

D9.2 Dissemination Plans

Work Package 9: Dissemination, Exploitation and Standardization



Document information

Project Identifier	662107
Project Acronym	SWARMs
Project Full Name	Smart and Networking Underwater Robots in Cooperation Meshes
Document Version	V1.0
Planned Delivery Date	M6 (December, 2015)
Actual Delivery Date	M7 (January, 2016)
Deliverable Name	D9.2 Dissemination Plans
Work Package	WP9 Dissemination, Exploitation and Standardization
Task	T9.1
Document Type	R (Report)
Dissemination level	PU (Public)
Abstract	This document contains all the information regarding how the existence of SWARMs will become noticeable for the scientific community, but also to related industry in general, involved in the areas of interest dealt with by the project.

Document History

Version	Date	Contributing partner	Contribution
V0.1	M6 (01 Dec. 2015)	ITAV	ToC draft
V0.3	M6 (08 Dec 2015)	BOSCH, TTI, GSLDA	Inputs from partners
V0.5	M6 (18 Dec 2015)	UAVR, TNO, PLOCAN	Compilation of partners' inputs
V0.7	M6 (21 Dec 2015)	ATN, TNWPS, UPM	Revision including partners' inputs
V0.8	M6 (28 Dec 2015)	ITAV, MDH, SINTEF	Inclusion of partners' inputs
V0.9	M6 (29 Dec 2015)	HIB, THALES, INV, TEC	Inputs from partners and revision
V1.0	M7 (15 Jan 2016)	ITAV	Final version for revision
V2.0	M7 (29 Jan 2016)	ITAV	Final version

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Table of Contents

Table of Contents	4
Table of Figures.....	5
1. Introduction	6
2. Project promotion at industrial events	7
3. Dissemination at scientific level.....	9
3.1 Journals and Magazines.....	10
3.2 Scientific conferences	11
4. Public website and social networks	13
5. Executive summary of project results.....	16
6. Individual dissemination plans.....	17
UPM.....	17
ACC	17
IXION	17
TECN	18
PLOCAN	18
TTI	19
HIB.....	19
BOSCH	20
EVOL	20
ONERA	21
THALES	21
GSLDA.....	22
ITAV.....	22
UAVR.....	22
SINTEF	22
NTNU	23
MAROB.....	23
INV.....	23
WLNK	23
DV.....	23

MDH.....	23
TNO	23
S&T.....	23
TNWPS.....	24
ATN.....	24
DES	24
SAB.....	25
WASS	25
SSSA	25
7. Conclusion.....	26

Table of Figures

Figure 1. SWARMs website page snapshots.	13
Figure 2. SWARMs presence in online social networks (website view, with links).....	14

1. Introduction

This document contains key information regarding how the existence of SWARMs will become noticeable for the scientific community, but also to related industry in general, involved in the areas of interest dealt with by the project.

SWARMs promotion and dissemination of results will essentially take place through concerted actions, e.g. at industrial exhibition events, but it will also be achieved via partners' individual activities, e.g. by presenting and publishing their research results and outcomes in relevant scientific conferences and publications, respectively.

The project dissemination plans are aligned in three main axes, as follows:

- Project promotion at industrial events;
- Results dissemination at scientific level, which includes in scientific publications and at conferences;
- SWARMs Public website, where will also be made available periodic executive summary reports reflecting the ongoing key project developments and results, which will also be announced through the main online social networks.

In these plans, three main audiences are targeted: Industry, Academia and broad public in general.

The dissemination plans should nevertheless continue to be further refined and improved throughout the project.

2. Project promotion at industrial events

As an industry driven project, SWARMS and its key developments will be promoted at the industrial level through distinct approaches in order to maximize its potential impact, namely by further attracting important stakeholders and capitalizing on that by developing fruitful synergies and effective collaboration during and after the project duration.

SWARMS developments and technologies will be presented in industrial fairs and exhibitions mainly by the industrial partners in the consortium. To this purpose, specific information material for the industry will be created and distributed, e.g. flyers. Moreover, the consortium members will use the established contacts with their current industrial allies and associates to disseminate the project results and launch future collaborations applying SWARMS technology, together with other technology suppliers as well as with end-users.

Thus, it is envisaged to participate and promote the project concepts, developments and technology in most of the following events, throughout the project duration, in some cases presenting SWARMS and its outcomes at invited talks and panels discussions, and also at dedicated or partners' booths, among other ones yet to be announced or also to be considered to represent a pertinent opportunity:

- **euRathlon 2015 Challenge**, Piombino, Italy, September 17-25, 2015 (*participation fulfilled*)
 - **Subsea Expo 2016**, Aberdeen, UK, February 03-05, 2016
 - **Oceanology International 2016**, London, UK, March 15-17, 2016
 - **European Robotics Forum (ERF) 2016**, Ljubljana, Slovenia, March 21-23, 2016
 - **Undersea Defence Technology (UDT) Exhibition & Conference 2016**, Oslo, Norway, June 01-03, 2016
 - **Computer Vision and Pattern Recognition (CVPR) '16**, Las Vegas, USA, June 27-30, 2016
 - **Offshore North Sea (ONS) Conference & Exhibition 2016**, Stavanger, Norway, August 29 - September 01, 2016
 - **Deep Offshore Technology International (DOT) '16**, New Orleans, USA, October 3-5, 2016
 - **Bucharest International Technical Fair (TIB / INVENTIKA) 2016**, Bucharest, Romania, October 12-15, 2016
 - **Euronaval – International Naval Defence & Maritime Exhibition and Conference 2016**, Paris, France, October 17-21, 2016
 - **Rio Oil & Gas Expo and Conference 2016**, Rio de Janeiro, Brasil, October 24-27, 2016
 - **Ocean Business 2017**, Southampton, UK, April 04-06, 2017
 - **EWEA Offshore Wind Energy 2017**, London, UK, June 06-08, 2017
 - **SPE Offshore Europe Conference & Exhibition '17**, Aberdeen, UK, September 05-08, 2017
-

The involvement of SWARMS partners in this kind of dissemination activities is expected to provide significant impact, namely towards potentiating collaborations and business opportunities, at medium and long term, with strategic stakeholders and potential future business and/or R&D partners.

In order to help better planning and verify the effectiveness of such activities mostly focused towards industrial dissemination, several metrics and quantified targets have been defined as follows:

- Participation at industry oriented events: 15
- Presentation of posters: 35
- Invited talks and other oral communications: 30
- Distributed flyers, brochures and other hardcopy material: 1500

Throughout the project duration, in case any of these metrics presents a risk not to be overcome or not to be as effective as expected, the following mitigation actions should take place, respectively:

- Identify further industrial fairs and exhibitions relevant and in the scope to the project;
- Find alternative relevant events and contact organizers;
- Contact and establish stronger synergies with organizers and also consider other events;
- Request permission to distribute promotional material at additional events and consider revising such material to be visually more attractive, while explaining SWARMS key achievements.

3. Dissemination at scientific level

Scientific dissemination activities presenting the advances being achieved in SWARMS, throughout the project duration, can be split essentially in two main categories. One is directly associated with the presentation of scientific papers at relevant conferences, in oral communications or via poster presentations. The other, relates to the publication of articles in scientific journals and magazines.

Both of these approaches will reflect the progress and outcomes of the project, namely of SWARMS most promising achievements, which are envisaged to appear in renowned peer-reviewed publications and also to be presented at the most relevant conferences in the field, namely by the scientific/academic partners.

Other than those main two approaches, it is also envisaged that the members of the consortium will release open source software, such as specific code libraries, as final project's outcomes, namely in order to support establishing new standards for effective interoperability between AUVs/ROVs produced by different manufacturers. Such software releases should be fully compliant with the established consortium agreement rules.

Also, apart from participating and publishing in reference scientific conferences and publications, the consortium intends to take an active role in the organization or co-organization of such scientific dissemination events, such as conferences, workshops and special sessions, as well as of special editions in relevant journals and magazines. In that respect, some relevant metrics and targets have been considered and defined as follows:

- Organization of workshops and special sessions (*with at least 20 registrations*): 4
- Organization of conferences (*with at least 100 registrations*): 2
- Editorship of journal or magazine special editions: 2
- Release of software libraries: 5

The following mitigation actions should be taken in case of foreseen risks in achieving such targets or their effectiveness, respectively:

- Join further efforts among SWARMS partners, as well as with conference organizers, and even with external institutions, e.g. Chalmers and NSCRD;
 - Join further efforts inter-consortia or with further external organizations, and invite European Commission and JST to publish de conference programs for higher visibility;
 - Strengthen the contacts and interaction with major scientific publications editors, promoting the importance of topics being addressed in SWARMS with respect to publications' domain;
 - Explicitly further define the work flow, processes and plans regarding the software releases within the technical implementation teams involved in the respective technical tasks/WPs.
-

The following subsections present details concerning the two main scientific dissemination channels being used to make SWARMS results available to the scientific community, and industry as well.

3.1 Journals and Magazines

In the initial months of the project, a significant number of scientific publications has been identified, where partners should target to submit articles presenting their major findings coming out from the project, and through which those outcomes should have great chances to get appropriately disseminated, namely within relevant scientific and industrial communities sharing similar interests and goals as in SWARMS and by its partners.

The current list of publications of interest, which can eventually increase, is as follows:

- **IEEE Journal of Oceanic Engineering**
- **IEEE Transactions on Robotics**
- **IEEE Robotics & Automation Society Magazine**
- **Journal of Atmospheric and Oceanic Technology**
- **MTS Journal**
- **Journal of Field Robotics**
- **International Journal of Robotics Research**
- **Autonomous Robots Journal**
- **Robotics and Autonomous Systems Journal**
- **Journal of Marine Science and Technology**
- **The Journal of Ocean Technology**
- **Ocean Engineering, Elsevier**
- **Applied Soft Computing, Elsevier**
- **Expert Systems with Applications, Elsevier**
- **Engineering Applications of Artificial Intelligence, Elsevier**
- **Marine Technology Reporter Magazine**
- **Sea Technology Magazine**
- **Ocean News & Technology Magazine**
- **Hydro International Magazine**
- **International Ocean Systems Magazine**

It is envisaged that the following targets are achieved:

- Articles in scientific oriented publications: 20
- Scientific articles in industry oriented publications: 20

The following actions should be considered in order to mitigate any anticipated risks in achieving the defined targets, respectively:

- Contact further publishers and editors of relevant peer-reviewed and indexed journals;
- Search for additional channels in cooperation with the Industrial Advisory Board.

3.2 Scientific conferences

Some of the relevant scientific conferences where SWARMS partners have envisaged to participate and present their key results being achieved within the project, and where they also expect to establish contact with other researchers on the same domain, to share knowledge and experience on relevant topics and concepts, are the following:

- **Offshore Technology Conference (OTC) 2016**, Houston, USA, May 02-05, 2016
- **Computer Vision and Pattern Recognition (CVPR) 2016**, Las Vegas, USA, June 27-30, 2016
- **British Machine Vision Conference (BMVC) 2016**, York, UK, September 19-22, 2016
- **Conference on Control Applications in Marine Systems (CAMS) 2016**, Trondheim, Norway, September 13-16, 2016
- **IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS) 2016**, Daejeon, South Korea, October 09-14, 2016
- **International Conference on Control, Automation, Robotics and Vision (ICARCV) 2016**, Phuket, Thailand, November 13–15, 2016
- **International Conference on Harmony Search Algorithm (ICHSA) 2017**, Bilbao, Spain, January/February 2017
- **MTS/IEEE OCEANS'17**, Aberdeen, UK, June 19-22, 2017
- **SPE Offshore Europe Conference & Exhibition 2017**, Aberdeen, UK, September 05-08, 2017
- **IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS) 2017**, Vancouver, Canada, September 24-28, 2017
- **International Conference on Computer Vision (ICCV) 2017**, Venice, Italy, October 22-29, 2017

This list of scientific events will continue to significantly grow, and get updated, throughout the project duration upon the release of details on further conferences.

SWARMS envisaged targets are the following:

- Oral communications at scientific events: 40
- Papers in scientific conferences and in respective proceedings: 35
- Presentation of posters: 25

The following actions should be considered in order to mitigate any anticipated risks in achieving the defined targets, respectively:

- Further encourage partners to publish scientific papers, and also find additional appropriate events;
- Find additional and alternative events, while establishing further synergies with the organizers of such events;
- Find alternative relevant events and contact organizers.

4. Public website and social networks

SWARMS public website (<http://www.swarms.eu>) has been put online to promote the project, gathering information material, scientific publications, press releases and presentations. It is divided in nine webpages, which present the project in several perspectives, also promoting it, and provides its visitor the possibility to contact the consortium, as well as to follow SWARMS key developments online, also via the major online social networks.

SWARMS website has been created by ITAV, whom is responsible for maintaining it, with the support and inputs from all the project partners.

Some more details concerning the public website can be found in SWARMS deliverable D9.1.

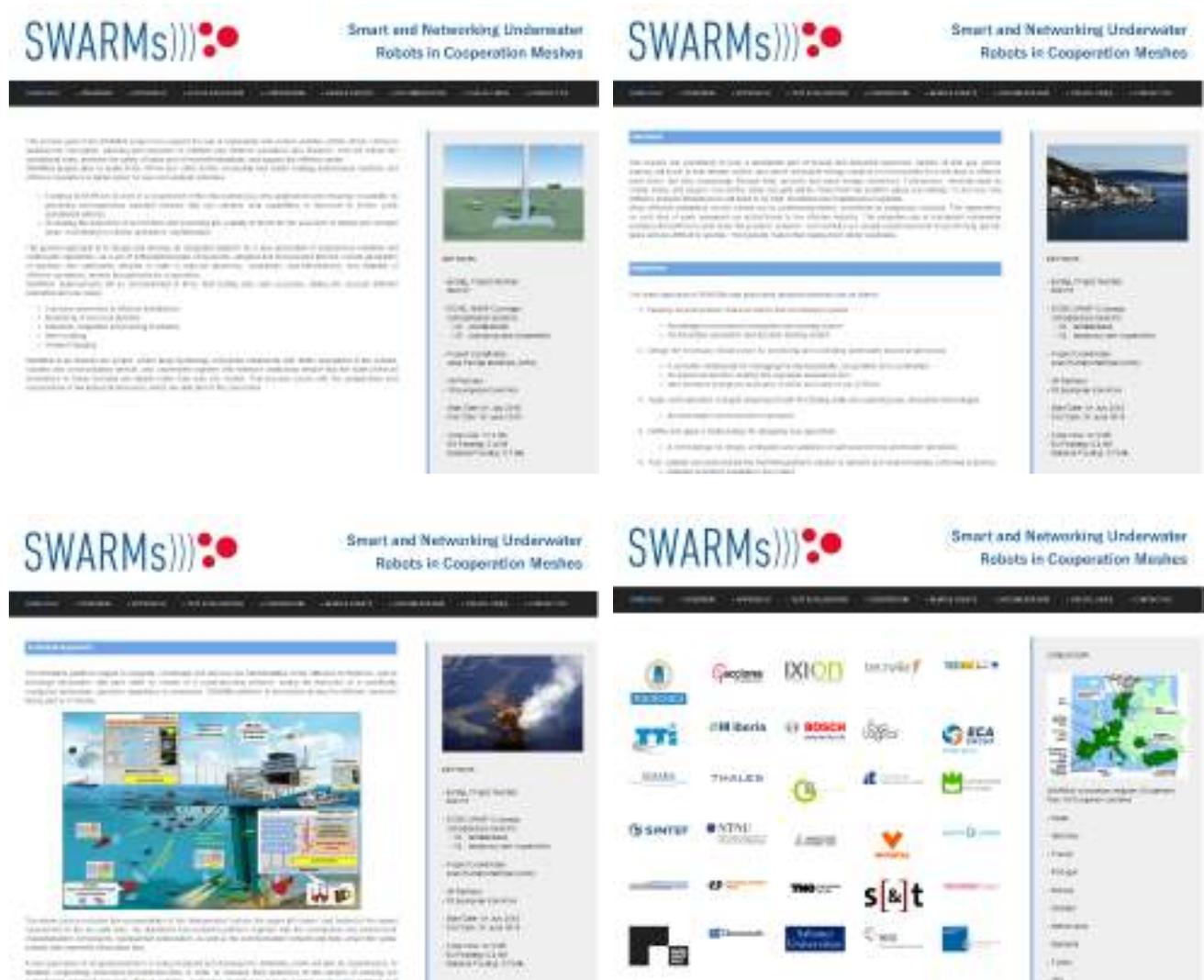


Figure 1. SWARMS website page snapshots.

With respect to online broad visibility, SWARMS project is currently associated to the major online social networks, which already began to be used for posting messages to promote and showcase the project's key developments on a regular basis. The online social networks where SWARMS is present are the following:

- LinkedIn;
- Twitter;
- Facebook.

Additionally, once relevant video footage is produced within the consortium, it will be made available online through YouTube, e.g. promoting the project as a whole, but also specifically sharing some illustrative tests and experimentations carried out by the consortium, as well as showcasing the planned demonstrator events, namely to further grab the attention of current and potential SWARMS stakeholders.

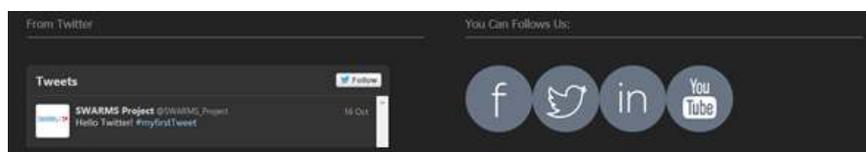


Figure 2. SWARMS presence in online social networks (website view, with links)

The following metrics and targets will be used during the project, serving as guidelines, to support assessing the effectiveness of SWARMS dissemination through online media, via the Internet:

- Visitors of SWARMS website (monthly): 350
- Visits duration (minutes, for 50% of visitors): >2
- Reports and other media downloads (monthly): 50
- References from external web pages (excluding partners' webs): 20
- Twitter followers: 150
- LinkedIn posts (monthly): 5
- YouTube video feeds: 20
- Other mass media, e.g. press releases (per involved country): 2

Respectively, the following actions should be considered when risks in achieving the defined targets are anticipated, in order not to impair the effectiveness of these dissemination channels:

- Promote the website through other channels (especially in online social networks);
- Re-organize the website making it easier to find relevant items, and also upload more attractive content;

- Promote the website and attractive downloadable material through other channels (especially in online social networks);
- Contact more stakeholders and initiatives to agree on the promotion of SWARMS website;
- Control and encourage the publication of tweets, on a regular basis, namely when a relevant milestone is taking place (e.g. event, releases, etc.); depending on the phase of development and implementation these may be monthly, weekly or even daily at peak milestones;
- Control and encourage the publication of monthly discussions, or when a relevant milestone is taking place;
- Promoting the project website through other channels (especially in online social networks) in order for the SWARMS occasional video feeds of experimental and demonstration activities achieve a reasonable number of visualizations (>100);
- Press releases will be made available online in English but also translated to the languages of the partners participating in the project.

5. Executive summary of project results

Targeting to increase the interest of SWARMS stakeholders and broad audiences towards the project, further grabbing the attention of key organizations and institutions, high-level information regarding SWARMS key achievements will be reported, and made available online, every nine months in an attractive reader-friendly format, showcasing the best of SWARMS as the project progresses. It is envisaged also to present roadmaps for the project and its components, as they further consolidate throughout the incremental stages of the project.

The four periodic executive summaries will be made available online and will be reported as deliverables D9.3-D9.6. Such summaries will also be distributed to selected and potential stakeholders and audiences, not only in electronic format, e.g. as an electronic newsletter, but also in hardcopy printouts, e.g. as leaflets or brochures, to be made available or distributed at selected events, eventually where SWARMS or its partners participate, e.g. at the project or partner's booth.

It is important that this straightforward condensed dissemination item, and its format, easily captures the readers' attention, namely by being visually appealing, and with attractive graphical layout and aesthetics, e.g. inspired in infographics to some extent. It will be considered the possibility to also make such material with the selected contents in more than one format, which may eventually vary or coexist in distinct shapes according with the interest learned from the targeted audiences.

Additionally, these executive summaries will also be considered to be used as an invitation for the targeted audiences to express their interests and feedback regarding the topics being presented in it. This can be done, e.g., through ludic quizzes or simplified questionnaires, which should return valuable feedback regarding the expectations, major interests and priorities of SWARMS stakeholders.

6. Individual dissemination plans

The partners' individual dissemination plans, containing some additional information related with each partner nature and envisaged specificities, are presented in this section. These plans further detail and complement the overall dissemination strategy presented in the previous sections from each partner's main perspectives.

UPM

Scientific papers will be written aiming to expand the State of the Art and provide work results in the areas of interest for the project. Workshops will be appointed to offer information about tasks where UPM is involved.

More specifically, UPM has identified several topics and articles that it envisages to publish, e.g. Survey on intermediation architectures for underwater robotics, Comprehensive survey on intermediation architectures and middleware solutions, Communication protocol for underwater vehicles, Pattern recognition algorithms applied to underwater vision, and Business models for distributed systems in underwater facilities.

Furthermore, UPM as a higher-education institution will use the knowledge acquired in the project to the development of final grade projects, MSc. dissertations and PhD. thesis.

Additionally, UPM will participate in brokerage events with the aim of exploit and continue the results obtained within the SWARMS project by contacting with new partners and institutions.

UPM will also organize courses and workshop to disseminate and communicate the results obtained in the project.

ACC

Acciona will participate in the dissemination events organized in the project, as well including content in the different tools and media concerning the application of SWARMS systems in the maritime works unit. Acciona also will use internal communication channels worldwide: intranet, social media, etc.

IXION

IXION will carry out the following dissemination activities:

- To publicize SWARMS in other related EU-funded projects where IXION is already participating (ARTEMIS, FP7, H2020, ECSEL) or in upcoming proposals.
- To look for synergies with other EU-projects where IXION have or has had a relevant role in order to enlarge the framework results or to develop new R&D ideas.

- To present SWARMS framework and results at the national and international exhibitions tradeshows where IXION will be present during the project lifetime (embedded systems, unmanned vehicles...).
- To organize presentations and workshops for specific customers from diverse industries sectors (nuclear, emergency services, security, industrial maintenance).
- To place posts in the related Spanish Technological Platforms websites to which IXION belongs: Planetic (Embedded Systems), INNOVAMAR (Maritime Technology).

TECN

TECNALIA is committed to maximize the potential impact of the project results in terms of its dissemination to relevant stakeholders, including mainly the research community, the end-users of the results of the project (industry), and the European citizenship in a broad sense.

The dissemination plan includes the following activities:

- Presentation of the project to the general public, by providing dissemination contents for the project web, and promoting and disseminating SWARMS results also through TECN own channels (websites, Tecnia TV, social networks);
- Dissemination of research results to the interested research community through articles in frontline scientific journals with relevant impact factor (i.e. indexed in Thomson's SCI and ISI), and presentations in international congresses and workshops of renowned prestige in the addressed research fields: image processing; planning, re-planning and optimization algorithms; semantic middlewares.
- Dissemination of the SWARMS approach and results among the interested industry sectors (e.g. marine technology/robotics) demonstrating the added value of the technologies developed within the project.
- Collaboration and identification of synergies with other relevant EU-projects in order to share common knowledge and vision and maximize the impact of the project results.

Communication with national and European Technology Platforms where TECN participates and with European associations.

PLOCAN

The main role of PLOCAN in SWARMS is to provide the scenario and logistics for the Early Trials that are going to be performed in 2016 in Gran Canaria waters in the scope of the Project. PLOCAN will provide the Marine Test Site in order to perform an initial validation and demonstrations of the developed SWARMS technology. Other tasks include technical and operational requirements, design methodologies and environmental sensing.

Thus, the dissemination plans for PLOCAN are mainly focused to spreading all the technological and logistic knowledge and know how acquired during the demonstration exercises along all possible national and international suitable events. But also to disseminate all the achievements made in the more specific operational and technical tasks.

As a public research organization one of our aims is to spread and disseminate as much scientific knowledge as possible, especially in the Marine Maritime fields. Our goal is to improve the presence of our organization remarking our achievements among the scientific community through the collaboration with journals, publications, conferences, workshops or any other event related to the SWARMS project.

TTI

TTI considers a key aspect the participation in national and international events in order to promote the know-how and the obtained results in the framework of SWARMS project. As industrial partner (SME) TTI will disseminate and promote main results regarding the definition, developments and implementation of customized communication network for SWARMS.

Additionally, TTI has identified several activities in order to promote the project and its results:

- Collaboration in SWARMS public website reporting advances as well key project developments and results during the project
- Presentation of key developments and results through demonstration activities and at least one industrial exhibitions
- Project promotion to public in general via publications in national and international journals, magazines,
- Generation of specific information and material such as flyers, posters that will be distributed in different shows and events that the company uses to attend
- Promotion of the SWARMS project and results in the company's web page (www.ttinorte.es)

It has to be underlined that dissemination activities will be less intensive in the first phase of the project and will rise in intensity as the progress in the project is made and demonstration and new results will be achieved.

Furthermore, the advancement of knowledge in the project and its main topics (communication network architectures, maritime and offshore operations, autonomy and cooperation) would help TTI to be involved in future projects with similar scope with key European partners.

HIB

HI Iberia mainly participates in events related to safety applications and semantics, both of which have strong links to the work in SWARMS.

Additionally, HIB is part of a group of commonly owned companies which includes Seaplace SL which is a major player in naval operations in Spain and abroad. Synergies with this sister company will be sought and their expertise in dissemination in that domain leveraged to maximize the impact of SWARMS.

Events that have been planned as targets for dissemination in the first half of SWARMS by HIB include the following:

- Future Security 2016, Berlin, Germany, Sept. 13-14th (<http://www.future-security2016.de/>). The core topic for this year is Sensor Systems for Safety and Security and HIB intends to write a paper proposing results of several projects including SWARMS towards an ontology for distributed sensor systems with applications for security;
- IV Congreso Nacional de Seguridad y Defensa (IV National Conference for Security and Defence, DESEI+D 2016, venue TBD, approximately November 2016) This conference is open to researchers in the military and civilian communities for applications and research in security domains;
- European Conference on Artificial Intelligence (ECAI 2016), The Hague, Netherlands, August 29th - September 2nd 2016 (<http://www.ecai2016.org/>). In this conference, results of research in Artificial Intelligence topics are presented. HIB intends to submit a paper on the premises for application of the SWARMS ontology in mission management.

In addition, HI Iberia performs dissemination of the SWARMS activities in its participation to events and through a reference in the company's website (<http://www.hi-iberia.es/en/hiResearchProyectos.php#0>)

BOSCH

Bosch is active within the Marine & Offshore Business with its subsidiary Bosch Rexroth. We intend to show results of the project during trade fairs and customer events of Bosch Rexroth. This will mainly be realized by presentations and videos of the simulation and demonstrators. If applicable the simulator itself can be used by customers and visitors during these events. Bosch Rexroth is present on the important trade fairs SMM in Hamburg and the OTC in Houston as well as on several other smaller ones.

EVOL

A key objective of the dissemination strategy will be that of raising awareness of the potentials associated to the application of ICT technologies to marine environment preservation, valorization, and exploitation. Our dissemination activities will target a) end users in the multidisciplinary fields associated to marine economy, and b) the public at large. In addition, we would like to engage such large communities of end users in the project activities, by fostering new ideas on the use of the developed solutions and infrastructures and proposals of applications and services.

A key dissemination means to increase awareness and stimulate ideas will be the organization of open workshop dedicated to different relevant communities (at least two during the project activities), remotely accessible by means of video streaming to enable participation by a large audience, making the researchers and developers aware of SWARMS solutions:

- Scientific publications. This activity will address publishing papers in prominent international journals, conferences and magazines to document SWARMS project results, targeting especially flagship publication on underwater and marine technology, marine communications, and on more general ICT topics.
- Participation to industrial fairs and exhibitions. The SWARMS concept will be demonstrated at industrial exhibitions such as Oceanology International; Oceanology International China; Ocean Business; IEEE Oceans—exhibition and demonstration session; UDT – Undersea Defense Technology exhibition session.
- Open Workshops. In cooperation with SWARMS partners at least one open workshops will be organized which can be attended in person or via video streaming by registered users, with the objective to present the main features of the SWARMS technology, the novel technologies developed within the project, the procedures to use the infrastructure for experiments, success cases of application and services development.

ONERA

ONERA will participate with others members of the consortium to the redaction and presentation of papers or posters for workshops or conferences regarding its competence and work conducted in the project.

THALES

As a research center, Thales R&T will submit scientific articles to expand the science knowledge and provide work results in the areas of automated planning, routing and underwater robotics. Workshops will be appointed to offer information about tasks where Thales is involved.

More specifically, Thales has identified several topics of interest where publications are envisaged: the use of a high-level modelling language for mission planning problems, the articulation between low (vehicle) and high (mission) level planning, the comparison of state-of-the art solvers on those problems, the use of anisotropic fast marching for solving sub-riemannian Petitot model.

As an industrial partner, our dissemination activities will also target end users in the multidisciplinary fields associated to underwater systems, but also the professional public at large. Thales thus envisages attending and participating in industrial oriented events, such as congresses and exhibition fairs, for showcasing its products and solutions, together with SWARMS key achievements, to the relevant stakeholders.

GSLDA

The dissemination plan envisaged by GSLDA is partially supported by joint work towards the preparation of articles and papers to appear in appropriate scientific publications and journals, but also by presenting SWARMS' most promising results in key conferences.

On the other hand, GSLDA also envisages attending and participating in industrial oriented key events, such as congresses and exhibition fairs, for showcasing its products and solutions, together with SWARMS key achievements, to the relevant stakeholders.

ITAV

ITAV's dissemination plan is quite related with its exploitation plan as a research center, as it targets to create and disseminate scientific knowledge and associated applications to a broad public audience, namely through widely recognized international publications and journals, presenting significant achieved results also in relevant conferences, workshops and congresses, and also through SWARMS website.

Moreover, ITAV will disseminate the project results internally, building know-how and allowing the formation of a group of skilled people with deep knowledge in underwater wireless communication systems, associated techniques and applications, for such systems development in the future. ITAV may process and use this knowledge in research and education actions, thus further disseminating it, namely in specific training actions for the industry, transferring SWARMS technology and knowledge, e.g., through consultancy actions. Additionally, for disseminating key results, patent filling can also be considered.

UAVR

Dissemination will be carried out by UAVR in the form of scientific articles publication in relevant journals and/or magazines, but also by presenting UAVR's key results in recognized conferences, and its subsequent publication in the conferences' proceedings.

Another form of dissemination, after thorough analysis and validation, can be through patent filling, which will be considered upon an outstanding achievement.

SINTEF

Scientific papers will be written on new insights, results and methodology on design of autonomous operations. Workshops on the use of SWARMS technology and methodology for new subsea autonomous operations. On the short term, SINTEF plans to deliver one scientific paper on autonomy before the end of 2016.

NTNU

Demonstrations and lecturing to MSc and PhD students, as well as contribute to scientific papers by being a platform for conducting experiments and collecting data. NTNU is hosting the 10th IFAC Conference on Control Applications in Marine Systems (CAMS 2016) to be held in Trondheim, Norway, September 13-16, 2016.

MAROB

Customer events showing off the demonstrator. Presentations on trade fairs.

INV

Present developed tools and methodology to customers. Use developed tools and methodology in collaboration with customers and partners. Publish project cases on our digital surfaces (web, fb, LinkedIn, twitter) and via our newsletter. Arrange mini seminars with customers and partners.

WLNK

Customer event showing off the demonstrator. Presentations on trade fairs.

DV

Trade fairs, present the new systems for our current distributors. We do also have a large database where we do presents news and products to our current customers, as well as at the company webpage.

MDH

MDH aim at publishing 5 conference and 3 journal papers in peer-reviewed high impact platforms. MDH will also aim at publishing them in different field, such as robotics, multi-agent systems, artificial intelligence in order to increase the impact of the work that is going to be carried out. MDH has an active Communication division, which will help to disseminate activities related to the project through press releases, contact with key newspapers and magazines in Sweden.

TNO

TNO will offer their experience and know-how in SWARMS papers and relevant public-relation activities. TNO's planned dissemination activities will include one presentation/paper per year at a conference/exhibition, in 2016, 2017 and 2018.

S&T

Software and (adapted) protocols developed for the communication and networking of the SWARMS will be released as open source software on the project webpage.

TNWPS

TNWPS will present the projects results in marketing campaigns, at various national and international fairs and events on ICT, security, energy and robotics. TNWPS is member of various national and international groupings and organizations and participates to gatherings of organizations like PSCE and ERTICO where it will disseminate project results. Also the company will promote the SWARM technologies and results via its website, in press releases and at the level of workshops in universities or research institutions.

In Romania, TNWPS and ATN will collaborate at national level for the dissemination plans.

ATN

ATN will disseminate the project results at the national and international events where it participates, especially in Romanian fairs like:

- Black Sea Defence and Aerospace International Exhibition: (www.bsda.ro).
- Expomil International Exhibition, www.expomil.ro/home
- www.BlackSeaROV.org, an event focused mainly on ROV/AUV and underwater equipment.
- Bucharest International Technical Fair, www.tib.ro/home
- Inventika Expo, www.expoinventika.ro
- POLIFEST, www.polifest.pub.ro
- AFASES at "Henri Coanda" Air Force Academy, <http://www.afahc.ro/ro/afases.html>

ATN will also disseminate the results and possible future applications of the SWARM's project at the various meetings with the national and international academic partners and in the various workshops held by national universities. ATN will try to maximize the project results through dissemination at the meetings of the Celtic project MITSU (next generation Multimedia efficient, Scalable and robUst Delivery) and between its academic partners among which: Polytechnic University of Bucharest, AGH – University of Science and Technology, Adam Mickiewicz University (UAM), Miejskie Przedsiębiorstwo Komunikacyjne w Poznaniu Sp. z o.o, Instituto Tecnológico de Aragón (ITA), Austrian Institute of Technology, Alpen Adria University Klagenfurt.

DES

Desistek will contribute in writing scientific conference and journal papers. We will also prepare a demo and presentations using the outcomes of the project in the fairs and exhibitons that we will attend.

SAB

SAB is planning to convey the know-how built in the project to relevant Turkish companies in need of underwater technologies, such as the petroleum industry, or energy companies building off-shore wind turbines. For the communication, publications and patents will be the main method. As a secondary means, it is planned to establish personal contacts with relevant entities such as companies and research organizations.

WASS

Customer event showing off the demonstrators; presentations on trade fairs (involving videos of the demonstrators).

SSSA

SSSA will offer support in the task regarding any activity or event that will help the dissemination of the project.

7. Conclusion

This document introduces in a condensed manner the various considered forms of dissemination to be carried out during SWARMs project, while presenting reference supporting guidelines, namely through specific channels, tools, metrics and targets that are considered important to follow and achieve, respectively, for a strong dissemination strategy to further potentiate effective outcomes with this respect.

Nonetheless, the presented dissemination plans in this deliverable should still continue to be further refined and improved throughout the project in order to maximize SWARMs results dissemination as effectively as possible, both broadly but also particularly focused, and always adjusted appropriately to the selected targets in question.