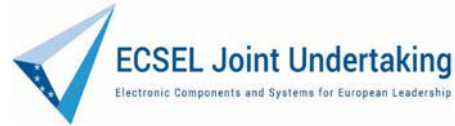


# DELIVERABLE REPORT



**JU Grant Agreement number: 737487**

## SILENSE

**“(Ultra)Sound Interfaces and Low Energy integrated Sensors”**

## Deliverable Report for D 7.1

**“Dissemination and Communication plans”**

**Due Date: M6 – 2017-10-31**

**Name, title and organisation of the Key Beneficiary:**

**Zdeněk Havránek, Brno University of Technology**

**Tel: +420 541 149 839, E-mail: Zdenek.Havranek@ceitec.vutbr.cz**

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Author(s)		
Name	Organisation	E-mail
Zdeněk Havránek	BUT	Zdenek.Havranek@ceitec.vutbr.cz
Stanislav Klusáček	BUT	Stanislav.Klusacek@ceitec.vutbr.cz
Stephan Lehman	GRANTADVICE	stephan@grantadvice.be

Internal reviewers		
Name	Organisation	E-mail
Radu Surdeanu	NXP-BE	Radu.Surdeanu@nxp.com

Executive summary
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## 1 INTRODUCTION

SILENSE project is aimed to develop (ultra) sound interfaces and low energy integrated sensors for smart acoustic or even ultrasonic sensing useful for gesture recognition in various use cases, access control in buildings or even for automotive measuring components.

These objectives and necessary technology steps can be made possible through transducer and analog design innovation, and novel or advanced algorithm and digital signal processing design. All these specific aspects of innovation will lead to new insights into these domains and will be definitely interesting for different types of public audience in both academia and industrial environments. Also, communication inside the consortium is the crucial aspect of successful collaboration across the project. Therefore, dissemination in SILENSE project constitute a key aspect and is focused on promoting the project and highlighting the benefits for the end-users and project stakeholders. The latter will be done by creating public awareness, maintaining relationships with media and other stakeholders and coordination of a liaison with associated projects, as well as creation of the project's identity.

Many of the consortium members have experience in the different technology and market domains and can bring insights in from that world, hence facilitating the integration of (ultra)sound enabled user interfaces.

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## 2 DISSEMINATION STRATEGY AND RELATED ACTIVITIES

The dissemination strategy of the SILENSE project will consist out of three consecutive phases. The three different phases require different methods and activities to be undertaken in order to achieve their goals:

1. The **awareness-oriented phase** aims at creating stakeholders 'awareness and to raise public interest. During this phase, a communication plan will be developed, a public website will be created, project information material (such as a poster and leaflet) designed and introductory presentation and workshops to raise the awareness of the stakeholders. This phase will coincide with the first year of the project, the most activities will start immediately.
  2. The **result-oriented phase** will promote results of the project to (potentially) interested parties (including scientific audience). During this phase, public deliverables and news will be displayed on the project website for viewing and downloading in order to show the progress of the project and to keep the stakeholders updated. In addition, high quality papers will be submitted to scientific journals and presentations given at industrial conferences and workshop. After completing important milestones, the consortium will publish press releases.
  3. The **exploitation-oriented phase** will deploy specific activities in order to start the exploitation. This phase will include the organization of an exploitation symposium, for which all relevant stakeholders will be invited. During this symposium the results of the project will be demonstrated in order to disseminate to the industry and academic world.
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### 3 DISSEMINATION PLAN

The main activities related to dissemination are:

- Design and establish the project electronic infrastructure – project website, mailing lists, social media, internet discussion forums, etc.
- Plan of general (periodic or specific) dissemination actions – newsletters, press releases, public receptions.
- Plan of scientific publication – identification of intention for journal publication or conference presentation, content approval by project partners, type of open access principle consideration and final submission.
- Plan of scientific and industrial presentations – organization of workshops or attendance at exhibitions or fairs by individual partners and the project consortium.
- Information exchange between the partners in the project consortium.

#### 3.1 Dissemination objectives and responsibilities

The main responsible partners for coordinating and monitoring dissemination activities will be Brno University of Technology as a dissemination work package leader (Zdenek Havranek, WP7) and NXP as a project coordinator (Radu Surdeanu) with support of Grant@vice consulting company represented by Stephan Lehmann.

To be able to perform proposed dissemination activities with enough impact through the time period of project execution and to measure the volume of the dissemination in specific areas, these areas are identified in the initial phase of the project and respective indicators for each activity have been set up. Table 3.1 presents an overview of the planned dissemination activities during the project with rough estimation of number of planned occurrences for each action within the project duration.

There are also other envisioned activities which will be adopted during the project lifetime and the schedule with expected goals will be included during the whole duration of the project, depending on the respective results of the test phases and the final output.

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Table 3.1: Planned dissemination activities of the project

Dissemination channel	Evaluation method	Goal	Measures to maximize the objective
Scientific publications	Number of articles in journals	10	Find other suitable journals. Pay attention on special issues. Encourage partners to be more active.
	Number of papers at conferences	20	Find suitable conferences with possible paper submission. Encourage partners to be more active.
Popularization publications	Number of articles in magazines	10	Proactively promote the project in electronic type or web based magazines.
	Number of promotions in industrial sphere	10	Search of additional industrial publications with the help of industrial partners.
	Number of flyers/leaflets distributed at events	400	Flyer or leaflet update to be more attractive.
Events attendance	Active participation at conference with oral presentation	25	Intensify the search for suitable events. Enlarge the number of upcoming events in the project calendar.
	Active participation at conference with poster presentation	10	Intensify the search for suitable events. Enlarge the number of upcoming events in the project calendar.
	Passive participation at conference/workshop	10	Intensify the search for suitable events. Enlarge the number of upcoming events in the project calendar.
	Participation at trade fair or exhibition	2	Identify suitable events with help of EC service (EDB).
Event organization	Number of workshops organized	2	Responsibilities and cost distribution will be assigned.
	Number of stakeholder forums/receptions	2	Responsibilities and cost distribution will be assigned.
Website	Number of visits per month	50	Promoting the website through other dissemination channels.
	Number of external references to the project website	25	Encourage partners to provide links on their website and raise
Public mailing list	Number of external subscriptions	50	Encourage partners to share information about this service.
Twitter	Number of tweets per month	10	Post more news and share interesting ideas to make it more attractive or to trigger more attractive discussion.
LinkedIn group	Number of members of the group	200	Try to find people with synergic activities or invite appropriate customer representatives.

During each reporting period of the project actual performance of the whole consortium in the dissemination will be measured with respect to the planned goals. If there will be any concern about fulfillment of the volume of planned activities or significant deviation from planned dissemination outcome there is also adopted specific measures to increase activity in each dissemination channel.

### 3.2 Publication with Open Access

Open Science and Open Access are key developments in securing a constructive dialogue between research and society. Hence, findings in the context of the SILENSE project will be published in open access outlets. This goal will be reached by combining different measures:

- highly prioritizing open access journals (gold-model) in publication decisions,
- pay for open access options at traditional journals where necessary in order to publish in high-impact journals (e.g. hybrid publication in IEEE Transactions, Journals, and Letters),
- publish reports open access in the project website [www.silense.eu](http://www.silense.eu),
- where possible use self-archiving in own repositories or public open-access repositories.

### 3.3 Common dissemination policy in the project

Specific dissemination rules are specifically needed for publications, where GA [1] and especially PCA [4] are in force. The extraction of the rules for dissemination in the latest draft of the consortium PCA is in the chapter 5 [4]. Rules which must be followed to comply with these legal documents are summarized in the following action points:

- Any partner who is planning or going to disseminate any SILENSE project results must inform the rest of the consortium and provide a copy of the planned publication. This must be done definitely before the initial submission of the publication, in advance with the time frame stated in the final PCA.
- An objection to a planned publication by a partner is justified if (any of following):
  - the protection of the objecting partner's results or background is adversely affected
  - the proposed publication includes confidential information of the objecting partner
  - the objecting partner's legitimate interests, academic or commercial, would be significantly harmed.
- If an objection arises, it must include the precise request for necessary modifications to be able to submit the paper or present the material publicly.
- Without prior permission, it is not allowed to present another partner's results or background, unless they are already published.
- All partners should cooperate in such a way to ensure smooth approval process and allow submitting/contributing partners to meet publishers' deadlines or dissertation/thesis defence schedule.
- Dissemination materials must include:
  - The ECSEL JU logo and the EU emblem.
  - The following text: "This project has received funding from the Electronic Component Systems for European Leadership Joint Undertaking under grant agreement No. 737487. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and from Belgium, Netherlands, Germany, Austria, Spain, Czech Republic and Norway".

A suitable method of usage of the above described content shall be used in such a form to respect the nature of the dissemination material.

- Amendment to the acknowledgement text:
  - Inclusion of the project's acronym is recommended (SILENSE).
  - Abbreviated name of Electronic Component Systems for European Leadership Joint Undertaking could be used (ECSEL JU).



- The grant agreement number must always be included.
- Further information about national funding sources can be also included.

### 3.4 Dissemination with the help of European Commission services

European Commission (EC) has introduced a brand-new service called Common Dissemination Booster (CDB) in 2017 [2]. This service is provided by Trust-IT Services on behalf of EC and is available to all H2020 projects free of charge. It offers professional support to disseminate results from R&I projects. The booster encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities.

The CDB service is available only after successful application at <https://ec.europa.eu/eusurvey/runner/CDB>, but number of application is limited and all submitted applications are accepted on the first come, first served basis.

There are five dedicated services in the CDB offered, each applicant can select any of these services. Each service contains several steps and to complete all the steps of one service there are about 15 calendar days needed.

SILENSE project is planning to submit an application for the CDB service with emphasis on two of them which are marked bold in the following list:

- Service 1 - Portfolio Identification Service
- **Service 2 - Stakeholder/End-user mapping**
- Service 3 - Portfolio Dissemination Plan Development
- **Service 4 - Portfolio Dissemination Capacity building**
- Service 5 - Dissemination Campaign in Practice

Offered number of applications for the first round in 2017 have been already consumed. We are planning to apply for this service in the next round in 2018 with the expected date of the announcement of the new call in September or October that year. Before starting this action in 2018 it is necessary to identify other projects within the H2020 framework with potentially similar stakeholders or users of the developed technologies like SILENSE project to be able to create so called Project Group of these partner projects with similar end users audience. Application for the CDB service in 2017 was possible only for Project Group with at least two participating projects.

### 3.5 Overview of the specific dissemination activities

#### 3.5.1 Scientific publications

The most of the highly valuable project results will be prepared for publication as a fulllength papers in impacted journals addressing topics within a scope of the project. These topics can include acoustic transducer design, simulation and development including their production technology, electronics design and development, including ASIC design, digital signal processing and computer processing and algorithm development. Examples of such journal can be JMEMS, JMM, IEEE Transactions on Ultrasonics, IEEE Transactions on Signal Processing, Elsevier Ultrasonics, JASA, etc. Project partners are planning to publish at least 10 papers in these highly-impacted journals.

### 3.5.2 Conference presentations and workshop participations

The most of the project partners, especially from research and academic environment, are planning to actively attend at least one conference during the project and make a presentation of specific project results or give an insight to the technology which is project intended to develop. Perspective topics for conferences can be related to acoustic and ultrasonic transducers design, micro-electronic and circuit design and algorithm development. Some examples of such conferences are IEEE Sensors, IEEE MEMS, IEEE Eurosime, SPIE Microtechnologies, VDE Mikrosystem-technik Kongress, IEEE SAM, IEEE ICASSP, piezoMEMS, Ultrasonic Symposium, International conference of Internet of things, Inter-noise, ICSV, IMAPS international, ECTC, SMT tutorials, etc. Project partners are planning to actively attend at least 30 conferences (in total) through the whole duration of the project. One of the firsts will come from the Linz Center of Machatronic, during the QoMex conference in 2018 in a special session: "User-centric Evaluation of Interactive Applications" ([www.gomex2018.com](http://www.gomex2018.com)).

### 3.5.3 Workshops organization

Several project partners are willing to support the organization of workshops on the topic of the project (TUE, TUB). Also during the LETI Days organized in Grenoble, San Francisco and Tokyo, the results of the project will be presented to the audience by the project partner CEA-Leti.

### 3.5.4 Trade shows, fairs and exhibitions

SILENSE partners will attend several fairs/tradeshows related to transducer (MEMS) technology and to show project demonstrators setups with enhancement of their features and parameters. Such example can be Mobile World Congress.

### 3.5.5 Lectures and seminars in academic environment

Academic partners with direct connection to teaching activities and education are planning to disseminate project results through seminars and lectures organized within the universities and to support educational activities in bachelor, master and doctoral studies. Therefore, academic partners will transfer new knowledge gained during the solution of the project to their student

### 3.5.6 Show-room presentations

Final samples of demonstrators for automotive sector will be placed in the show room of Grupo Antolin headquarter, to show this technology and their potential application for the interior of the car to different car makers. Grupo Antolin is a worldwide supplier for the interior of the car and different car makers, such as VW, BMW, Mercedes, Renault, Nissan, PSA, Toyota, Opel, Hyundai and others, often visit our facilities (typically every week one customer visits the headquarters' facility of Grupo Antolin).

### 3.5.7 Research clusters

SINTEF is the leader for the "European Research Cluster for Internet of Things" (IERC). This center pulls together tenfold of research institutes, businesses and other organizations devoted to the development of IoT. This network will be exploited for dissemination of results and activities. On European knowledge and funding areas active participation of IFAT is planned to the recently funded European Sensor Systems Cluster (ESSC).

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### 3.5.8 Dissemination at national level

Search for suitable national events for dissemination of the project results will be performed by specific partners within each participating country of the project consortium.

It is essential for the continuous use of the project result and their further development that also at national level SiLENSE received a high visibility. Especially the partner from academia and the research community will be active in the area as their outreach capacity is expected to be wide. The partner countries Austria, France, Germany, the Netherlands as well have Spain all have numerous partners in within SiLENSE that fulfill these criteria. Therefore, we will see an active promotion of the project and its results (in progress) in suitable events such as:

- GlobalRobotExpo, 18-20 April 2018,
- International Symposium on Circuits and Systems (ISCAS), 27-30 May 2018,
- User-centric Evaluation of Interactive Applications, 29-31 May 2018,
- International Machine Tool Exhibition, BIEMH, 28 May – 1 June 2018,
- IEEE International Workshop on Signal Processing Systems (SiPS), 10-13 Jun 2018,
- European Signal Processing Conference (EUSIPCO 2018), 3-7 Sep 2018,
- IOT World Congress, 16-18 October 2018.

### 3.6 Specific dissemination activities carried out by partners

Each partner has specific dissemination activities above general activities described in the project proposal and adopted in the dissemination plan of the whole project. Table 3.2 summarizes these specific activities described by partners.

Table 3.2: Specific dissemination activities per partner

Partner	Dissemination activities
NXP-BE	Typically, in a regional DSP Valley context (network in Belgium and the Netherlands covering the Eindhoven-Leuven area) and in the local Sophia Antipolis technology cluster. Also, universities with which NXP collaborates will receive the relevant results (for NL TU Delft and Eindhoven, for BE KU Leuven). As evidence to this there is currently a collaboration agreement with TU Delft on Ultrasound activities and with KU Leuven, with NXP-BE offering 3 active internships.
IMEC	The results will be published in high-impact journals, and presented at several international conferences with a broad audience.
VRHRT	Verhaert communicates their contribution in this project on the company website ( <a href="http://www.verhaert.com">www.verhaert.com</a> ) and in both internal and external newsletters.
NXP-NL	NXP-NL will disseminate information to a wide public and industry audience, the following channels will be used: <ul style="list-style-type: none"> <li>• Social media</li> <li>• Mass media and press releases</li> </ul> Also, the new driver technology advancements will be disseminated in conferences and journals from ESSCIRC and ISSCC
SOL	Dissemination of results by publishing of at least one paper in scientific journal on PZT for US transducers. Participation to 2 conferences to present the project results. Attend (at least 1) MEMS fair/tradeshaw to promote Solmates deposition technology.
SNPS	Synopsys will contribute to the dissemination of the results by participating in workshops, industrial conferences, and by (co-)authoring whitepapers on SiLENSE

Partner	Dissemination activities
	innovations.
TNO	TNO will publish conference and journal papers on the achievements in the SILENSE project.
TUD	Dissemination of result by at least two scientific papers and presentations at more than 2 international conferences.
TUE	Dissemination of result scientific papers and presentations at more than 2 international conferences
NXP-FR	NXP-F will disseminate results in cooperation with other NXP entities through presentations to French PAs and participation to Nanoelectronics forum.
COV	<p>Coventor will pro-actively disseminate project results outside the consortium. The target market will be on one side the community of designers and manufacturers of transducers, and on the other side the system integrators who need a system-aware model of the transducer. The following specific actions are planned:</p> <ul style="list-style-type: none"> <li>• blog and web-based user forums</li> <li>• Technical presentations at dedicated conferences and exhibitions (IEEE MEMS, Smart System Integration, Transducers etc.)</li> <li>• Webinars with a detailed introduction into a new design methodology for US transducers</li> <li>• Training sessions “hands-on”, both face-to-face and web-based</li> </ul> <p>As much as possible, these dissemination activities will be carried out in collaboration with SILENSE partners.</p>
CEA-Leti	<p>LETI will disseminate the results of the project using different approaches :</p> <ul style="list-style-type: none"> <li>• The scientific results will be promoted in dedicated scientific conferences from the system, the transducers and the circuit communities.</li> <li>• During the LETI Days organized in Grenoble, San Francisco and Tokyo, the results of the project will be presented to the audience.</li> <li>• Some Flyers will be edited to communicate on the project with our partners.</li> <li>• When some specific milestones will be reaches, some press releases will be edited in specialized press.</li> </ul>
IMT	<p>Dissemination of result by at least two scientific papers and presentations at two or more international conferences.</p> <p>Specific technical contributions to ISO through MPEG committee.</p>
IFAG	<p>Infineon will contribute with demonstrations on trade fairs like the “sensor &amp; test” exhibition in Nuremberg and invited talks as for e.g. in 2015 at the “Euroensors” in Freiburg by Alfons Dehe. Regular contributions to the ESSDERC and ESSCIRC are planned in addition. On European knowledge and funding areas active participation is planned to the recently funded European Sensor Systems Cluster (ESSC). In addition, there will contributions to Austrian events like the ECSEL-Austria activities and the FFG events.</p>
IFAT	<p>IFAT will also take SILENSE results to several events organized by the Local Academia (TUW, TUG, UIBK, AAU) just to support educational requirements (for bachelor, master &amp; PhD studies).</p>
TUB	<p>The results on the research on FO-WLP sensor embedding will be reported at national and international conferences and workshops (e.g. IMAPS international, ECTC, SMT tutorials) and will be used for education; i.e. they will be integrated into lectures at TU Berlin FSP Microperipherals technology.</p>
TUC	<p>Public talks will be held in each participating country for dissemination of the project work and results to the general public through events organized by scientific societies or chambers of commerce.</p> <p>The TUC will also hold SILENSE related events during “open days” for the general</p>

Partner	Dissemination activities
	public.
CTR	For dissemination, CTR plans to attend several international conferences (e.g. IEEE Sensors, IEEE MEMS, SPIE Microtechnologies, VDE Mikrosystem-technik Kongress, IEEE Eurosim, etc.) and foresees a budget to enable open access publications in the fields of MEMS design and simulation as well as additive manufacturing and heterogeneous integration.
LCM	The demonstrator setup and achieved results and accuracies will at least be presented at one international conference and/or published in one international journal article
JKU	Dissemination of the results obtained within SILENSE by publishing conference papers (i.e. ICASSP, IEEE SAM, etc) and at least one scientific journal.
PROD	<p>PRODINTEC will disseminate information to audiences beyond the consortium boundaries, related to the design and manufacturing markets. With regard to communication actions, PRODINTEC will use the following tools:</p> <ul style="list-style-type: none"> <li>• PRODINTEC website and specialized webpages</li> <li>• Communications in conferences, fairs and devoted events</li> <li>• Web 2.0 tools: such as Facebook and Twitter</li> <li>• Press releases: in mass media and specialized journals</li> </ul> <p>Internal dissemination of SILENSE results will be held through our existing contacts in the PRODINTEC business unit, with the aim of pushing for adoption of SILENSE-developed technologies.</p>
BCB	BCB will disseminate information using our website, generating news in our LinkedIn profile and participating in conferences.
ANTOLIN	Final samples will be placed in the show room of Grupo Antolin headquarter, to show this technology and their potential application for the interior of the car to different car makers. Grupo Antolin is a worldwide supplier for the interior of the car and different car makers, such as VW, BMW, Mercedes, Renault, Nissan, PSA, Toyota, Opel, Hyundai and others, often visit our facilities. We will explain that this technology can be used for HMI and driver monitoring, mainly focus in the autonomous vehicle.
ALPHASIP	<p>Dissemination will be focused on the clinical sector in addition to wide public. The companies contacts in several Spanish hospitals will help for the dissemination activities that will consist in:</p> <ul style="list-style-type: none"> <li>• Website and social media</li> <li>• Participation in tradeshows, fairs and congresses</li> <li>• Meetings with clinical groups</li> </ul>
IMA	IMA will participate at conferences and meetings focused at similar technology area. Considering project outcomes and meeting agenda, IMA will actively present its activity and achievements. IMA web site will periodically inform about project characteristics and project progress. The company Info-days will be annually held in order to propagate company strategy of the new HW and SW platform dissemination.
BUT	BUT will lead all activities related to dissemination and will establish and maintain the project website where general information will be provided and the public deliverables will be available for download. BUT will present project results at international conferences related to signal processing and ultrasound technologies (IEEE ICASSP, Ultrasonic Symposium, Inter-noise, ICSV or similar) and publish in scientific journals (IEEE Transactions on Ultrasonics, IEEE Transactions on Signal Processing, Elsevier Ultrasonics, JASA, or similar). BUT will also inform academic

Partner	Dissemination activities
	and public audiences about the project results and present newly developed technologies through seminars and lectures organized within the university.
UTIA	UTIA will publish results of the project in workshops, conferences and publications including journals. The dissemination activities will be supported through UTIA www pages <a href="http://zs.utia.cas.cz/">http://zs.utia.cas.cz/</a> dedicated to Artemis, ENIAC and ECSEL JU projects with UTIA participation. The public deliverables will be available for download.
SINTEF	<p>SINTEF dissemination activities will include:</p> <ul style="list-style-type: none"> <li>• Publishing in relevant conferences (e.g. International conference of Internet of things, piezoMEMS, IEEE MEMS),</li> <li>• Publishing in relevant scientific journals (e.g. JMEMS, JMM),</li> <li>• Use of social media and website,</li> <li>• Communicating results to existing and future customers both nationally and internationally,</li> <li>• Press releases in mass media.</li> </ul> <p>In addition, SINTEF is the leader for the "European Research Cluster for Internet of Things" (IERC). This center pulls together tenfold of research institutes, businesses and other organizations devoted to the development of IoT. This network will be exploited for dissemination of results and activities.</p>
ELLIPT	<p>Elliptic will disseminate information to a wide public and industry audience, the following channels will be used:</p> <ul style="list-style-type: none"> <li>• Social media and company website</li> <li>• Mass media and press releases</li> <li>• Trade shows</li> </ul> <p>• Interviews with market analysts and market reports.</p>
SPEEDO	<p>SPEEDO dissemination and communication activities will aim at inclusion of the wide public, industry and commercial partners into the advancements realized in the SILENSE project through:</p> <ul style="list-style-type: none"> <li>• Social media &amp; websites</li> <li>• Press releases</li> <li>• Participation in trade shows</li> <li>• Interviews with market analysts and market reports.</li> </ul>

## 4 COMMUNICATION PLAN

Promoting the project and its findings during and beyond its duration is essential in order to reach a significant number of stakeholders, both from the scientific and end-user community, and create impact. The SILENSE Communication Plan guides all communication activities by defining the target audiences and the messages to be conveyed to each of the target groups, and by selecting the tools and channels to be used for this purpose. The Communication Plan will be updated on an annual basis. Communication activities will follow an incremental approach along with the scientific progress of the project.

In the following table, there is an overview of planned or already performed communication activities for the first year of the project.

Table 4.1: Communication activities

Event	Date	Responsible partner	Description
Website launch	August 2017	BUT	The project website at <a href="http://www.silence.eu">www.silence.eu</a> launched.
Social media	September 2017	BUT	Social media profiles established – Facebook, Twitter, LinkedIn
Press release	October 2017	IMT	Press release to advertise the project in France by French research institute IMT: <a href="https://blogrecherche.wp.imt.fr/en/2017/10/12/silence-control-machines-gestures/">https://blogrecherche.wp.imt.fr/en/2017/10/12/silence-control-machines-gestures/</a>
Press release	November 2017	CTR	Press release to advertise the project in Austria by Austrian research institute CTR in DiePresse: <a href="https://diepresse.com/home/science/5310545/Ueber-Ultraschall-mit-der-Maschine-sprechen">https://diepresse.com/home/science/5310545/Ueber-Ultraschall-mit-der-Maschine-sprechen</a>
Newsletter	December 2017	BUT/SPEEEDO/TNO	First project newsletter with a brief description of use case in wearables domain.
EF ECS/H2020 Info Days	December 2017	NXP	Presentation of SILENSE project during the EF ECS or H2020 Info Days in Brussels.
Newsletter	February 2018	BUT/ANTOLIN	Second project newsletter with a brief description of the use case in automotive domain.
Newsletter	June 2018	BUT/NXP	Third project newsletter with a brief description of the mobile use case and main achievements in the first year of the project.
Visibility event for stakeholders and end-users	June 2018	NXP	Public reception for stakeholders and potential end-users as a part of the project first year review meeting.
Newsletter	September 2018	BUT/IMA	Fourth project newsletter with a brief description of the use case in smart home domain.
EF ECS 2018	November 2018	NXP	Presentation of SILENSE project during the EF ECS forum in Lisbon.
Communication Plan	November 2018	BUT	Revision and up-date of the Communication plan, integrating news information and using available results to further promote SILENSE and enhance its visibility to the relevant communities.

Proposed communication activities are described in more detail in following sections.

### 4.1 Website and social media

The SILENSE website will be the main dissemination point informing the public about the project, its progress and results. Publications and deliverables (open to the public) will be

available via the website, along with links to external sources of information and subscription to the project's public mailing list.

Project website will be more than a tool for general information for public but also interactive private portal for project partners including online forum which may:

- help to find answers and discuss possible solutions for partner's specific questions
- search for common interests or collaboration within the consortium
- enable partners to identify solutions and/or collaborators that have not been most obvious from the partnership structure
- enhance the involvement/participation of all partners in the project or even specific action
- lead to additional output and/or research results

The project website is linked to the websites of the project participants and supporting partners. In addition, social media profiles will be developed: *Facebook* for reaching the public, *LinkedIn* for focusing on the end user and scientific community and potential exploitation and *Twitter* as a discussion means during events.

#### **4.1.1 Project website – [www.silense.eu](http://www.silense.eu)**

Brno University of Technology has already established and is continuously maintaining the project website at [www.silense.eu](http://www.silense.eu) where general information is provided and the public deliverables are available for download there. The home page of the website contains project specific news, links to all social media profiles and feature to login into private part of the website where additional information exclusively for project partners is provided. On the figure 1.1 there is a print screen of the website homepage.

The website technology includes analysis of visitors' behavior within the website to be able to create statistics of the access and to provide an overview of all activities performed by the virtual visitors. These statistics will be used for reporting of dissemination performance through the web.





The screenshot shows the homepage of the Silense project website. At the top, there is a navigation bar with the Silense logo and links for Home, Project, News, Publications, Partners, and Contact. Below the navigation bar is a large blue banner with a network-like pattern. A dark blue box on the left of the banner says "NEW CONCEPTS". Below this, an orange box contains the text: "These concepts can be used in different domains: wearables, automotive and smart home application." Below the banner is a "News" section. The first news item is titled "Second project meeting in Berlin", posted on 14 October 2017 by Admin. It includes a photo of a building and a paragraph of text. Below the text is a "Read more" link. The second news item is titled "l'MTech.: Will we soon be able to control machines with simple gestures?", posted on 13 October 2017 by Admin. It includes a photo of a car interior and a paragraph of text. Below the text is a "Read more" link. The third news item is titled "Kick-off Meeting in Leuven", posted on 9 June 2017 by Admin. It includes a photo of a group of people and a paragraph of text. Below the text is a "Read more" link. On the right side of the page, there is a search bar, a "Log in" button with a key icon, a "Disclaimer" section with the European Union flag and "HORIZON 2020" text, and a "Follow us on" section with icons for RSS, Facebook, Twitter, and LinkedIn.

Figure 4.1: Project website homepage

#### 4.1.2 Partner websites

Project partners have usually their websites well established and provide dissemination of their own results through this communication channel. Project core team will encourage all partners to make links to the common project website at [www.silense.eu](http://www.silense.eu) from their own website presentations or share public information about project results and achievements across the whole consortium.

#### 4.1.3 Social media

SILENSE project will also use social media to promote the project and raise public awareness. This includes:

- Facebook profile publicly available at [www.facebook.com/silense.eu/](http://www.facebook.com/silense.eu/),
- Twitter account at [twitter.com/Silense\\_eu](https://twitter.com/Silense_eu),
- LinkedIn group SILENSE Project at <https://www.linkedin.com/groups/12079243>.

Also, project partners who use any of these social media channels will use them to promote project results and submit news in their respective profiles.

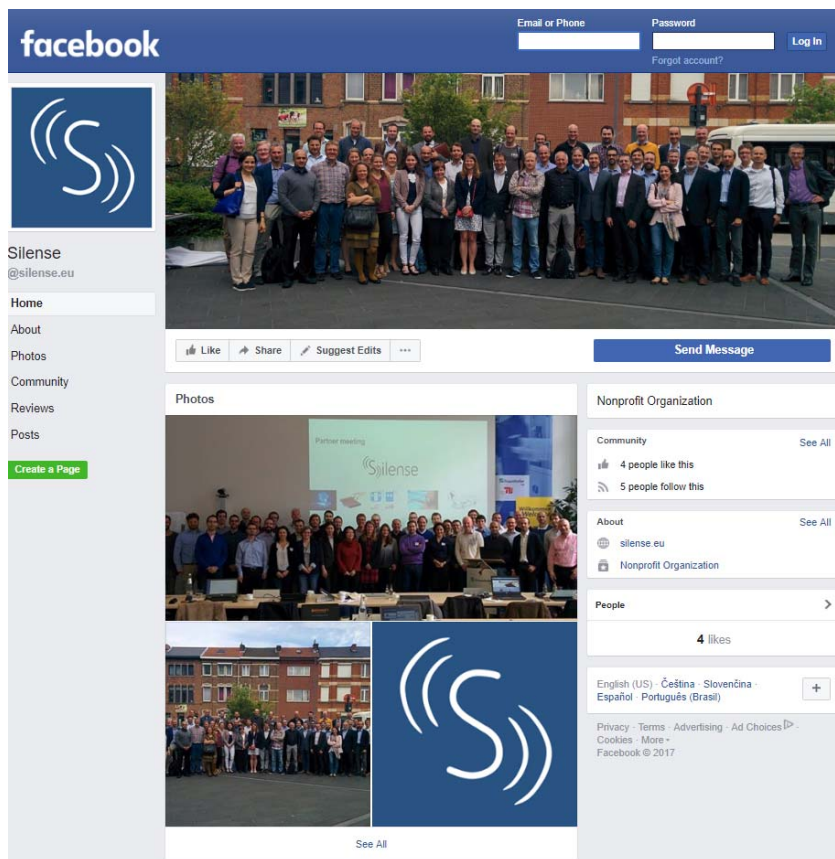


Figure 4.2: Facebook profile for the project



Figure 4.3: Twitter account for the project

## 4.2 Newsletter and press material

The visibility of the SILENSE project will be enforced with the issue of **periodic electronic newsletters** (every 4-6 months), which will present the project's progress and achievements, published on the project's website and sent to the public mailing list members.

At the beginning of the project where only initial ideas and the first thoughts will be developed, the periodicity of the newsletter will be longer. But with the first practical results available, the newsletter will be prepared in shorter periods. In the initial phase, the newsletter will focus on possible use cases of the proposed technologies to give the first overview of their applicability in practice and for specific domain (mobile and wearables, smart home, automotive, health care, etc.)

During the execution phase of the project also other press material for promotion of the project results will be elaborated. This includes:

- project brochures,
- posters to be displayed at events,
- press releases,
- articles in mass media.

Articles can be in press or in online form, and published on local, national, EU or even international level. Especially when some specific milestone of the project will be reached, press release in the specialized press will be published.

## 4.3 Participation at events for dissemination in academia

The academic partners of the SILENSE project have a keen interest in publishing research results through conferences and specialized publications. In addition, the consortium will actively participate in conferences and other events with papers, presentations, and workshop sessions, mainly for scientific dissemination.

#### 4.4 Project events

During the project, the consortium will organize (at least) two workshops:

- the End User Workshop during the first year of the project (during phase 1- awareness phase) in order to finalize and validate the user requirements collection phase. Due to the lack of specification of the possible frequency ranges and technological development option the partners have decided hold this meeting after the first tests in order to allow a more precise definition of the needs for the end users, the event has been postponed to month 12 or month . In addition, it will allow the partnership to determine the application possibilities for the end-users thus ensuring the long-term usage of the project results.
- the Final Project Workshop to formally present and evaluate the technological output of SILENSE and to gain further insights on the evolution of requirements for the end users.

It is also planned to organize a conference during the project. The conference aims to bring together experts from different countries and to increase the visibility of SILENSE beyond the borders of the European Union. This event is in the long-term plan and its implementation is expected in the second half of 2019, e.g. November 2019, in order to give these experts the flavor about already available project results and to stimulate the latest modification towards the best end-user experience with newly developed technologies.

#### 4.5 Collaboration with other research organizations/projects

Collaboration with other research projects and initiatives in the same or related domains will lead to potential synergies, best practices and new knowledge generation. The consortium will participate in events under the invitation of the ECSEL office and its related associations and will pursue communication with other relevant projects. This activity is also requested as a precondition to be able to form the Project Group to apply for Common Dissemination Booster offered by European Commission.

#### 4.6 Direct communication to customers

Industrial partners and companies involved in the project will communicate project results to existing and future customers both nationally and internationally. Internal dissemination of project results will be held by industrial partners through existing contacts of their respective business units, with the aim of pushing for adoption of project developed technologies.

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## 5 RELATION TO PROJECT CONSORTIUM AGREEMENT (PCA)

Dissemination and communication activities must comply with legal documents of the project. Specifically, dissemination of project results through publications, should follow the procedure described in the project GA [1] and furthermore in the project consortium agreement (PCA). PCA is usually based on Model Project Consortium Agreement [3], where specific requirements of all project partners are adopted. The consortium of the SILENSE project has agreed to shorten the deadlines for publication approvals to bearable limits to be able to effectively publish project results especially at conferences and journals. The latest draft of the project PCA [4] has adopted one third of the original deadlines, but it has not been finally approved. So until final approval by all partners and joint signature of the document, original limits stated in GA [1] must be respected. In the following sections, there are summarized commitments between partners related to the dissemination policy.

### 5.1 Dissemination of results

The dissemination of results by one or several partners including but not restricted to publications of whatever form (excluding patent applications(s) and other registrations of IPRs), shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:

Any publication planned by a partner shall be submitted through written notice to the other partner at least **fifteen (15) calendar days** before the planned publication submission date. Any objection to the planned publication shall be made in writing to all partners within **ten (10) calendar days** after receipt of the written notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection to a planned publication by a partner is justified if:

- a) the protection of the objecting partner's **results or background is adversely affected**; or
- b) the proposed **publication includes confidential information** of the objecting partner; or
- c) the objecting partner's **legitimate interests, academic or commercial, would be significantly harmed**.

Any and all objection(s) shall include, to the extent possible, a precise request for necessary modifications.

If an objection has been raised on one or more of the abovementioned grounds, the objecting partner and the publishing partner shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting confidential information before publication) and the objecting partner shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting partner can request a dissemination delay of not more than **six (6) months** from the time it raises such an objection. After six (6) months the dissemination is permitted, provided that confidential information of the objecting partner has been removed from the dissemination as indicated by the objecting partner.

### 5.2 Dissemination of another partner's unpublished results or background

In case a partner wishes to include in a dissemination activity another partner's **results, background** and/or **confidential information**, that is not published, it needs to first **obtain that**

**partner's prior written approval.** The mere absence of an objection is not considered as an approval.

If an objection has been raised, the objecting partner and the publishing partner shall discuss how to overcome the grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting confidential information before publication) and whereby the scientific quality of the publication is maintained. In the spirit of good collaboration the objecting partner is required to cooperate in good faith in order to enable the publication within a reasonable period and shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

### **5.3 Co-operation obligations**

- (i) The partners undertake to co-operate to allow the timely submission, examination, publication and defense of any dissertation or thesis for a degree which includes their results, background and/or confidential information, subject to the confidentiality and publication provisions agreed in the PCA.
- (ii) Prior to submitting any planned publication and/or any planned dissemination activity of results, partners shall undertake reasonable efforts to refrain from including in such planned publication and/or such planned dissemination activity of any other partner's confidential information.

### **5.4 Use of names, logos or trademarks**

Project consortium agreement is not conferring rights to use the name of the partners or any of their logos or trademarks without their prior written approval in advertising, publicity or otherwise.

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## 6 CONCLUSIONS

This deliverable report summarizes the initial ideas and presents useful channels for dissemination of SILENSE project results. It also set up policies and rules for dissemination activities and provides the first estimation of volume of planned activities. Also, communication activities are described and specific procedures for each communication channel is adopted. All these aspects are important and essential for impact of project results and to ensure that the whole consortium will try to do as most as possible to make third parties aware of the project results and their successful application in industry and society. The proposed activities will target different audiences, especially from industrial environment, but also from academia. The dissemination and communication plan will be updated on annual basis to reflect actual needs and progress of the project with respect to publishable results and targeting specific audience.

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## REFERENCES

- [1] ECSEL JU and SILENSE consortium: Grant Agreement: Number - 737 487 – SILENSE. May 2017.
  - [2] ECSEL JU: Common Dissemination Booster (CDB).  
[https://ec.europa.eu/research/transport/pdf/leaflet\\_cdb\\_final\\_2017.pdf](https://ec.europa.eu/research/transport/pdf/leaflet_cdb_final_2017.pdf).
  - [3] DigitalEurope: MCARD-2020 Model Consortium Agreement for Research, Development and Innovation.  
[http://www.digitaleurope.org/DocumentDownload.aspx?Command=Core\\_Download&EntryId=760](http://www.digitaleurope.org/DocumentDownload.aspx?Command=Core_Download&EntryId=760)
  - [4] SILENSE project: SILENSE Project Consortium Agreement (PCA). (in preparation, draft as of November 2017).
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