



Deliverable D4.2

Dissemination plan – initial version

Project Acronym:		AeRoTwin
Grant Agreement number:		810321
Project title:		Twinning coordination action for spreading excellence in Aerial Robotics
Funding:		Horizon2020 Twinning
Call:		H2020-WIDESPREAD-2016-2017
Type of action:		CSA
Start date of project:		1st September 2018
Duration:		36 months
Project website:		https://aerotwin.fer.hr
Delivery date:		15. November 2018
Version:		1.0
Lead participant		UNIZG-FER
Dissemination level:		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

DELIVERABLE DATA SHEET

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Work package:		WP4 – Dissemination and Outreach	
Type:		15 November 2018	Version: 1.0
Lead participant		University of Zagreb Faculty of Electrical Engineering and Computing (UNIZG - FER)	
Dissemination level:			
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Version log

Revision no.	Date	Author (Partner)	Change

Deliverable summary

This deliverable describes the dissemination plan for the AeRoTwin project. The dissemination plan covers the dissemination of information among partners and dissemination towards the external population. It explains in detail the methods and tools of dissemination, what project's target groups are, how and when they will be reached. Although the partner UNIZG-FER is the leader of WP4 - Dissemination and outreach, all partners will be actively involved in conducting dissemination activities.

The document will be updated throughout the whole duration of the project.

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Table of acronyms

UNIZG	University of Zagreb
FER	Faculty of Electrical Engineering and Computing
LARICS	Laboratory for Robotics and Intelligent Control Systems
ICL	Imperial College London
USE	University of Seville
CTA	Technological Corporation of Andalusia
EU	European Union
EC	European commission

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1. Introduction

1.1. AeRoTwin project

AeRoTwin is an EU H2020 Twinning project, the main goal of which is to decrease networking gaps and deficiencies between the University of Zagreb Faculty of Electrical Engineering (UNIZG-FER), specifically its Laboratory for Robotics and Intelligent Control Systems (LARICS), and other related institutions in the field of aerial robotics in Europe. AeRoTwin will raise the UNIZG-FER research profile and will increase its presence in scientific, industrial and technological aspects.

This will be achieved through the cooperation between four European institutions: University of Zagreb Faculty of Electrical Engineering and Computing (Croatia), Imperial College London (United Kingdom), University of Seville (Spain) and Technological Corporation of Andalusia (Spain). Experts from the fields of aerial robotics, management, new technologies, academics and industry will work together to realize UNIZG-FER's potential and advance its scientific, educational and technological efforts. This includes various expert visits, lectures and trainings, as well as summer schools, short-term visits, conference attendance and publishing individual and particularly joint papers on the topic of aerial robotics.

AeRoTwin hence has three main objectives:

- To increase UNIZG-FER research excellence and innovation capacity in aerial robotics
- To enhance UNIZG-FER networking capacity and scientific visibility
- To improve UNIZG-FER quality of innovation management and technology transfer

These objectives are reflected in the project's Work Packages (WPs):

- WP1 - Know-how exchange
- WP2 - Networking and visibility - scientific community
- WP3 - Networking and visibility - industry & end-users
- WP4 - Dissemination and outreach
- WP5 - Management

By reaching the aforementioned objectives, UNIZG-FER will have gained knowledge and experience from the visiting and host experts; strengthened links to the aerial robotics research and industry community; reached the general public with its activities; created networks with end-users; improved the management and innovation capacities of the Laboratory and Faculty.

Considering the size and scope of the project, a well-planned and thought-out dissemination plan is necessary not only in order to fulfil all the objectives, but also to make the project's findings, results and achievements readily available for all

who could use them and learn from them in the future. Finally, this project will provide footing for a common framework for the European and international aerial robotics community, and will aid in the consolidation of said community, creating assets which will be of value even beyond the project's duration and activities.

1.2. Dissemination objectives

At the beginning of the project main dissemination objective will be to raise public awareness of the AeRoTwin project and aerial robotics in Europe. During and after the project ends, dissemination objectives will be to disseminate project news, results and findings in a way and with tools tailored for identified target groups.

More specifically, dissemination objectives are:

- Increasing general public awareness of aerial robotics in Europe
- Increasing general public awareness of the AeRoTwin project
- Providing knowledge-flow among project partners
- Reaching all relevant audiences and interest groups with data on the project, its results and the experiences gained during it

1.3. Dissemination plan objectives

This deliverable describes the dissemination plan for the AeRoTwin project. The objective of the dissemination plan is to develop a clear and well-structured communication and dissemination strategy among project partners that will ensure their continuous involvement throughout the whole duration of the project.

The dissemination plan includes information about the target audiences, methods used to reach them, and general rules and standards for the dissemination procedures to be used as part of this project.

These activities will be carried out during the entirety of the project's lifetime and will have an effect even after the project is finished. They should leave a lasting trace of the project and its results for future interested parties. So as to make sure the provided information and correct, concise, and consistent procedures, rules and templates are given in this plan, which should be used by all project partners and those who take part in the dissemination activities described on the following pages.

The plan consists of two greater units, both of which are divided into smaller parts, each a specific dissemination action or method. The two parts are the internal and external dissemination plan. The internal one refers to activities relating to the project team itself, wherein the team members from partner institutions disseminate information about the project and their activities to others in order to keep everyone up to date about everything related to the project. The external plan

refers to all other target audiences (local, national, international), such as the scientific and industry communities, students, the general public etc. Each of these target groups requires different kinds of methods and activities to successfully transfer information about the project and its results to the audience. These are discussed and explained in detail.

Finally, all project partners have their responsibilities toward this plan, as well as toward the public: They must not only participate in the dissemination by following a set of guidelines, but they must also ensure that the disseminated information is available publicly at all times and that the personal data of all persons taking part in this project in any way is secure.

In short, the AeRoTwin dissemination plan has the following objectives:

- Define the internal and external reach of the plan
- Identify the target groups
- Specify dissemination methods and tools
- Describe the project team members' duties and responsibilities in the context of dissemination

2. Dissemination plan - internal part

The internal dissemination plan of the project serves to keep project partners informed and in agreement at all times. Its purpose is to help the partners better organize the planned events and activities, to coordinate their efforts and to keep track of what all members are doing. The internal dissemination plan includes the necessary tools to realize these plans and intentions. All project partners have the permission to view and use these tools as necessary.

2.1. Meetings

Partners will meet a number of times annually, at GA meetings and Review Meetings. The locations for these can vary, depending on e.g. whether they can be connected to another event (and thus cost less), such as lectures or workshops. Meetings provide for an opportunity to discuss current topics, issues and ideas face-to-face and more effectively than through other (digital) means.



Figure 1 AeRoTwin Kick-Off Meeting in Zagreb

One such meeting was the Kick-Off Meeting. Kick-Off meeting was held on September 26th in Zagreb, Croatia, and was organized by the Coordinator UNIZG-FER at its premises. Four more meetings are currently planned for the future: two GA meetings and two review meetings.

More may be added along with other events if necessary.

Meetings will also be held with the help of digital media, such as through Skype. This allows for quick discussions and deliberations about a current issue without having to use funds on travel, accommodation etc. These can include bigger group meetings (multiple project team members taking part) or one-on-one conversations.

Both of these types of meetings have already been utilized and will continue to be used in the future. The main points of the meetings are then summed up in meetings minutes and sent to all the participants via email and storage in shared Google Drive.

2.2. Reports

Aside from the obligatory reports requested by the EC, project members are also obliged to deliver internal financial and technical reports (one per year per WP) which will encourage team members and WP leaders to continually keep track of the project details, as well as make writing official reports for the EC easier, as most of the information will already be available at hand through the internal reports.

2.3. Google Drive and Calendar

The Google Drive platform is used as the universal project storage. All project team members have access to it and should use GDrive to upload all files, presentations, deliverables, meeting minutes, templates, printable materials and other documents and materials related to the project. The Google Calendar is also shared by all project members and should be used to mark the most important project-related dates.

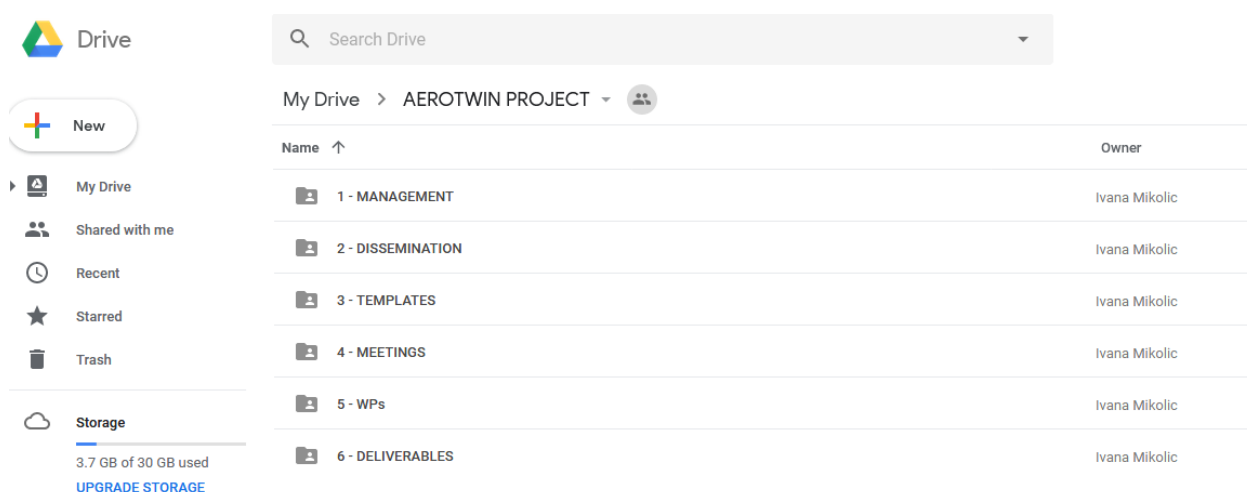


Figure 2 AeRoTwin project Google Drive

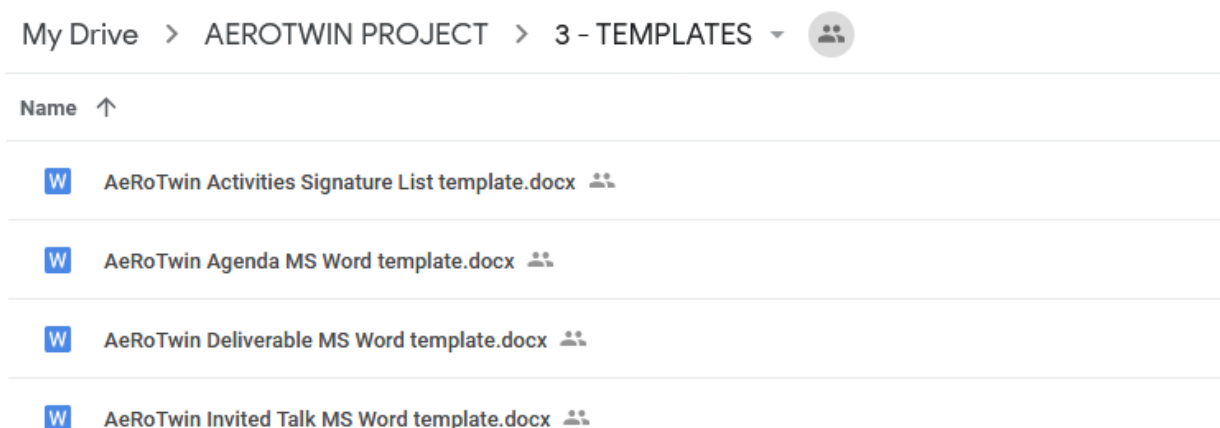


Figure 3 AeRoTwin project Google Drive - Template subfolder

2.4. Asana and Slack

The consortium will use the project management tool Asana to organize, track, and manage their work. Asana will list each project activity with its tasks, deadlines and assignees. In order to keep the communication on these tasks and deadlines flowing, Slack might be used in the future, along with e-mails and Skype, if the consortium deems this to be necessary. Slack in particular could be practical as Asana can be integrated into this system.

3. Dissemination plan - external part

The external dissemination plan is aimed at various target groups other than project team members. It consists of multiple strategies and methods, each made for the specific needs of the groups they are aimed at. Therefore, the dissemination plan must be well planned in order for the project to reach all the relevant stakeholders and interest groups. Its purpose is to provide an organized, relevant, time-actual and multimedia experience of the AeRoTwin project.

3.1. Target groups

For the dissemination to be successfully implemented, first the target groups must be identified and described. These are the current identified primary target groups:

- The academic, scientific and research community
 - students, professors, mentors, researchers, management staff...
 - control engineers, roboticists, computer scientists, material scientists...
- Industrial community and other end-users
 - agriculture, safety and security, ports and harbours, navies and coast guards, architecture, mining, infrastructure, building maintenance...
- Elementary and secondary school students
- General public
- Policy makers

AeRoTwin's dissemination efforts have a potentially very broad audience, but in order to ensure the best possible outcome, some groups have to be focused on in specific ways and specialized activities with a more personal approach, while others will be focused on in a broader general sense. All of these strategies will be applied on the individual partners' national, as well as on the international level.

3.1.1. Academic and research community

As the project coordinator is a robotics laboratory from the University of Zagreb Faculty of Electrical Engineering and Computing, and the project goal is primarily to increase its scientific and research capacities, the academic community is one of the main target audiences. This does not, however, apply just to this laboratory – by communication with other such institutions (project partners ICL and USE etc.) many could benefit from the project and its results. This target group will mostly be reached by organizing workshops, taking part in short-term visits and national and international conferences, as well as by writing joint journal publications.

3.1.2. Industrial community and other end-users

The field of aerial robotics is becoming more and more prominent in the context of industrial robotics, which means that this is an area which is of great interest for

the project. By taking part in the industrial aspect, the results of AeRoTwin will be applicable and useful for many industrial and other end-users, such as for plant facilities, control, search and rescue, surveillance etc. This target group will be reached by attending industrial fairs, organizing workshops and similar events which would bring together the scientific and industrial community in order to identify and fulfil current industrial needs.

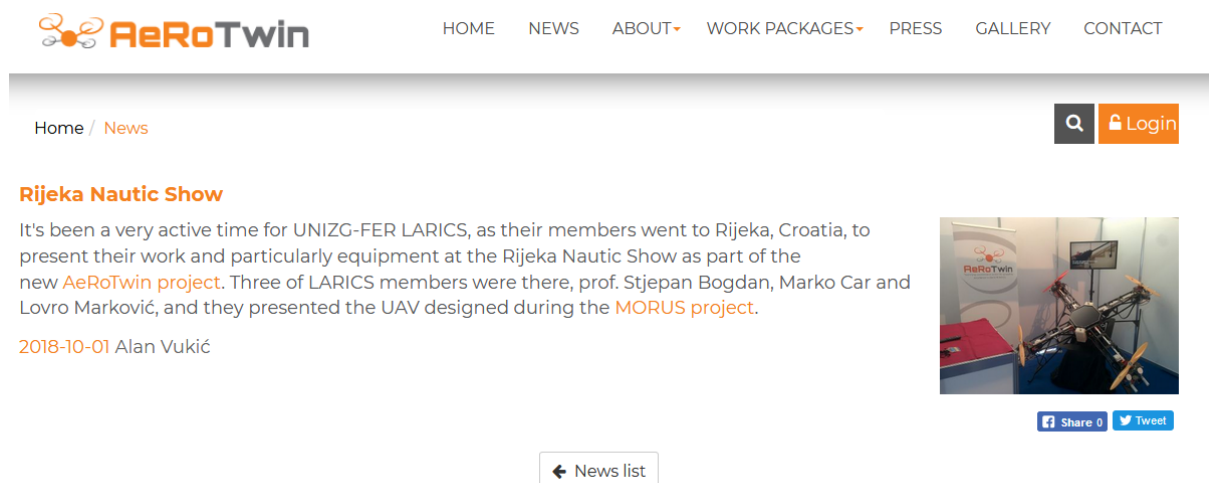


Figure 4 News post about a dissemination activity for the industry and end-users

3.1.3. Elementary and secondary school students

Communicating with students and popularizing science and aerial robotics in particular is one of the more notable aims of the dissemination plan. The dissemination efforts for this group will primarily be open day events, lab tours and similar activities which will offer students a chance of learning about aerial robotics, working in one such laboratory etc.

3.1.4. General public

As with elementary and secondary school students, the general public is an important target group, which will be reached through broad dissemination strategies, such as public media. This will for the most part be done by sending press releases to newspapers and news (and similar) internet portals, as well as by being guests in TV and radio shows. Various printed materials will also be used.

3.1.5. Policy Makers

National and international policy makers and legislation bodies are an important target group as their rules and regulations affect the field of aerial robotics for all other target audiences. Thus, it is important to present the project and its results from them in order to help improve the current and future policies on this topic. This will be done primarily at end-user-oriented workshops, conferences, fairs and presentations, round-table discussions organized at the aforementioned events, or official visits by policy makers. There, policy makers will be introduced to the project's findings, results and information necessary for adjustments in current

regulations which would make this field more accessible, sustainable and fair for all users. An example of such activities are also visits to the partner institutions, such as the [Transport Minister Baroness Sugg](#) and [Skills Minister Anne Milton](#) visiting the Aerial Robotics Lab of Imperial College London, where they learned about the laboratory's work, research and potential impact, as well as how all of this is important for their respective fields and policies, or a recent LARICS meeting with the US Embassy in Croatia, where they discussed future collaborations and projects.

3.2. Project visual identity

AeRoTwin visual identity has been developed in order to achieve project recognition among all target groups.

The project has a book of visual standards which includes 12 versions of the project logo, as well as colour definitions and typography use. Project documents, digital and printed materials must contain the EU, project and partner institutions logos. There are also MS Word and PowerPoint templates for meetings, agendas, presentations etc. available via the Google Drive platform to all project team members. Further details of the AeRoTwin visual identity can be seen in Annex I.

3.3. Dissemination materials

3.3.1. Printware

Printware, such as roll-ups, t-shirts and folders, will be used at all project's events to help further establish the project's visual identity and to attract the public's attention.

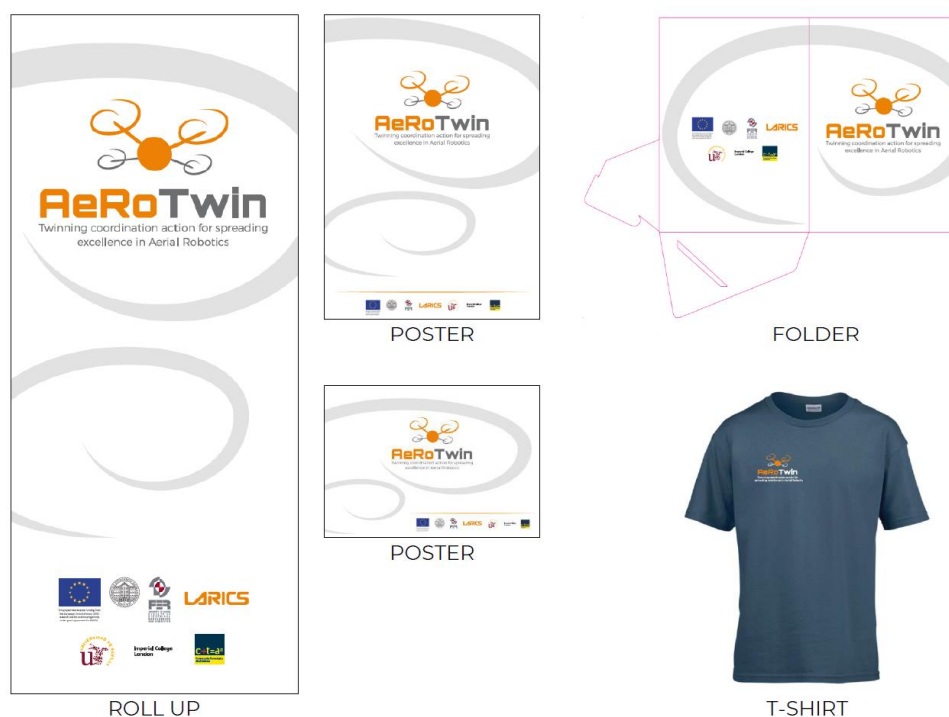


Figure 5 Small-scale printware to be used at AeRoTwin events

3.3.2. Digital materials

For each activity, digital materials will be developed specialized and customized to its targeted audience.

3.4. Dissemination methods and tools

The AeRoTwin external dissemination activities include methods and tools with which the project's results, findings and gained experiences can be used in the most effective ways and so that the project can reach the largest audience of interest. Each of the following methods is a different way through which the project's results can be presented to various target groups and which cater to their individual needs and interests. The results will be disseminated continuously to the relevant and interested target groups.

These are the planned dissemination methods for AeRoTwin:

3.4.1. Project website

The AeRoTwin website is the main information hub for all target audiences of the project. It contains project news, general information about the project, partners, their activities, each Work Package, as well as a page with information for and about the media and a multimedia gallery. The project website has already been published and is regularly updated with new information regarding the project and partners. All deliverables, invited lecture, workshop and other templates will be updated, uploaded and available online for the partners, but also for the general public. Furthermore, all information following any activity will be shared online, such as the results, conclusions and photos or videos. The website is also linked to the project's and partners' social media sites and individual institution websites. All elements of the website are publicly available for all interested parties and serve as the primary communication tool towards the broadest audience. The website is in English as this is the main communication language for the project.

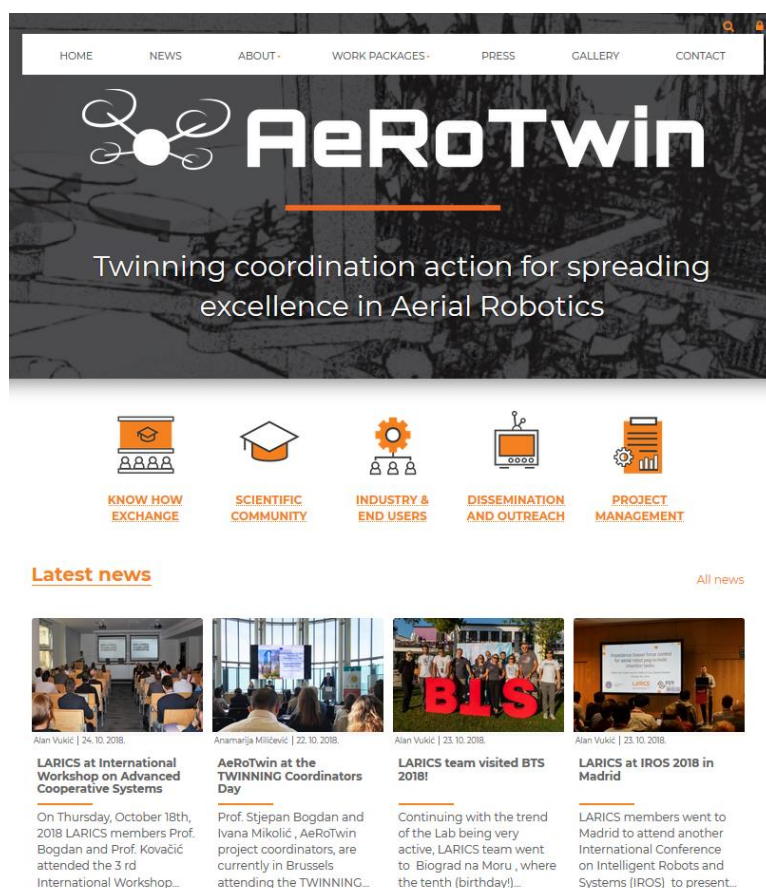


Figure 6 AeRoTwin website home page

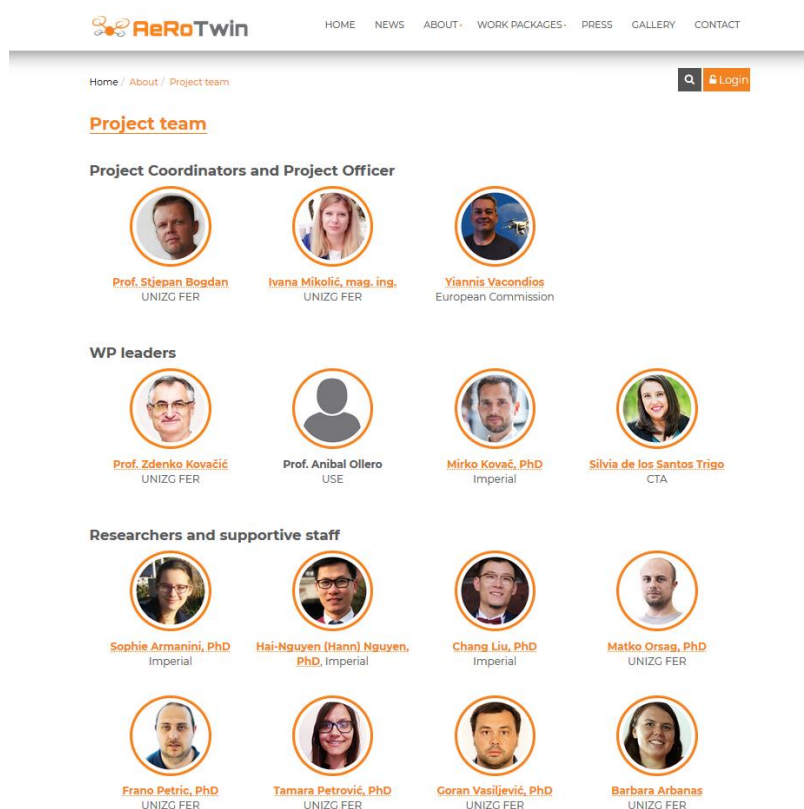


Figure 7 AeRoTwin website Project Team subpage

The website's news will be used to publish complete and concise information on project activities – this is not only useful to disseminate the results of said activities, but also to provide a basis for all necessary reports in the future. It will allow for WP leaders and project coordinators to have all the relevant information in one place. These reports will also be published online.

3.4.2. Social networks

Individual social network pages were not created for the project itself – instead, the project partners will use their own social media pages to promote the project, write about their activities etc. The partners should then share each other's posts to engage the biggest possible audience and gain the largest post reach. This primarily includes, but is not limited to, Facebook, YouTube and Twitter accounts. The #AeRoTwin hashtag should be used whenever a post is relevant for the project in order to remain consistent and clear.

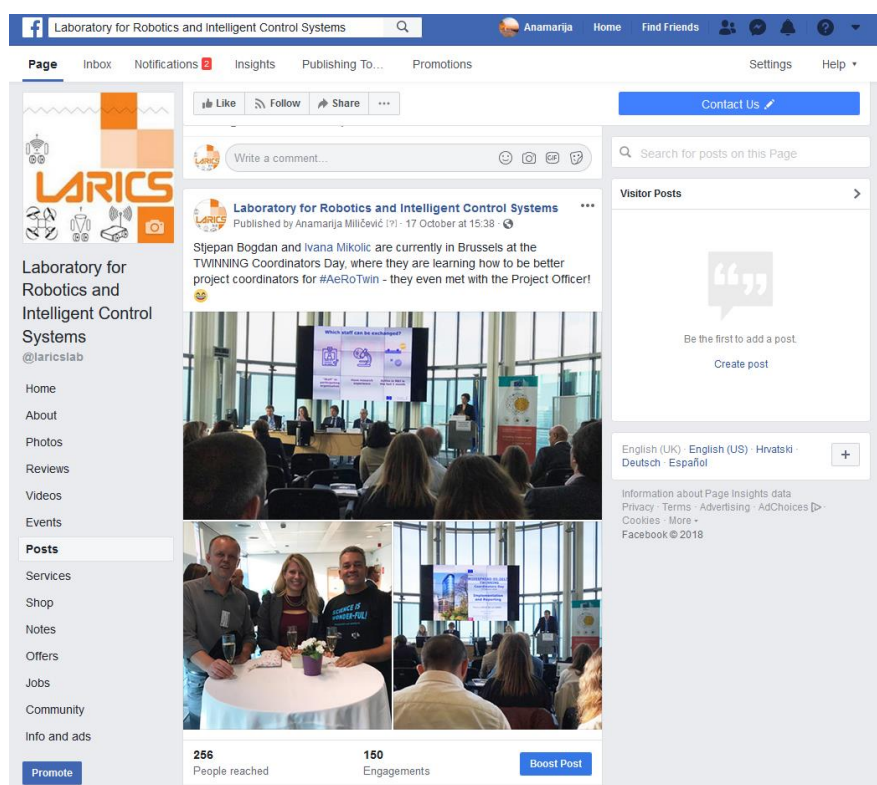


Figure 8 Example of a LARICS Facebook post about the project



Figure 9 Example of a LARICS Tweet about the project; retweeted by CTA

3.4.3. Press releases and Multimedia

For the general public to be reached, more traditional, as well as newer media should be utilized. This means that all partners should be present in their local and international media outlets, such as national and EU TV and radio stations, newspapers and internet portals. For this purpose, press releases should be written (in national languages and in English for the European audience and so that other partners can use them if necessary or applicable) and appealing visual material, such as images or videos, should be added. All partners have the obligation to document all events through photos and, when possible, video recordings, so that they can be used as press materials or otherwise online. This type of content is popular and will increase the public's interest for the project and its results.

3.4.4. Newsletter

AeRoTwin will not have a newsletter of its own, but the activities and events done as part of the project will. These individual newsletters will include information on AeRoTwin and how it is relevant. As the various activities will be aimed at different target audiences, AeRoTwin will in this way reach a broad audience. For example, one of the events to be organized as part of AeRoTwin is a two-day conference event on aerial robotics (See DroneDays, 3.5.4.). It will include students, scientists, industry representatives and other end-users. They will all receive newsletters about the event, which will include information about AeRoTwin, thus reaching a mix of audiences which would normally not be found in one place.

3.4.5. EC publications

In order to spread the word about AeRoTwin and its results beyond our scope, we will in coordination with our Project Officer and in correlation with other points of the dissemination plan contact several EC publications:

• ONLINE NEWS

- *Headlines on the Commissions Research and Innovation website* (http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm) - Headlines report on recent developments in research and innovation in Europe and beyond, and are devoted purely to projects. Suitable stories to be published on the site are selected on a daily basis
- *CORDIS News* (<http://cordis.europa.eu/news>) - CORDIS is the European Commission's research results portal. CORDIS News looks at recent developments in research and innovation in Europe and beyond with a focus on political matters, interviews, events, and projects, as well as other news related to research and innovation in Europe. Suitable stories to be published on the site are selected daily
- *CORDIS Wire* (<http://cordis.europa.eu/wire>) - CORDIS Wire functions as a small press agency, issuing news releases and event announcements about, among others, H2020 projects, results and publications

• AUDIOVISUAL

- *Futuris and Innovation Magazine* (<http://www.euronews.net/sci-tech/futuris>) - These are both short documentary-style television magazines in various European languages, appearing at least 22 times on the EuroNews channel throughout Europe

• PUBLICATIONS

- *research*eu results magazine* (https://cordis.europa.eu/research-eu/home_en.html) This print magazine features highlights from the most exciting EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, energy and transport, environment and society, IT and telecommunications, and industrial technologies
- *research*eu focus* (<https://publications.europa.eu/en/publication-detail/-/publication/4f9b3b1e-c03d-11e6-a6db-01aa75ed71a1>) - This print magazine covers in each issue a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological development and their exploitation. It is published at irregular intervals up to six times a year in English. Exceptionally, it may be available in other European languages as well
- *Newsletters* - Newsletters are published by the European Commission for different research areas
- *Co-publications or editorial partnerships* - The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific

publications and books, including conference proceedings, may be co-published in this way

- **EVENTS**

- *Events on the Commission's Research and Innovation website* (<https://ec.europa.eu/research/index.cfm?pg=events>) - This website displays research-related conferences and events
- *Events on the CORDIS website* (https://cordis.europa.eu/news/result_en?q=contenttype%3D%27event%27) - This website displays research-related conferences and events.
- *Conferences and events organised by the European Commission* - Throughout the year, the European Commission (co-)organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which you could present your work

- **OPEN ACCESS SCIENTIFIC PUBLISHING**

- *OpenAire* (<http://www.openaire.eu/>) - The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (pre-prints or conference publications)

3.5. Dissemination activities

3.5.1. Peer reviewed publications

One of the focus points of AeRoTwin is to increase the number of LARICS' journal publications per year, specifically joint ones. The publications will be based on the activities and research done as part of the project and in cooperation with the project partners, i.e. during short-term visits. These publications will be available online on all major scientific databases, as well as on the project website for the public, and particularly the scientific and research community to freely see and use. This will increase the project's and its results' scientific visibility and will bring it closer to relevant academics, scientists and researchers in the field of aerial robotics.

List of targeted journals and magazines:

- Soft Robotics
- IEEE Transactions on Robotics
- International Journal of Robotics Research
- IEEE Robotics & Automation Magazine
- Robotics and Computer-Integrated Manufacturing
- Journal of Field Robotics

- IEEE Transactions on Autonomous Mental Development
- Bioinspiration & Biomimetics
- Robotics and Autonomous Systems
- Frontiers in Neurorobotics
- Journal of Bionic Engineering
- Autonomous Robots
- Journal of Mechanisms and Robotics-Transactions of the ASME
- International Journal of Social Robotics
- IEEE Transactions on Cognitive and Developmental Systems
- Applied Bionics and Biomechanics
- Journal of Intelligent & Robotic Systems
- Swarm Intelligence
- Industrial Robot-The International Journal of Robotics Research and Application
- Robotica
- International Journal of Robotics & Automation
- Advanced Robotics
- International Journal of Advanced Robotic Systems
- Intelligent Service Robotics
- International Journal of Humanoid Robotics
- Revista Iberoamericana de Automatica e Informatica Industrial

3.5.2. Scientific conferences and industrial fairs

In order to connect to the leading experts in science and industry, particularly in aerial robotics, AeRoTwin team members will be attending scientific and industrial gatherings. There, they will meet with their peers, study new technologies, attend lectures and workshops, and hold lectures and workshops of their own, present the equipment etc. This will contribute to LARICS' networking capacity and scientific visibility, as the team members will have the opportunity to personally communicate to relevant members of these two communities. They will form collaboration agreements with businesses, organize special sessions and actively participate in the newest research and projects in the field of aerial robotics.

Here is a provisional list of conferences and industry fairs to be attended during the project:

- IEEE International Conference on Robotics and Automation (ICRA)
- IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)
- International Conference on Unmanned Aircraft Systems (ICUAS)
- American Control Conference (ACC)
- European Control Conference (ECC)
- IEEE International Conference on Automation Science and Engineering (CASE)

- Metallic Mining Hall
- International Paris Air Show
- Aerospace & Defense Meetings (ADM)
- Commercial UAV show
- ILA Berlin
- European Robotics Forum

These and similar events will increase the visibility of the project and project partners in the international academic, scientific and industry communities. Team members will be able to partner with their peers, create business plans, products and services. Attendance at these events and the results thereof will be reported on via the website and, when relevant, other local, national and international media. Project partners will continually update the list of events that are of interest for the project.

3.5.3. Expert visits: lectures, summer schools and trainings


During the three years of the project, a number of summer schools, internal hands-on technology transfer or management trainings are planned.

One such expert visit was already held and was attended by UNIZG-FER staff, students, researchers, and was reported about online (including a more detailed description of the presentation topic), thus reaching not only the local scientific community, but also interested parties within the general public.


INVITATION TO THE LECTURE:

BIOINSPIRED AERIAL ROBOTS FOR INFRASTRUCTURES

Thursday, **27.9.2018** at 9AM,
Seminar Room of the
Department of Control and
Computer Engineering (9th
floor), UNIZG-FER



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 **AeRoTwin**

Logos of project partners: European Union, University of Zagreb, FER, LARICS, University of Twente, Imperial College London, and C-t=a^n.

Figure 10 The first in a line of invited lectures, held by project team member Mirko Kovač

3.5.4. End-user workshops

Five end-user-oriented workshops are planned to be organized during the project lifetime. Three of them will be held in Zagreb, Croatia, and organized by UNIZG-FER, while the remaining two will be organized by CTA in Seville.

The first end-users workshop is DroneDays, which will be held on 26th and 27th March in Zagreb, Croatia. DroneDays will gather all aerial robotics end-users, from experts, amateurs, business and academic communities, as well as state institutions. The DroneDays programme will be designed to appeal to relevant target groups by organizing company exhibitions, round-table discussions with policy-making bodies, lectures by experts from all types of relevant communities: academia, industry, end-users.



Figure 11 Preliminary DroneDays visual identity

3.5.5. Outreach to the general public

Aside from the general public being informed through channels such as the website and the media, there will also be specific events which project team members will organize or take part in that will be designed for public outreach. The goal is to popularize research related to STEM, with special focus on robotics in general and aerial robotics in particular. These events are primarily open-door events and fairs in combination with small-scale printware which will be used and given to the public at these events.

Here is a list of events and institutions around UNIZG-FER which project team members could partner with in order to better reach the general public:

- PhD day at UNIZG-FER - enables PhD students to broaden their research and career perspectives by learning about what programmes and projects they could join
- University of Zagreb Fair - great opportunity to attract new students and young people in the world of science, particularly in robotics
- [JobFair](#) - gathers the best students and companies in the field of electrical engineering, information technology and computing
- popularization of science program “[ŠUZA – from school to science and the academic community](#)”

- Open-door events organized specifically for pupils
- [European Robotics Week](#) and similar international events



Figure 12 AeRoTwin team members introducing LARICS' robots to the public at the University of Zagreb Fair

4. Dissemination strategy

	Activities	Responsible partner	Academic and research community	Industrial community	End-users	Elementary and secondary school students	General public	Policy makers	Consortium members
1.	Meetings	UNIZG-FER							X
2.	Reports	UNIZG-FER							X
3.	Google Drive	UNIZG-FER							X
4.	Google Calendar	UNIZG-FER							X
5.	Asana	UNIZG-FER							X
6.	Visual identity	UNIZG-FER	X	X	X	X	X	X	X
7.	Dissemination materials	UNIZG-FER	X	X	X	X	X	X	X
7.1.	Printware	UNIZG-FER	X	X	X	X	X	X	X
7.2.	Digital materials	UNIZG-FER	X	X	X	X	X	X	X
8.	Websites	UNIZG-FER	X	X	X	X	X	X	X
8.1.	AeRoTwin website	UNIZG-FER	X	X	X	X	X	X	X
8.2.	Partners' websites	ALL	X	X	X	X	X	X	X
9.	Social networks	ALL	X	X	X	X	X	X	X
9.1.	Partners' Facebook accounts	ALL	X	X	X	X	X	X	X
9.2.	Partners' Twitter accounts	ALL	X	X	X	X	X	X	X
9.3.	Partners' Youtube channels	ALL	X	X	X	X	X	X	X
10.	Word of mouth	ALL	X	X	X	X	X	X	X
11.	Media	UNIZG-FER	X	X	X	X	X	X	X
11.1.	Press releases	UNIZG-FER	X	X	X	X	X	X	X
11.2.	Press conferences	UNIZG-FER	X	X	X	X	X	X	X
11.3.	Interviews	UNIZG-FER	X	X	X	X	X	X	X
11.4.	Media channels (TV, radio...)	UNIZG-FER	X	X	X	X	X	X	X
12.	Newsletters	ALL	X	X	X	X	X	X	X
13.	Publications	ALL	X						X
12.	Conferences	ALL	X	X	X			X	X
13.	Industrial fairs	ALL	X	X	X			X	X
14.	Expert visits	UNIZG-FER	X	X	X				X
14.1.	Lectures	ALL	X	X	X				X
14.2.	Workshops	ALL	X	X	X				X
14.3.	Summer schools	ALL	X	X	X				X

14.4.	Trainings	ALL	X	X	X				X
15.	End-user workshops	UNIZG-FER	X	X	X		X	X	X
15.1.	DroneDays	UNIZG-FER	X	X	X		X	X	X
15.2.	Workshops by CTA	CTA	X	X	X		X	X	X
16.	Outreach to general audience	UNIZG-FER				X	X		X
16.1.	Open days	ALL				X	X		X
16.2.	Fairs	ALL				X	X		X
17.	Open-access	UNIZG-FER	X	X	X	X	X	X	X
18.	Open data plan	UNIZG-FER	X	X	X	X	X	X	X
19.	EC publications	UNIZG-FER	X	X	X	X	X	X	X
19.1.	Online news	UNIZG-FER	X	X	X	X	X	X	X
19.2.	Audiovisual	UNIZG-FER	X	X	X	X	X	X	X
19.3.	Publications	UNIZG-FER	X						X
19.4.	Events	UNIZG-FER							X
19.5.	Open access scientific publishing	UNIZG-FER							X

Table 1 Summary of dissemination strategy

5. Dissemination timing

[illegible]

Table 2 Summary of dissemination timing

6. Dissemination responsibilities

Dissemination activities and policies are the responsibility of the Project Coordinator (UNIZG-FER) and the WP4 leader (UNIZG-FER, prof. Zdenko Kovačić).

It is their responsibility to:

- Create the dissemination plan
- Make recommendations on which content and information should be disseminated
- Control, monitor and record all project presentations, publications, reports and deliverables
- Oversee partner dissemination activities and ensure their implementation

In accordance with this, all project partners should:

- Read the dissemination plan, suggest modifications if necessary and abide by the document
- Comply with the WP4 leader's instructions on how and what information to disseminate
- Regularly carry out the planned and agreed upon dissemination activities in local, regional and international communities

7. References towards EU / EC / Horizon 2020

All disseminations of project and results must:

- Display the EU emblem:



Figure 13: EU emblem

- Include the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 810321.

8. Usage restrictions

8.1. References towards AeRoTwin project

8.1.1. Other scientists

AeRoTwin project has an open-access and open data policy and data that is published on the AeRoTwin page can be freely used.

8.1.2. Journalists

When mentioning the AeRoTwin project, it must be in correspondence with its visual identity. When using photos, videos, texts, codes and data from the AeRoTwin project, all materials must be signed with "Author: AeRoTwin project / www.aerotwin.fer.hr "

8.2. References towards AeRoTwin partners

All official project documents and materials must include partner institutions' logotypes. Each individual logotype complies to that institution's visual standards.

The logotypes are as follows and in this particular order:

- University of Zagreb Faculty of Electrical Engineering and Computing (UNIZG-FER)
Laboratory for Robotics and Intelligent Control Systems (LARICS)



- Imperial College London (ICL)



- University of Seville (USE)



- Technological Corporation of Andalusia (CTA)



9. Open access

All the information mentioned above, under the condition that it is not confidential and is legally allowed, will be publicly available on the project website at all times and in English to ensure free and open access to everyone. This includes data such as deliverables, project results, project team information, news about the planned activities, media files, images, journal publications, information about the project in general etc. Contact information is also given for interested parties to reach out to the project team should they have questions regarding the project activities, reports etc.

10. Open data plan

AeRoTwin will abide by an open data publication plan. UNIZG-FER is the responsible “open data channel manager” and will select data sets of special broader interest collected during the project. This open data publication plan is described in the project deliverable 5.7. Data management plan (DMP).

11. Personal data

Protection of personal rights is important to the AeRoTwin team, which means that all personal data will only be used and collected if the person who the data belongs to has given their consent for it – this includes data such as first and last name, institution, email address, images, video and other media. This is why all events organized by the AeRoTwin team will have a form that attendees can sign in order to give their consent to the aforementioned actions. The collected data will only be used for the needs of the project (e.g. to send newsletters) and will not be given to any third parties outside AeRoTwin.



INVITED TALK: Bioinspired Aerial Robots for Infrastructure by Dr. Mirko Kovač, Imperial College London
27th September 2018 @ UNIZG FER



NO.	NAME AND SURNAME	ACADEMIA / WORK TITLE	INSTITUTION	EMAIL

All AeRoTwin activities will be documented and photographs of the events will be published online on the project's and project partners' websites and social networks. Your email address will be used to notify you about future AeRoTwin activities and your personal data will be shared among project partners for this purpose only. By attending AeRoTwin activities and signing this form, you give permission for the use of your information and pictures in the described manner.

Figure 14 Lecture signature list with a disclaimer in the footer

Annex 1 – AeRoTwin Visual Identity

The project visual identity is important for a memorable and visible project dissemination plan. It is a set of elements that need to be used in particular ways so as to maintain a consistent identity.

1. Name

The project's full name is "Twinning coordination action for spreading excellence in Aerial Robotics" and the acronym is "AeRoTwin".

2. Partner Institution and EU Logotypes

All official project documents must include partner institutions' and EU logotypes. Each individual logotype complies to that institution's visual standards. The logotypes are as follows:



In reference to the European Union / European Commission / Horizon 2020, all dissemination materials of the project must contain:

- The EU flag/logotype (or modifications thereof which comply with the institution's book of standards):



- The following text: This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 810321.

3. Book of Visual Standards: Logotype, colour and typography definition

The most prominent visual elements are defined within the AeRoTwin Book of Visual Standards, which is available on the official project website, as well as on the Google Drive platform for project partners.

The project has twelve official versions that are combinations of the following varying characteristics: color positive/reverse/monochrome, no tagline / tagline, horizontal/vertical orientation.



Figure 15 Logotype versions 1



Figure 16 Logotype versions 2

AeRoTwin's colors and fonts are also included in the project's book of visual standards – three colors and four fonts were chosen for the design.

COLOR DEFINITION AND TYPOGRAPHY




	CMYK: 0/60/100/0 RGB: 245/130/32 HEX: #F58220	Montserrat Light ABCČČDĐDŽEFGHIJKLJMNNJOPRSŠTUVZŽXY abcččdddžefghijklmnnjopršštuvzžxy 1234567890
	CMYK: 0/0/0/70 RGB: 77/77/77 HEX: #4D4D4D	Montserrat Regular ABCČČDĐDŽEFGHIJKLJMNNJOPRSŠTUVZŽXY abcččdddžefghijklmnnjopršštuvzžxy 1234567890
	CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Montserrat Semibold ABCČČDĐDŽEFGHIJKLJMNNJOPRSŠTUVZŽXY abcččdddžefghijklmnnjopršštuvzžxy 1234567890
		Montserrat Bold ABCČČDĐDŽEFGHIJKLJMNNJOPRSŠTUVZŽXY abcččdddžefghijklmnnjopršštuvzžxy 1234567890

Figure 17 AeRoTwin colors and fonts

4. Templates

In order to maintain the visual identity, Microsoft Word and PowerPoint templates were made for project team members and shared via the Google Drive platform (see Figure 2) so that all partners can stay consistent. These include a header and footer, color scheme and font styles.



Figure 18 MS Word Invited Talks template pg. 1 and 2

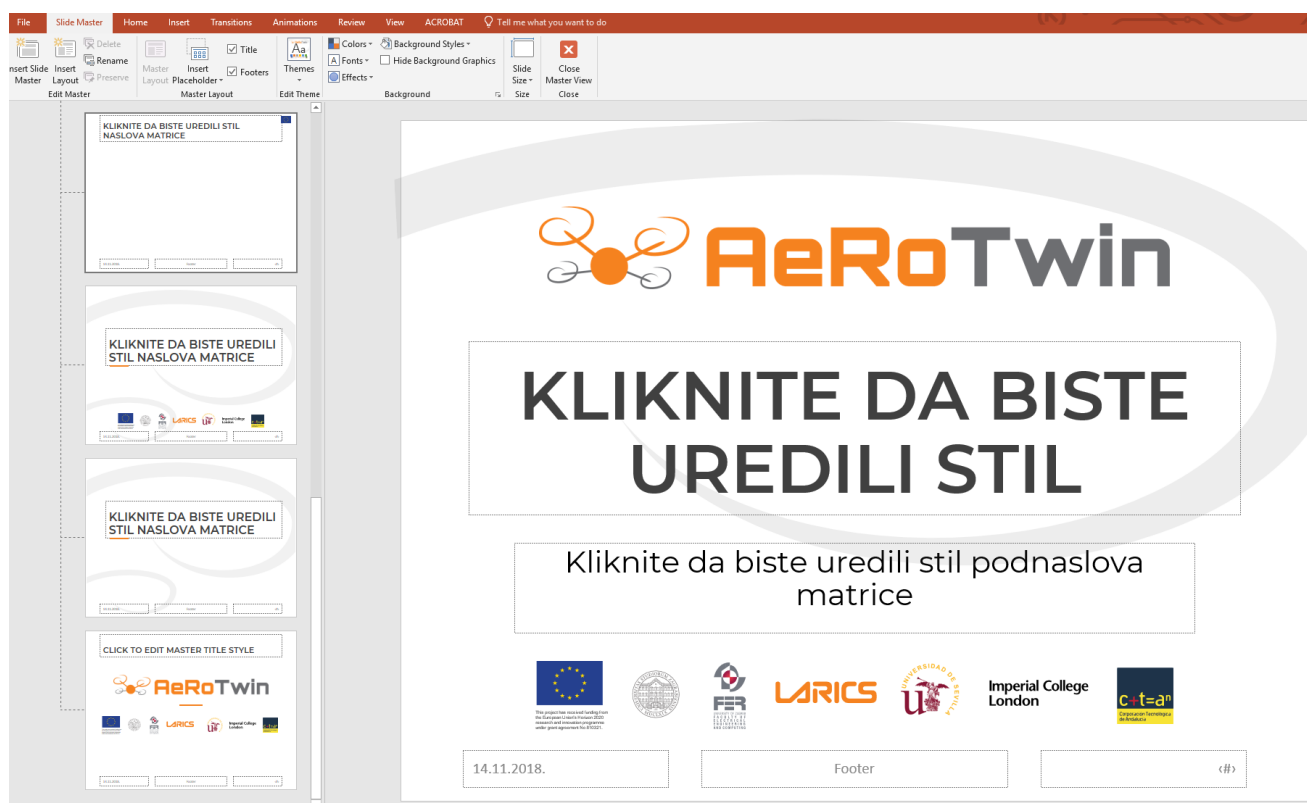


Figure 19 MS PowerPoint template - slide master view