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THEME [SC1-DTH-03-2018]

Adaptive smart working and living environments supporting active and healthy ageing



BIONIC
body information on an intelligent chip

„Personalized Body Sensor Networks with Built-In Intelligence for Real-Time Risk Assessment and Coaching of Ageing workers, in all types of working and living environments”

| | |
|----------------------|---|
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Table 1: List of Abbreviations

| Term / Abbreviation | Definition |
|----------------------------|--|
| DFKI | Deutsches Forschungszentrum für Künstliche Intelligenz |
| TUK | Technische Universität Kaiserslautern |
| IBV | Instituto de Biomecánica de Valencia |
| RDD | Roessing Research and Development |
| UPRC | University of Piraeus Research Center |
| IW | Interactive Wear GmbH |
| HIKE | Hypecliq IKE |
| AC | Acciona Construcción |
| RRPS-MTU | Rolls-Royce Power Systems - MTU |
| BAUA | Bundesanstalt für Arbeitsschutz und Arbeitsmedizin |
| FLC | Fundación Laboral de la Construcción |

1 EXECUTIVE SUMMARY

The dissemination activity constitutes a fundamental task for European Research Projects since it measures the level of awareness, project success and ultimately helps the creation of professional networks, business as well as fosters their competitiveness.

To this end, the following dissemination activities are planned or have already been carried out right from the start of the BIONIC project:

- **Project website:** A fully functional and user friendly web site has been designed and put on line at <https://bionic-h2020.eu/> to serve as a major cost-effective dissemination tool towards all potentially interested parties. This website will be interlinked with partners' websites and registered with search engines for maximum visibility. The project web site will be maintained for at least 1 year beyond the end of the project and will include information about the BIONIC concept, vision and business model, objectives and expected outcomes as well as public documents, deriving from the project work, which will be regularly updated.
- **An electronic Newsletter** will be issued on a regular basis reporting on the progress of work and will be disseminated among the different European Technology Platform constituencies, sector representatives, but also to the general public. The newsletter will equally be uploaded on the website for the broadest circulation possible.
- **Project logo:** A project logo has been designed adjusted and fine-tuned with due care as a converging point among the different represented economic sectors in the project. It will be used in all BIONIC documents and publications.
- The already produced **advertising materials (leaflets, posters)** will be distributed or exhibited in all public events, conferences, workshops, and exhibitions where BIONIC partners will participate.
- **Short videos** will be created especially in relation to the public events / conferences testifying on the networking exercises and consensus building and will be available to the general public.
- Finally, a large number of news items incl. **press releases** will be issued throughout the entire project duration and distributed among the relevant networks and communication channels of the involved ETP's and other project partners incl. their press databases

2 INTRODUCTION

The purpose of this document is to present the dissemination strategy adopted within the BIONIC project. It describes the dissemination goals as well as the key dissemination activities, which are planned to be carried out so as to reach out to the defined target groups.

3 DISSEMINATION STRATEGY

In summary, the dissemination strategy will have to encompass the hereafter-fundamental steps:

- Strategic planning for effectively disseminating and exploiting the project results
- Design of comprehensive branding for the BIONIC project
- Development of an online dissemination strategy built around the project website
- Creation of dissemination materials
- Distribution throughout the multiple dissemination channels

- Representation in public events and forums
- Evaluation to understand the levels of dissemination success against some pre-established goals
- Exploitation to understand the relevance and importance of the project findings and their direct / indirect applications

3.1 DEFINITION OF DISSEMINATION GOALS

Even though it is in general terms difficult to objectively quantify the level of dissemination success, it is nonetheless important to recommend some guiding principles, which will help to better assess the project's achievements.

Therefore, the hereafter ideas could help setting some goals:

- Number of targeted audience / people
- Number of networks created with tangible cross-fertilization results among the different represented sectors
- Increased strategic alignment / cross fertilization of the other technology sectors

3.2 IDENTIFY TARGET GROUPS

First and foremost it has to be recognized that all different geographical levels will have to be targeted, from the international, the European, the National within each member state as well as the Local.

The target groups will have to be identified in the broadest possible manner so as to ensure the best dissemination opportunities. The family groups should encompass the hereafter:

- The European consumer goods industry community composed of suppliers, manufacturers, distributors, service providers and other enterprises related to the targeted industrial sectors
- The related academic community – among researchers, lecturers, students, and experts.
- Policy-makers and civil servants – those involved in consumer goods sectors within the different policy areas
- The civil society – trade federations, youth, NGOs, women's, children's and parents' organisations, the general public;
- The national and European Technology platforms
- Any other relevant interesting parties

4 DISSEMINATION MEANS AND TOOLS

4.1 DISSEMINATION EFFORTS BY THE DIFFERENT PROJECT CONSORTIUM PARTNERS

The hereafter dissemination table has been completed so as to allow each consortium partner to identify the methodology as well as the means and the materials they have used / will use to assist in the dissemination process. This table will be updated on a regular basis throughout the project lifespan and will provide readers with a clear understanding of the coordinated efforts carried out by each of the consortium partners.

| Responsible partner(s) | Name of action | Type of action | Dissemination targets | Reach | Timing, Frequency | Reference |
|------------------------|---------------------------------------|--|--|--------------|---------------------------------------|---|
| Hypercliq | Project website | Online dissemination | Any interested parties | Global reach | Continuous | https://bionic-h2020.eu/ |
| DFKI | Flyer | Online, electronic, (limited) print | Any interested parties | Global reach | Every 12 months | https://bionic-h2020.eu/wp-content/uploads/2019/03/20190312_Bionic_PB_en_01.pdf |
| DFKI | Project Newsletter | Online, electronic, (limited) print | Any interested parties | Global reach | Every 6 months (starting at month 12) | https://bionic-h2020.eu/ |
| All | Project News Article & Press Releases | Electronic circular and press material | Any interested parties | Global reach | regularly | https://bionic-h2020.eu/news |
| All | European Events | Conference and exhibition | Any interested parties networks, incl. policy makers | Global reach | One to two times | https://bionic-h2020.eu/ |

| | | | | | | |
|-------------------|----------------------|------------------------|------------------------|------------------------------|-----------|---|
| Academic Partners | Academic Conferences | Scientific publication | Academic world | Universities and researchers | regularly | https://bionic-h2020.eu/news |
| Hypercliq | Video Channel | Videos | Any interested parties | Global reach | regularly | https://bionic-h2020.eu/videos/ |

| Different partners specific dissemination activities | | | | | | |
|--|---|---------------------|------------------------|--------|--------------|---|
| DFKI | Press release about the project | Electronic circular | DFKI's press contacts | Global | 14.03.2019 | https://www.dfki.de/web/news/detail/News/bionic/ |
| DFKI / TUK | IFA, Consumer Electronics (Berlin) | Exhibition | Any parties | Global | 6-11.09.2019 | https://www.ifa-berlin.com/en/ |
| DFKI | Project presentation on institute website | Online | Any interested parties | Global | 01.02.2019 | https://www.dfki.de/web/forschung/projekte-publikationen/projekte/projekt/bionic/ |
| IBV | Project presentation on IBV website | Online | Any interested parties | Global | 01.04.2019 | https://laboral.ibv.org/projectos-i-d/personalised-body-sensor-networks-with-built-in-intelligence-for-real-time-risk-assessment-and-coaching-of-ageing-workers-in-all- |

| | | | | | | |
|-----|---------------|--------|------------------------|--------|------------|---|
| | | | | | | types-of-working-and-living-environments |
| RRD | Press Release | Online | Any interested parties | Global | 20.02.2019 | http://www.rrd.nl/persbericht-oudere-werknemers-langer-gezond-met-ehealth-en-kunstmatige-intelligentie/ |

4.2 PROJECT WEBSITE

A comprehensive fully public project website was developed and linked to all partners' websites. It serves as the reference point for people interested in the project itself and will contain reference material on all covered research fields as well as subscription functionalities for receipt of regular project publications and for participation.

As BIONIC target is to have a long-term impact, it was decided the website should remain in the long term far beyond the life span of the project.

4.3 PROJECT NEWSLETTER

A regular newsletter will be edited, which will include information concerning the project's activities and further related information such as relevant EU research policy and program developments, activities and results of related EU research projects and European events related to Consumer Goods Research & Innovation in a concise and easy-to-understand way. A total of 4 newsletters will be delivered during the project duration published in or around months 6, 12, 18 and 24. The newsletter will be primarily distributed electronically by email circulation to the BIONIC expert community and other relevant stakeholders and it will be made available for download on the project website. A limited number of print copies will also be produced for hand-out at project dissemination events and other suitable occasions.

4.4 SCIENTIFIC CONFERENCES

Research and innovation in the project will cover different scientific disciplines. All scientific project results will be disseminated in peer-reviewed scientific journals, and it is envisaged that a proportion of these will be co-authored by BIONIC collaborating experts and scientists. In addition, presentations will be given at regional and international conferences. BIONIC partners will pursue active participation in their research communities to present research results.

Besides the organized dissemination within the project, a second dissemination level is foreseen due to the multitude of the involved scientific staff consisting of undergraduate, MSc and PhD students (research assistants). The involved researchers will utilize the experience gained within the project in a multitude of following projects in which they will participate.

List of possible conferences:

- IEEE Pervasive Health New York, USA, Journal
- International Joint Conference in AI, Conference Stockholm Sweden
- Artificial Intelligence Journal - Elsevier, Journal
- ACM Information Systems (TOIS)- ACM, Journal
- BodyNet - International Conference on Body Area Networks - Oulu, Finland
- MobiHealth International Conference on Wireless Mobile Communication and Healthcare- Springer Vienna, Austria
- International Journal of Industrial Ergonomics- Elsevier
- Applied Ergonomics - Elsevier Human Factors in Technology and Society
- International Conference on Information Fusion

- International Conference on Robotics and Automation
- International Conference on Intelligent Robots and System
- International Conference on Machine Learning
- Computer methods in Biomechanics and Biomedical Engineering
- ICAMPAM international conference on ambulatory monitoring of physical activity and movement (from ISMPB, International Society for the measurement of physical behaviour)
- ACM CHI play (Conference on Human Factors in Computing Systems)
- PERSUASIVE: International conference of Persuasive Technology
- ACSM American College of Sports Medicine
- WCB World Congress of Biomechanics or ISB International Society of Biomechanics
- ISEK International Society of Electromyography and Kinesiology
- ESMAC European Society of Movement Analysis in Adults and Children

5 CONCLUSION

So as to understand the success of the BIONIC project and appreciate what business exploitation routes can be developed in the medium to long term, it is proposed to draft a business exploitation plan that will be finalised in coordination with all the project partners and will take into account the commercial realities of the sector.

6 MEDIA RESONANCE

6.1 PRESS RELEASES

| Date | Magazine/Newspaper | Title | Link |
|------------|------------------------------|--|---|
| 11.02.2019 | Biomecamicamente.org | Kick off meeting | http://www.biomecamicamente.org/otri/ongoing-projects/item/1415-reunion-lanzamiento-proyecto-bionic.html |
| 27.02.2019 | Elektronikpraxis.de | Sensornetzwerk senkt körperliche Belastung am Arbeitsplatz | https://www.elektronikpraxis.vogel.de/sensornetzwerk-senkt-koerperliche-belastungen-am-arbeitsplatz-a-803734/ |
| 04.03.2019 | Elektrotechnik.vogel.de | Intelligente Sensoren reduzieren körperliche Belastung am Arbeitsplatz | https://www.elektrotechnik.vogel.de/intelligente-sensoren-reduzieren-koerperliche-belastungen-am-arbeitsplatz-a-804488/ |
| 04.03.2019 | konstruktionspraxis.vogel.de | Intelligente Sensoren reduzieren körperliche Belastung am Arbeitsplatz | https://www.konstruktionspraxis.vogel.de/intelligente-sensoren-reduzieren-koerperliche-belastungen-am-arbeitsplatz-a-804489/ |

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|------------|---|--|---|
| 05.03.2019 | medizin-und-elektronik.de | EU-Projekt Bionic gestartet | https://www.medin-und-elektronik.de/messtechnik-sensorik/artikel/163061/ |
| 05.06.2019 | industry-of-things.de | Intelligente Sensoren reduzieren körperliche Belastungen am Arbeitsplatz | https://www.industry-of-things.de/sensorik/articles/806766/ |
| 06.03.2019 | IT Zoom | So sorgen Sensoren für Ergonomie | https://www.it-zoom.de/it-director/e/sensoren-sorgen-fuer-mehr-ergonomie-22244/ |
| 21.03.2019 | iX Magazine, 04/2019 | Sensoren sollen Arbeiter entlasten | - |
| 06.03.2019 | Datev.de | Intelligente Sensoren reduzieren körperliche Belastung am Arbeitsplatz | https://www.datev.de/web/de/aktuelles/trends-und-innovationen/intelligente-sensoren-reduzieren-koerperliche-belastungen-am-arbeitsplatz/ |
| 11.04.2019 | Biomecnicamente.org | Se celebra en Grecia la 2ª reunión del proyecto BIONIC | http://www.biomecnicamente.org/otri/ongoing-projects/item/1472-bionic-reunion-grecia.html |
| 10.06.2019 | Biomecnicamente.org | Nueva reunión del proyecto europeo BIONIC | http://www.biomecnicamente.org/otri/ongoing-projects/item/1513-bionic-tercera-reunion.html |
| 25.02.2019 | https://www.emerce.nl | Oudere werknemers langer gezond met eHealth en kunstmatige intelligentie | https://www.emerce.nl/wire/oudere-werknemers-langer-gezond-ehealth-kunstmatige-intelligentie |
| 25.02.2019 | https://www.medicalfacts.nl | Oudere werknemers langer gezond met eHealth en kunstmatige intelligentie | https://www.medicalfacts.nl/2019/02/27/oudere-werknemers-langer-gezond-met-ehealth-en-kunstmatige-intelligentie/ |

6.2 WEB RELEASES

1. Creation of the Website: <https://bionic-h2020.eu/>
2. Creation of video channel: <https://bionic-h2020.eu/videos/>

6.3 CONFERENCES AND PAPERS

1. Ferreras Remesal Alberto, Giménez Pla Juan Fernando, Marzo Roselló Raquel and Ruiz Folgado Raquel, *BIONIC: Sensores personalizados para la evaluación de riesgos y entrenamiento de trabajadores mayores*, ORP2019, 5th-7th June 2019, Madrid, Spain

2. Hammad Tanveer Butt, Manthan Pancholi, Mathias Musahl, Pramod Murthy, Maria Alejandra Sanchez and Didier Stricker, *Inertial Motion Capture Using Adaptive Sensor Fusion and Joint Angle Drift Correction*, Fusion 2019, 2nd-5th July 2019, Ottawa, Canada
3. Hammad Tanveer Butt, Manthan Pancholi, Mathias Musahl, Pramod Murthy, Maria Alejandra Sanchez and Didier Stricker, *Intelligent Sensor Fusion with In-run Distributed MIMU Calibration for Wearable Motion Capture*, Fusion 2019, 2nd-5th July 2019, Ottawa, Canada (poster)

6.4 EXHIBITIONS

1. Booth at IFA Berlin, September 2019, <https://www.ifa-berlin.com/en/> (TUK, DFKI)