EXCELLABUST

EXCELLING LABUST IN MARINE ROBOTICS

# Deliverable D4.4

# Dissemination Plan – Final version

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| Project Acronym: | EXCELLABUST | |
| Grant Agreement number: | 691980 | |
| Project title: | Excelling LABUST in marine robotics | |
| Funding: | Horizon2020 Twinning | |
| Call: | H2020-TWINN-2015 | |
| Type of action: | CSA | |
| Start date of project: | 1st January 2016 | |
| Duration: | 36 months | |
| Project website: | http://excellabust.fer.hr/ | |
| Delivery date: | 30th June 2017 | |
| Version: | 1.0 | |
| Lead participant | UL | |
| Dissemination level: | | |
| PU | Public | X |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |

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# DELIVERABLE DATA SHEET

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| **Grant Agreement number:** | **691980** |
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**Deliverable summary**

This report describes the methodology for the dissemination and outreach of the EXCELLABUST project, by outlining dissemination planning, tools and strategies. The plan outlines the main objectives of the project and describes the internal and external communication methods defining tools and strategies to achieve them, including the basic mechanisms which will be adopted by project consortium and possible steps that should be taken for their realisation.

The plan represents the indispensable support to project partners in carrying on dissemination activities during the project lifetime and after. It is intended to ensure that relevant target groups and end users are informed about the project's outputs and that exploitation of the results is carried out in satisfactory and efficient way. The main activities include standard dissemination activities to raise awareness of the initiative among the key actors and specific target groups on different levels in the sector and a broader European level.





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# 1. INTRODUCTION

This report describes the methodology for the dissemination and outreach of the EXCELLABUST project, by outlining dissemination planning, tools and strategies. The plan outlines the main objectives of the project and describes the internal and external communication methods defining tools and strategies to achieve them, including the basic mechanisms which will be adopted by project consortium and possible steps that should be taken for their realisation.

The ultimate objective of the project dissemination activities described in the plan is to secure that the project's key messages reaches all relevant stakeholders and foster their commitment to EXCELLABUST.

The plan represents the indispensable support to project partners in carrying on dissemination activities during the project lifetime and after. It is intended to ensure that relevant target groups and end users are informed about the project's outputs and that exploitation of the results is carried out in satisfactory and efficient way. The main activities include standard dissemination activities to raise awareness of the initiative among the key actors and specific target groups on different levels in the sector and a broader European level.

The main goal of EXCELLABUST project is to address networking gaps and deficiencies between UNIZG-FER (LABUST research lab), a research institution in Croatia (low performing Member State) and internationally leading counterparts at EU level (CNR from Italy, UdG from Spain, UL from Ireland) in marine robotics. The first objective is to increase UNIZG-FER marine robotics scientific excellence and innovation capacity, and raise staff's research profile within three strategic research domains (SRDs) that are aligned with the Strategic Research Agenda for Robotics in Europe 2014 - 2020: 1) mapping and perception, 2) advanced navigation, guidance, and control, and 3) autonomy and cognition. The second objective is to increase UNIZG-FER scientific involvement and visibility. These objectives will be reached through a set of strategic measures: staff exchanges and expert visits for providing S&T knowledge transfer; on-site trainings for providing hands on S&T experience; innovation management trainings; organization of research-industry workshops for strengthening links to marine robotics industry; and joint organization of summer schools with strong emphasis on application of marine robotics for strengthening links to marine robotics end-users from marine biology, marine archaeology, oceanography, marine security, etc.

This scope project requires an elaborated dissemination plan which will guarantee the successful implementation of the project strategies in widest and most comprehensive way.

In order to fulfil the project external and internal communication requirements in the most appropriate way, the Dissemination Plan will:

- Define objectives with dissemination activities
- Identify and define target groups
- Specify dissemination tools and communication channels
- Exemplify dissemination work and provide the backbone for a partner-specific work plan on a more detailed level



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# 2. OBJECTIVES OF THE EXCELLABUST DISSEMINATION

Most of the core EXCELLABUST project tasks belong to the dissemination and communication activities. Therefore, the well defined dissemination and communication strategy is required for successful project implementation and maximisation of the project impact in the broadest and deepest possible way.

The project specific objectives within the EXCELLABUST project with respect to dissemination and exploitation are given in the following:

- Put the EXCELLABUST project in the context of what is happening in terms of R&I across the world,
- Build up a list of project "followers" and interested third parties for future communication and collaboration,
- Reach a much wider and relevant online audience than in the previous projects with related thematic,
- Pinpoint collaboration and consortium building opportunities for exploiting various funding possibilities,
- Share the knowledge and communicate with end-user groups and audiences with similar interests,
- Ensure that EXCELLABUST action widely known in the target communities and disseminate the results to potential multipliers.

# 3. TARGET GROUPS

The important step in shaping the project dissemination and communication strategy is the identification of the groups which need to be approached in dissemination process.

So far, the main target audiences identified in EXCELLABUST are:

- Academic research and development community,
- Industrial stakeholders related to marine robotics and technology,
- Elementary and secondary schools,
- Other end-users (e.g. environmental organizations and NGOs, marine biologists, archaeologists, oceanographers, navies, search and rescue, etc.).

Considering the range of identified target audiences, their specific characteristics and needs, the dissemination plan should ensure that the appropriate and most effective methods of dissemination will be used for each.

To sum up, for each of the target audiences, the following questions should be answered:

(i) How can they benefit from EXCELLABUST?
(ii) What message we would like to transmit to each target group?
(iii) Which dissemination mean should be used to reach particular audience?



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## Academic, research and development community

Academic, research and development community include marine robotics research communities. The robotics target group is a constantly growing community which will be interested in the outcomes of the EXCELLABUST project. This target group will be reached mostly by participation at national & international scientific conferences, organization of special sessions at high ranked conferences; and during “Breaking the Surface (BtS)” summer schools.

## Industrial stakeholders

The industrial community related to marine robotics and technology is of very high interest to EXCELLABUST. Needless to say that the EXCELLABUST outcomes will contribute to future LABUST results to be exploitable in numerous applications such as marine monitoring, preservation and observation, offshore activities, search and rescue, mine countermeasures, etc. The professional community will be involved in the stakeholder process aiming at identification of emerging research needs.

Our dissemination channels to industrial community include participation at industrial exhibitions (fairs) with the purpose of partnering in order to access funding opportunities for the spin-off of the LABUST innovation potential into sustainable business plans and knowledge-based products and services. One of the most important channels is dissemination through "EU-funded projects in marine robotics and applications" (EMRA) workshops organized with strong emphasis on industrial stakeholders' participation.

## Elementary and secondary schools

Reaching the elementary and secondary schools’ students is one of the primary goals of EXCELLABUST. Bringing EXCELLABUST results closer to students and school children is of high importance. "Open-door" events will be the most prominent channel of dissemination for this target group. University students will be reached through "Breaking the Surface" (BtS) summer schools.

## Other end-users

End-users, such as environmental organizations, marine biologists, archaeologists, oceanographers, navies, search and rescue, etc. will be interested in EXCELLABUST outcomes since enhancing marine robotics in the region can significantly improve their activities in the field. This target group will be dominantly reached through BtS summer schools, as well as usual dissemination channels such as website, leaflets, video materials, and media appearances.

## Policy makers

For policy makers and legislation bodies we will organize a roundtable discussion, as part of EMRA workshops, with the purpose of informing them about marine robotics capabilities, not only in the Adriatic region, but on a European scale, with the suggestion of planning new legislation and standardization of operation.



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### General public

For the general public, the project will be covered in broadly accessible press/media. Such coverage will be organised after organising successful events within EXCELLABUST. TV, radio and newspapers will be the dominant media for the transposition to the general public.

*Table 1* Dissemination activities and their links to target groups.

| | robotics R&D | industrial community | education | investment funds | end-users | policy makers | general public | when? | who? |
|---|---|---|---|---|---|---|---|---|---|
| **website & social networks** | x | x | x | x | x | x | x | M1, regular updates | UNIZG-FER |
| **flyers/newsletter** | x | x | | | | | | every 6 months (after each report) | UNIZG-FER |
| **media appearances** | | | x | | x | x | x | regularly | all |
| **conferences/special sessions** | x | | | | x | | | regularly | all |
| **industrial fairs** | | x | | x | | | | regularly | all |
| **video documentation of events** | | | x | x | | | x | M6, M10, M18, M22, M30, M34 | all |
| **EMRA workshops** | x | x | | x | | x | | M6, M18, M30 | CNR, UdG, UL |
| **BtS summer schools** | x | x | x | x | x | | | M10, M22, M34 | UNIZG-FER |
| **"Open-door" events** | | | x | | | | x | regularly | all |

In addition to the members of the consortium, the members of the Advisory Board consisting of representatives from industry, research and euRobotics AISBL[1] will be also actively involved in particular dissemination activities (e.g. promotion of the industry workshops and online industrial and research stakeholders' database). A significant engagement as multiplier is expected from euRobotics AISBL being a leading organisation for the European robotics community.

# 4. DISSEMINATION TOOLS AND CHANNELS

Targeted dissemination activities are proposed in EXCELLABUST dissemination plan, so that knowledge gathered in the project and the project main outputs can be utilised in different ways, which would help achieving the highest possible impact of the project outcomes. The project results will be synthesised and presented in different formats, targeted to specific needs of the users. The project corporate identity will be design and help creating a strong connection to the overall project. The results will be disseminated continuously to the relevant target groups.

[1] Association Internationale Sans But Lucratif – Brussels-based international non-profit association for all stakeholders in European robotics.



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The following means of dissemination are planned in EXCELLABUST:

## 4.1.EXCELLABUST website

The EXCELLABUST website will be the prime place for information gathering about the project achievements for all target groups. Information about the EXCELLABUST project, including the progress of action, will be made available online. It will be established at the beginning of the project. Web Portal will deliver the content of partner descriptions, project events, and the day-by-day reports on project activities (know-how exchange and broad networking events, dissemination efforts). It will contain links to relevant project stakeholders and policy developments at a European level or in the project member states when relevant. A restricted part of the website will be created for internal project communications and private documents sharing. The design will be in line with overall visual identity and will be executed on user friendly way, serving the needs of all user groups. The website will also serve to alert interested parties about the project's progress, events, new developments and milestones, and provides downloadable intermediate and final network results. It will be continuously updated with short announcements and reports on activities within EXCELLABUST. All lecture and training materials will be placed online.

The information on the website will be accessible for public use except the Intranet section which will be exclusively designed for consortium use. The website will be used as main communication tool and will have three main functions:

- The signboard for the project in general,
- The communication platform for the knowledge-exchange,
- The internal communication tool for the project consortium.

It will be linked to the social media (e.g. Twitter, Facebook, Linked In) of the project partnering organisations (e.g. LABUST, CADDY project and VICOROB research group Facebook pages).

Furthermore, the EXCELLABUST website will be mentioned in all dissemination and communication tools, such as the project newsletter, presentations and flyers, and will disseminated also via the channels of multipliers and key actors, as well as the project partners and through press work.



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*Figure 1 Preview of EXCELLABUST home page*


*Figure 2 Preview of EXCELLABUST About subpage*



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*Figure 3 Preview of EXCELLABUST Photo Gallery subpage*

## 4.2. Online database with key industrial and research stakeholders

The design of the online marine robotics stakeholders' database is one of the important project outcomes. The database contains a list of research/academia institutions, industrial partners, and end-users involved in or exploiting marine robotics in Europe and world. Initial version of the functional database has been made available by M12. The final version of the database has been completed in M18. Flyers about database have been distributed to end-users during EMRA 2017 and Oceans 2017.

The database will be linked to the main project website and all partners will take part in the database promotion and ensuring as many entries as possible. This will be the first time such an endeavour in an increasing domain of marine robotics has been made. It is expected that this will intensify collaboration between different stakeholders in marine robotics, as well as UNIG-FER. The database will be offered to euRobotics AISBL for exploitation after the project lifetime.



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## 4.3. Project publications

The EXCELLABUST will use newsletters, flyers/leaflets for distribution at conferences, PPT-Presentations, press releases and multimedia as dissemination mean for project promotion.

**Newsletters**

The electronic Newsletter will contain all information about EXCELLABUST throughout the entire project and will be issued every six month. It will be used in promotion of the ongoing EXCELLABUST activities, results, forthcoming events (e.g. training workshops, outreach activities and presentations at conferences). It will provide up-to-date information on the progress of the project and direct link to the website for more information. The structure of newsletter will be built on of general and of target group tailored information. The newsletter will be disseminated on both the web portal and in printed form made available at major project events and also major dissemination events of the year recognized by the sector. The partners' will also use their own channels via email to distribute the newsletters and to monitor this distribution a reporting tool in the Internal Website will be established.

**Flyers (brochures)**

Project flyers (brochures) will be provided after relevant events or the most important milestones. EXCELLABUST brochures will come with built-in interactive functionality and integration with social media sites such as Facebook, Twitter and LinkedIn. It will be designed to raise the interest on EXCELLABUST, enabling direct communication with the key target groups (e.g. academia /research and industry). It will be also used for distribution at professional and/or EU events.

**EXCELLABUST PowerPoint Presentations (PPT-Presentations)**

The presentations will be designed using recognizable template, containing information about the objectives, key elements of the project and consortium partners. Partners will be able to amend these presentations for their local needs to be able to best reach their respective target groups and key actors. Content of this PPT-Presentation will be used for presenting the project at international and local/regional events.

**Press Releases and Multimedia**

All partners will actively participate in media appearances (interviews, popular science shows) in their country as well as through EU dissemination channels. TV, radio and newspapers will be the dominant media for the transposition to the general public. They will help us to turn information on project activities into visually appealing digital content. In addition to that, media will help in informing experts around the world on EXCELLABUST efforts and goals. Press releases will be distributed to the local, regional and international media before and after all relevant project events or milestones.

EXCELLABUST partners, will organize video documentation of the project events. Each major event will result in an attractive video documenting and promoting the event. It will be accompanied with short interviews and statements of people involved in the events (researchers, industry, and end-user representatives). The videos will have a popular dimension in order to appeal to broader public and raise their interest in the marine robotics research.

The combination between the "passive" approach of the web portal and the "proactive" approach of the newsletters (brochures), as well as state-of-the-art social networking facilities will guarantee full dissemination of the project activities.



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# 5. EXCELLABUST EVENTS – DIRECT COMMUNICATION

The consortium will organise tailor-made project events, targeting each of the main target groups. This will include:

- Project on site training and innovation management workshops,
- “EU-funded projects in marine robotics and applications”- EMRA workshops targeting manly industry and policy makers,
- "Breaking the Surface”- BtS summer schools aiming academia, research, industry, end-users from the related sectors (marine biology, marine archaeology, oceanography, rescue and safety etc.),
- "Open-door" outreach events for elementary and high schools.

## 5.1. Project experts’ lectures, on-site trainings and innovation management workshop(s)

During the project course the expert visits from other partnering organisation will be organised to UNIZG-FER. The visiting experts will give the **lectures** on topics defined in project work programme. This will be one of the efficient ways to transfer the theoretical “know-how” in the area of marine robotics to all members of the LABUST team.

Several internal **trainings workshop**s are planned during the project lifetime. The training sessions will be organised in order to provide involved LABUST research staff crucial hands-on experience with marine vehicles, sensors and accompanying technologies. This activity includes one-week long training sessions by a group from internationally-leading partner institutions to all members of the project consortium. Trainings will include work with marine robotic equipment and will provide hands-on experience and practical knowledge transfer, both of which are crucial for marine robotics research. The expected result of this measure is significant increase in hands-on experience and application of marine robotics technologies. It is planned that each internationally-leading partner will organize one-week training event at their own institution (each year one partner organizes the training), in summer time (July) when it is possible to perform field demonstrations at sea or at the host institution's premises. In addition to three trainings organized at host institutions, all internationally leading partners will organize a 2-3 day training session during the “Breaking the Surface” summer school, where students, research staff, end-users and industry participants will have the opportunity to attend the trainings.

In addition, an **innovation management training workshop** will be held, providing knowledge on innovation management to all involved research institutions. This activity will be organized as two-day events by either internationally leading partner institution or a professional agency that provides such trainings. Since innovation management an extremely important topic for modern researchers, all consortium partners will participate in these trainings. The topics of trainings will include project management, proposal writing, IPR management and patenting process and procedures. The expected result is that all involved researchers will complete expert training in innovation management thus significantly increasing their potential to become qualified research leaders in the field.



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## 5.2. EMRA workshops

EMRA will be organized annually as a two-day event by each of the internationally-leading partners in EXCELLABUST project. These workshops are intended to strengthen the link with the industrial community involved in marine robotics; hence this will be the right opportunity to present EXCELLABUST results and promote LABUST excellence to the relevant industry stakeholders. During EMRA workshops, round tables will be organized. This will be an excellent opportunity for policy makers and legislative bodies to get familiarized with the outcomes obtained from EXCELLABUST action, to familiarize them with potential regulations issues that may stand in the way of commercialization, and to suggest of planning new legislation that will enable LABUST participation in various commercial and scientific activities.

EMRA workshops (Workshops on "EU-funded research in marine robotics and applications", http://www.issia.cnr.it/wp/?page_id=3490) was first organized in 2014 as a meeting place for ongoing EU marine robotics research participants, and provide a platform for marine stakeholders and industry to share their current technological challenges. For researchers, EMRA offers dissemination opportunities for existing work, and highlight new application areas for consideration in future work. For marine research stakeholders and industry, EMRA offers novel approaches to solve marine challenges, and a platform for directing future research threads. EMRA'14, organized by CNR in Rome, Italy, was a huge success with more than 100 participants from research, academia and industry.
Within EXCELLABUST project, in collaboration with euRobotics AISBL, EMRA will continue to be a meeting place to strengthen links between marine robotics research and industry in the area of marine robotics. Specifically, this will be a gateway for LABUST, internationally-leading partners and other parties interested in industrial application of marine robotics research.

All partners will attend the workshop and industry stakeholders will be invited. These events are scheduled for June, and they coincide with LABUST staff exchange at the institution that is organizing the EMRA event.

Detailed EMRA workshop schedule is given in Figure 4.

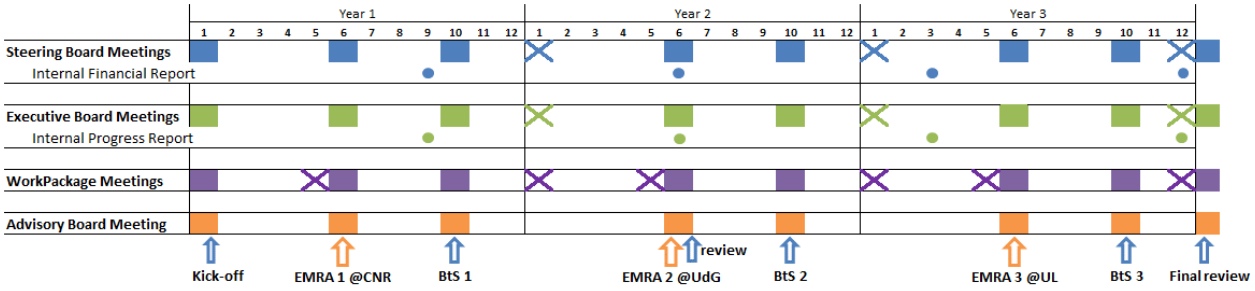


*Figure 4 Schedule of EMRA workshops and BtS summer schools.*



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## 5.3. "Breaking the Surface"(BtS) summer schools

BtS summer schools will be organized on annual basis, and will be open to participants outside EXCELLABUST consortium. Their intention is to strengthen links to end-users (marine biology, ecology, archaeology, oceanography, etc.).

"Breaking the Surface" (BtS) summer school (http://bts.fer.hr/) has been organized by LABUST for the last 7 years – first three years as a part of FP7-REGPOT CURE project, while in the following years with Office of Naval Research Global support. During the years, BtS served as a meeting place of experts and students of marine robotics and the marine robotics application areas such as marine biology, marine archaeology, marine security, oceanography, marine geology and oceanology. This is the world's first successful, multi-year field training program that combines academic topics in marine robotics and robotics application areas and hands-on working experience in the sea, doing remote sensing and sampling for various ocean sciences.

Within EXCELLABUST we intend to continue with the organization of BtS summer school, intended to strengthen links between marine robotics research and end-users and provide EXCELLABUST partners with one-week intense summer school consisting of plenary talks, hands-on trainings and demonstrations of marine technologies, by EXCELLABUST partners and worldwide experts.

BtS will be held in October within the scope of EXCELLABUST project as a week long summer school in Biograd na Moru, Croatia, where LABUST team already has experience with logistics and organization. All partners will attend the summer school while other interested students and researchers from different application areas will have the opportunity to participate.

Detailed BtS summer schools schedule is given in Figure 4.

## 5.4. "Open-door" outreach events

These events are intended to ensure long-term sustainability of marine robotics research by introducing it to elementary/high-school students and teachers. These events will bring the world of marine robotics closer to school children by introducing them to marine robotic technologies. Within the task, UNIZG-FER will organize "Open-door events" where school children from different parts of Croatia will be invited to LABUST where outreach activities such as demonstration of equipment will be organized. For elementary school children it will be organized games with ROVs in the LABUST pool, while high-school children will have the opportunity to learn in depth about marine robotics. "Open-door" events are planned at least two times a year and they may be joined with similar open door events organized at UNIZG-FER (e.g. Science Days, similar events organised by other projects, etc.). Other partners will also contribute by sharing their own experiences in organizing this type of activities, and it is expected that through focussed action within EXCELLABUST project, this will be an efficient dissemination means. The outcome will be bringing marine robotics closer for the future generations, thus ensuring sustainable research potential in Croatian marine robotics research area.

## 5.5. Scientific conferences and industrial fairs

Additionally, project partners will participate in scientific conferences and industrial fairs as a conventional means of networking and raising scientific involvement and visibility. The tentative list of scientific conferences that will be visited includes IEEE International Conference on Robotics and Automation (ICRA), IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS), IFAC Workshop on Navigation, Guidance and Control of Underwater Vehicles (NGCUV), IFAC Conference on Manoeuvring and Control of Marine Craft (MCMC), IFAC Conference on Control Applications in Marine Systems (CAMS), IFAC World Congress, etc.



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Participation at relevant national and international conferences, organization of special sessions at relevant and highly visible (respected) conferences will significantly increase the visibility of the project in the international academic, research and development communities.

Participation at industrial fairs will have the purpose of partnering in order to access funding opportunities for the spin-off of the EXCELLABUST innovation potential into sustainable business plans and knowledge-based products and services. The tentative list of industrial events includes Oceanology International, AUVSI Unmanned Systems, OCEANS, etc.

The consortium will constantly update the list of the potential international events for further dissemination.

# 6. DISSEMINATION RESPONSIBILITIES

The management and the coordination of the dissemination activities and policies are carried out by the Project Coordinator (UNIZG-FER) and WP4 Leader (UL).

The WP4 leader is responsible for:

- The production of the dissemination plan,
- Identifying conferences, workshops, exhibits, scientific and trade journals where the results achieved can be presented,
- Making recommendations to the Steering Committee on which information is suitable for dissemination,
- Monitoring, controlling and recording all project presentations and publications,
- Resolving any conflicts raised by the submission of papers in cooperation with the steering committee.



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Following below are the responsible partners and timing for each dissemination activity:

| Dissemination Activity | Responsible Partner | Timing (months) |
|---|---|---|
| **Main websites** | UNIZG-FER | M1, regular updates |
| **Stakeholders database** | UL | M12 draft, regular inputs of new records |
| **Corporate identity (Logo and templates)** | UNIZG-FER | M1 |
| **Scientific articles** | All partners | regularly |
| **Newsletter** | UNIZG-FER | every 6 months (after each report) |
| **Flyer** | UNIZG-FER | every 6 months (after each report) |
| **PPT and banner** | All partners | regularly |
| **Press release and media appearances** | All partners | regularly |
| **Video** | UNIZG-FER | M6, M10, M18, M22, M30, M34 |
| **Conferences/special sessions industrial fairs** | All partners | regularly |
| **Training workshops** | All partners | M6, M10,M18, M22, M30, M34 |
| **Innovation management training workshop** | UdG | M18 |
| **EMRA workshops** | CRN, UdG, UL | M6,M18,M30 |
| **BtS Summer school** | All partners | M10, M22, M34 |
| **Outreach "open door" events** | All partners | regularly |
| **Personnel contacts and informal meetings** | All partners | regularly |
| **Dissemination plan (updates)** | UL | M3, M18, M36 |



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## Long term work plan

Each partner will be responsible to carry out its relevant dissemination tasks.

| | | 2016 | | | | | | | | | | | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Tool** | **Specification** | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D |
| Main websites | Updated frequently, at least every 3 months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stakeholders database | Online database of the key stakeholders– update entries regularly after initial setup | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Corporate identity | Logo, text, power point presentation template | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Scientific articles | When applicable | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletter | Produced after project events, issued at least every 6 month | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Flyer | Produced after important milestones and events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PPT and banner | used during the conferences and project events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Press release and media | Distributed after important milestones and events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Video | Filmed during the project events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Training workshops | Transferred know-how | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMRA workshops | Strengthen link with industry and policy makers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BtS Summer school | Strengthen link with end-users, academia | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Outreach events | Promote marine robotics among elementary and high school students and teachers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Personnel contact | Communication activities when suitable during the project | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination plan | Update regularly. Produce the final PUDF including possible exploitation plan. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | **Responsible Partners** | All partners | | | | | | | | UNIZG-FER | | | | CRN | | | | | | | | UdG | | | | UL | | | | | | | | | | | |



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# 7. DISSEMINATION PROCEDURES

A defined dissemination procedure will be followed during the whole project duration in order for the partners to know how to proceed and to be better able to meet the dissemination deadlines.

For any dissemination activity the following step by step procedure should be followed:

1. The partner intending to perform a dissemination action completes the “Dissemination Request” form and sends it to the Coordinator and WP4 leader at least 2 weeks before submission to the external actor.
2. The Coordinator will circulate request to the members of the Steering Committee (SC) and asking for approval/comments.
3. The SC has five working days to react negatively or positively to this activity. No response is assumed as being positive; the Coordinator informs the dissemination activity lead partner to proceed and records the dissemination activity into the main registry of dissemination actions.
4. If there is even a single negative response then the issue is being discussed among the coordinator, the WP4 leader and the involved partners.

## Acknowledgments

All acknowledgments should be stated whenever possible:

### Reference towards **EXCELLABUST** project

When mentioning EXCELLABUST project it must be in correspondence with visual identity of EXCELLABUST project. When using photos, videos, texts, codes and data from EXCELLABUST project all materials must be undersigned with "Author: EXCELLABUST project / excellabust.fer.hr”

### Reference towards **EU / EC / Horizon2020**

All disseminations of project and results must:

- Display the EU emblem:

- Include the following text:

  This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 691980.

### Reference towards **EXCELLABUST partners**

All dissemination materials must display logotypes of all partners in consortium as follows:



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*Figure 5 UNIZG-FER*


*Figure 6 CNR*



*Figure 7 UdG*


*Figure 8 UL*

## Open Access for Peer-Reviewed Articles in Journals or Conference Proceedings

EXCELLABUST project will take on the approach of open access to publications and data. Open access publishing will be reinforced in EXCELLABUST as 'gold' open access where article is immediately provided in open access mode as published and the payment of publication costs is shifted away from readers paying via subscriptions. Additionally, it will be maintain a library of open-access publications on the project website to keep them accessible for the public.

EXCELLABUST will not officially participate in Open Research Data Pilot since it is not relevant for the coordination and support action. However, EXCELLABUST data will be accessed and disseminated free of charge for the user. Research data will be published in an “open-data” section of the project homepage. The open-access to data is also in line with the European Parliament’s & Council’s INSPIRE directive.



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# ANNEX I - PROJECT VISUAL DESIGN AND COMPULSORY ELEMENTS

Visual design identity relates to the appearance and visibility of an overall project. It will contribute to project's recognition and it consists of:

- Name

Project's full name is: "Excelling LABUST in marine robotics" and its acronym is: EXCELLABUST.

- Logotype

The EXCELLABUST logo was designed in order to enhance the project identity, to create awareness on it and to attract the attention of the target groups.


*Figure 9 EXCELLABUST logo*

- Colour scheme

When using EXCELLABUST logotype following CMYK or Pantone colours must be used:

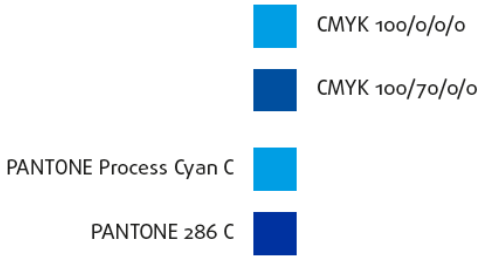


*Figure 10 EXCELLABUST colour scheme*

- Font

Project's official fonts are:

- Calibri for documents (deliverables, agreements etc.)
- DaxlinePro for logotype
- Arial for official website (http://excellabust.fer.hr/)



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- EXCELLABUST templates

Within EXCELLABUST several templates have been designed, which are available for usage in EXCELLABUST Google Drive shared among members of Consortium.

## Memorandum and Word document


*Figure 11 Template preview of cover and middle pages*

## PowerPoint template


*Figure 12 Template preview of cover and middle page*



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*Figure 13 Template preview of heading and last page*

## Other Word documents template (deliverables, minutes, reports, etc.)

Designed templates are available for partners usage in EXCELLABUST Google Drive shared among members of Consortium.

- ## Dissemination material layouts

For now, we have developed EXCELLABUST cover posters, roll-up and also leaflets and brochures for EXCELLABUST summer school Breaking the Surface. During the project we will develop more dissemination materials.

## Posters and roll-up


*Figure 14 Preview of portrait poster*



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*Figure 15 Preview of landscape poster*


*Figure 16 Preview of roll-up*

## Breaking the Surface leaflet:

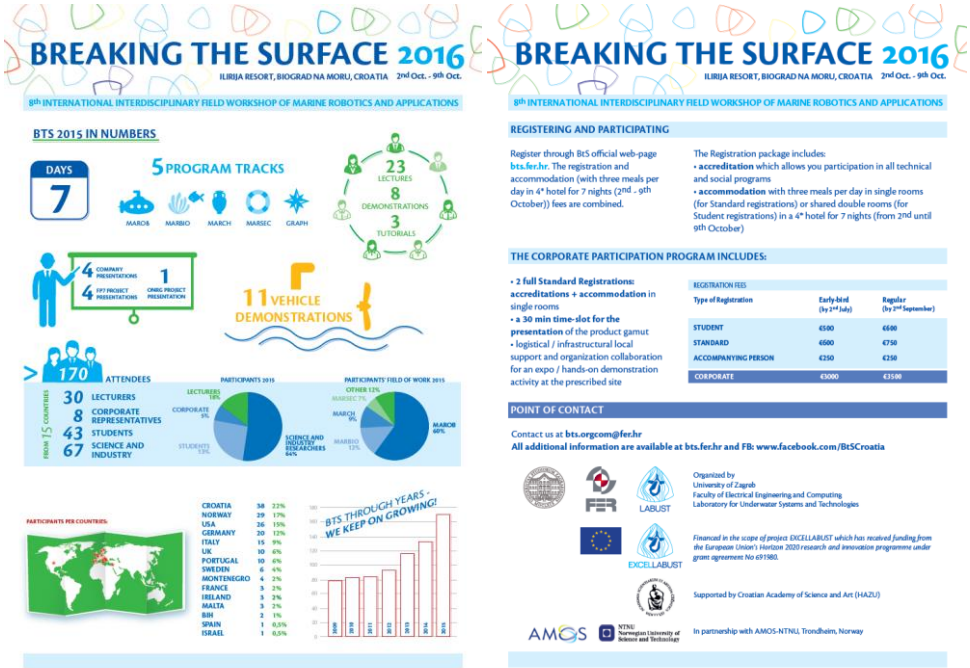


*Figure 17 Preview of Breaking the Surface leaflet*



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## Breaking the Surface brochure:

REGISTERING AND PARTICIPATING

Register through BtS official web-page bts.fer.hr
The registration and accommodation fees are combined.

**The Registration package includes:**
- **accreditation** which allows you participation in all technical and social programs
- **accommodation** with three meals per day in single rooms (for Standard registrations) or shared double rooms (for Student registrations) in a 4* hotel for 7 nights (from 2nd until 9th October)

REGISTRATION FEES

| Type of Registration | Early-bird (by 2nd July) | Regular (by 1st September) |
|---|---|---|
| STUDENT | €500 | €600 |
| STANDARD | €600 | €750 |
| ACCOMPANYING PERSON | €250 | €250 |

CORPORATE PARTICIPATION PROGRAM FOR COMMERCIAL ENTITIES

**The Corporate Participation Program includes:**
- **2 full Standard Registrations** that consists of accreditations (which allows you participation in all technical and social programs) and **accommodation** (with three meals per day in single rooms in a 4* hotel for 7 nights, from 2nd until 9th October)
- a **30 min time-slot for the presentation** of the product gamut
- logistical / infrastructural local support and organization collaboration for an expo / hands-on demonstration activity at the prescribed site

REGISTRATION FEES

| Type of Registration | Early-bird (by 2nd July) | Regular (by 1st September) |
|---|---|---|
| CORPORATE REGISTRATION | €1000 | €1500 |

For past commercial participants' experience, you can contact Evologics (Germany), Kongsberg-Hydroid (USA/Norway), VideoRay LLC (USA), OceanServer Technologies Inc. (USA), OceanScan Ltd. (Portugal).

POINT OF CONTACT

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Visit us on Facebook: **www.facebook.com/BtSCroatia**
Contact us at **bts.orgcom@fer.hr**




FIRST ANNOUNCEMENT

2016
# BREAKING THE SURFACE

ILIRIJA RESORT, BIOGRAD NA MORU, CROATIA

2nd - 9th October

8th INTERNATIONAL INTERDISCIPLINARY FIELD WORKSHOP OF MARINE ROBOTICS AND APPLICATIONS

The BtS serves since 2009 as a meeting place of experts and students of marine control engineering and signal processing and the marine robotics application areas in various types of ocean science (marine biology, marine archaeology, marine security, oceanography, marine geology and oceanology). BtS is the world's first successful, multi-year field training program that combines academic topics in marine robotics and robotics application areas and hands-on working experience in the sea, doing remote sensing and sampling for various ocean sciences. BtS is also unique in putting a strong emphasis on the participation of principal investigators and established research group leaders from across the globe, catering not only to the EU or USA research communities.

The program is organized along four program tracks of the event: **marine robotics** (MAROB); **marine biology and marine nature protection** (MARBIO); **maritime security, naval and coast guard operations** (MARSEC); **maritime, nautical and ship archaeology** (MARCH). This year, in addition to our four program tracks, we will introduce new speakers from areas such as marine geology (MARGEO), oceanology (OCEAN), oceanography (GRAPH) and others.

The program consists of:

LECTURES

Held by world-class experts, focusing on recent interesting robotic, control, signal processing or ocean science (MAROB, MARBIO, MARCH, MARSEC) results, dove-tailing with one of the program tracks.

**In previous years we had an honour to host lecturers from:**

MAROB
- Norwegian University of Science and Technology - NTNU, Norway: **Asgeir J. Sørensen, Thor Fossen, Martin Ludvigsen, Kristin Y. Pettersen** and many more
- The Institute of Intelligent Systems for Automation - ISSIA, National Research Council of Italy - CNR, Italy: **Massimo Caccia, Marco Bibuli, Enrica Zereik**
- Jacobs University Bremen, Germany: **Andreas Birk**
- University of Cassino and Southern Lazio, Italy: **Gianluca Antonelli**
- Imperial College London, UK: **Mirko Kovač**
- Ilmenau Technical University, Germany: **Thomas Glotzbach**
- University of Lisbon, Portugal: **Antonio Pascoal, Francisco Curado Teixeira**
- Tallin University of Technology, Estonia: **Maarja Kruusmaa**
- University of Limerick, Ireland: **Daniel Toal, Edin Omerdić**

MARBIO
- Norwegian University of Science and Technology - NTNU, Norway: **Geir Johnsen, Ingunn Nilssen**
- University of the Azores (Portugal): **Marina Carreiro Silva**
- The Scientific Centre of Monaco, Monaco: **Andrea Gori**

MARCH
- University of Rhode Island, USA: **Bridget Buxton, John Odin Jensen**
- University of St Andrews, Scotland: **Martin Dean**
- Underwater Archaeology Unit of the IAA, Israel: **Jacob Sharvit**
- University of Patras, Greece: **George Papatheodorou**
- OceanGate, USA: **Stockton Rush**

MARSEC
- NATO Centre for Maritime Research and Experimentation - CMRE, Italy: **Stefano Fioravanti**
- University of Hawaii at Manoa, USA: **Margo Edwards**
- Institute for Adaptive Systems, Arlington, USA: **Thomas B. Curtin**
- Space and Naval Warfare Systems Command - SPAWAR, USA: **Vladimir Djapic**
- Stevens Institute of Technology, USA: **John Dzielski**
- Naval Research Laboratory, USA: **Gregory Scott**

**And many more!**

TUTORIALS

Hand on tutorial sessions concentrating on the use of tools and applications for robotic ocean science mission preparation, post-processing and statistical analysis. Participants are guided and encouraged to draw their own conclusions based on analysis of the ocean science data sets - videos, images, side scan or imaging sonar feeds etc., collected by underwater robots. The tutorials provide an opportunity for all participants to receive hands-on training in marine robotics operations.

DEMONSTRATIONS

Demonstrations of equipment: autonomous robotic units, vehicles, systems (ROVs, AUVs, USVs, UAVs), or remote sensing equipment, stereo-camera systems, sonars, radars, hydroacoustic modems etc. by research teams or industrial partners who exhibit and present their products.

**In previous years demonstrations were held by:**

Companies: Evologics (Germany), Kongsberg-Hydroid (USA/Norway), VideoRay LLC (USA), OceanServer Technologies Inc. (USA), OcanScan Ltd. (Portugal), Maritime Robotics (Norway), etc.
EU projects: FP7 CADDY project, FP7 MORPH, e-URoPe, etc.

PROGRAMME NOVELTY

**TUTORIAL ON STARTUPS ORGANIZED BY NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY - NTNU**

**BTS 2016 WILL ORGANIZE INNOVATION MANAGEMENT TRAINING AND HOST EXPERTS FROM THIS FIELD.**

*Figure 18 Preview of Breaking the Surface brochure*



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# ANNEX II – OVERVIEW OF PLANNED DISSEMINATION ACTIVITIES IN PERIOD M19-M36

## DISSEMINATION ACTIVITIES

| No | Project partner | Type of activity | Title | Planned Date | Place | Target group | Size of audience/ expected outcome | Countries addressed |
|---|---|---|---|---|---|---|---|---|
| 1 | ALL | conference | IEEE MED'18, | Jun 2018 | Zadar, Croatia, | scientific | 300, paper | world |
| 2 | ALL | conference | IFAC CAMS'18, | Sep 2018 | Opatija, Croatia, | scientific | 200, papers | world |
| 3 | UNIZG-FER, CNR, UdG | conference | IEEE AUV'18, | Nov 2018 | Porto, Portugal, | scientific | 200, papers | world |
| 4 | UNIZG-FER, CNR, UL | conference | MTS/IEEE OCEANS'18 | May 28-31 2018 | Kobe, Japan | scientific, industry | >1000, paper | world |
| 5 | UNIZG-FER, UdG | conference | European robotics forum | Mar 2018 | Finland | scientific, industry | 500 | world |
| 5 | UNIZG-FER, CNR, UdG | Conference | IFAC WC 2017 | 9 -14 Jul 2017 | Toulouse | Scientific community | 2000 | world |
| 6 | UNIZG-FER, UdG, UL | conference tradeshow | Oceanology International | Mar 2018 | UK | industry | >7000, demo and booth | world |
| 7 | UNIZG-FER, UdG | conference | European robotics league | Nov 2017 | Italy | end-users, students | 500, demo | world |
| 8 | UNIZG-FER | conference | Morske tehnologije | Nov 2017 | Rijeka, Croatia | scientific | 100, paper | Croatia |
| 9 | UNIZG-FER | conference | ACM/IEEE HRI 2018, | Mar 5-8, 2018. | Chicago, IL, USA | scientific | 500, paper | world |
| 9 | UdG | conference | ICRA 2018 - IEEE International Conference on Robotics and Automation | May 21-26, 2018. | Brisbane, Australia | scientific | 500, paper | world |
| 10 | ALL | workshop | Breaking the Surface 2017 | Oct 1-8, 2017 | Biograd na Moru, Croatia | Scientific, research, industry | 220, lectures, demo | world |
| 11 | ALL | workshop | EMRA 2018 | | Limerick, IE | Scientific, research, industry | 100, lectures | world |
| 12 | ALL | workshop | Breaking the Surface 2018 | Sep 30 - Oct 7, 2018 | Biograd na Moru, Croatia | Scientific, research, industry | 220, lectures, demo | world |
| 13 | UNIZG-FER | Fair, promotion, open door | Open door: JobFair 2018 | May, 2018 | Zagreb, Croatia | Scientific, general, research, promotion | 3000 | Croatia |



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| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 14 | UNIZG-FER | Promotion materials | Promotional materials: leaflet, infographics poster and leaflet, pens, Tshirts, etc | 2017, 2018 | | all | | world |
| 15 | UNIZG-FER | Fair, promotion | University of Zagreb Fair 2018 | Nov 2018 | Zagreb, Croatia | Scientific, general, promotion | 3000, booth | Croatia |
| 16 | UNIZG-FER | Promotion, open door | Department of Control Engineering and Automatization open door | 2018 | Zagreb, Croatia | all | 1000 | Croatia |
| 17 | UNIZG-FER, CNR | Exhibition | Trieste Next | 21-23 Sep 2017 | Trieste, Italy | Students | 200 | Italy |
| 17 | CNR | Conference/ Exhibition | Science Festival | 26 Oct – 5 Nov 2017 | Genova, Italy | General public | 200 | Italy |
| 17 | CNR | Conference/ Exhibition | Researcher Night | 2018 | Genova, Italy | General public | 200 | Italy |
| 17 | CNR | Promotion, open door | Open door event at CNR for high school students | Feb 2018 | Genova, Italy | all | 100 | Italy |
| 17 | CNR | Promotion, open door | Open door event at CNR for high school students | Feb 2018 | Genova, Italy | all | 100 | Italy |
| 18 | UdG | School visits | | 2018 | Genova, Italy | Students | 50 | Italy |
| 18 | UL | Promotion, open door | Open days at UL | Oct 2018 | Limerick, IE | all | 10000 | Ireland |



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