



Dissemination Plan

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Executive summary

Dissemination is a fundamental activity for all EU-funded projects, since, for the success of the project, it is very important to disseminate objectives, concepts and results to the varied audiences that may be interested in the project outcomes, such as OEMs, suppliers, researchers in the field, and end users.

The consortium has been carefully planning the dissemination procedures from the very beginning of the project, even in the preparation phase. The rationale behind this planning is to ensure that all elements are taken into consideration, starting from the design and the project identity and getting to the core dissemination activities, such as liaison with other projects and research initiatives and participating in relevant events (conferences, workshops, etc.) with papers, presentations and posters.

List of authors

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Revision log

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1 Introduction

Currently, product processing and packaging have often reached a high degree of automation and aspects such as energy consumption, agile manufacturing and product customization are well addressed. On the other hand, transportation of raw materials and final products from/to storage and shipment points usually requires the use of manually operated forklifts. Thus, factory logistics constitutes a major bottleneck in production and packaging of mass products. Moreover, currently employed Automated Guided Vehicle (AGV) system technology is still in an early stage of development, and its deployment in the factory requires a lot of effort by skilled staff.

Thus, the PAN-Robots objective is to develop, demonstrate and validate a generic automation system for factory logistics in modern factories based on advanced AGVs. Specifically, the PAN-Robots consortium proposes a new generation of flexible, cost effective, safe and green AGVs in combination with advanced infrastructure systems. Those advanced AGVs will be able to transport material and products in modern factories based on autonomous on-board path planning and navigation to enable high flexibility.

The developments of PAN-Robots are accompanied by a strong dissemination strategy. Thus, the project outcomes will be publicly available and well known to the stakeholders of the respective application areas and have high chances of market penetration.

The envisioned dissemination strategy implies starting dissemination activities right at the beginning of the project, in parallel with the technical work, and pursue these activities step by step throughout the duration of the PAN-Robots project. As an established practice in EU-projects, PAN-Robots has set up a dedicated work package for dissemination, which describes the overall dissemination and cooperation strategy. In terms of actual dissemination, this document will serve as the guide for all dissemination activities.

Within this document, the different dissemination aspects are thoroughly examined and explained:

- **Dissemination means:** this chapter presents the details of the different means that will be used for dissemination purposes during the project lifetime and beyond.
- **Dissemination opportunities and procedures:** this chapter identifies and describes the relevant dissemination opportunities such as conferences, workshops, exhibitions and journals.
- **Liaison with other initiatives:** in the Framework Programme 7 (FP7), particular attention is paid to liaison activities. Then, already from the first stages of the project, the potential projects to cooperate with are identified.

2 Dissemination means

The branding, that is the creation of the graphical identity of the project, is an important phase in the dissemination cycle of a project: putting together those elements that will represent the project ideas, reaching consensus among the partners and assuring that those ideas are well conveyed to the outside world through the graphical elements not only requires time but also careful choices, so as to reach the expected outcomes.

An iterative process was used to reach unanimity and decisions on the different elements to be used throughout the whole material to be produced.

2.1 Project logo

Already in the proposal phase the PAN-Robots logo had been created. The logo is representative of the project:

- The acronym and the extended title are clearly written
- The idea of networked and cooperative entities is represented by the dots interconnected by lines, that are enclosed in a polygonal shape, which represents the working environment



Figure 1: PAN-Robots logo

Whenever possible, the main logo will be used. The use of the logo on photographic background should be avoided. Care should be taken that the logo remains clear and legible at all times.

2.2 Project website

The project website will be completely available online by project month 4. The reserved address is www.pan-robots.eu. The website is designed with a user-friendly interface, and its contents describe the PAN-Robots project and its expected benefits.

The website will be linked to the main social networks (see Section 2.3), and will include a public forum. The presence of these features will help to reach all the possibly interested subjects beyond the project consortium.

The website homepage is presented in the following picture.

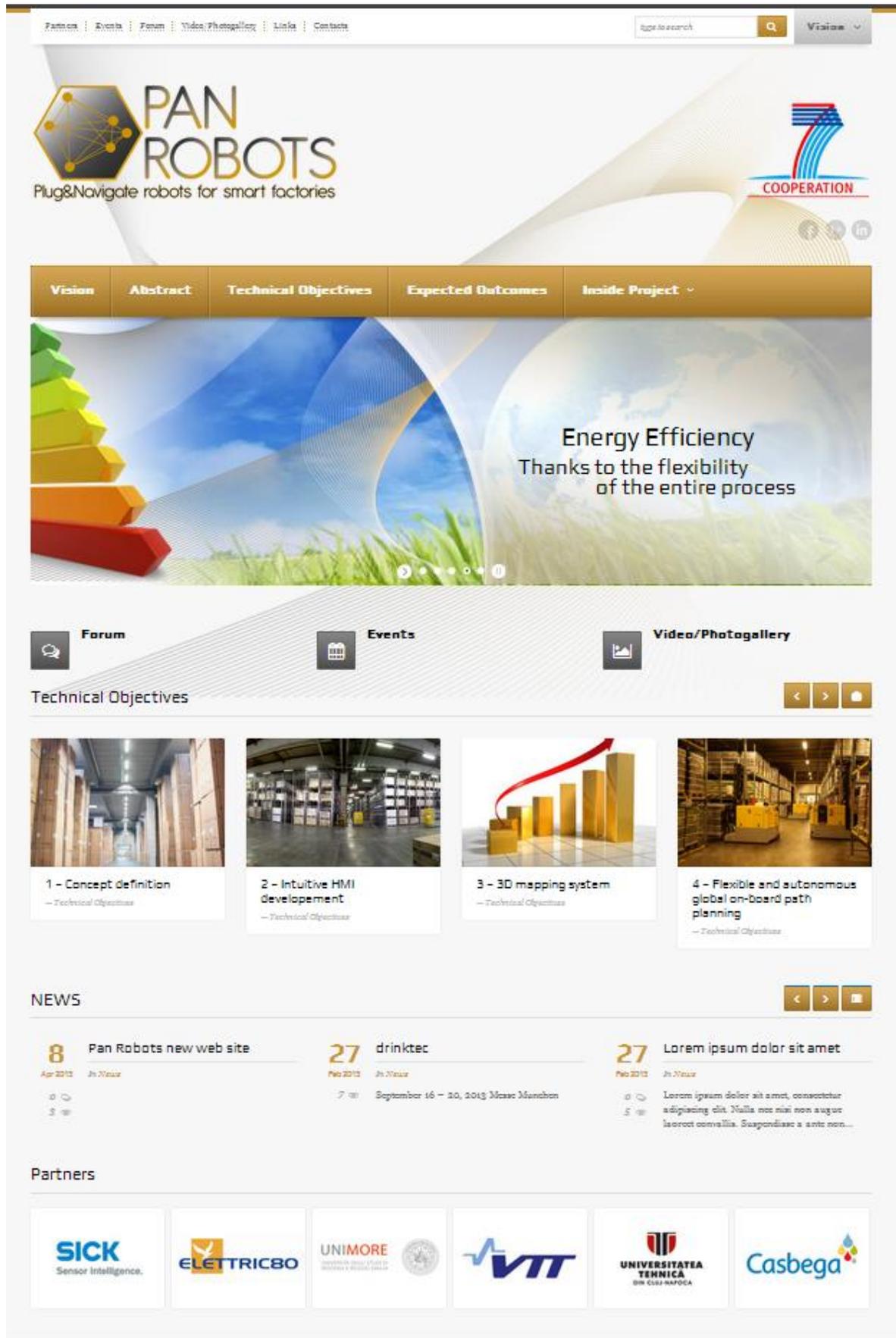


Figure 2: Website homepage

The website includes the following sections:

Vision

Includes the vision and the general objectives of the PAN-Robots project.

Abstract

Briefly introduces the context of PAN-Robots, main issues to be solved, and foreseen achievements.

Technical objectives

Details the technical objectives that will be fulfilled within PAN-Robots.

Expected outcomes

Describes the expected impact due to the results to be obtained in PAN-Robots.

Deliverables

Presents a list of the deliverables. In case of public deliverables, there is also a link for download; for restricted ones, there will be available for download only the executive summary.

Work Packages

Includes a list of the work packages, and a description of each work package's tasks.

Milestones

Presents a list of the milestones, with expected completion date and status.

Partners

Includes a description of the consortium, with links to each partner's website.

Events

Presents a list of events related to PAN-Robots. This list includes scientific events (e.g. conferences, symposiums) and exhibitions (e.g. fairs) where results related to PAN-Robots may be (or have been) presented. Moreover, the list of events specifically organized to disseminate PAN-Robots results (e.g. workshops) is included.

Photo gallery

Includes pictures of all the phases of the development of PAN-Robots.

Video

Includes videos of all the phases of the development of PAN-Robots.

Forum

Contains a public forum, used to communicate and discuss the PAN-Robots results to potentially interested subjects outside the PAN-Robots consortium.

Publications

Contains a list of scientific papers and patents developed within PAN-Robots.

Contacts

Contains main contact information, as well as links to the main social networks.

Links

Includes a list of links to website related to PAN-Robots.

2.3 Social networks

Profiles for the major social networks were created for PAN-Robots in order to reach all possible stakeholders of the project. They are listed in the following, including the link and a screenshot of the main site.

2.3.1 Facebook

www.facebook.com/PanRobotsProject

The screenshot shows the Facebook profile page for 'Pan-Robots Project'. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields for 'E-mail o telefono' and 'Password' on the right, with an 'Accedi' button. Below the navigation bar is a large cover photo of a factory interior with a yellow robot. To the right of the cover photo is a white box with the text 'Pan-Robots Project è su Facebook.' and a prompt to register or log in, with buttons for 'Registrazione' and 'Accedi'. Below the cover photo is the profile picture, which is a hexagonal logo with a network diagram. To the right of the profile picture is the name 'Pan-Robots Project' and a 'Mi piace' button. Below the profile picture is the bio: 'College e università Plug & Navigate Robots for Smart Factories University of Modena and Reggio Emilia www.pan-robots.eu'. To the right of the bio are two small images: a photo of the hexagonal logo and a map of the region 'Reggio nell'Emilia'. Below the bio is a dropdown menu labeled 'In evidenza'. The main content area shows a post from 'Pan-Robots Project' dated '26 marzo' with a photo of the factory interior and the Pan-Robots logo. To the right of the post is a list of users who liked the page, including 'Università degli Studi di Modena e Reggio Emilia', 'OT communication', 'Università di Modena e Reggio Emilia', and 'WebTherapy', each with a 'Mi piace' button.

Figure 3: Facebook page

2.3.2 Google+

Google+ is the Google social network: it is useful to increase the ranking of PAN-Robots in the page.

<https://plus.google.com/b/109852160711735921738/109852160711735921738>

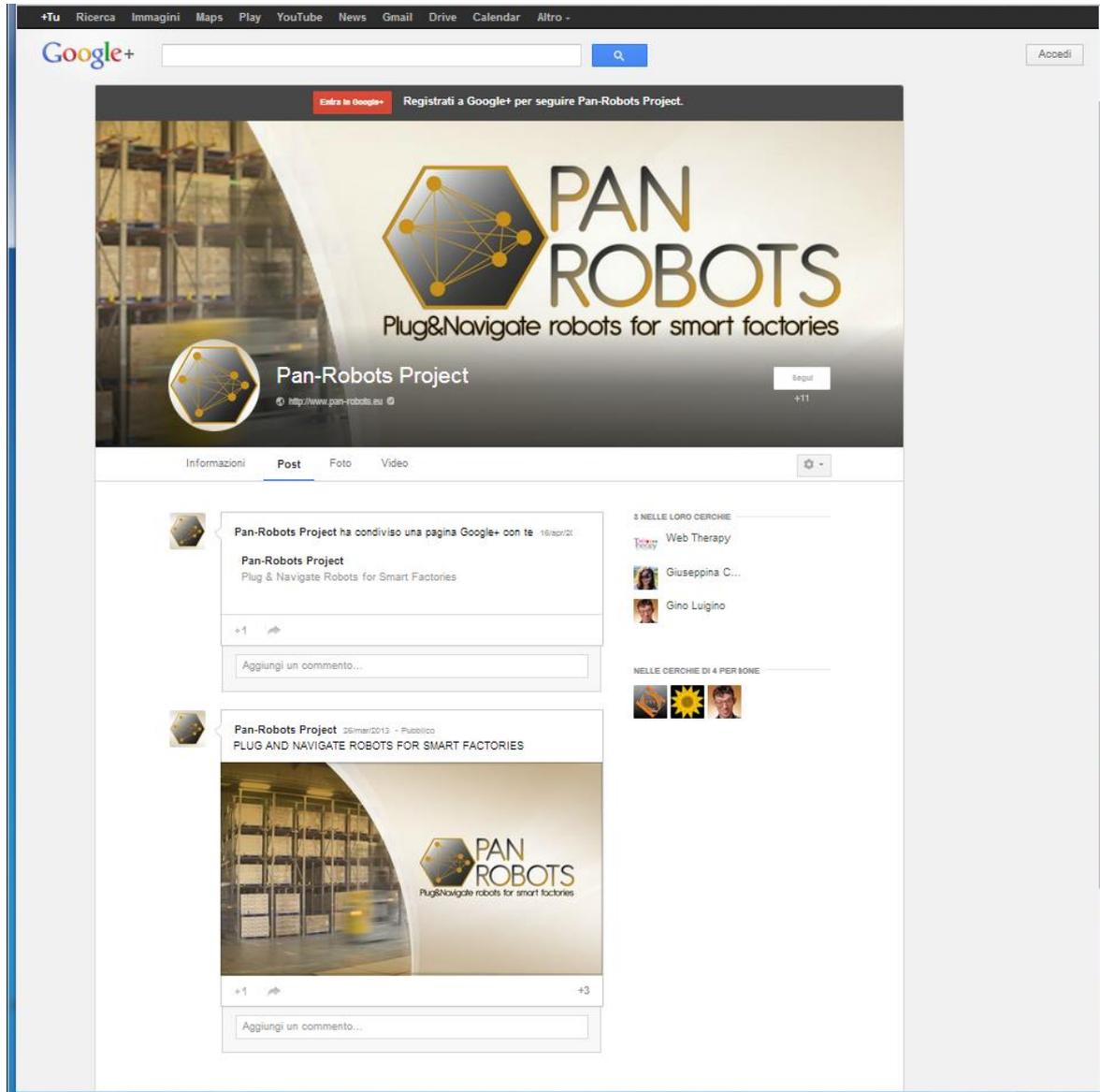


Figure 4: Google+ page

2.3.3 LinkedIn

On LinkedIn we have created a company page with all project details.

<http://www.linkedin.com/company/pan-robots>

The screenshot shows the LinkedIn profile for PAN-ROBOTS. At the top, the LinkedIn logo and user information (Giuseppina Cotena) are visible. The navigation bar includes 'Home', 'Profilo', 'Contatti', 'Gruppi', 'Lavoro', 'Posta in arrivo', 'Aziende', and 'Altro'. A search bar is present on the right. The main header for PAN-ROBOTS shows the company logo, name, and '7 follower'. Below this is a navigation bar with 'Home', 'Prodotti', and 'Informazioni'. The main content area features a post titled 'Aggiornamenti recenti' with the text: 'PAN-Robots ha aggiunto un nuovo prodotto: Flexible, cost effective, safe and green AGVs 10 giorni fa'. The right sidebar contains several sections: 'Carriera' with a link to 'Interessato in PAN-Robots?', 'Prodotti' with a link to 'Flexible, cost effective, safe and green AGVs', 'ANNUNCI CHE POTREBBERO INTERESSARTI' with links to 'Career change in 2013?' and 'Learn Predict Outperform', and 'Altri profili consultati' with logos for 'Web Therapy' and 'omiga'.

Figure 5: LinkedIn page

2.3.4 Twitter

<https://twitter.com/PanRobots>

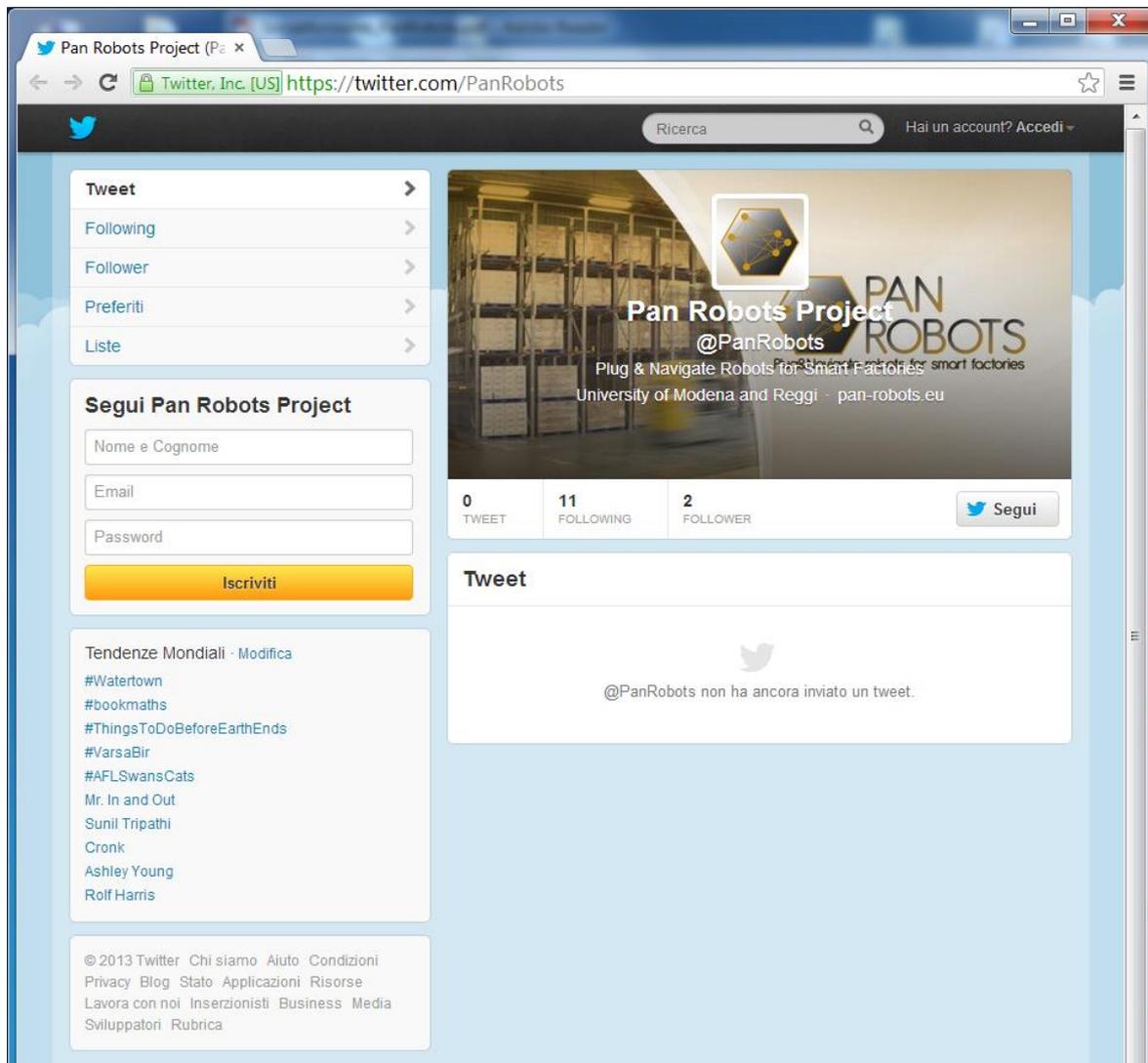


Figure 6: Twitter page

2.3.5 YouTube

The YouTube channel will be created by month 12 with the upload of the promotional video.

2.4 Project newsletter

A biannual newsletter will be issued to keep the interested parties and stakeholders up-to-date regarding the project research, evolution and outcomes. The newsletter will feature various news items, starting from relevant information and novelties in the research area the project is covering, partners' relevant announcements, project mid-term results, participation in conferences and events, technology articles and any other piece of relevant information. Thus the newsletter will not just serve as another project confined text, but rather as a fascinating update on what is currently happening in the area of AGVs for factory logistics, and how PAN-Robots is driving those advancements.

Responsible for the coordination of the production of the newsletter is UniMORE, and the procedure to be followed involves the call for contributions from the consortium members six weeks before the issue date, with a deadline of three weeks. When all material is collected, the newsletter is produced in about two weeks before the issue date and it is sent to the consortium for review and approval. Once consensus is reached, the newsletter is uploaded to the website, while it will be also sent out to a dedicated mailing list of stakeholders.

The **mailing list** includes (but is not limited to) the customers that manifested their interest since the beginning of the proposal of PAN-Robots, namely:

- Barilla G. e R. Fratelli S.p.A.
- Carlsberg Sverige AB
- Costerplast S.p.A.
- C.S.I. – Compagnia Surgelati Italiana S.p.A.
- PreGel S.p.A.
- Sofidel S.p.A.
- Bonduelle

Additional potential stakeholders will be identified throughout the project.

2.5 Presentation, posters, brochure, rollup

The initial brochure and rollup contain the main information about the vision and objectives of the project. They will serve as a primary dissemination material to be used in public meetings.

The brochure will include:

- An overview of the consortium
- A description of the vision and objectives of the project
- A summary of the main expected technological results

The rollup will contain the project logo and title, the list of the consortium partners, and the main contact details. UniMORE is responsible for the design and production process. The consortium will approve the draft versions before printing.

Templates for posters and presentations (PowerPoint format) are developed as well, to be used for the dissemination of the project at public events.

2.6 Project final video

A professional project video (5-10 minutes) will be developed at the end of the project (by month 33) displaying the project concept and results. It will describe the main technological achievements, and how the developed solutions can be adopted in real world applications. In addition, a short introductory video will be produced in the first year (by month 12).

Both videos will be freely available on the project website and on the project YouTube channel. It will also be used as additional dissemination material during public events.

2.7 User forum

The Forum will be available on the website of the project. It gives the opportunity to discuss directly with people who are interested in AGV topic and, of course, on PAN-Robots topic as well.

This is how it will look like:

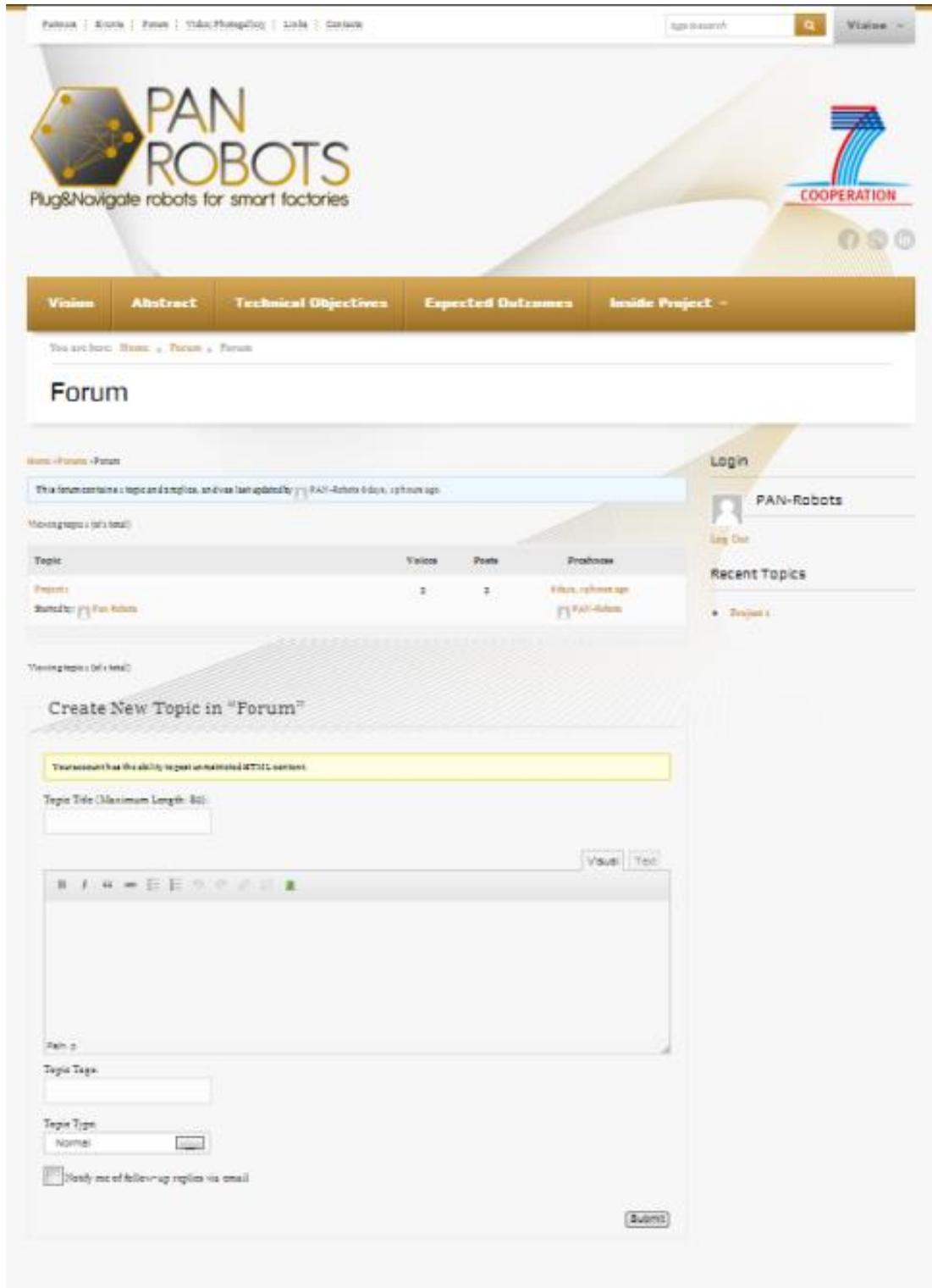


Figure 7: PAN-Robots user forum

The forum is visible to all users, but only the users who subscribe the website, can add topic or reply on an existing one.

Start members of the forum are:

1. PAN-Robots partners
2. Barilla G. e R. Fratelli S.p.A.
3. Carlsberg Sverige AB
4. Costerplast S.p.A.
5. C.S.I. – Compagnia Surgelati Italiana S.p.A.
6. PreGel S.p.A.
7. Sofidel S.p.A.
8. Bonduelle

The forum will be moderated to avoid spam posts.

3 Dissemination Opportunities and Procedures

Despite the growing number of digital media, personal contact, meeting and discussion remains a crucial way to share and exchange professional experiences and to be kept informed about developments from various organizations and research projects. Conferences and congresses are a great means for experts to meet each other and share this knowledge. It provides valuable networking opportunities.

3.1 Conferences, workshops and exhibitions

UniMORE is responsible to coordinate attendance and presentation at relevant scientific and industrial conferences and congresses. Presentations will also be made available on the project website.

Any presentation of PAN-Robots material which has not explicitly been declared “public” must be approved for presentation by the partners. The presentation of PAN-Robots topics in an event or conference should be approved beforehand by the Project Management and the Dissemination manager as well as the consortium members (see Section 3.4).

Below is a list of events and conferences where results related to PAN-Robots may be presented or special sessions or workshops may be organized. This list will be kept up-to date by UniMORE during the course of the project.

Table 1: List of relevant conferences

Date	Place	Event name
2013-05-06/10	Karlsruhe, Germany	Crossing the Reality Gap - From Single to Multi- to Many Robot Systems, ICRA 2013 Workshop
2013-08-17/21	Madison, Wisconsin, USA	IEEE International Conference on Automation Science and Engineering (CASE 2013)
2013-09-06/07	Cluj-Napoca, Romania	International Conference on Intelligent Computer Communication and Processing (ICCP 2013)
2013-09-25/27	Barcelona, Spain	6th European Conference on Mobile Robots (ECMR 2013)
2013-11-03/07	Tokyo, Japan	IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS 2013)
2013-11-25/29	Montevideo, Uruguay	International Conference on Advanced Robotics (ICAR 2013)
Spring 2014	To be announced	European Robotics Forum (Eurobotics 2014)
2013-05-01/05	Hong Kong, China	IEEE International Conference on Robotics and Automation (ICRA 2014)
2014-08	Sweden	IEEE International Conference on Automation Science and Engineering (CASE 2014)
2014-09-14/18	Chicago, USA	IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS 2014)
Spring 2015	To be announced	European Robotics Forum (Eurobotics 2015)
2015-05-26/30	Seattle, USA	IEEE International Conference on Robotics and Automation (ICRA 2015)
Autumn 2015	Hamburg, Germany	IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS 2015)

Table 2: List of relevant exhibitions

Date	Place	Event name
2013-09-16/20	Munich, Germany	Drinktec
2014-05-20/23	Munich, Germany	Automatica

Public events will be organized by UniMORE to disseminate the results obtained within PAN-Robots towards an interested audience. Specifically, **at least two workshops** will be organized in conjunction with a primary scientific conference held in Europe, such as IEEE CASE 2014 (Sweden), Eurobotics forum 2014 and 2015. Workshops will be organized in cooperation with the IEEE RAS Technical Committee on Automation in Logistics.

3.2 Final event

The **final public event** will be organized by UniMORE at the end of the project, in the Casbega facilities in Madrid, Spain. This event will be open to the public, and will demonstrate the achievements obtained within PAN-Robots.

3.3 Scientific journal articles and press releases

Scientific journals represent an effective way of communicating research achievements toward the specialized audience. Relevant scientific and technological results obtained within PAN-Robots will then be published as articles in high-impact scientific journals. Below is a list of journals where the results of PAN-Robots will be submitted. This list will be kept up-to-date by UniMORE during the course of the project.

Table 3: List of relevant scientific journals

Journal	Publishing institution
International Journal of Robotics Research	Sage Journals
Transactions on Robotics	IEEE
Journal of Field Robotics	Wiley Blackwell
Robotics & Automation Magazine	IEEE
Transactions on Automation Science and Engineering	IEEE

In order to communicate the main results of PAN-Robots to a wider audience, press releases will be organized to reach general newspapers and television shows. UniMORE is responsible to coordinate the press releases, while each partner is responsible for the translation of the releases to their respective language in order to reach local media.

Table 4: Local dissemination activities

Dissemination media	Country (language)	Type
Automazione e strumentazione	Italy (Italian)	Technical journal
Automatica oggi	Italy (Italian)	Technical journal
Automation	Germany (German)	Technical journal
ZWF – Zeitschrift für wirtschaftlichen Fabrikbetrieb	Germany (German)	Technical journal
Finnish Optics Days	Finland	Scientific conference

3.4 Dissemination procedure

The participation of PAN-Robots partners in an event relevant to PAN-Robots should be approved beforehand by the PAN-Robots Dissemination Manager (DM) and the Project Coordinator (PC). The consortium, the PC and DM are able to object against the presentation, if the content is not in line with the PAN-Robots goals, or reveals information which shall not be available to the public. The publication or presentation of intellectual property, results, documents, etc. not publicly accessible, namely when it has the status of “restricted”, needs the written approval of the owner of the intellectual property, results, documents etc. Intellectual property having the status of “confidential” must not be presented in any case.

The following are considered dissemination events:

- Exhibition stands and demos
- Realization of project’s workshops
- Press releases
- Public project presentation
- Publications in relevant scientific journals
- Presentations in conferences
- Participation in non-project workshops, forums and/or events
- Production of newsletters, leaflets, posters, etc.
- Special sessions organization

The process for submitting a dissemination activity is the following:

1. Partners that are interested in performing a dissemination activity should submit their proposal to the PAN-Robots DM allowing minimum 2 weeks before submission.
2. The DM distributes the material to the PC and the consortium partners.
 - a. The decision must be provided to the DM within 5 working days. Any partner having objections considering the context, the information revealed, IP rights, etc., has the right to object within 5 working days. Then the DM informs the relevant partner(s) about the decision (approval/modification/rejection).
 - b. If a conflict occurs or further material is needed, the DM informs the partner and requires modifications or additions. Then the material is proposed again to the DM and the previous procedure is followed.
 - c. If other partner(s) wish to present or release an already approved and public presentation/material then no approval is required. However, all the other steps of this procedure are always followed (on informative basis).
 - d. If there are no objections within a week from the consortium, then the DM notifies the authors to proceed with the dissemination activity.
 - e. If the DM receives no reaction from the consortium after 5 working days, it is implied that the submitted proposal has been approved.
3. The PC, DM or any partner can reject the proposed dissemination activity if they feel that the acceptance criteria, as mentioned above, are not met. In case of conflict it is the responsibility of the PC to reach a consensus.

After the realization of the approved dissemination activity, the involved partner(s) should provide a copy of the final disseminated material to the DM, which will be stored in the PAN-Robots archives.

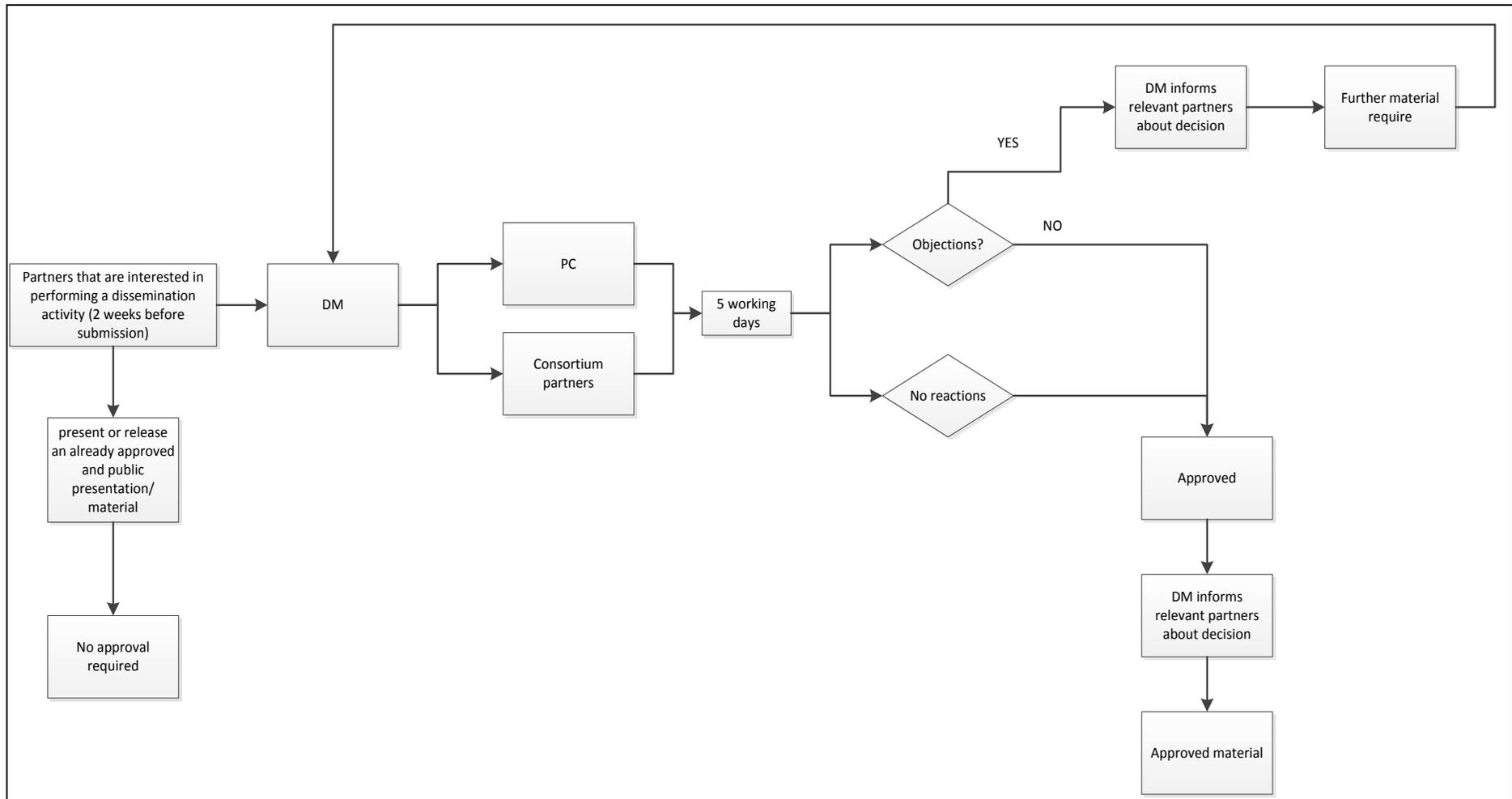


Figure 8: Dissemination procedure

4 Liaison with other initiatives

Within FP7, liaison activities are sought for and as such, PAN-Robots has already started looking for relevant projects. PAN-Robots is opting for information exchange and cooperation.

PAN-Robots partners will plan joint dissemination activities with the main European Platforms related to Robotics, Logistics and Manufacturing, such as:

- Euron and Europ
- Manufuture
- EFFRA

More information on possible cooperations will be provided during the course of the project and this chapter will be updated accordingly.

5 Conclusions

This dissemination plan is both a deliverable and a guide for all partners. The purpose is to show all the dissemination activities that partners will face during the project.

A main activity is the project website: it will contain a lot of information and continuously updated material. There is the possibility to subscribe to the biannual newsletter of the project, which provides the latest updates in terms of dissemination and beyond.

At the end of the project, a video will be produced that contains the results of PAN-Robots. The purpose of this documentary film is the ability to reach both outsiders and technical insiders. Publications on scientific journal and press releases are suitable for AGV operators.

UniMORE is responsible for the creation of a brochure and presentation, poster, and rollup templates to promote the project in conferences, workshop and exhibitions.

The dissemination procedure is the best way to produce simple and satisfactory material accepted by all partners.

Finally, the cooperation with other initiatives is relevant for promoting the project not only to sector operators.

6 Acknowledgements

The PAN-Robots research project is part of the 7th Framework Programme, funded by the European Commission. The partners of the consortium thank the European Commission for supporting the work of this project.

List of abbreviations

AGV	Automated Guided Vehicle
CAS	Compañía Castellana de Bebidas Gaseosas S.A.
DM	Dissemination Manager
EFFRA	European Factories of the Future Research Association
EU	European Union
E80	Elettric 80 S.p.A.
FP7	Framework Programme 7
IEEE	Institute of Electrical and Electronics Engineers
OEM	Original Equipment Manufacturer
PC	Project Coordinator
SICK	SICK AG
UCLUJ	Technical University of Cluj-Napoca
UniMORE	University of Modena and Reggio Emilia
VTT	Teknologian tutkimuskeskus VTT (VTT Technical Research Centre of Finland)

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