



Deliverable D6.1

Action plan for communication

Author 1: Alberto Sanfeliu (UPC)
Author 2: Josep Casanovas (UPC)
Author 3: Francesc Solé-Parellada (UPC)
Author 4: Antoni Grau (UPC)
Author 5: Yolanda Bolea (UPC)
Author 6: Ana Puig-Pey (UPC)

Version 1

Delivery date: 13.05.2014

Use the table below as an internal changelog. Delete before submitting the deliverable.

Date	Name	Changes/Comments
XX.XX.20XX		

CONTENTS

CONTENTS	2
1 Introduction	3
2 Preliminary Speaker Groups	3
3 Action Plan for Dissemination	4
3.1 Overview [Dec 2013]	5
4 Organization of workshops, conferences, major fairs and events [Oct 2013 – March 2014].....	6
4.1 Year 2013	6
4.2 Year 2014	7
5 Organization of workshops, conferences, major fairs and events [April – Dec 2014].....	10
6 Conclusions.....	12

Glossary of Terms

ECHORD++: European Clearing House for Open Robotics Development Plus Plus (E++ for short)

PCP: Pre-Commercial Procurement

1 Introduction

This document presents the action plan for communication and dissemination of the activities of the ECHORD++ (E++) project, work package 6, from October 2013 to September 2018. It refers to workshops, forums, symposia, conferences and fairs, which are important opportunities to present E++. The document includes the planned actions for these 60 months and the activities already developed to promote and disseminate the E++ concepts and results among the potential users and beneficiaries in the first 6 months. It shows all events like workshops, forums and symposia that we have attended during these first six months with details of each activity. Moreover it includes the activities that will be developed during 2014.

In consultation with WP leaders, we have identified a plan and appropriate dissemination platforms and routes using virtual (web based), face-to-face (workshops and conferences) and public media. We present the synergies created between partners that attended most of the activities developed during the first period.

The ECHORD++ Dissemination Plan is a living document that will include the main strategies followed to reach the best possible dissemination of the project activities and results. This plan has been structured in international workshops, fairs and conferences. We will also include a space for special events.

After these six first months a speaker group has been set up consisting of senior experts and experience speakers delegated from the E++ core partners, who have made presentations at important international events.

In the other hand, E++ action plan aims to keep in touch with all relevant stakeholder communities and organizations from the different target groups: Public Bodies, Industry, Academy and Citizens.

2 Preliminary Speaker Groups

During these six months a speaker group has been set up consisting of senior experts and experience speakers from the E++ core partners. They have made presentations of E++ at international workshops, forums and symposia with the goal of keeping in touch with all relevant stakeholder communities and organizations and to introduce E++ into the society. The speaker group has also made presentations and workshops to local robot manufacturers, industries, research institutions and organizations. The preliminary speaker group is composed by:

Prof. Dr. Alloys Knoll, Technische Universität München. TUM
Prof. Paolo Dario, Biorobotics Institute of SSSA
Prof. Chris Melhuish, Bristol Robotics Laboratory. BRL
Prof. Alberto Sanfeliu, Institut de Robotica i Informatica Industrial. UPC
Dr. Christophe Leroux, Interactive Robotics Lab. CEA
Dr. Claus Risager, Blue Ocean Robotics. BOR
Dra. Marie-Luise Neitz, Technische Universität München. TUM
Prof. Tony Pipe. Bristol Robotics Laboratory. BRL
Dr. Farid Dailami. Bristol Robotics Laboratory. BRL
Prof. Francesc Sole-Parellada. UPC
Dr. Reinhard Lafrenz, Technische Universität München. TUM
Dr. Filippo Cavallo, Biorobotics Institute of SSSA
Mr. Geoff Pegman, R U Robots Limited

3 Action Plan for Dissemination

In December 2013, a preliminary version of the action plan with selected events (international workshops, forums, symposia, conferences and fairs) was established. This action plan will be updated all along the duration of E++ project in order to incorporate any new event that could be interesting.

The action plan is structured in international and local workshops, fairs and conferences. The selected scenarios to disseminate the E++ project, answer the necessities of the different milestones of each work package of E++:

Experiments: It includes international dissemination before call 1 (March 2014) and call 2 (third trimester 2015); and after the experiments results of Call 1 (fourth trimester 2016) and the experiments results of Call 2 (third trimester 2018)

RIFs: It includes dissemination along the project duration and especially at the same events of the experiments dissemination.

PCPs Pilot in Urban Robotics and Healthcare: It includes dissemination during the active search of Public Bodies and especially before the Public Body selection, the R&D call of the PCPs (third trimester 2015 at the same time of the 2nd experiment call),^[RL1] after the results of the R&D first prototypes (first trimester of 2017) and after of the outcomes of the test series (third trimester of 2018^[N2]).

We started the action plan with presentations at international and local forums, to introduce ECHORD++ and to invite the different stakeholders to participate in the project. We have planned international workshops in the top conferences of robotics, ICRA and IROS, which are excellent scenarios for giving information about the calls and presenting the E++ results. We have also planned dissemination in industrial forums as euRobotics, Mechatronics, Innorobo, Robobusiness, etc. Moreover E++ will be in the major industrial trade fairs as AUTOMATICA, in the major trade fairs of Smart Cities and other events related to E++. In all these events the E++ speaker group and a selection of the group of partners of the experiments, RIFs and PCPs will do presentations of the outcomes of the project.

In the dissemination plan, we also propose specific scenarios for each one of E++ instruments. Clear examples are the forums related to the PCP Pilots in Urban and Healthcare Robotics. The Smart City World Congress and Expo is an international forum where the different stakeholders - Public Bodies, Industry and Researchers - discuss the real needs of the cities and look for solutions using robotic technology. In a similar way, we will be in trade fairs and forums of Healthcare where users and practitioners will know about robotic technology solutions in this area.

In this context, the presentations and stands at the major international fairs will be held in the last part of the development of the project – 2016, 2017 and 2018 – to present the results of the different instruments of E++. We have selected AUTOMATICA as one top trade fair for presenting the outcomes of the project.

Finally, during 2014 we will present ECHORD++ in conjunction with results of ECHORD at ICRA 2014 and we will do dissemination at AUTOMATICA 2014.

3.1 Overview [Dec 2013]

ECHO RD++			2013			2014				2015				2016				2017				2018													
			OCT	NOV	DIC	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T										
WP1	General Management																																		
WP2	Service centre																																		
WP3	Experiments				CALL 1							CALL 2				RES C1								RES C2											
WP4	RiFs																																		
WP5	PCP											CALL R&D						R&D							RESULTS										
WP6	Structured Dialogue																																		
T 6.3 Organization of workshops, conferences, major fairs and events			2013			2014				2015				2016				2017				2018													
			OCT	NOV	DIC	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T	1T	2T	3T	4T										
			1	2	3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	34-36	37-39	40-42	43-45	46-48	49-51	52-54	55-57	58-60											
GENERAL WORKSHOPS																																			
WORKSHOP	ICRA 2014 / Hong Kong, China	May 31 -7/06 2014	ECHO RD++ + ECHO RD++ GRAL PRESENT											UPC	PARTNERS 1/2 DAY																				
WORKSHOP	ICRA 2015 / Seattle, Washington	May 26-30 2015	INFO EXP CALL2 + CALL PCP + INFO RiFs											UPC	PARTNERS 1/2 DAY																				
WORKSHOP	IROS-ICRA 2016 / Stockholm, Sw	May 16-21 2016	RESULTS EXP + RESULTS RiFs												SSAA	PARTNERS 1/2 DAY																			
STAND	IROS-ICRA 2016 / Stockholm, Sw	May 16-21 2016	RESULTS EXP + RESULTS RiFs												SSAA	SSAA																			
WORKSHOP	IROS/ ICRA 2017		RESULTS PCP + RESULTS RiFs															TUM	PARTNERS 1/2 DAY																
STAND	IROS/ ICRA 2017		RESULTS PCP + RESULTS RiFs															TUM	TUM																
WORKSHOP	IROS/ ICRA 2018		RESULTS EXP + PCP + RiFs																					UPC	PARTNERS 1/2 DAY										
STAND	IROS/ ICRA 2019		RESULTS EXP + PCP + RiFs /PROTO																				UPC	UPC											
GENERAL FAIRS																																			
FAIR	AUTOMATICA 2014/ Munich	June 3-6 2014	ECHO RD++ + E++ PRESENTATION											TUM																					
FAIR	AUTOMATICA 2016/ Munich	28/06 - 01/07 2016	RESULTS EXP CALL1 + RiFs															TUM																	
FAIR	FAIR 2017		RES. EXP CALL1+RiFs+PCP																		UPC	70.000 €													
FAIR	AUTOMATICA 2018/ Munich	June 26-29 2018	RES. EXP CALL2+RiFs+PCP																					TUM											
SPECIFIC CONFERENCES, WORKSHOP & STAND																																			
CONFERENCE	TAROS/Oxford, UK	August, 2013	ECHO RD++ PRESENTATION											BRL	CONFERENCE																				
CONFERENCE	LAAS-CNRS/Toulouse, FR	October 28, 2013	ECHO RD++ PRESENTATION											SSAA	CONFERENCE																				
CONFERENCE	UE/ Brussels, BL	October 30, 2013	ECHO RD++ PRESENTATION											SSAA	CONFERENCE																				
WORKSHOP	SMART/BCN	November 20, 2013	ECHO RD++ & ACTIVE SEARCH PCP											UPC	PARTNERS 1/2 DAY																				
CONFERENCE	INFO DAY LUXEMBOURG	January 11, 2014	ECHO RD++ PRESENTATION											TUM																					
CONFERENCE	PCP CONCERTATION	February , 2013	ECHO RD++ PRESENTATION											UPC																					
WORKSHOP	PCP/HEALTH	January 7, 2014	PCP WORKSHOP											BOR	PCP WORKSHOP																				
WORKSHOP	PCP HEALTH /	January 23, 2014	ECHO RD++ & ACTIVE SEARCH PCP											BOR	PARTNERS 1/2 DAY																				
CONFERENCE	INT MECHATRONICS/ Bristol, U	January-April, 2014	ECHO RD++ CALL1 EXP +RiFs											BRL	4 CONFERENCES																				
INFO DAY	WS PONTEDERA / Pontedera	February 11, 2014	ECHO RD++ CALL1 EXP +RiFs											SSAA	PARTNERS 1/2 DAY																				
WORKSHOP	EUROBOTIC FORUM/ Rovereto,	March 12-14												TUM	CONFERENCE																				
CONFERENCE	ROBOBUSINESS/Billund, Denm	May 26-27, 2014	GENERAL DISSEMINATION											BOR	CONFERENCE/STAND																				
CONFERENCE	JNRR/	October 2014												CEA	CONFERENCE																				
WORKSHOP	SMART WCE/ Barcelona	November 5, 2014	PCP(CALL+PB)PRESENT + R&D CALL											UPC	PARTNERS 1/2 DAY																				
STAND	SMART WCE/ Barcelona	November 4-6, 2014	PCP(CALL+PB)PRESENT + R&D CALL											UPC	STAND																				
WORKSHOP	OSLO MEDITECH/ Oslo	February 2015	PCP(CALL+PB)PRESENT + R&D CALL															BOR	PARTNERS 1/2 DAY																
CONFERENCE	JNRR/	October 2015																CEA	CONFERENCE																
CONFERENCE	ROBOBUSINESS 2015		CALL2 EXP +R&D PCP															BOR	CONFERENCE																
CONFERENCE	SMART WCE 2015		PCP R&D CALL RESULTS															UPC	CONFERENCE																
CONFERENCE	ROBOBUSINESS 2016		ECHO RD++ GRAL RESULTS															BOR	CONFERENCE																
CONFERENCE	SMART WCE 2016		ECHO RD++ GRAL RESULTS FORCITIES															UPC	CONFERENCE																
WORKSHOP	ROBOBUSINESS 2017		RES CALL1 EXP + RES R&D PCP																		BOR	PARTNERS 1/2 DAY													
STAND	ROBOBUSINESS 2017		RES CALL1 EXP + RES R&D PCP																		BOR														
WORKSHOP	SMART WCE 2017		RES CALL1 EXP + RES R&D PCP																		UPC	PARTNERS 1/2 DAY													
STAND	SMART WCE 2017		RES CALL1 EXP + RES R&D PCP																		UPC														
WORKSHOP	INWOROBO 2018		RES CALL1 EXP + RES R&D PCP																					CEA	PARTNERS 1/2 DAY										
STAND	INWOROBO 2018		RES CALL1 EXP + RES R&D PCP																					CEA/UPC											
EVENTS																																			
LAB TOURS																																			

4 Organization of workshops, conferences, major fairs and events [Oct 2013 – March 2014]

4.1 Year 2013

Event	Venue	Date	Involved Institutions	Details
TAROS	Oxford, United Kingdom	August 2013	BRL	CONFERENCE: Echord++ General Dissemination C. Melhuish – F. Dailami
LAAS-CNRS	Toulouse, France	October 28th	SSAA	CONFERENCE: “The Vision of Robot Companions for Assisted Living”, P. Dario - Science and Engineering of BioRobotics at Georges Giralt Symposium.
INFO DAY	Brussels, Belgium	October 30th	SSAA	CONFERENCE: “The Role of the EU Regions in Supporting Robotics” P. Dario
IROS 2013	Tokyo, Japan	November 6th	SSAA	CONFERENCE: “New Horizon” P. Dario
ROBOTICS CONFERENCE	Bristol, United Kingdom	November 12th	BRL	CONFERENCE: One-day conference organized by Health Education South West, the Royal Society of Medicine, and Bristol Robotics Laboratory. Leading clinicians, academics and researchers from the UK and Europe to discuss latest advances in Medical Robotics, Simulation and Telemedicine. Audience: 120 F. Dailami, T. Pipe, C. Melhuish
VIP VISIT	Bristol, United Kingdom	November 13th	BRL	VIP visit: UK Government New Policy Unit Visit by Chris Lockwood, UK Policy Unit. F. Dailami, T. Pipe, C. Melhuish
BRL ROADSHOW	United Kingdom	November 14th	BRL	STAND: BRL hosted a stand at the South West regional Venture Fest conference attended by influential keynote speakers, workshop leaders (private & public sectors), business start-ups, inventors & regional businesses. Audience: 4000 F. Dailami, T. Pipe, C. Melhuish
Research-Industry Forum of Smart City	Barcelona, Spain	November 15th	UPC	CONFERENCE “Social Robotics in Smart Cities” in the Technologies at the UPC. Audience: 100. Industry: 40. A. Sanfeliu – A. Puig-Pey

SMART CITY WORLD CONGRESS	Barcelona, Spain	November 20th	UPC; TUM, SSAA, BRL	WORKSHOP: Robotic Challenge in Smart Cities. One-day workshop organized for general dissemination of the project, and presentation of the project instrument PCP Pilot in Urban Robotics. First contacts with public bodies and others stakeholders to invite them to participate in ECHORD++. Presentations of ECHORD++ partners: TUM, UPC, SSAA Audience: 28 A. Sanfeliu- A. Puig-Pey- J. Casanovas-F.Solé-Parellada-Y. Bolea-A.Grau
SMART CITY WORLD CONGRESS	Barcelona, Spain	November 20th	UPC	CONFERENCE: "Robots & Robotic Services in Smart Cities" by Dr. Nori Hagita Board Director, Director, ATR Fellow / Advanced Telecommunications Research Institute International, Social Media Research Laboratory Group, Intelligent Robotics and Communication Laboratories. Kyoto-city, Japan Audience: 100
SMART CITY EXPO	Barcelona, Spain.	November 19-20-21ne	UPC	STAND: Three days Industrial Expo into the Smart City World Congress introducing robotics in the City Open Innovation Marketplace and presenting UPC Robots TIBI & DABO for general dissemination of ECHORD++ project. Audience: 4000 A. Sanfeliu, A. Puig-Pey, J. Casanovas, F.Solé-Parellada, Y. Bolea, A.Grau
ROBOT 2013	Madrid, Spain	November 28th – 29th	UPC	CONFERENCE: Iberian Conference on Robotics. General Dissemination ECHORD++ project. Audience: 160 A.Sanfeliu, A. Grau, Y. Bolea
CYCLE AT THE STUDENTS RESIDENCE	Barcelona, Spain	December 12th	UPC	CONFERENCE: Cycle of Students Residence. CSIC-National scientific Council of Spain. General Dissemination of ECHORD++ Audience: 50 A. Sanfeliu

4.2 Year 2014

Event	Venue	Date	Involved Institutions	Details
-------	-------	------	-----------------------	---------

PCP WORKSHOP.	Denmark.	January 7th	BOR	WORKSHOP with representatives from municipalities, hospitals and Living Lab of Denmark. C. Risager- S. Kethelz
CENTER FOR HEALTHCARE TECHNOLOGIES IN ASSISTIVE WELFARE WORKSHOP	Holbaek Municipality, Zealand, Denmark	January 23rd	BOR	WORKSHOP : PCP HEALTH : E++ PCP HEALTHCARE ACTIVE SEARCH FOR PUBLIC BODY C Risager-S. Kethelz
INFODAY	London, UK	January 22nd		CONFERENCE: Robotics in Horizon 2020 was the name of an information day hosted by the UK government on 22nd January 2014 at America House, London. G. Pegman
MECHATRONICS	Bristol UK	January 21st - 30th	BRL	WORKSHOPS: Day 1 of 2: Introduction to Mechatronics, Actuators & Interfacing plus workshops on Arduino, controlling motors & servos. Day 2 of 2: Workshop on Implementation of microcontrollers into an automated packaging system and solution solving of existing problems in representative SMEs. Audience: 10 Industrial:9 F. Dailami – J. Butt
INFO DAY	Luxembourg, Lx	January 13-14th	TUM	CONFERENCE: Echord++ General Dissemination & UPC, SSAA, BOR participation Audience: 400 M-L Neitz
PCP CONCERTATION	Brussels, Belgium	February 10th	UPC	CONFERENCE: PCPs Pilot in ECHORD++: Urban Robotics and Healthcare. General Presentation of the processes develop in ECHORD++ A. Sanfeliu- A. Puig-Pey
VIP VISIT	Bristol, UK	February 10th	BRL	VIP VISIT: HRH Prince Andrew, The Duke of York, visited BRL and was introduced to RIF. He was informed of its aims and, in particular how it will encourage knowledge exchange between SMEs and robotics. RIF@Bristolprogrammed the Baxter robot to provide a live demo. Audience: 94. Industrial: 59

				C. Melhuish, T. Pipe,
INFO DAY	Peccioli, Italy	February 11th	SSSA	ECHORD++ InfoDay on 11th February 2014: participants from eight European countries came to Pontedera/Peccioli (Italy) to gather information about the project and to have a tour at the Robotics Innovation Facility in Peccioli. Audience: 69 A. Morachioli, G. Acerbi
SSSA - SMART CITIES	Florence, Italy	February 14th	SSSA	CONFERENCE: "Scenarios of Innovation", P. Dario
LIVING LAB WORK-SHOP	Barcelona, Spain.	February 20th- 21st	UPC	LIVING LAB WORKSHOP: BarcelonaLab is an open innovation ecosystem of culture, knowledge, creativity and innovation where citizens participate. The Smart cities will have success if they be involved in local knowledge. The objective is to connect official innovation with citizen innovation taking the cities as creation laboratories. A. Sanfeliu, J. Casanovas, A. Puig-Pey, T. Grau, F. Sole-Parellada
CONFERENCE	Peccioli, Italy	March 7th	SSAA	CONFERENCE. "Evolution, Development, Innovation", Organized by Confindustria Arezzo Siena Grosseto at the BioRobotics Institute in Peccioli. F. Cavallo, A. Morachioli
PUBLIC BODY EVENT	Sitges, Spain	March 7th	UPC	Sitges City Council is interested to participate in ECHORD++. They have work in robotics during the last years with a high commitment. We introduce them to ECHORD++ PCP Pilot in Urban Robotics and we contacted with Sitges LIVINGLAB and local press. A. Sanfeliu, J. Casanovas, A. Puig-Pey, F. Sole-Parellada
EUROROBOTICS FORUM	Rovereto, Italy	March 12-14th	SSAA, TUM BRL, UPC	CONFERENCE: "The Role of the EU Regions in Supporting Robotics Infrastructures" P. Dario CONFERENCE: Step changes testimonies - selection of finished FP7 project. M-L Neitz STAND, presentations & dissemination. F. Dailami, T. Pipe, C. Melhuish CONFERENCE: PCP Pilots in Urban and Healthcare Robotics A. Sanfeliu

VIP VISIT.	Bristol, UK	March 18th	BRL	EPSRC VISIT. VIP visit by Paul Golby, Chair of the Engineering and Physical Sciences Research Council to discuss RAS sector with key researchers. F. Dailami, T. Pipe, C. Melhuish
WORKSHOPS	Bristol, UK	March 20th – 27th	BRL	IP & VC WORKSHOP. Day 1 of 2: Intellectual Property, Patents, Agreements, Patent Box & R&D Tax relief. Day 2 of 2: Finance for IP Exploitation; Venture Capital, Angel Finance, Grant funding, Bank & debt finance F. Dailami
CONFERENCE	Bristol, UK	March 26th	BRL	Baxter Robot UK Launch: The official UK launch of the new Baxter Robot by Re-think Robots. F. Dailami, T. Pipe, C. Melhuish, M. Haley, J. Butt
FMEG Conference	Manchester, UK	April 2nd	BRL	Food Manufacturing & Engineering Group Annual CONFERENCE. Theme: Food Security and Traceability.
MATCHMAKING EVENT	Athens, Greece	April 9th – 11th	TUM	Industrial Technologies 2014: The Bavarian Research Alliance (BayFOR) presented ECHORD++ at the matchmaking event and at its conference stand. S. Weisenburger, P. Panagiotou (BayFOR)

5 Organization of workshops, conferences, major fairs and events [April – Dec 2014]

Event	Venue	Date	Involved Institutions	Details
ICRA 2014 /	Hong Kong, China	May 31 - 7/06 2014	UPC	WORKSHOP. ECHORD presentations and ECHORD++ General Dissemination
AUTOMATICA 2014	Munich, Germany	June 3-6, 2014	TUM	STAND. ECHORD prototypes and ECHORD++ General Dissemination

ROBOBUSSINESS	Billund, Denmark	May 26-27, 2014	BOR	CONFERENCE. PCP Pilot in Healthcare. General Presentation
SMART CITY WORLD CONGRESS AND EX-PO	Barcelona, Spain	November	UPC	PANEL. Urban Challenge and Public Body selected presentations. Dissemination of the R&D call for solutions. STAND at the SWCExpo.

6 Conclusions

We have already made an important dissemination effort in the first six months. The activities planned in the first action plan for communication (17 activities) on December 2013, have been already improved. In that period we have made 38 activities instead of the 17 planned. During the next months, we will look for new scenarios to strengthen the dissemination activities:

- + Industry scenarios to disseminate the Robotic Technology and to involve manufacturers in E++ Experiments Calls
- + Local scenarios to get in touch with specific stakeholders to develop platforms for exchange information and knowledge.
- + Public scenarios to detect the real needs of public bodies, citizens and industry, to apply Robotic Technology and living labs scenarios to receive the input in real time of the different stakeholders.