for the success of their business.

b) **busy and disabled end users**: due to lack of free time, aging or reduced mobility, this group of subjects is considered a potential stakeholder of the TrimBot2020 project. Busy people do not have time to take care of their gardens and an automatic tool can help to do that. Elderly people that still live at home and have gardens with hedges, bushes and roses can be interested in an automated tool to take care of their gardens.

c) **novelty end users**: people that are passionate about technology and its various applications can show an interest in the results of the TrimBot2020 project.

3 STAKEHOLDERS ANALYSIS

The activities of the TrimBot2020 consortium are aimed at reaching a large public, composed of subjects with different backgrounds and, eventually economical, interests. The purpose of this section is to give an overview of possible relevant stakeholders to engage with for various purposes, ranging from dissemination of project results and updates to eventual commercial exploitation or results.
The list of stakeholders is not exhaustive and it is meant as a starting point to be further extended along the course of the project according to the research and development directions and to the network that the consortium will build at conferences and fairs.

3.1 STAKEHOLDERS

For this analysis, we refer to the organization of the stakeholders that we provided in the document "Dissemination Plan (Section 4.1, Key Stakeholders table)", where the stakeholders were grouped by their interests and how to reach them with dissemination activities. In this section, various stakeholders are identified, which provide an overview of the market and network of entities the TrimBot2020 consortium will relate with during the project.

The stakeholder groups are:

- Governmental bodies
- Industry
- Civic park gardeners, golf courses, large private estates, farmers and garden centres
- Media
- Academia/Research
- General public

In the following of this section, a collection of potential and actual stakeholders is presented, which is organized in groups that will be targeted with different strategies.

3.1.1 GOVERNMENTAL BODIES

Relations with governmental bodies are important to report on the progress of the project activities and to make them aware of the growth and innovation opportunities.

European Commission
Directorate-General for Research and Innovation
B-1049 Brussels – Belgium

Directorate-general Agriculture and Rural Development
130, Rue de la Loi
B – 1049 Brussels
Belgium
Fax: +32 (0) 2-2950130

CEJA – European Council of young farmers
67 Rue de la Loi, 1040 Brussels, Belgium
Phone: +32 (0)2 230 42 10
Website: http://www.ceja.eu

CEMA - European Agricultural Machinery
Diamant Building - Blvd. A.Reyers 80, 1030 Brussels
phone: +32 (0)2 706 81 73
email: secretariat@cema-agri.org
website: http://www.cema-agri.org

EGMF – European Garden Machinery Federation
Diamant Building
80 Boulevard A Reyers
1030 Brussels, Belgium
phone: +32 2 206 68 66
website: http://www.egmf.org

NTVL – Netherlands Association for Garden- and Landscape Architecture
Jollemanhof 14
1019 GW Amsterdam
phone: +31 (0)20.4275590
email: secretariaat@nvtl.nl
website: http://nvtl.nl/en/

This group of stakeholders includes ministries of agricultural activities and economy of the State Members of the European Community and national associations for agriculture and gardening.

3.1.2 INDUSTRY

The relations with industrial partners are meant to make them aware of the business opportunities and technology improvements. Moreover, the consortium can benefit from these relations by acquiring knowledge about the market and the interests and need of customers.

The purposes are:

- Evaluation of market opportunities for further development, validation, and commercial exploitation of the results (project result exploitation).
- Eventual establishment of new mutually beneficial partnerships.
- Evaluation of scalability of the technology and identify opportunities for commercialisation.

Industrial stakeholders can be engaged with the project activities within the context of fairs. A list of fairs is reported in the Appendix section.

In the following, a list (non-definitive) of industrial stakeholders is reported, where producers of robots and garden automation systems are highlighted.

Robert Bosch GmbH
(Producer of robots and garden automation systems)
Bosch Service Center
Postfach 30 02 20
70442 Stuttgart, GERMANY
website: http://www.bosch.com

Altoz, Inc.
(Producer of lawn mowers)
20502 160th Street
Greenbush, MN 56726
website: http://altoz.com/
email: info@altoz.com

Al-Ko
(robotic lawn mowers)
Rochford Garden Machinery Limited
Wincanton Business Park, Wincanton, Somerset, BA9 9RS
website: http://www.al-ko.com

Ambrogio Robot (Zucchetti Centro Sistemi Spa)
(robotic lawn mowers)
Via Lungarno, 305/a - 52028 Terranuova Bracciolini - Arezzo, Italia
phone: (+39) 055 – 91971
website: http://www.ambrogiorobot.com

Stiga
(robotic lawn mowers)
GGP UK Limited
Unit 8 Bluewater Estate
Bell Close, Plymouth. PL7 4JH
United Kingdom
website: http://www.stigalawnmowers.co.uk/

VIKING (STIHL Group)
(robotic lawn mowers)
A-6336 Langkampfen, Kufstein, Germany
website: http://www.viking-garden.com/

Wolf Garten
(robotic lawn mowers)
MTD Products Aktiengesellschaft
Geschäftsbereich WOLF-Garten
Industriestraße 23
66129 Saarbrücken
phone: +49 (6805) / 79 - 202
website: http://www.wolf-garten.org

CubCadet
(robotic lawn mowers)
MTD Products Aktiengesellschaft
Industriestrasse 23
D-66129 Saarbrücken
phone: 0049 (0) 6805/ 79 - 528
website: http://uk.cubcadet.eu

John Deere Ltd

(robotic lawn mowers)
Harby Road, Langar, Nottinghamshire, NG13 9HT
website: http://www.deere.co.uk

HondaGarden
(robotic lawn mowers)
Lings Logistics Centre
Mendham Lane, Harleston, Norfolk IP20 9DW
Phone: +44 (0) 1379 853495
Website: http://www.hondagarden.com/

BelRobotics
(robotic lawn mowers)
Avenue Lavoisier, 16b
B-1300 WAVRE, Belgique
phone: +32 (0)10 48 00 48
website: https://www.belrobotics.com

Husqvarna AB
(Gardening tools and robotic lawn mowers)
Box 7454, SE-103 92 Stockholm
Regeringsgatan 28
Press office: Åsa Larsson - Email: press@husqvarnagroup.com
website: http://www.husqvarna.com/

GARDENA (HUSQVARNA group)
(Garden tools and robotic lawn mowers)
Husqvarna Italia S.p.A., Via Santa Vecchia, 15 - 23868 Valmadrera (LC), Italy
Husqvarna Nederland BV, Jool Hulstraat 20-22 - 1327 HA ALMERE, Netherlands
Central Service , Hans-Lorenser-Str. 40 - 89079 Ulm, Germany
website: http://www.gardena.com/nl/
twitter: https://twitter.com/Gardena_NL

FLYMO (HUSQVARNA group)
Garden tools (tractors, mowers, cutters)
Jool Hulstraat 20-22
1327 HA Almere, Netherlands
website: http://www.flymo.com/

JONSERED (HUSQVARNA group)
Garden tools (tractors, mowers, cutters)
website: http://www.jonsered.com/

McCullogh (HUSQVARNA group)
Garden tools (tractors, mowers, cutters)
website: http://www.mcculloch.com/

Populan PRO (HUSQVARNA group)
Garden tools (tractors, mowers, cutters)
9335 Harris Corners Parkway
Charlotte, NC 28269

website: http://www.poulanpro.com/

KINOVA Robotics
(Service and assistive robotics – Producer or robotic arms)
6110, rue Doris-Lussier
Boisbriand (Quebec), Canada, J7H 0E8
+1-514-277-3777
email: info@kinovarobotics.com
website: http://www.kinovarobotics.com

ZÜRN GmbH & Co.
Garden tools (tractors, mowers, cutters)
website: http://zuern.jd-partner.de
email: info@zuern.de

Sky Aware Ltd
(Embedded platform for stereo cameras)
Forrlibuckstrasse 189
8005 Zurich, Switzerland
Website: http://www.skyaware.io
Email: info@skyaware.io
Contact person: Dominik Honegger
Email: dominik@skyaware.io

3.1.3 CIVIC PARK GARDENERS, GOLF COURSES, LARGE PRIVATE ESTATES, FARMERS AND GARDEN CENTRES

This category of stakeholders is constituted of possible direct users of the project products. The relation we aim at creating with them has the purpose to make them aware of the technology and business opportunities, to increase the quality of the offered services. As a message to them, a gardening robot for hedge and topiary trimming is effective and saves time and effort at a reasonable cost. This non-definitive list of stakeholders constitutes the first subjects that can be involved in the exploitation of the project results and products.

Buxuskwekerij Piet Smits b.v.
Galgweg 1
2391 MV Hazerswoude-Dorp
e-mail: info@pietsmits.nl
website: www.pietsmits.nl
(Garden center with thousands of boxwood plants)

FloraHollanD
Aalsmeer 1430 BA, Legmeerdijk 313
Netherlands
Phone: +31 (0)297 - 39 39 39
Email: infoaalsmeer@floraholland.nl
Website: www.floraholland.com
(Garden center)

J.K. van den Dool BV
2241 BG Wassenaar, Oostdorperweg 207
Netherlands
phone: +31 (0) 70-5110657
email: info@jkvddoolbv.nl
website: www.jkvddoolbv.nl
(Garden center)

Tuincentrum Borghuis
7561AT - Deurningen, Vliegveldstraat 2
Netherlands
phone: +31 (0) 74-2761010
email: info@tuincentrumborghuis.nl
website: www.tuincentrumborghuis.nl
(Garden center)

Oosterik Tuincentrum
7591 NR Denekamp, Johanninksweg 68
Netherlands
phone: +31 (0) 541-351888
email: info@oosterik.nl
website: www.oosterik.nl
(Garden center)

FLORA HUNGARIA
Szigetszentmikls 2310, Pf. 14
Hungary
Phone: +36 06-24-550-550
Email: flora@florahungaria.hu
Website: www.florahungaria.hu
(Garden center)

EMSFLOWER
Emsburen, Carl-von-Linne-Str. 1
Lower Saxony, Germany
Phone: +49 5903 935754
Email: info@emsflower.de
Website: www.emsflower.de
(Garden center)

GARDEN CENTER I GIARDINI DELLA CONTESSA
47814 Bellaria - Igea Marina (Rimini), Via S.Vito, 20
Italy
phone: +39 0541 336752
email: info@igiardinidellacontessa.it
website: www.igiardinidellacontessa.it
(Garden center)

BORDIN GARDEN & NURSERIES
35020 Saonara (PD), Via Nurseries, 14 - Italy
Phone: +39 049 640 156, +39 049 879 1098

Email: info@bordinvivai.it
Website: www.bordinvivai.it
(Garden center)

ARRIBAS CENTER S.L.
08349 Cabrera de Mar (Barcelona), Ctra. Vilassar de Mar - Argentona km 1,450
Spain
Phone: +34 937 502 958
email: arribas@arribascenter.com
website: www.arribascenter.com
(Garden center)

Vallromanes Verd
08188 Vallromanes, Barcelona, Ctra. El Masnou a Granollers, Km. 8,7
phone: +34 93 572 93 90
email: info@vallromanesverd.es
website: www.vallromanesverd.es
(Garden Center)

BACHER GARDEN CENTER
8135 Langnau am Albis, Spinning Strasse 3
Zurich, Switzerland
Phone: +41 44 714 70 70
Email: info@bacher-gartencenter.ch
Website: www.bacher-gartencenter.ch
(Garden center)

GASA GROUP
DK-5200 Odense V, Lavsenvaenget 1
Denmark
Phone: +45 65 48 12 00, +45 60 10 54 42
Contact person: M. Charlie BLANCHET
Email: mail@gasagroup.com
Website: www.gasagroup.com
(Garden center)

ECOSSISTEMAS
Lagos 8600-257, Zona Industrial do Chinicato, Lote 4
Portugal
Phone: +351 282 799 537
Email: ecossistemas@mail.telepac.pt
Website: www.ecossistemas.com
(Garden center)

AGRIVERT
PARIS, 48 Route Nationale 13, Chambourcy
France
Phone: +33 1 30 65 16 00
Email: agrivert2@wanadoo.fr
Website: www.agrivert.fr

DAVID AUSTIN ROSES
Wolverhampton, Albrighton, Bowling Green Lane, WV7 3HB
United Kingdom
Phone: +44 1902 376321
Contact person: Mrs. Melanie Pannell
Email: wholesale@davidaustinroses.co.uk
Website: www.davidaustinroses.com
(Garden center and roses)

Bents Garden & Home
Glazebury, Cheshire WA3 5NT, Warrington Rd
United Kingdom
Phone: +44 (0) 1942 266300
Contact person: Mr. Matthew Bent
Email: info@bents.co.uk
Website: www.bents.co.uk
(Garden center)

GREENHOUSE STORES
Sutton Coldfield, Mere Green Chambers
United Kingdom
Phone: +44 800 098 8877
Email: info@greenhousestores.co.uk
Website: www.greenhousestores.co.uk/
(Garden center and greenhouse supply)

Evers Groen
Gerrit Achterbergstraat 13
4043 GH Opheusden, Netherlands
phone: +31 (0)488 - 42 80 95
email: info@ongeworteldstek.nl
website: www.ongeworteldstek.nl
(Bush and boxwood grower)

Boomkwekerij van Meerten V.O.F.
Oude Broekdijk 2A
4041 CR Kesteren, Netherlands
phone: +31 (0)488-483092
emai: info@boomkwekerijvanmeerten.nl
website: https://www.boomkwekerijvanmeerten.nl/
(Bush and boxwood grower)

KwekerHeij
Justus van Buyrenstraat 1
NL-4041 JE KESTEREN, Netherlands
phone: +31 (0)488-48 09 14
email: info@kwekerheij.nl
website: http://www.kwekerheij.nl/
(Bush and boxwood grower)

Huverba b.v.
Hamsestraat 70
4043 LK Opheusden
phone: +31 488 44 20 04
email: info@huverba.nl
website: http://www.huverba.nl/
(Tree and bush grower)

Volentis
Hoofdstraat 74-76
4041 AE Kesteren, Netherlands
phone: +31 488 745 170
email: info@volentis.com
website: http://www.volentis.com/
(Tree and bush grower)

Boomkwekerij en Groencentrum "de Batterijen"
Bonegraafseweg 68
4051 CH Ochten, Netherlands
phone: +31 (0)344 641271
email: info@batterijen.nl
website: http://www.batterijen.nl/
(Tree and bush grower)

B&P Handelskwekerijen VOF
Rijnbandijk 131
4043 JK Opheusden, Netherlands
phone: (+31)(0)488 48 24 50
email: info@bpboomkwekerijen.nl
website: http://bpboomkwekerijen.eu
(Tree and bush grower)

G&M
Paardedreef 2a
6669 CR DODEWAARD, Netherlands
phone: 0488 41 26 61
email: info@genmgroen.com
website: www.genmgroen.com
(Tree and bush grower)

G. van Setten & Zn.
Bonegraafseweg 64
4051 CH Ochten
phone: +31 (0)6 41512980
email: info@gvansettenenzn.nl
website: www.gvansettenenzn.nl
(Tree nursery)

Note: In the context of fairs, more stakeholders can be involved and the consortium network can grow, with direct and indirect contacts. A list (non-exhaustive) of fairs and commercial events is reported in the Appendix section.

3.1.4 MEDIA: JOURNALS, NEWSPAPERS, RADIO, TELEVISION, SOCIAL MEDIA, BLOGS

Contacts with media and news broadcast networks are important to generate product demand and increase appreciation for science and engineering. Relation with press offices of partner Universities will provide a direct means for broadcast of scientific discoveries and breakthroughs that will be carried out in the project development.
Moreover, relation with other media stakeholders, for instance through social channels, increases the visibility of the consortium and its research activities among general public.

University of Edinburgh - Press and Public Relations
Communications and Marketing
Phone: +44 (0)131 650 9547
Email: press.office@ed.ac.uk
5 Forrest Hill
Edinburgh
EH1 2QL

University of Groningen Press Office
Oude Boteringestraat 44, Groningen
Email: communicatie@rug.nl
phone: +31 50 363 5445
fax: +31 50 363 6300
Contact person: *Rene Fransen*
Faculty Reseach Advertisement
Nijenborgh 9, 9747 AG Groningen, The Netherlands

University of Amsterdam Press office
UvA Press Office
Spui 21, Amsterdam
Postbus 19268 - 1000 GG Amsterdam
phone: +31 (0)20 525 2695 (this number can also be phoned outside office hours)
fax: +31 (0)20 525 4963
email: press@uva.nl

ETH Zurich Press Office
Corporate Communications
Rämistrasse 101
8092 Zurich, Switzerland
phone: +41 44 632 42 44
fax: +41 44 632 35 25
email: desk@hk.ethz.ch
website: https://www.ethz.ch/en/the-eth-zurich/organisation/departments/corporate-communications.html

Wageningen University & Research
Hoofd communicatie Plant
Contact person: *Erik Toussaint*
twitter: @eriktoussaint & @WURplant
phone: 06 51 56 59 49
Wageningen University & Research, Postbus 16; 6700 AA Wageningen

University of Freiburg
Public Relations
University of Freiburg
Fahnenbergplatz
79085 Freiburg, Germany
phone: 0049 761 203 4302
fax: 0049 761 203 4278
email: info@pr.uni-freiburg.de
website: https://www.pr.uni-freiburg.de/contact/contact.html?set_language=en

Universal Robots
Magazine/blog about robotics
Energivej 25, DK-5260 Odense S, Denmark
email: accounting@universal-robots.com
website: https://blog.universal-robots.com/

Robotics Trends
Magazine about robotics
Contact person: Steve Crowe, editor
email: scrowe@ehpub.com
website: http://www.roboticstrends.com/
twitter: https://twitter.com/RoboticsTrends

3.1.5 ACADEMIA AND OTHER RESEARCH INSTITUTIONS

Relations with academic and research institutions are natural given the works related to the TrimBot2020 project. The aim of such relations is to increase interest in the application and the challenges the consortium and project pose, to involve more scientists and engineers in these problems and accelerate progress in the field. The stakeholders are scientists that participate in the following communities:

- Consumer robotics, gardening and agricultural robots, outdoor robotics
- 3D sensing and data analysis, and 3D scene understanding
    - Dense surface reconstruction of non-rigid objects
    - Fusion of multiple data modalities with feedback
    - Semantic understanding of the scene enables SLAM / SfM / image-based localization
- 2D image analysis

Such stakeholders are identifiable in the communities that participate in the following conferences (the list of conferences is non-exhaustive; it gives an overview of the communities that are considered as stakeholders of the project):

- Computer Vision and Pattern Recognition – Intelligent Systems
    - International Conference on Computer Vision and Pattern Recognition (CVPR)
    - International Conference on Computer Vision (ICCV)
    - European Conference on Computer Vision (ECCV)
    - Asian Conference on Computer Vision (ACCV)
    - International Conferences on Pattern Recognition (ICPR)
    - International Conference on Applications of Intelligent Systems (APPIS)

- (Agricultural) Robotics
    - International Conference on Robotics and Automation (ICRA)
    - International Workshop on Advanced Robotics and its Social Impacts (ARSO)
    - International Conference on Intelligent Robots and Systems (IROS)
    - International Conference on Agriculture Engineering (AgEng)
    - Conferences of the International Commission of Agricultural and Biosystems Engineering (CIGR)

Conferences are considered collectors of potential stakeholders to relate with and to involve in the activities of the project. The organization of satellite events (e.g. workshops and/or contests) constitutes a means of direct involvement of stakeholders.

Journals are, comparable to conferences, valuable means to engage with academic and research stakeholders, through journal publications and organization of thematic special issues. A non-exhaustive list of journals is reported in the following (to provide an idea of the scientific community):

- Computer Vision and Pattern Recognition
    - IEEE Transactions on Pattern Analysis and Machine Intelligence
    - IEEE Transactions on Circuit and Systems for Video Technology
    - Computer Vision and Image Understanding
    - Pattern Recognition
    - Pattern Recognition Letters
- (Agricultural) Robotics
    - IEEE Transactions on Robotics
    - The International Journal of Robotics Research
    - Robotics and autonomous systems
    - Computers and Electronics in Agriculture
    - Biosystems Engineering
    - Journal of Field Robotics

Academic societies and technical committees are also considered possible stakeholders, such as:
Robotics & Automation Society
Technical Comittee on: Agricultural Robotics and Automation
website: http://www.fieldrobot.com/ieeeras/

Academic and research stakeholders include also other research projects, with specific focus on robotics applications, such as:
Bots2Rec – Robots to Reconstruction
H2020 funded project
Robotics for asbestos removal
website: http://www.bots2rec.eu/

3.1.6 PROJECT PARTNERS

Project partners are obvious stakeholders for the project, due to their involvement in the research activities and communications. Each partner contributes to the success of the project to facilitate communication between partners and the mutual understanding of the specific problems they are involved in and appreciation for their specific expertise.

University of Edinburgh
School of Informatics
10 Crichton St
EH8 9AB, Edinburgh, Scotland
contact person: Prof. Robert Fisher
website: http://homepages.inf.ed.ac.uk/rbf/

University of Amsterdam
Informatics Institute
Science Park 904
1098 XH, Amsterdam, Netherlands
contact person: Prof. Theo Gevers
website: https://staff.fnwi.uva.nl/th.gevers/

University of Groningen
Johann Bernoulli Institute for Mathematics and Computer Science
Nijenborgh 9
9747 AG, Groningen, Netherlands
contact person: Prof. Nicolai Petkov
Website: www.cs.rug.nl/~petkov

Wageningen University and Research
Farm Technology
Droevendaalsesteeg 1
6708 PB, Wageningen, Netherlands
contact person: Prof. Eldert van Henten
Website: http://www.fte.wur.nl

Wageningen UR Greenhouse Horticulture
Droevendaalsesteeg 1
6708 PB, Wageningen, Netherlands
contact person: Dr. Jan Bontsema (ex DLO)
website: www.wageningenur.nl/glastuinbouw

University of Freiburg
Department of Computer Science
Georges-Koehler-Allee 52
79110, Freiburg, Germany
contact person: Prof. Thomas Brox

ETH Zurich
Computer Science
Universitatstrasse 6
CH-8092, Zurich, Switzerland
contact person: Prof. Marc Pollefeys
website: www.inf.ethz.ch/personal/marc.pollefeys/

Robert Bosch GmbH
Future Systems Consumer Goods (CR/AEG)
Robert-Bosch-Campus 1
71272, Renningen, Germany
contact person: Dr. Peter Biber

3.1.7 GENERAL PUBLIC

The general public includes all the people, organizations, institutions that are not related with the scientific or commercial exploitation of the project results.
It concerns the groups of people to which the consortium aims at raising awareness of the importance of science and technology in general and particularly robotics.
Relations with general public might help to generate product demand and increase appreciation for science and engineering.

Examples of possible stakeholders are:

- People with interests in robotics
- People with interests in science and technology
- Schools
- Gardening associations
- Etc.

This group of stakeholders is targeted by general tools for dissemination such as social media, blog posts, press release.

In the Appendix, a (non-exhaustive) list of fairs and popular events for general public stakeholders is reported.

3.2 COMMUNICATION WITH STAKEHOLDERS

Communications and relations with the stakeholders take place by using the dissemination tools described in the document D8.1 – Dissemination Plan.
The dissemination tools are divided into:

Internal
Internal tools are meant to facilitate the communication and increase the collaboration and share of information between the partners of the project.

External
External tools are intended to promote the project and its results to the public audience. For each specific target (government, industry, scientific community, common public) different tools are considered and will be used for the purpose of dissemination.

The mapping of dissemination tools and stakeholder groups, to which we will refer for stakeholder engagement activities, is reported in Section 5.3 of the document "*D8.1 Dissemination Plan*".

4 CONCLUSIONS

This document contains an analysis of the stakeholders with whom the consortium of the TrimBot2020 project will be involved during the development of the project. The stakeholders are organized in groups, according to their interests, commercial or scientific, so as the dissemination and relation activities can be directed in an efficient and effective way.
The stakeholders that are listed in this document do not constitute an exhaustive list, but rather an indication of the kinds of entities the project consortium will relate with. The list is thus to be modified in future according to the relations and network that the project partners will build.

5 APPENDIX

Fairs and popular events
Fairs are considered a valuable place for stakeholder engagement. They concern various stakeholder groups (Industry, Research Institution, General Public), since different types of stakeholder participate in such events.
A (non-exhaustive) list of fairs that the TrimBot2020 consortium takes into account for stakeholder engagement is:

- RoboBusiness (http://robobusiness.com/)
- RoboUniverse (http://www.robouniverse.com/)
- GlobalRobotExpo (http://www.globalrobotexpo.com)
- Irex (http://goo.gl/pQVd8r)
- Ciros (http://en.ciros.com.cn/)
- Vision&Robotics, The Netherlands (http://www.vision-robotics.nl)
- Scientifica, Switzerland (http://www.scientifica.ch/)
- GreenTech, Amsterdam (https://www.greentech.nl)
- Agritechnica, Hanover, Germany (https://www.agritechnica.com/en/)
- Agro-FoodTech, 's Hertogenbosch, Netherlands (http://www.agrifoodtech.nl/agrifoodtech-future-for-the-netherlands/)

