



TERESA - 611153 - FP7/2013-2016



Deliverable D7.1 Dissemination Plan

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1 Executive summary

This deliverable D7.1 Dissemination Plan sets out to elaborate the dissemination strategy of the TERESA project. It aims to provide information about the goals; activities and achievements of TERESA in an easy-to-understand manner; to describe its approach towards dissemination, including detailed information on audience and opportunities for dissemination; and to consider adequate messages for different audiences about the objectives of the project and its scientific, societal, and economic impact. The audiences which we identified are the scientific community, the industry, and the general public.

Dissemination activities will be performed in strict relation with all the technical activities. In this way, knowledge and awareness of solutions for autonomous robots and human-robot interaction will be promoted.

The respective activities will be coordinated by UvA, the project coordinator, working together with Giraff, our industrial partner, and MADoPA, representing our end users. Estimated indicative person-months for UvA is 3.

2 Contributors

The authors of the deliverable are Sanne Veenenbos, Project Manager of TERESA and Shimon Whiteson, Project Coordinator of TERESA. Sanne Veenenbos is responsible for the overall coordination of the deliverable and drafting the first version. Shimon Whiteson is providing feedback on the deliverable and writing the final version.

On-going work in relation to the activities described in this deliverable will be reported in D7.2 and D7.3 (Data Specification and Exploitation Plan). Moreover, the project has set up a public website which will be used to communicate the goals and achievements of the project.

3 Dissemination TERESA project

3.1 Objectives

Dissemination will be an important task for the TERESA project. The goal is to disseminate the knowledge obtained within the project to the scientific community, the industry, and the general public. Our activities will help spread the project achievements and research knowledge, so that new results and research topics will become known, while at the same time promoting European research worldwide.

The Dissemination Plan further elaborates our strategy for dissemination, and has the following objectives:

- To inform about our aims and activities in an easy-to-understand manner.

- To describe our approach towards dissemination, including detailed information on audience and opportunities for dissemination.
- To consider adequate messages for different audiences about the objectives of the project and its scientific; societal and economic impact.

3.2 Audience

The TERESA project identifies three groups of core audience which to reach through dissemination. These are 1. The scientific community; 2. Industry, and 3. The general public.

3.2.1 Scientific community

Scientific members we intend to reach are doing research on: human-robot interaction; computer vision; human-behaviour understanding; robot navigation; decision-theoretic control; and machine learning.

We will address the scientific community through established channels. All research will be submitted for publication in the best scientific journals and high-profile conferences. TERESA is committed to open access publication, which will be implemented via self-archiving (the “green road”). Participation in workshops, conferences and other forums and events will be sought, as appropriate, taking place at a national, European or international level which are relevant for the project’s information dissemination activities. Also special sessions/workshops will be organized to ensure presence and visibility at major scientific meetings (T7.3).

3.2.2 Industry

TERESA aims to improve Europe’s market share in social robotics by combining human and autonomous control to extend the application of social presence well beyond what telepresence robots can achieve today. By integrating cognitive and autonomous features that are within the near-term grasp of research and development with a commercially available telepresence robot (Giraff), TERESA will provide a foundation for new products that are otherwise years away from market. This way, TERESA offers a fully innovative approach with respect to the way robots are currently developed and manufactured in Europe.

To transfer knowledge to potential commercial interested parties, a Valorization Advisory Board will meet at least three times during the project. A meeting schedule is already established.

3.2.3 General Public

The general public is considered a target group in order to evoke interest in the general aspects of the TERESA project. The aim is also to inform the general public about the aims and objectives of the development of socially intelligent cognitive robotic systems.

Channels which are used to achieve this public awareness are press releases; interviews; project announcements on the Partners' website and the public TERESA website (see below for a more detailed description).

3.3 Dissemination Plan

3.3.1 Scientific Dissemination: Publications, International Conference and Workshop Participation & Cooperation with other projects

3.3.1.1 Scientific Publications

We envisage the following publication strategy: project technical report or project's workshop presentation ⇒ paper in a high-impact conference ⇒ article in indexed journal with high impact factor. We also aim for a few joint publications across the consortium. Other types of publications, e.g., newspapers, magazines, newsletters of professional societies, will also be targeted. The scientific partners already have an established record of publications in recognized forums. An explicit acknowledgment of EC funding will be included in any publications and public presentations of the project. The project partners will follow 'open access' while publishing results, through self-archiving publications according to 'green road' principles.

The targeted journals include: T-RO, T-PAMI, IJRR, IJSR, JFR, RAS, AR, IJCV, CVIU, HCI, IJHCS, MLJ, JMLR, JAAMAS.

The targeted conferences include: AAAI, CVPR, ECCV, FSR, ICCV, ICML, ISRR, ICRA, ICVS, IJCAI, IROS, RSS, HRI, and AAMAS.

The consortium will organize at least one special issue in one of the listed top journals. The IEEE Transactions on Systems, Man, and Cybernetics journals are strong candidates for hosting this special issue. The participation of several Associate Editors of major journals in the consortium will help the success of this goal.

In addition, data sets during the project may be made available for the wider scientific community dependent on participant consent and ethic internal review board approval. Similarly, open source software to be developed in the project such as navigation and

localisation systems on standard platforms such as ROS will be made available to the scientific community.

3.3.1.2 Conferences and workshops

The consortium intends to organize scientific workshops on the research topics related to TERESA parallel to major conferences. In addition, the project commits to participate to meetings and events as requested by the Commission and assigns a budget of €5-10K for this purpose, depending on actual needs and costs.

Our aim is twofold. First, we intend to bring together a group of researchers working on the different aspects of the TERESA project (techniques, applications, etc.). To this end, we will organize one or two workshops at relevant international conferences, for example SMC, ICMI, HRI, RO-MAN, and IROS. When beneficial, we will provide data recorded in the project as benchmark data for others to work on and to test their algorithms. This can take the form of a grand challenge (ICMI) or a dedicated workshop (e.g., FG, HRI). Moreover, this would also ensure that other people will actively take up the research that is carried out within the TERESA project. We intend to organize the workshop(s) in the first or early in the second year of the project. Possible topics for the workshop include:

- **Telepresence Robots**, with a focus on both technical and social aspects.
- **Learning Behaviour**: with a technical focus, including learning motor skills, learning navigation, learning by doing, etc.
- **Interacting with the Elderly**: with a focus on applications, covering mostly the experimental side of the Teresa project.
- **Machine Learning for Social Robotics**: the intersection of two of the main themes of the TERESA project.

Our second aim is to actively disseminate the knowledge that is gained in the Teresa project. By organizing special sessions, again at relevant international conferences (e.g. RO-MAN, IROS, SMC), we can ensure that our work can be presented to a wide, targeted audience. The special session will be organized in the final year of the project.

3.3.1.3 Joint collaboration with similar projects

The consortium will proactively spot ongoing and new related research activities and establishes contact with them with the aim to identify and exploit synergies on all levels including dissemination. Specifically, UPO will leverage the localization component developed in FROG to be used in the TERESA robot. Furthermore, datasets captured on crowded environments in the project can be used for early development and test of the models of Task 4.1 (DoW). UvA will leverage decision-theoretic methods developed in

MONarCH to aid reinforcement learning in WP5. Imperial will consider adapting techniques developed in FROG for tracking a single person's face in an outdoor environment to the goals of tracking a single person's face indoors tracking multiple faces at the same time. Imperial will also apply techniques available at the SSPNet resources web repository for auditory detection of turn-taking and visual detection of head nods and shakes. Finally, Imperial will also try to extend techniques from Mahnob and ILHAIRE for human laughter detection to fit TERESA objectives like recognising when people are engaged in conversation. We will also contact the coordinators of ExCITE and Giraff+, which also involve telepresence robots, to share knowledge and expertise.

3.3.2 Industrial dissemination

The different channels of industrial dissemination are:

Valorization activities: The Valorization Advisory Board is open to all interested external parties that have a business broadly related to the robotics industry. Additional parties can also be added during the project.

Multimedia material: We shall produce videos and interactive demonstrations for presentation at workshops and seminars organized by the consortium and others active in the field. If resources permit we will also keep one of the test units as a live demonstration that interested parties can remotely connect to and try. At later stages of the project, we shall also produce materials aimed at industry and the general public to be shown at various exhibitions.

Industry Fairs: Presentation of the project outcomes at fairs and events related to robotics, telepresence, health care, etc. to increase project impact by making more potential end-users aware of the innovation generated by TERESA. The Valorization Advisory Board will be consulted to advise on the best options. Note that, although the current Giraff platform is focused on home/elderly care, the enhancements expected with TERESA will address a much broader application space; therefore industry dissemination must also take a broader approach. Certainly there are many opportunities in the traditional home care or Ambient Assisted Living (AAL) industry including:

- AAL Forum, an EU-wide event that meets in a different city each year in late September, and provides an opportunity both for exhibition and paper submissions. There are also national AAL events such as the annual AAL Congress in Berlin (usually in January), and similar events in Sweden supported by VINNOVA (the Sweden national partner for AAL) and SIAT (Swedish Institute for Assistive

Technology).

- AALOA (AAL Open Association), EU organization that promotes standards for the AAL industry. Dissemination in this organization becomes interesting if the TERESA work generates proposal for standards in socially intelligent telepresence.

And outside the AAL space:

- euRobotics, a coordination program supported by FP7. This is an opportunity for general dissemination via exhibits and presentations that would reach a broad audience interested in many different robotics applications.
- ICT, an annual EU (but attracts many attendees from around the world) exhibition with an entire exhibit section dedicated to robotics, as well as several conference sessions.
- RoboBusiness, a global organization (that also has a dedicated European sub-organization) focusing on applications and business opportunities for robotics. There are major annual conferences in the U.S. and Europe (the 2014 conference is in Odense, Denmark) as well as smaller regional conferences.
- HRI (Human Robotic Interaction), also a global organization, supported by ACM and IEEE, that deals with HRI-related theories, empirical studies and demonstrations. HRI has major exhibitions and conferences in the U.S. and Europe (the 2014 conference is in Bielefeld, Germany) and attracts a global academic and industry audience that is well-aligned with TERESA interests.
- EUROP (European Robotics Technology Platform), an industry-driven framework to strengthen Europe's competitiveness in robotic R&D, as well as global markets. Members of the Consortium are already active members of the EUROP. The TERESA project, with its application in service robotics, is perfectly aligned to the goals of EUROP in particular to the European Strategic Research Agenda (SRA) that EUROP published in 2009. All partners will strengthen their efforts to support EUROP and disseminate and exploit the results of TERESA in this direction. See also <http://www.robotics-platform.eu>.

- HSI (Human System Interaction) Conference also has a mission well-aligned with the goals of TERESA, namely to explore the influence of interactive systems on people including in the areas of artificial intelligence, human-machine interaction, telemedicine and e-health care. The 2014 conference is in Lisbon.

Dissemination to the investment community will also become important toward the end of the project, as further funding will be required to pursue commercialization of the results. Most of the forums described above are well attended by venture capital investors and some even have specific sessions for investors. Two investors that are especially well known in the robotics space are:

- Robolution, a French venture capital firm focused exclusively on robotics, that recently (late 2013) closed a 100M € fund.
- Grishin Robotics, a U.S.-based fund led by Russian entrepreneur Dmitry Grishin, also focused exclusively on robotics, investing all over the world including Europe, currently managing a \$25M fund.

3.3.3 Dissemination to the general public

3.3.3.1 Web-site and e-Services

The general public will be reached through internet presence via URL www.teresaproject.eu as a dissemination tool (Fig.1). The site contains: HOMEPAGE with general information about the project, the objectives and expected results; PARTNERS representing the consortium; NEWS with up-to-date information about project progress; links to the scientific publications to be produced in Teresa, as well as public press releases will be published here; CONTACT with information how to reach the coordinator; INTRANET with a project-internal space for e.g., deliverables.

In the future, the site will also provide information about project presence in conferences, fairs, exhibitions, etc.; subscription to an announcement list with project news; download of public deliverables; download of publications related to the project, a list of publications written outside the consortium that cite our project; possibly videos to demonstrate the TERESA system application and a renewed homepage with a slideshow of photographs taken during the experiments. The website will be maintained during the project and beyond by the PMC.



Fig.1 Screenshot of the TERESA website's homepage (see also: www.teresaproject.eu)

3.3.3.2 News/press releases

The general public is also targeted through press releases, news-bulleting, press conferences and interviews organized for relevant European and national newspapers and TV stations when suitable publishable results are achieved.

To date, press regarding TERESA (also available on website teresaproject.eu) includes:

- January 2014: source CVZ Magazine, the magazine of the *College voor Zorgverzekeringen*, a Dutch health insurance agency included an interview with project leader Shimon Whiteson. The full magazine is available here:
<http://www.cvz.nl/binaries/content/documents/zinl-www/documenten/publicaties/magazines/1401-magazine---januari-2014/Magazine+-+januari+2014.pdf>
- 25 November 2013: source *Het Parool* (Amsterdam newspaper) included an interview with project leader Shimon Whiteson about the TERESA project:
<http://www.foliaweb.nl/wetenschap/uiteindelijk-worden-we-allemaal-cyborgs/>
- 15 November 2013: <http://www.upo.es/diario/ciencia/2013/11/la-upo-participa-en-un-proyecto-europeo-de-investigacion-sobre-robotica-de-telepresencia-con-inteligencia-social/>
- 15 November 2013: Press release by Europa Press Spain (in Spanish):
<http://www.europapress.es/andalucia/sostenible-00672/noticia-sevilla-sostenible-upo-participa-proyecto-europeo-investigacion-robotica-telepresencia-20131115181224.html>
which after was more or less used by others:
<http://www.20minutos.es/noticia/1978390/0/>
- Nov. 29, 2013: <http://www.digitalavmagazine.com/2013/11/29/la-upo-participa-en-el-proyecto-europeo-teresa-telepresencia-con-inteligencia-social-para-personas-mayores/>
- Nov. 19, 2013: <http://www.aulamagna.com.es/teresa-un-proyecto-de-robotica-disenado-por-un-equipo-de-la-upo/>
- 9 October 2013; source website of the University of Amsterdam:
<http://www.uva.nl/en/news-events/news/uva-news/item/eu-supports-research-project-on-social-care-robot.html>
- 6 October 2013; source GIRAFF announcement on website:
<http://www.giraff.org/wp-content/uploads/2013/10/TERESEEA-Press-Release-2013-10-06-Giraff-focal-point-of-new-EU.pdf>

Press releases will be organized by the project coordinator and will involve the partner institutions' press offices. After the project kick-off meeting, partners will create a press release about the project and their own contributions to the project. Further press releases will also be targeted after reaching key project milestones. Project partners will use their existing network of contacts to national, European and international print, TV and internet media (T7.5).

3.3.3.3 Printed Materials

Printed materials will be produced for dissemination within the EU. These materials include: Leaflets with general information about the project and its objectives; Brochures with information about the results, the developed software components and the final system; Project poster for conferences, exhibitions, etc.; Project presentation with general data of the project.

4 Conclusions

Dissemination will be an important task for the TERESA project. The goal is to disseminate the knowledge obtained within the project to the scientific community, industry, and the general public. Our activities will help spread the project achievements and research knowledge, so that new results and research topics will become known, while at the same time promoting European research worldwide. In addition to scientific publications, dissemination efforts will include scientific workshops, collaborations with similar projects, valorization activities, industry fairs, a web-site, and periodic press releases.