



GRANT AGREEMENT N. 871245

## Deliverable D8.1

# Dissemination & Communication Strategy

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Main Author: ERM

Contributors: INRIA

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## DOCUMENT FACTSHEET

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<b>Responsible Partner</b>	ERM
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## CONTRIBUTORS AND HISTORY

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1	ERM	04/02/2020	First Draft
2	INRIA	21/02/2020	Second Draft
Final	ERM+INRIA	27/02/2020	Final version including all partners comments

## APPROVALS

<b>Authors/editors</b>	ERM & INRIA
<b>Task Leader</b>	ERM
<b>WP Leader</b>	INRIA

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# EXECUTIVE SUMMARY

This deliverable outlines the strategy for dissemination and communication activities carried out during the SPRING project. Its structure reflects SPRING's needs and requirements in that area: layout and basic plan for internal communication between participating partners; (expected) dissemination channels and timeline; external communication strategy as well as result exploitation strategy; visual identity and requirements for external communications.

The document contains:

A. General Organisation & Internal Communication Plan

- Structure & layout (online)
- Tools & means (on & offline)

B. Dissemination plan

- Objectives & targets
- Channels & KPIs

C. External Communication Strategy

- Communication strategy
- Target groups
- Tools and KPIs

D. Results Exploitation Strategy

- Target groups
- Tools and KPIs

E. Visual identity & EU obligations and requirements

# ABOUT THE DISSEMINATION AND COMMUNICATION STRATEGY

Dissemination, communication & exploitation activities are a crucial part of the SPRING project. These activities are gathered in a single WP (WP8) that runs for the entirety of the 48 months of the project for a total engagement of 68p/m, distributed in four well defined tasks:

- T8.1: Online Presence and Communication Set Up (M1–M3)
- T8.2: Dissemination and External Communication (M1–M48)
- T8.3: Exploitation strategy and plan (M15–M48)
- T8.4: Project-related Workshops (M13–M48)

These will allow to successfully reach the straightforward, specific and measurable objectives at the basis of our strategy; in line with the project's advances and milestones and in close relation with all other WPs.

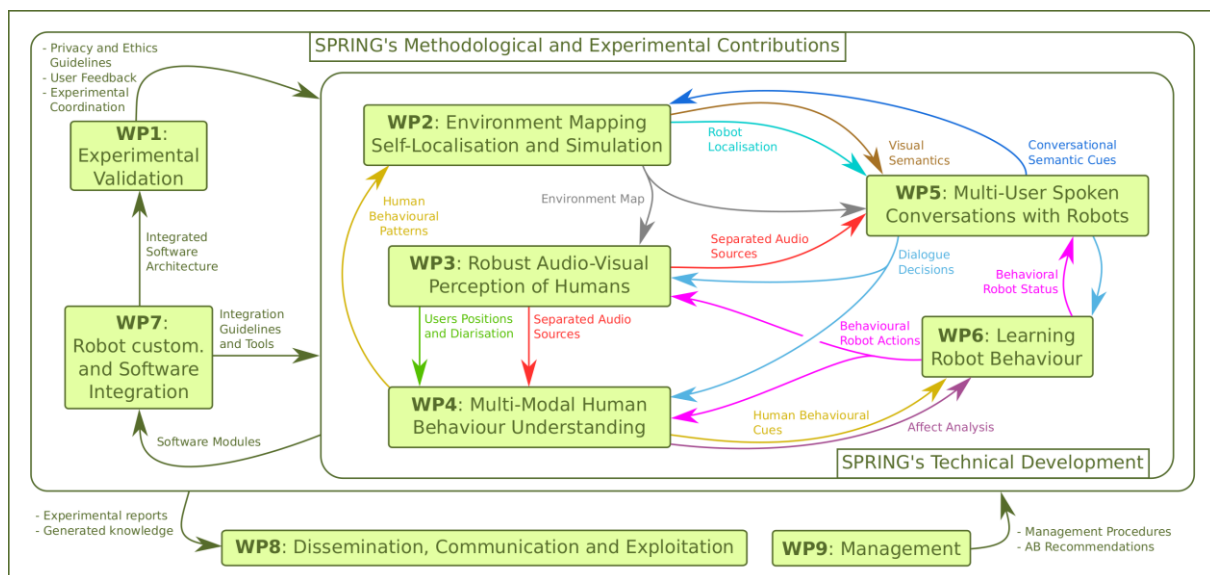
The objectives are:

- Ensure maximisation of project impact at Local, National and EU levels;
- Identify relevant target groups for dissemination, communication and exploitation purposes;
- Create original, clear and efficient tools and means;
- Layout KPIs for each activity;
- Explore cooperation opportunities with other EC-funded projects or related initiatives
- Detail management and administration of the activities and serve as support for the SPRING partners.

# GENERAL ORGANISATION & INTERNAL COMMUNICATION PLAN

## GENERAL ORGANISATION

Dissemination and communication through effective stakeholder engagement is a fundamental concern of SPRING. Indeed, each project partner has been carefully selected to ensure that a comprehensive strategy will be deployed. As project coordinator, INRIA has the leadership of the dissemination and communication activities, with strong support from ERM (17p/m total) which is also leader on some of the most important and overarching tasks, namely T8.2: Dissemination & External Communication (M1-M48) and T8.3: Exploitation Strategy & Plan (M15-48).



## INTERNAL COMMUNICATION PLAN

As defined in the GA, WP8 is one of two (with WP9: management) WPs that interact with all others WPs so as to comprehensively perform its main missions of disseminating, communicating and exploiting the results and progress of the research activities carried in WPs 1 to 7. To that effect, several actions have or will take place:

- A dedicated session for WP8 is planned at each of the plenary meetings (every 6 months), including the kick-off meeting on 12 and 13 February 2020.
- This document will be stored on the online workspace (details in the subsequent section) so as for each partner to be able to view it and follow its guidelines. [DEADLINE M3]

- An internal mailing list will be setup, designating a contact point at each partner for dissemination, communication and exploitation tasks. It will serve as internal communication channel on these topics. [DEADLINE M3]
- A project document gathering all the dissemination, communication and exploitation actions expected from the different members will be written. It will gather all the events (conferences, workshops and exhibitions), publications, press releases, posts on social networks, appearances in local media (TV, Press), creation and updates of web sites, etc, to be performed, quarter by quarter, during the program. This document will be shared and amended by all members with new actions every quarter during the program. It will be essential for the coordination of dissemination actions between members. At the end of each semester, a status will be handled by ERM with each member to check the progress on its dissemination action plan.

## WEB PRESENCE AND COLLABORATIVE PLATFORM

### Public website

Web presence in the form of a website, hosted at the project coordinator (INRIA) and built with the support of ERM will centralise all information related to SPRING. It will be fully public, therefore containing all documents related to the project (deliverables, technical documentation, dissemination and communication results, events and news etc.), RSS feeds, project story factsheets, as well as hosting promotional materials for the general and scientific public. It has been agreed for this website to have the following features:

- Domain name : <https://spring-h2020.eu/>
- Usability: ERM & INRIA both have editor rights, no editor access for partners, fully public website (view only)
- Color coding and appearance as in logo/deliverables/publications (see visual identity section)
- Simple architecture (wordpress)
- Posting language: English.

A detailed website architecture is still under feasibility study, with the following (expected) structure:

- HOME/MAIN PAGE contains
  - Main slider (pictures, graphics &/or animations + short text);
  - 'SPRING news' wall (4 to 6 news tiles from the website's latest news feed);
  - Social networks widgets;
  - Contact information;
  - Website footer with EU mandatory mentions (see visual identity section).
- 'ABOUT SPRING' tab contains
  - Overview of the project (including videos when available);
  - Objectives of the project;
  - Consortium;
  - People.



- 'NEWS & PUBLICATIONS' tab contains
  - News feed;
  - Public Deliverables list (download-ready).
- 'EVENTS, PRESS & MEDIA' tab contains
  - Event calendar (past & upcoming communication & outreach events, either in the form of news tiles or as a calendar)
  - Press & media appearances (listing with links).
- 'RESULTS' tab contains
  - Scientific papers & conferences (listing with links)
  - Data & software (listing with links)
  - Demonstration hardware (demo reports &/or video materials).

This public website is expected to be delivered for M3 (D8.2).

### Partners' websites

As all partners already have regular postings through their institutions' websites, as a rule any such posting will have to be mirrored by one on the project website. Doing so will allow to reach more local audiences (for example by posting news in local languages) while still providing visibility and attracting visitors to the main project portal. If possible, a general description of SPRING will be created in all partners' websites as a static information point, with a link to SPRING official website.

### Internal online workspace

The server will also host an online collaborative workspace that will be used to support efficient collaboration between the partners, acting as an internal document repository and internal communication centre.

Key project information, such as contractual documents, planning, meeting minutes, templates for producing project deliverables and presentations, etc. will be available on the workspace. The workspace will also provide a document validation workflow for efficient quality control before the submission of deliverables. The server, the internal communication procedures and the collaborative workspace will all be GDPR compliant.

## DISSEMINATION AND COMMUNICATION RULES

Partners will be allowed to publish information on knowledge arising from the project according to the provisions of the GA, provided this does not affect the protection of that knowledge. In that respect, explicit consent (via e-mail) will be required prior to publicly communicate information owned by a partner. For the avoidance of doubt, it is stated that no partner shall have the right to publish or allow the publishing of data, which constitutes project results, background or confidential information of another party even where such data is amalgamated with such first party's project results, background or other information, document or material, without the aforementioned written consent. Publications will go through an internal review process to ensure the IP principles of the project. Partners will be





given 30 days to provide feedback or complain about a publication in progress. Further details on timing and procedure are available in the CA. Finally, before any knowledge dissemination or communication takes place, it must be agreed with the Coordinator and the Intellectual Property Manager.

## OPEN ACCESS POLICY AND KNOWLEDGE MANAGEMENT

Most deliverables will be public (see GA for a detailed list). Dissemination and communication activities are by nature public. All public deliverables, as well as a list of materials and actions towards dissemination and communication will be available on the SPRING website. The green model will be the default way of granting access to the peer-reviewed scientific research articles resulting of SPRING. A machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication will be deposited in the chosen repository as soon as possible. The Open Access Infrastructure for Research in Europe (OpenAIRE) will be the entry point for SPRING partners to determine the repository for their publications. Research data used for the publication will also be deposited in a research data depository. Gold OA model will also be considered when relevant, within budget restrictions.

In line to what was announced above for publications, the CA includes "Specific Software Provisions", particularly concerning Open Source licenses of the background and of the results. These provisions will strongly recommend the use of open source licenses which are already widely used by the software engineering industry companies, such as GPL, LGPL, BSD, or Apache. Moreover, all software modules developed in SPRING, and especially those included in the overall system architecture will be made in ROS162 or ROS compatible. Overall, this will ensure a licensing policy of the background and results of the SPRING project consistent with its dissemination strategy.

The use of knowledge generated in the project and Intellectual Property (IP) is governed by the terms of the Grant Agreement (GA) and the terms of the Consortium Agreement (CA). The Intellectual Property Manager (IPM, INRIA) will ensure the respect of the GA and CA in terms of IP, and for that will be part of the governing instances of SPRING. The IP rules as well as details concerning ownership of results, joint inventions and joint patent applications are similarly addressed in the CA.

## IDENTIFIED STAKEHOLDERS FOR COMMUNICATION AND DISSEMINATION OF SPRING RESULTS

Communication activities will be closely linked to dissemination objectives. They will include various means and channels at different levels (see below) and will be aimed at diverse audiences. Outside of the academic community, that is the target of scientific publications and international conferences (as well as of some of the workshops), a larger community of potential end-users is also part of the SPRING dissemination plan. These include:

Stakeholders	Target audience	Approach and tools	Examples
<b>Healthcare actors</b>	<ul style="list-style-type: none"> <li>- Healthcare facilities managers</li> <li>- Hospitals managers and staff</li> <li>- Retirement homes managers and staff</li> <li>- Healthcare industries</li> </ul>	Share the results of the projects in various forms: written materials (deliverables, reports), training materials (such as workshops and tutorials, or direct training when feasible)	<ul style="list-style-type: none"> <li>- <i>Groupe Hospitalier de l'Est de la Meurthe et Moselle</i> (member of the Advisory Board)</li> <li>- <i>Centre Hospitalier de la Tour du Pin</i> (member of the Advisory Board)</li> <li>- <i>Societat Catalana de Geriatria i Gerontologia</i> (member of the Advisory Board)</li> <li>- <i>International Society for Gerontechnology</i> (member of the Advisory Board)</li> <li>- <i>Hospital del Mar</i> (Letter of Support received)</li> <li>- <i>Azienda Provinciale per i Servizi Sanitari della Provincia Autonoma di Trento</i> (Letter of Support received)</li> <li>- <i>French Red Cross</i> (Letter of Support received)</li> <li>- <i>EIT Health</i> (Letter of Support received)</li> <li>- <i>Parc Sanitari Perer Virgili</i> (Letter of Support received)</li> </ul>
<b>Robotics actors</b>	<ul style="list-style-type: none"> <li>- Robot manufacturers (parts or whole)</li> <li>- Software solution providers</li> <li>- Service providers</li> </ul>	Communicate on the advances made through the project to specialised audience using partners' networks and national or international groups and associations. Mailing lists, newsletters and online targeted communication.	<ul style="list-style-type: none"> <li>- <i>Association Jean-Baptiste THIERY</i> (member of the Advisory Board)</li> <li>- <i>NVIDIA</i> (member of the Advisory Board)</li> <li>- <i>Coallia</i> (Letter of Support received)</li> <li>- <i>Hoomano</i> (Letter of Support received)</li> <li>- <i>Softbank Robotics</i> (Letter of Support received)</li> <li>- <i>SPIN'R</i> (Letter of Support received)</li> <li>- EUUnited Robotics Sector</li> </ul>
<b>Scientific and Academic community</b>	<ul style="list-style-type: none"> <li>- Researchers and engineers (including Early Career Researchers)</li> <li>- Fields of AI, robotics, gerontology/healthcare, social sciences</li> </ul>	Disseminate research progress and project results via academic papers, participation in conferences, specialist tutorials and/or data sets; as well as documents made available via the project website.	<ul style="list-style-type: none"> <li>- <i>Carnegie Mellon University, Language Technologies Institute</i> (member of the Advisory Board)</li> <li>- <i>University of Pittsburgh</i> (member of Advisory Board)</li> <li>- Partners in the <i>MultiModal Mall Entertainment Robot (MUMMER)</i>, <i>Achieving Complex Collaborative Missions via Decentralized Control and Coordination of Interacting Robots (co4Robots)</i>, <i>A CyberphysicAI social NeTwOrk using robot friends (ACANTO)</i>, <i>Open Deep Learning for Robotics (OpenDR)</i>, and <i>Memory of Motion (MEMMO) H2020 projects</i></li> <li>- Partners in the <i>Embodied Audition for Robots (EARS)</i> and <i>Devices for Assisted Living (DALi) FP7 projects</i></li> <li>- Partners in the EU Structural Fund project <i>Intelligent Machine Perception Project (IMPACT)</i></li> </ul>

Stakeholders	Target audience	Approach and tools	Examples
<b>Policy makers and public authorities</b>	<ul style="list-style-type: none"> <li>- Authorities in charge of health policy and innovation strategy at local, regional, national or EU level.</li> </ul>	<p>Provide sector-specific recommendations to policy makers as well as to relevant institutions and public bodies; and report about the outcomes of the project via either meetings with representatives or publication of white papers/recommendations papers.</p>	<ul style="list-style-type: none"> <li>- Delegation for Innovation and Healthcare, French Ministry of Health and Solidarity (Letter of Support received)</li> <li>- Healthcare Improvement Scotland</li> <li>- Agencia de Evaluación de Tecnologías Sanitarias (Spain)</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>- Elderly citizens and their families</li> <li>- Patient Associations</li> <li>- Tech enthusiasts</li> <li>- Young students and children</li> </ul>	<p>Explain the benefits of social robotics (applied to elderly care); showcase collaborative research work so as to foster interest in research careers. Use of press releases, social media, videos, education- and general-audience-events</p>	<ul style="list-style-type: none"> <li>- European Patient's Forum</li> <li>- International Federation of Associations for Elderly People</li> <li>- European Social Network's Working Group on Ageing and Care</li> <li>- European Senior's Union</li> <li>- European Robotics Forum</li> <li>- Association Robots! (<a href="http://association-robots.com/">association-robots.com/</a>)</li> <li>- <i>Inclusive Robots for a better Society</i> (INBOTS) H2020 project</li> <li>- <i>Fête de la Science</i></li> </ul>

A set of key messages will be developed to inform and educate each target audience on the projects objectives and results. Specific actions targeting these groups are defined in the subsequent sections of this document.

# DISSEMINATION PLAN

The dissemination action plan will ensure systematic and sophisticated coordination that always maximises impact by creating strong links with other networks, projects, multiple organisations and circle economy initiatives.

The stakeholder groups identified at this early stage of the project represent pre-determined critical channels for dissemination and for building interactions; however SPRING will operate with an open-door policy to future potential stakeholders, such as fundamental institutional stakeholders. The following lays plans for the dissemination activities to be undertaken within the project, including the identification of partners' participations in international, European and national conferences, relevant publication channels (networks, platforms, and journals), collaboration opportunities, cooperation with other projects and initiatives, and joint dissemination activities and outputs. A specific dissemination budget has been individually allocated for partners to seize opportunities for dissemination at a large range of events during the project lifetime.

## SCIENTIFIC IMPACTS

SPRING will bring new perspectives in the field of social robotics, computer vision, audio processing and dialogue modelling that will be published in top-tier peer-reviewed journals and conferences as discussed in the respective dissemination plans:

- Principled methods and associated software to localise, track and describe several persons and objects over a long period of time, while being robust to noise, reverberations, occlusions and other sources of clutter and data contamination typical of a wide range of applicative scenarios, far beyond healthcare.
- Models and algorithms for robot self-localisation in populated spaces, together with automatic tools to perform 3D map update with semantic information acquired through associations between visual data and natural language queries.
- Learning methods for computing robot policies suitable for multi-person situated conversations and enabling the robot to engage, participate and disengage to (potentially long) conversations involving several persons.
- Online learning to continuously optimise the robot action policies towards active perception and natural interactions and so as to maximise the quality of the extracted auditory and visual cues for interaction.
- Devise automatic measures of robot acceptance from behavioural cues of individuals and groups as well as from affective cues.
- Develop new concepts for experimental, privacy and ethics recommendations for validating the technology in gerontological healthcare, and for evaluating the acceptance, usability and usefulness of the proposed robotic technology.

## PUBLICATIONS (PEER REVIEWED JOURNALS)

Partner	Expected Journals   IF	Approx. Timing	OA measures / remarks
INRIA	<ul style="list-style-type: none"> <li>- IEEE Transactions on Pattern Analysis and Machine Intelligence   IF 17.7</li> <li>- International Journal on Computer Vision   IF 6.1</li> <li>- International Journal of Robotics Research   IF 6.1</li> </ul>	Ad-hoc basis	All publications will be freely available on the INRIA section of the French national repository HAL ( <a href="https://hal.inria.fr">https://hal.inria.fr</a> )
UNITN	<ul style="list-style-type: none"> <li>- IEEE Transactions on Pattern Analysis and Machine Intelligence   IF 17.7</li> <li>- International Journal on Computer Vision   IF 6.1</li> <li>- Computer Vision and Image Understanding   IF 2.6</li> </ul>	Ad-hoc basis	A majority of publications will be jointly drafted with SPRING partners.
CVUT	<ul style="list-style-type: none"> <li>- Transactions on Pattern Analysis and Machine Intelligence   IF 17.7</li> <li>- International Journal on Computer Vision   IF 6.1</li> <li>- International Journal of Robotics Research   IF 6.1</li> <li>- ECCV  </li> <li>- NeurIPS  </li> </ul>	Ad-hoc basis	All publication will be freely available online via <a href="http://www.cv-foundation.org/openaccess">www.cv-foundation.org/openaccess</a> and papers.nips.cc.
HWU	<ul style="list-style-type: none"> <li>- Transactions of the Association for Computational Linguistics   IF not indexed</li> <li>- Computational Linguistics   IF 1.3</li> <li>- Artificial Intelligence Journal   IF 3.3</li> <li>- Computer, Speech and Language   IF 1.9</li> <li>- Natural Language Engineering   IF 1.065</li> <li>- Transactions on Human-Robotic Interaction   IF 3.1</li> <li>- Robotics and Autonomous Systems   IF 2.9</li> <li>- International Journal of Robotic Research   IF 6.1</li> <li>- Robotics (OA)   IF 1.5</li> </ul>	In the second half of the project, HWU will target the most appropriate journals out of the list given based on the specific topic of the research. We aim for 1-2 journal publications. The main venues for NLP and HRI publications are annual conferences.	All publications will be made publicly available on arXiv or HWU public archives where possible. The publicly available versions might be pre-prints, camera-ready versions or final version depending on the copyright regulations of the specific journal.
BIU	<ul style="list-style-type: none"> <li>- IEEE/ACM Transaction on Audio, Speech and Language Processing   IF 3.5</li> <li>- IEEE Transactions on Signal Processing   IF 5.2</li> <li>- EURASIP Journal on Advances in Signal Processing   IF 1.7</li> <li>- EURASIP Journal on Audio, Speech and Music Processing   IF 1.6</li> <li>- (special issue) IEEE Journal of Selected Topics in Signal Processing   IF 6.7</li> </ul>	Ad-hoc basis	Publications will be available on arXiv. We expect joint publications with INRIA, HWU and UNITN
AP-HP	<ul style="list-style-type: none"> <li>- Anthropology and Medicine   IF 1 /</li> <li>- Sociology of Health and Illness   IF 2.2</li> <li>- Frontiers in psychology   IF 2.1</li> <li>- International Journal of Environmental Research and Public Health   IF 2.4</li> </ul>	<ul style="list-style-type: none"> <li>- First phase</li> <li>- Second phase</li> <li>- Third phase</li> </ul>	All publications will be open-access (available on HAL) Collaboration with project's partners could be undertaken, when relevant
ERM	-	Ad-hoc	Co-author in some jointly edited publications
PAL Robotics	-	Ad-hoc	Co-author in some jointly edited publications

## PUBLICATIONS (OTHER)

Partner	Publication type	Approx. Timing	Readership   reach
BIU	BIU Newsletter	Second and Fourth year	Reaches specialists and general media alike
AP-HP	<ul style="list-style-type: none"> <li>- Reporting on Broca Living Lab' web site</li> <li>- Article in APHP's quarterly Newsletters</li> <li>- Articles on specialised national journals: Revue de la Fondation Hospitalière de France (FHF), Neurologie - Psychiatrie – Gériatrie.</li> </ul>	<ul style="list-style-type: none"> <li>- Every semester (Broca Living Lab)</li> <li>- Once a year (APHP newsletter)</li> <li>- Second phase (journal FHF)</li> <li>- And Third phase (journal NPG)</li> </ul>	<ul style="list-style-type: none"> <li>- For APHP newsletter: More than 100 000 healthcare professionals; students; association's adherents and partners</li> <li>- For the other publications (website and journal articles): more than 5000 healthcare professionals; students; general public</li> </ul>
ERM	<ul style="list-style-type: none"> <li>- Newsletter on SPRING status, progress and achievements</li> <li>- Articles in specialised journals: <i>L'Usine Nouvelle, Technologies</i></li> </ul>	<ul style="list-style-type: none"> <li>- Every quarter</li> <li>- Opportunistic basis</li> </ul>	<ul style="list-style-type: none"> <li>- Disseminated to interested individuals &amp; institutions on Spring website + social media accounts; direct email to stakeholders</li> <li>- Industry actors   45,000+</li> </ul>
PAL Robotics	<ul style="list-style-type: none"> <li>- Announcements in mailing lists</li> <li>- Articles in pertinent magazines</li> </ul>	Ad-hoc basis	To be determined

## DATA AND SOFTWARE

Partner	Data type & packaging	Tool/platform	User base   reach
INRIA	Foreground software developed for SPRING project	Github	Still to be determined
HWU	Foreground software developed for SPRING project	Github	Still to be determined
BIU	<ul style="list-style-type: none"> <li>- Audio simulator for the robot Room</li> <li>- Impulse responses and conversations from BIU room</li> </ul>	<ul style="list-style-type: none"> <li>- Github</li> <li>- Conference paper and downloadable data</li> </ul>	Researchers and specialists
AP-HP	- Data will concern results from the field tests including patients, families and professionals (questionnaires, interviews and observations for assessing acceptance, perceived usefulness of the robot and satisfaction)	- Paper-based questionnaires and notes from observations and interviews	Still to be determined

## CONFERENCES

Partner	Conf. names	Domain / field	Conference size/remarks
INRIA	CVPR, ICCV, ECCV, ICASSP, ACM MM, ICRA, IROS	computer vision, multimedia and robotics	Over 2000 participants

Partner	Conf. names	Domain / field	Conference size/remarks
UNITN	CVPR, ICCV, ECCV, NIPS, ACM MM, ICRA, IROS	computer vision, multimedia and robotics	CVPR/ICCV will be freely available online via <a href="http://www.cv-foundation.org/openaccess">www.cv-foundation.org/openaccess</a> . NIPS is freely available at <a href="http://papers.nips.cc">papers.nips.cc</a>
HWU	ACL, NAACL, EMNLP, SIGDial, IJCAI, ICRA, HRI, IROS, ICSR, ROMAN	Natural Language Processing, Human-Robot Interaction, Social Robotics, and Robotics	From several hundred to several thousand attendees.
BIU	ICASSP, EUSIPCO, WASPAA, IWAENC, MLSP, SSP, SAM, CAMSAP	Audio processing	ICASSP 3000; EUSIPCO 1500 WASPAA, IWAENC, MLSP, SSP, SAM, CAMSAP 150
AP-HP	- Annual conference of the French Geriatrics Society (SFGG) (France) - International conference of the « International Society for Gerontechnology » (ISG) - International conference of « Association for the Advancement of Assistive Technology in Europe » (AAATE)	-Technological innovations for Independent living and social participation for older persons  -Assistive technology, use, research, development, manufacture, supply, provision and policy.	- SFGG conference: more than 1500 participants  - ISG conference: more than 1000 participants and 25 countries represented  - AAATE conference: more than 1000 participants
PAL Robotics	- RO-MAN, IROS and ICRA - ICSR - The International Conference on Social Robotics; and Human-Robot Interaction - ACM/IEEE International Conference on Human-Robot Interaction	- Robotics - Social robotics	Largest events in the world in these fields

## WORKSHOPS, WEBINARS, ACADEMIC COURSES, MATERIALS FOR STAKEHOLDERS

Partner	Item type & content	Timing	Reach
INRIA	- Teaching of the scientific findings of the project in master programmes "Computer Science" ( <a href="http://mosig.imag.fr/">http://mosig.imag.fr/</a> ) and "Industrial and Applied Mathematics" ( <a href="http://msiam.imag.fr/">http://msiam.imag.fr/</a> ) at Université Grenoble Alpes and at Grenoble National Polytechnic Institute (Grenoble-INP); and in summer schools - Organisation of workshops, special issues and tutorials at top-tier conferences and journals so as to foster research in fields relevant to SPRING	- 20-40 hours per class and per year - In conjunction with major conferences	- 50-100 students per year - 100-200 participants per event
UNITN	- Teaching of the scientific findings of the project in the master programme in Computer Science at UNITN (courses Affective Computing, ICT Innovation, Advanced Topics in Computer Vision, Deep Learning) - Organisation of workshops and tutorials at top-tier conferences (CVPR/ICCV/ACM MM) - Special issues in top-journals so as to foster research in fields relevant to SPRING	- starting from the academic year 2020-2021 - the first workshop is intended for 2021	-30-50 students - 30-50 participants
CVUT	- The results of the project will be used for education of BSc, MSc and PhD students ( <a href="http://cw.fel.cvut.cz/wiki/courses/gvg/">cw.fel.cvut.cz/wiki/courses/gvg/</a> , <a href="http://cw.fel.cvut.cz/b181/courses/pro/">cw.fel.cvut.cz/b181/courses/pro/</a> ) - Tutorials organised at top computer vision conferences (CVPR, ICCV, ECCV)	Ad-hoc basis	Still to be determined



Partner	Item type & content	Timing	Reach
HWU	<ul style="list-style-type: none"> <li>- Demos for visitors from local to national governmental level and industry representatives</li> <li>- Research outcomes will be taught in MSc courses such as "Conversational Agents" at HWU</li> <li>- Presentations (demo or stand) at the annual SICSA Scottish Informatics Demofest, an industrially-targeted research event</li> <li>- Presentations at national workshops such as SICSA Cyber-Physical Systems workshop targeted at health-care providers in Scotland.</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunistic basis</li> <li>- Annually throughout the life time of the project</li> <li>- Second half</li> <li>- First half</li> </ul>	<ul style="list-style-type: none"> <li>- Small groups</li> <li>- ~70 MSc and BSc students per year.</li> <li>- Several hundred attendees from Industry.</li> </ul>
BIU	<ul style="list-style-type: none"> <li>- Tutorial on audio sensing from moving platforms and organise special sessions on this topic at ICASSP, EUSIPCO and Special issue – J. on selected topics in signal processing</li> <li>- Disseminate the outcome of the project to leading industrial partners in Israel and world-wide via meeting with several leading industrial partners in Israel.</li> <li>- Local workshop for health-care employees in major hospitals in Israel, e.g. "SHEBA" hospital and "Ziv" hospital</li> </ul>	Ad-hoc	Still to be determined
AP-HP	<ul style="list-style-type: none"> <li>- Workshop – Innovation encounters for nursing homes and geriatric units professionals (Paris)</li> <li>- CIEG – Interdisciplinary congress of geriatrics professionals</li> <li>- Lecture at the Dijon University (DUIA Santé)</li> <li>- Lecture at the Pierre et Marie Curie University</li> <li>- Seminar with AHP's social and healthcare professionals</li> <li>- Seminar co-organized with the « Ethics Space of the Paris Region »</li> </ul>	<ul style="list-style-type: none"> <li>- First phase</li> <li>- Second Phase</li> <li>- Third Phase</li> </ul>	<ul style="list-style-type: none"> <li>- Eldercare and geriatric professionals, Social and healthcare students, researchers</li> </ul>
ERM	<ul style="list-style-type: none"> <li>- Present the demonstration application developed on the SPRING-REEM platform and integrating the work of the project teams during several specialised events (Global Industry, Enova, Vivatech, SIDO, IROS, Educatec, Worlddidac, Symposium GEII)</li> <li>- Series of webinars/tutorials targeting stakeholders and academic partners, feeding a Youtube or Vimeo channel</li> </ul>	Ad-hoc basis	Still to be determined
PAL Robotics	<ul style="list-style-type: none"> <li>- Participation in specialised trade shows (such as the European Robotics Forum, European Robotics Week, ICT Proposers days or Smart City Expo)</li> </ul>	Yearly	Large scale events for stakeholders and industry

## DISSEMINATION KPIS

**KPI-DISS-1** Number of yearly peer-reviewed journal papers > 5

**KPI-DISS-2** Number of yearly top-tier conference papers > 10

**KPI-DISS-3** Number of collaborations with Robotics Digital Innovation Hubs (DIH) > 2

**KPI-DISS-4** Number of public deliverable downloads > 500

**KPI-DISS-5** Number of workshops or special sessions organised > 8

**KPI-DISS-6** Number of journal special issues organised > 2

**KPI-DISS-7** Ratio of platform-independent software modules > 75%

**KPI-DISS-8** Number of software module applications outside of SPRING > 5



# EXTERNAL COMMUNICATION STRATEGY

## WEB PRESENCE

During the first quarter of the project (deliverable D8.2, M3), will be created by INRIA and ERM a public website for the project (see section General Organisation, sub-section Web Presence). This website will be the main portal for communicating about the project and its results to stakeholders and the general public. Aside from posting public deliverables and project results, it is foreseen to have on average five to eight news items per year posted, corresponding in general to milestones of the project or to public outreach events or activities. The animation and maintenance of the website and its content will be performed by INRIA and ERM with self-produced content as well as content obtained via collaboration with all other project partners (see rules for prior agreement in disseminating/communicating information about the project in GA).

In addition, profiles and pages will be created on various social networks so as to allow SPRING to reach a variety of targets: LinkedIn and Twitter for professionals and tech/science enthusiasts; Facebook and (when materials are available on an ad-hoc basis, using the partners' already developed channels) YouTube for a more general audience. In order to facilitate communication and to maximise posting frequency, every partner will be given access to these social media accounts with freedom as to when and where to post. As a counterpart, when posting, partners will need to follow specific rules and guidelines:

- General direction and positioning: postings on social media should be positive, engaging, and provide insights on the project's advancement, results and achievements;
- Harmonisation and centralisation: each post should link back to the project's website (either homepage or specific sub-page) and mention the project name either in full or as an acronym.
- Keywords and hashtags: each post should refer to at least one (several if possible) of the following keywords: (#)H2020 (#)Robotics (#)SocialRobots (#)Healthcare (#)Gerontology (#)EUprojectSPRING [spaces may be added in between words if not used as a hashtag]
- Language: posing can be done in local language, provided that the same posting is also posted in English within a reasonable timeframe
- Length: postings should be 280 characters or shorter including spaces, keywords and external links. Longer posts should be made on the project's website and referred to through social media.
- Visuals: as often as possible, posts should include either pictures or graphics to illustrate their point. Tagging of the project partners' accounts and/or stakeholders' accounts is strongly suggested for added impact.

- GDPR compliance: when posting pictures or videos, avoid framing in people who are not active participants in the project (i.e. employed by one of the consortium's partners), except if in a crowd setup where they are non-identifiable. If you need to post such pictures, make sure you have a signed consent form before you do so.

Accounts information (to be created, deadline M3):

- Twitter: handle @EUprojectSPRING
- LinkedIn: profile page EU project SPRING
- Facebook : @EUprojectSPRING

List of pre-existing partners social media channels for tagging/multiplication:

Partner	Twitter	LinkedIn	Facebook	Youtube
INRIA	@Inria	inria	@Inria.fr	InriaChannel
UNITN	@UniTrento	Università di Trento	@UniTrento	Università di Trento
CVUT	@CVUTPraha	Czech Technical University in Prague	@CVUT.v.Praze	Czech Technical University in Prague
HWU	@HeriotWattUni	Heriot-Watt University	@HeriotWattUni	HeriotWattUni
BIU	@ubarilan	Bar-Ilan University	@barilanwall	barilanuniversity
ERM	@ERMAutomatismes	ERM Automatismes	@ERM.Automatismes	Erm Automatismes
PAL	@PALRobotics	PAL Robotics	@palrobotics	PALRobotics
AP-HP	@APHP	AP-HP, Assistance Publique - Hôpitaux de Paris	@assistancepubliquehopitauxdeparis	AP-HP

## PRESS RELEASES AND OTHER PUBLICATIONS

### General activity:

On an opportunistic basis, press releases and other publications will be issued by each partner in English or in local languages, targeting for example their local press. These will provide positive news about EU funding to local audiences and raise awareness about the project and about advances in technology for gerontological health care. These publications and activities could encompass:

- Creation of brochures & leaflets;
- Interviews and advertising/promotion videos (YouTube or elsewhere);
- White papers in professional magazines or on websites for general professionals;
- Articles and other forms of publications at the occasion of meetings with local representatives.



## Specific activities:

Partner	Publication type	Approx. Timing	Readership   reach
HWU	University Press release about SPRING project	March 2020	To be determined
BIU	BIU Newsletter	Ad-hoc	General media
AP-HP	- Brochure on Spring Project - Hospimédia (online daily newsletter for the geriatric sector) - Video describing the implementation process of the robot in the hospital and the process posted on youtube (Broca/ APHP)	- First Phase - First Phase - Second phase	- General public; geriatrics professionals - Healthcare professionals (70 000) - General public (8,000)
	- 4-page brochure on SPRING	- First semester of the project	- Stakeholders and interested entities as well as the general public
ERM	- Articles in vulgarisation magazines such as <i>Planète Robot</i> , <i>Science &amp; Vie</i> - Video contents from performing experiments at AP-HP	- Opportunistic basis - Second half of project	- general public   200,000+ - general public & mass media

## OUTREACH EVENTS

### General activity:

All partners organise or participate in several outreach events every year. These events target undergraduate students and high school, middle school, or elementary school pupils. Regarding the academic partners, yearly lab visit and research demonstrations and 1-week stays of middle school students are organised, such as for example for France, the *Fete de la Science* (October, target= general population & youth, 100-200 persons per local event, [fetedelascience.fr](http://fetedelascience.fr))

### Specific activities:

Partner	Item type & content	Timing	Reach
INRIA	Project presentations at interdisciplinary scientific events such as those organized by the Multidisciplinary Institute of Artificial Intelligence (MIAI), Grenoble Data Institute.	Bi-annual	100-200 early stage researchers and PhD students
HWU	- Demos at university open days - Slot at the Edinburgh Science Festival ( <a href="https://www.sciencefestival.co.uk/">https://www.sciencefestival.co.uk/</a> ), one of Europe largest science and technology festivals - Mass media communication through national TVs (e.g., BBC), radio channels (e.g., BBC radio) and newspapers (e.g., The Scotsman)	- Ad-hoc - Second half of project - Ad-hoc	- Up to 100-200 prospective students and parents - Several thousand of the general public - National reach
BIU	- Regularly organised high school pupils visits will be used to demonstrate the outcomes of the SPRING project to attract young pupils to research in related fields	Ad-hoc	Still to be determined

Partner	Item type & content	Timing	Reach
AP-HP	- AP-HP Open Doors Day: Showcase of research projects of the Broca Living Lab. Activities related to the SPRING project will be presented.	- Once a year	- more than 500
	- Alzheimer's village: annual event organized by the French Alzheimer's Association in Paris at the occasion of the international day of Alzheimer's disease (3 days of stands and conferences open to the general public, professionals and one special day for students). Activities related to the SPRING project will be presented.	- Once a year	- more than 3 000
ERM	- Presentation of SPRING results in technology innovation events (Innovation Day – ORANO, Innovation Day – ST Micro-Electronics, UPSTI Days – ICSTENG, Engineering Olympiad – Ministry of Higher Education, National Innovation Day – Ministry of Education, Pepper Partner Europe – Softbank Robotics, Innovation Day – Nord Dauphine Hospital Group, Science Festival – Ministry of Education) - Conferences and Workshops to present the progress achieved in SPRING to future engineers and researchers	Ad-hoc basis	Still to be determined
PAL Robotics	- Participation in the "Automatica", The Leading Exhibition for Smart Automation and Robotics ( <a href="https://automatica-munich.com/en/">https://automatica-munich.com/en/</a> )	- once a year	- 45,000+
	- Participation in the Mobile World Congress, the largest Intelligent Connectivity event in the world ( <a href="https://www.mwcbarcelona.com">https://www.mwcbarcelona.com</a> ) [both events are tailored for the general public and are designed to increase people's interest in science and to raise awareness of technological progress, in general, including robotics and automation]	- once a year	- 100,000+
	- 4YFN & MWC - 4 Years from Now Barcelona - Local Pilots (Suara Cooperativa, Guttman, Fundación ACE, Hospital Sant Joan de Deu, Hospital Vall d'Hebron, etc)	- Once a year	- 25,000+

## COMMUNICATION KPIS

**KPI-COMM-1** Project website yearly number of visitors > 5,000

**KPI-COMM-2** Number of press releases > 10

**KPI-COMM-3** Number of media/vulgarisation press appearances > 5

**KPI-COMM-4** Number of participation in outreach events > 10

# RESULTS EXPLOITATION STRATEGY

## EXPECTED ENVIRONMENTAL AND SOCIETAL IMPACTS

In recent years, several demographic studies have emphasised substantial increases in the number of very old persons in the European Union (EU). According to Eurostat, 27.3 million people (5.4%) aged 80 and over were living in the EU in 2016, 7 million more than ten years ago. By 2035 (16 years from now) there will be about 16.2 million people aged 80 and over in France, Germany and United Kingdom. Population projections suggest there will be 66.1 million people (12.7%) aged 80 years and over in the EU by 2080. In the same time the working-age population will shrink considerably in the same period (2016 to 2080), thus further increasing the burden on those of working-age to sustain the dependent population. Clearly this raises fundamental and critical questions of how the elderly people will be taken care of in the coming years. The impact of SPRING will therefore be very strong from a societal point of view. The development of social robotic platforms for healthcare facilities of the elderly will have direct benefits, not only for patients and the medical personnel, but for the whole EU society.

- Expected benefits for patients. The SPRING technology will reduce the time medical staff devotes to these tasks, reduce the patient's stress by stimulating patients and promoting social interactions; overall improving the sense of well-being of elderly people and their sense of social inclusion.
- Expected benefits for accompanying people. Thanks to SPRING-REEM, accompanying people will have a more positive experience in the reception of the hospital and will be able to obtain more information about the hospital procedures.
- Expected benefits for hospital personnel. The technology developed in SPRING will have a positive impact on the professional career and daily work of hospital personnel first and foremost by reducing the amount of time and effort medical professionals invest in tasks such as patient check-in, registration and check-out; secondly by supporting them and reducing their mental stress.
- Expected benefits for healthcare institutions. SPRING-REEM will improve scheduling and increase the overall satisfaction of patients and of their families.
- Expected benefits for the overall society. SPRING will contribute to the empowerment of patients and families to better understand their caring/disease for a better management of their medical disorders; it will advance ethical thinking related to the use of social robots in healthcare, and it will pursue good practice recommendations and guidelines for the implementation and evaluation of the use of robotic mediation in the EU.



## POTENTIAL ECONOMIC IMPACTS

When brought to the market, the SPRING technology will be part of the so-called silver economy which, by 2025, will contribute with 5.7 trillion e to EU's economy. SPRING partners believe that, from both technological and economic points of view, social robotics will not be mature enough to be deployed in private homes. SPRING clearly targets a different stakeholder market: healthcare institutions for elderly people, e.g. hospitals, clinics and retirement homes. This change of paradigm could have tremendous economic impact, since these institutions possess a much higher purchasing power than individuals, as well the infrastructure needed to host robots. SPRING will develop a medical healthcare robot that can be used by medical personnel as well as patients. The SPRING-REEM robot has perception, navigation and conversational skills that will be far more advanced than state of the art. Therefore, SPRING will have an impact on other applications within the silver economy as well as in other economic sectors.

## EXPLOITATION STRATEGY

### General activity:

Creating and adjusting the business model for commercial exploitation of SPRING-REEM and all the associated software modules by interested partners is a complex task in which numerous variables have to be considered.

The effort envisaged in WP8 to assess the targeted markets and work among project partners on exploitation scenarios shall facilitate an early uptake of the project results shortly after the project end. The information and preliminary estimations are two-fold:

- The licensing scheme provides a framework and calculation basis for exploitation of SPRING-REEM, as none of the project partners is in the position to develop a complete and rich software suite to cover all requirements. But even if the exploiting partners will not offer the whole range of services and tools under their own name, the possibility to use the platform and to order third party applications with an interoperable interface and database will enhance their market position.
- The use of a single platform and related services represent large potential cost saving. A promising exploitation scenario to be investigated in detail in the third phase of the project is to charge the client a fee that will reflect the economies generated due to efficient software deployment and corresponding consulting services.
- The analysis of the replicability potential towards other industries facing similar challenges shall strengthen the project outcomes interests representing new business opportunity (socially assistive robots at home, entertainment, human-robot industrial collaborations in agri-food or agile production).

It is expected that bilateral discussions with EU or international based initiatives and networks may also trigger process innovation in terms of final exploitation. Exploitation and replicability actions will be detailed in deliverables D8.4 and D8.6 (respectively M30 and M48).

## Specific activities:

Partner	Planned actions, timing & expected outcomes
INRIA	<ul style="list-style-type: none"> <li>INRIA will exploit the methodological advancements and their software implementation experimentally validated in gerontological healthcare during the project to conduct further research in this field.</li> <li>INRIA will carefully analyse the maturity of research- versus economic-value of the various software packages developed during the lifetime of the project: research software will be distributed as open source to be compliant with reproducible science policies, while software with economic value will be proposed to companies, generally under non-exclusive, worldwide, perpetual, non-viral licensing, including the right to sub-license, through support of INRIA's Technology Transfer and Development Office (STIP)</li> <li>INRIA will offer training and consultancy services in relation to the software.</li> <li>After the end of the project, INRIA will keep maintaining the software packages it delivered for at least three years, increase their TRL with the support of the InriaTech industry transfer service, and actively advertise new developments.</li> <li>INRIA will continue to apply for European, national, and industry grants to fund follow-up research and to transfer technology to industry and start-ups.</li> <li>INRIA occasionally disseminates its results towards industry (participation in trade shows and partnership with Station F the world's biggest startup campus).</li> </ul>
UNITN	<ul style="list-style-type: none"> <li>UNITN plans to exploit the scientific and technical competences developed during the project, as baseline for new funded projects (both national and EU wide) thus further extending SPRING results.</li> <li>After the end of the project, specific actions for promoting the adoption of the project results by local and national industries are also planned by exploiting UNITN links and specific collaborations. For instance UNITN will take advantage of links to a wide set of industrial partners, both SMEs and large multinationals as a member of the EIT-DIGITAL KIC.</li> </ul>
CVUT	<ul style="list-style-type: none"> <li>CVUT will transfer knowledge and results obtained during SPRING through teaching activities to train high-level engineers and scientists.</li> <li>CVUT will transfer the technology developed during the project to CVUT industrial partners via contractual research &amp; development projects, to further develop the technological solutions beyond what is planned in SPRING. Support will be received from the CVUT Centre for Technology Transfer.</li> </ul>
HWU	<p>HWU was ranked equal 1st in the UK for the impact of its Computer Science research (REF 2014, <a href="http://www.ref.ac.uk">www.ref.ac.uk</a>).</p> <ul style="list-style-type: none"> <li>HWU will use the "National Robotarium" initiative as a platform for dissemination and exploitation of SPRING's results.</li> <li>HWU will take advantage of the close links it has with industry to further develop the exploitation and commercialisation potential of the SPRING project results.</li> <li>HWU will exploit the gained knowledge as part of the Master's programme in AI with Speech and Multimodal Interaction.</li> </ul>
BIU	<ul style="list-style-type: none"> <li>BIU will utilize the knowledge that will be acquired during the project to improve the performance of its algorithms and pave the way to new industrial projects, involving moving platforms in real-life scenarios, including robots, drones, cellular phones, hearing devices. On top of scientific publications, BIU foresees many more industrial partnership opportunities as a direct consequence of this project, for example with CEVA, DSPG, GM Israel, Alango Israel, Microsoft research or Facebook.</li> </ul>



Partner	Planned actions, timing & expected outcomes
AP-HP	<ul style="list-style-type: none"> <li>APHP will define recommendations and guidelines for the use of social assistive robots in geriatric care. White papers may be disseminated through a) French regional clusters of professionals in the field of aging; b) APHP's professional Networks. <u>Target:</u> Social and healthcare professionals working in geriatric settings. <u>Format:</u> Guidelines will be published online in open access under a Creative Commons license. <u>Timing:</u> (M36 – M48).</li> <li>APHP will use the know-how from SPRING for training professionals and improving the overall care practice and quality of life within the hospital environment. Following a Living Lab approach, the team from APHP will design and provide training on clinical, social organizational and ethical issues related to the implementation of technology, particularly social assistive robots) in healthcare settings. <u>Target:</u> Healthcare professional and students. <u>Format:</u> seminars. <u>Timing:</u> M36 – M48.</li> <li>APHP will lever the insights gained from the SPRING project to further advance research of the impact of robotics in gerontological healthcare. Out of the experience drawn from SPRING, APHP will advocate a multidimensional broad approach of robotics' impact assessment in healthcare and geriatric settings. This will call researchers and institutions' managers to consider implementations of robots not only from a clinical or technological point of view, but also take into consideration the social, organizational and ethical issues that may arise from these.</li> </ul>
ERM	<p>ERM has two categories of products: integrated robotic solutions (industry, collaborative robotics, educational robotics) that are directly used by the clients, and "raw" software and hardware solutions, that are further integrated downstream by the clients themselves. ERM will exploit the results developed in SPRING in both directions in a series of products:</p> <ul style="list-style-type: none"> <li>Welcomer. A robotic home solution commercialised by ERM, integrated already by roughly fifty companies in France (e.g. SNCF and Darty). Current solutions are passive, while the technology developed in SPRING could allow the robot to be active.</li> <li>AskNAOTablet. A robotic solution marketed by ERM, which is addressed to promote learning by children with autism. The behavioural recognition and action capabilities develop in SPRING are highly relevant for this application.</li> <li>Medipep. A medical assistant solution developed by SpinR, aimed at providing paramedical facilities with a robotic solution that can collect information directly from patients (physical state, temperature, etc.).</li> <li>ERM is currently developing a robot solution for hospital-staff assistance. The inclusion of the SPRING technology into this forthcoming robot will foster its development and deployment.</li> </ul> <p>ERM roadmap for exploitation beyond the project lifetime. Below there is a detailed ERM action plan for the five years after the end of the project.</p> <ul style="list-style-type: none"> <li>First year. Contract negotiation with PAL Robotics for the industrialisation and commercialisation of a turnkey version of SPRING-REEM. Finalisation and demonstration of the first integrated software solution (up to TRL 8).</li> <li>Second year. Commercialisation of SPRING-REEM (TRL 9). Finalisation and commercialisation of the standalone software solution with other robot manufacturers (TRL 9). Integration within the AskNAO, Welcomer and Medipep solutions. Set up a technology transfer collaboration with INRIA for the development of an educational solution (TRL 5). Gather stakeholder feedback of the existing healthcare solutions to further improve SPRING-REEM (TRL 8).</li> <li>Third year. Finalisation and commercialisation of the educational solution (TRL 9). Development of the welcome-robot solution for hotel consortia and tourism actors (TRL 7). Establish partnerships for the commercialisation of SPRING-REEM outside Europe. Creation of new content (use cases in different applications, TRL 7). Commercial deployment of all developed solutions (TRL 9). Start a commercial offer of personalised robot content.</li> <li>Fourth year. Commercial development of different solutions. Content creation for all applications. Integration of the solutions in mobile and collaborative industrial environments (TRL 7). Launch a new R&amp;D project aimed to optimise new functionalities of ERM's robotic portfolio.</li> <li>Fifth year. Integration of our solutions in the new robotic platforms available in the market. Finalisation and commercialisation of solutions in mobile and collaborative industrial robotics.</li> </ul>



Partner	Planned actions, timing & expected outcomes
PAL Robotics	<p>PAL Robotics has experience in commercialising robotics solutions and in exploiting research outcomes of its research groups and projects, as result of almost 15 years of experience in the robotics sector. PAL is interested in the operation of the generated outcome (SPRING-REEM, that is the platform and the software applications) in end-user set-up and gather relevant end-user feedback to prepare a comprehensive business plan.</p> <p>PAL steps to get from research results to successful marketing are "business as usual":</p> <ul style="list-style-type: none"> <li>• market research among potential buyers to determine functional requirements and acceptable price levels,</li> <li>• desk research into existing products and competitive developments,</li> <li>• engineering, to proceed from the research prototypes towards a software application ready for release, including functional and usability testing, and</li> <li>• marketing communication, sales, distribution and after-sales support.</li> </ul>

## EXPLOITATION KPIS

**KPI-COMM-1** Software packages made available open source to developers > 10

**KPI-COMM-2** Software packages licensed to industry > 2

**KPI-COMM-3** Number of programmes transferring knowledge accumulated to EU students and researchers (post-project) > 4

**KPI-COMM-4** Number of recommendations made to healthcare and government decision making bodies > 1

**KPI-COMM-5** Adoption of ethics appraisal procedure for social robotics by > 2 institutions

**KPI-COMM-6** Integration of generated knowledge in some of the software or hardware solutions provided by PAL/ERM

# VISUAL IDENTITY & EU OBLIGATIONS & REQUIREMENTS

## VISUAL IDENTITY

For external communications, digital or paper media, the partners are invited to make use of the following guidelines:

### Use of the font ROBOTO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
& é » ' ( - è \_ ç à = ^ \$ ù , ; : ! . / § % ë €  
1 2 3 4 5 6 7 8 9 0

web integration: <link

href="https://fonts.googleapis.com/css?family=Roboto&display=swap" rel="stylesheet">

<style>

@import url('https://fonts.googleapis.com/css?family=Roboto&display=swap');

</style>

CSS: font-family: 'Roboto', sans-serif;

(open source: <https://www.dafont.com/fr/roboto.font>; also stored on workspace)

### Use of the following colour code for documents and webpages:

Web:

- Spring Green: Hex #00FF7F; RGB (0, 255, 127)



Web & print:

- Medium Spring Green: Hex # 00FA9A; RGB (0, 250, 154); CMYK (77, 0, 62, 0)
- Dark Spring Green: Hex # 177245; RGB (23, 114, 69); CMYK (80, 0, 39, 55)
- Mint Leaf: Hex # 3EB489; RGB (62, 180, 137); CMYK (66, 0, 24, 29)
- Cambridge Blue: Hex # A3C1AD; RGB (163, 193, 173); CMYK (16, 0, 11, 24)



[All from the Spring Green colour wheel & variations]

As well as black and white:

- Black: Hex # 000000; RGB (0, 0, 0); CMYK (0, 0, 0, 10)
- White: Hex # FFFFFFFF; RGB (255, 255, 255); CMYK (0, 0, 0, 0)



**Use of the SPRING project logo and/or its variations:**







Use of the following templates for deliverables, internal or external documents when relevant: .doc template (stored on workspace):



GRANT AGREEMENT N. 871245

#### Deliverable DX.X

##### Deliverable Name

Due Date: XX/XX/XXXX

Main Author: XXXX

Contributors: XXXXX

Dissemination: Public Deliverable / Confidential Deliverable



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#### DOCUMENT FACTSHEET

Deliverable no.	DX.X: Deliverable Name
Responsible Partner	PARTNER ACCRONYM
Work Package	WPX: WP Name
Task	TX.X: Task Name
Version & Date	VX.XX/XX/XXXX
Dissemination level	[ X ] PU (public) [ X ] CO (confidential) [remove X that doesn't apply]

#### CONTRIBUTORS AND HISTORY

Version	Editor	Date	Change Log
X	PARTNER ACCRONYMS	XX/XX/XXXX	First Draft
X	PARTNER ACCRONYMS	XX/XX/XXXX	Number Draft
X	PARTNER ACCRONYMS	XX/XX/XXXX	Final Draft including all partners comments

#### APPROVALS

Authors/editors	PARTNER ACCRONYMS
Task Leader	PARTNER ACCRONYM
WP Leader	PARTNER ACCRONYM

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## TITLE 1

### SUBTITLE 1.1

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### SUBTITLE 1.2

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D8.1 Dissemination & Communication Plan v2 |

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.ppt template (stored on workspace):



# This is Your Presentation Title



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## Instructions for use

### EDIT FREELY

New design suggestions welcome

### EDIT IN POWERPOINT

Or in any other software you prefer to use.

Remember to download and install the fonts used in this presentation (you'll find the links to the Roboto font files needed in the [workspace](#))

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## This is a slide title

- Here you have a list of items
- And some text
- But remember not to overload your slides with content

Your audience will listen to you or read the content, but [won't do both](#).



## EU OBLIGATIONS & REQUIREMENTS

Unless the EU requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union's H2020 programme.

In particular, it should display the European Union flag, and the acknowledgement of funding:

For external communication activities: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871245."*

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When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

Example:



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Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains:

*"This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."*

# LIST OF ABBREVIATIONS

Abbreviation	Expanded form
AP-HP	Assistance Publique Hopitaux de Paris
BIU	Bar Ilan University
CVUT	Ceske Vysoke Ucení Technické v Praze
EC	European Commission
ERM	ERM Automatismes Industriels
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HWU	Heriot-Watt University
INRIA	Institut National de Recherche en Informatique et Automatique
KPI	Key Performance Indicator
OA	Open Access
PAL	PAL Robotics SL
SPRING	Socially Pertinent Robots in Gerontological Healthcare
StO	Strategic Objectives
UNITN	Università Degli Studi di Trento
WP	Work Package