



TrimBot2020 Deliverable D8.1

Dissemination Plan

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Dissemination:

Abstract: This deliverable concerns the Final Dissemination Plan of TrimBot2020. Dissemination activities are of great importance to the success of TrimBot2020 and all research efforts and results will be widely communicated to the scientific and relevant industrial communities and the general public. This dissemination plan details how the scientific knowledge is generated and project progress will be disseminated and to which audiences. The consortium aims to build awareness, increase the visibility of project results that in turn will have a direct effect in the exploitation potential of the project. With this in mind, special provisions have been made and a specific work package is dedicated to dissemination and exploitation activities.

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DOCUMENT HISTORY

Version 1.0

First document release.

Version 1.1

- The social media “ResearchGate” has been added to the paragraph “Online and social media presence” in Section 5.1.2
- The description of the dissemination tool described in the paragraph “Project Movie” (Section 5.1.2) has been detailed. The description of two kinds of project movie are reported.
- List of fairs in the appendix has been extended.

1 EXECUTIVE SUMMARY

The TrimBot2020 project will research the underlying robotics and vision technologies and prototype the next generation of intelligent gardening consumer robots. The project is focused on the development of intelligent outdoor hedge, rose and bush trimming capabilities, allowing the robot to navigate over varying garden terrain, approaching hedges to restore them to their ideal tidy state, and approaching topiary-styled bushes to restore them to their ideal shape. The new robot will be built on a modified Bosch Indego robot lawnmower, will be capable of navigating using a rough user-defined garden map to approach hedges and bushes, and then, with a novel electric hedge cutter in conjunction with the 3D scene data, will be capable of trimming flat surface hedges and shaped box-wood bushes.

This deliverable concerns the Final Dissemination Plan of TrimBot2020.

Dissemination activities are of great importance to the success of TrimBot2020 and all research efforts and results will be widely communicated to the scientific and relevant industrial communities and the general public. This dissemination plan details how the scientific knowledge is generated and project progress will be disseminated and to which audiences. The consortium aims to build awareness, increase the visibility of project results that in turn will have a direct effect in the exploitation potential of the project. With this in mind, special provisions have been made and a specific work package is dedicated to dissemination and exploitation activities.

The Dissemination plan includes:

- A preparatory phase which consists of activities such as setting up the website, networking activities, etc.
- Raising awareness phase, which will include dissemination of initial data/results to stakeholders and engage in discussions on their willingness to adopt/implement innovative solutions/techniques, etc.
- Communication/training phase, where specific recommendations/guidelines/training will be disseminated.
- Dissemination to the general public, raising awareness of the importance of science & technology in general and robotics in particular, in outreach events and on social media.
- Development of teaching materials, including video lectures, practical material, materials for slides and demos.
- Dissemination phase beyond the end of the project, which will include updating the guidelines, strengthening collaborations with stakeholder groups (policy makers, user groups, etc.).

This document is organized as follows: in Section 2 an overview of the TrimBot2020 project is exposed. The objectives of this dissemination plan are listed in Section 3. While an analysis of the stakeholders is reported in Section 4, the dissemination tools and their applicability to the activities of the project are discussed in Section 5. Conclusions are drawn in Section 6.

2 PROJECT OVERVIEW

The TrimBot2020 project will research the robotics and vision technologies to prototype the first outdoor garden trimming robot. The robot will navigate over varying terrain, approach rose bushes, hedges and boxwood topiary, to trim them to an ideal shape. The robot will be based on a modified Bosch Indego robot lawnmower, which will navigate using a user-defined garden map and 3D scene analysis, and then visually servo a novel electric plant cutter.

Achieving this will require a combination of robotics and 3D computer vision research and innovation activities. Original developments will be required for 3D sensing of semiregular surfaces with physical texture (overgrown plant surfaces), coping with outdoor lighting variations, self-localising and navigating over real terrain and around obstacles, visual servoing to align the vehicle with potentially moving target plants, visual servoing to align leaf and branch cutters to a compliant surface, and innovative engineering to deliver all this on a small battery-powered consumer-grade vehicle. Development of these capabilities aligns closely with the Robotics Strategic Research Agenda and Multi-Annual Roadmap aspirations.

This project falls clearly in the consumer market domain. It will develop service robotics, advanced perceptual capabilities, mobile manipulation, and flexible and reactive autonomy. As a novel robotics application, the current TRL is 1/2, but the project aims to achieve TRL 5/6. Bosch expects to exploit the project's results to extend its current automated lawnmower product.

This exciting project will extend generic robotics and computer vision technologies, explore a new robot application, has an explicit route to market exploitation by an experienced manufacturer, and has a great team with experienced plant roboticists and world-leading computer vision researchers, led by an experienced EC project coordinator.

3 OBJECTIVES OF THE DISSEMINATION STRATEGY

Dissemination activities will be carried out as part of the work package 8 (WP 8) of the project's work plan. The main objective of the dissemination plan is to ensure wide dissemination of all knowledge generated in the project in order to maximise its impact. The plan strategically addresses all factors that will lead to the distribution of information to all targeted stakeholders and also identifies all measures that will be taken to increase uptake and maximum utilisation of all project results.

Dissemination activities will be both internal and external to the consortium, non-partner stakeholders and the wider public and media. The consortium will, throughout the project address appropriate target audiences in an effort to create lasting impact in the areas of consumer robotics, gardening robots, outdoor robotics, 3D sensing, and 3D scene understanding beyond the end of TrimBot2020.

The dissemination targets and activities that are explained in this plan might be subjected to modifications during the project's lifetime, as insight and network of the consortium will grow. The dissemination results will be evaluated during the course of the project and choices will be taken regarding their impact and usefulness.

Internal

Internal tools are meant to facilitate the communication and increase the collaboration and share of information between the partners of the project.

External

External tools are intended to promote the project and its results to the public audience. For each specific target (government, industry, scientific community, common public) different tools are considered and will be used for the purpose of dissemination.

4 STAKEHOLDERS ENGAGEMENT

One of the key objectives of TrimBot2020 is to reach out and actively engage with all stakeholders as well as the end users and the wider public to whom this research is relevant.

4.1 TARGET GROUPS AND STAKEHOLDERS

The contents created by TrimBot2020 aim at reaching a wide audience distributed all over the world, with the objectives of stimulating the market of gardening robotics, increasing appreciation for science and engineering and promoting the scientific results and breakthroughs.

Our dissemination plan aims at the definition of clear-cut and persuasive messages to communicate project results. We define the innovation and benefits that these results will bring and we identify the groups that are most likely to benefit from this research.

Target Group	Examples	Main message to be conveyed / task to be preformed
End users, general public	Garden owners, home and garden centres, parks, farmers	A gardening robot for hedge and topiary trimming is effective and saves time and effort at a reasonable cost.
Scientific community	Scientific community working in the areas of consumer robotics, gardening robots, outdoor robotics, 3D sensing, and 3D scene understanding	The message(s) will depend on the research results that will be obtained.
Industry	Big enterprises (Bosch, etc.), SMEs	Evaluate market opportunities for further development, validation, and commercial exploitation of the results Identify major players and SMEs with complementary skills to establish new mutually beneficial partnerships Evaluate scalability of the technology and identify opportunities for commercialisation of the technology
General public		Scientific research leads to the development of new technologies that improve the quality of life.

The overall aim of the consortium is to raise awareness on the research findings and to encourage stakeholders to implement the consortiums solutions and recommendations as summarized in the next table.

Key Stakeholders	Why we want to reach them
Governmental bodies, e. g. ministries of economic affairs	To make them aware of the growth and innovation opportunities.
Industry, e.g. producers of gardening equipment, producers of robots	To make them aware of the business opportunities, eventually to offer them technology licences and generate additional revenues for the partners.
Civic park gardeners, golf courses, large private estates, farmers maintaining their fields and garden centres	To make them aware of the technology and business opportunities, in order to increase the quality of the offered services.
Media: journals, newspapers, radio, television, social media, blogs	To generate product demand and increase appreciation for science and engineering.
Academia and other research institutions	To increase interest in the application and the challenges it poses, to involve more scientists and engineers in these problems and accelerate progress.
Project partners	To facilitate communication between partners and the mutual understanding of the specific problems they are involved in and appreciation for their specific expertise.
General public	To generate product demand and increase appreciation for science and engineering. To raise awareness of the importance of science and technology in general and robotics in particular and for public research spending.

We also identify the audiences-stakeholders that will be targeted, adapt the messages and use the most appropriate communication tools depending on the target audience, as summarised here:

-
- **For large scale garden owners (e.g. civic centres, golf courses) and garden plot farmers:** A gardening robot for hedge and topiary trimming is effective and saves time and effort at a reasonable cost.
 - **For the scientific community working in the areas of consumer robotics, gardening robots, outdoor robotics:** a rich 3D scene model allows tasks in cluttered, dynamic and compliant environments.
 - **For the scientific community working in the area of 3D sensing and data analysis, and 3D scene understanding**
 - Dense surface reconstruction of non-rigid objects is feasible with passive sensors in an outdoor environment.
 - Fusion of multiple modalities with feedback improves data quality.
 - Semantic understanding of the scene enables SLAM / SfM / image-based localization when local features fail.
 - **For the scientific community working in the area of 2D image analysis:** Trainable filters are effective means for object recognition and scene understanding.
 - **For Industry:**
 - We will evaluate market opportunities for further development, validation, and commercial exploitation of the results.
 - We will identify major players and SMEs with complementary skills to establish new mutually beneficial partnerships.
 - We will evaluate scalability of the technology and identify opportunities for commercialisation of the technology.

5 DISSEMINATION TOOLS

Dissemination activities will be both internal and external to the consortium, non-partner stakeholders and the wider public and media. An overview of the tools that will be employed to disseminate the knowledge generated by the project is presented in the following. The planned timetable is in Section 5.4.

Internal activities

- Consortium meetings
- Telephone/internet-based meetings
- Email communication
- Project website (Project wiki, Members area, code, text and data sharing)

External activities

- Project Website
- Scientific Publications
- Project book
- Policy briefs and other documents
- Conferences/Workshop presentations
- Educational Workshops
- Transmitting technical skills to younger researchers
- Slides and posters template
- Standardization activities
- Focus groups
- Blogs
- Project Promotion
- Fact Sheets
- Online and social media presence

- Public software releases
- Reference datasets with ground truth data and data dissemination
- Popular Science and presentation events
- Industry networking meetings
- Final Dissemination event
- Short movie

5.1 DISSEMINATION ACTIVITIES AND TOOLS

In the following, we explain in detail the tools that will be used for internal and external dissemination. Successively, we map these tools to the project stakeholders.

5.1.1 INTERNAL COMMUNICATION ACTIVITIES

Consortium meetings: TrimBot2020 will meet three times a year and all participants will be expected to contribute. These meeting will mainly consist of presentations and achievements of all scientific tasks. During these meetings special provisions will be made so that participants can hold informal discussions in order to foster future collaborations and continuation of the research beyond the end of the project. These meetings will also serve as an excellent opportunity for younger researchers to investigate possibilities of short term placements in partner labs. The EU project officer will also be invited to all annual meetings, as well as the external advisory committee. Both will provide valuable feedback to the consortium on the scientific progress and whether there is a need to realign any of the planned work. WP Leaders will also meet on an annual basis to discuss in detail the research progress of the different work packages, recommend/develop any remedial work deemed necessary and discuss overall administrative issues. These meeting will be used to agree on telephone-conferences to share and discuss project results and other relevant issues that may arise in order to consolidate the collaborative effort in TrimBot2020.

Telephone/internet-based meetings: The project management office will set up all regular remote access conference calls and ensure the participation of all WPL to foster exchange of all relevant project information.

Email communication: The project office will establish project mailing lists which will be used to inform and update all members of TrimBot2020 on important project related issues. Researchers working on interconnected work packages or tasks will keep in regular email contact, separately to the consortium.

Project Website: see next section for a complete description about internal and external dissemination activities that will be made through the website.

5.1.2 EXTERNAL COMMUNICATION ACTIVITIES

Project Website: The TrimBot2020 website will be the focal communication point between the project and the different stakeholders and the general public. The website will include an overview and description of the project, the aims and objectives of TrimBot2020, a short description of all members of the consortium along with contact details, a brief description of the work packages, research results (not IP sensitive), publications, events (conferences, workshops, public meetings), news and other related links. The website will be launched within three months from the start of the project and completed at the end of the first year.

The website will be divided into two areas.

- **Public area:** which will provide general information about the project to the general public, newsletters, open access to protocols and standard operation procedures (SOPs) and other background information relevant to the project.
- **Members area:** This will be password protected and restricted to the consortium and will contain project related documents, including grant agreements, templates to be used for reports, agenda, meeting minutes, presentations and dissemination templates. Moreover, a project wiki will be present to share data and information among project partners.

Scientific Publications: The consortium will prepare scientific articles for high impact peer-reviewed journals in accordance with H2020 guidelines. To maximise the impact of the publications article, processing charges will be paid for selected papers in order to allow immediate open access to these papers. All manuscripts will be circulated among the consortium prior submission for comments and approval. Confidentiality will be enforced in order to safeguard members of the consortium that may be claiming intellectual property rights. The production of intellectual property protection documents and patents will be taken into account.

Project book: The consortium will prepare and publish, at the end of the project, a book consisting of about 20 short chapters covering the different aspects of the project.

Policy briefs and other documents: these will be country specific (for all consortium participants) and will be developed during the project and will be based on scientific results collected throughout the project. It is expected that these documents will allow policy makers to make more informed decisions.

Conferences/Workshop presentations: Conferences are an excellent venue for dissemination of project results as well as to initiate and foster collaborations with other academics and stakeholders. Results from TrimBot2020 will be presented in leading conferences in the areas of consumer robotics, agricultural robots, outdoor robotics, 3D sensing, and 3D scene understanding. For the first presentation of project results a European conference will be given preference. All partners will increase visibility of the project results by participating in national workshops/conferences. The consortium TrimBot2020 will organise three workshops as follows:

- Workshop 1 - 3D Visual Data Fusion (Year 2)
- Workshop 2 - 3D Visual Data Analysis and navigation (Year 3)
- Workshop 3 - Gardening and agricultural robots (Year 4)

The second Workshop could be organized in collaboration with the consortium of the Bots2ReC project, which aims at realizing a robot for the removal of asbestos.

Transmitting technical skills to younger researchers: One of the dissemination objectives of the TrimBot2020 Consortium is the training of young researcher scientific skills. To this purpose, the consortium will organize a two day training workshop, in which the project young researchers will give one-hour presentations or tutorials about their research work. The workshop will be open to anyone (not only the project members), for a total of about 50 participants.

Slides and posters template: The consortium will prepare PowerPoint and Latex templates for slides and posters to be presented at Conferences and Workshops. The use of a common template by all the partners of the project will increase the communication power of the presentations. Moreover, it will also visually relate them to the project.

Educational Workshops: This will be done through plenary lectures, case study presentations and an open discussion where members of the public will have the opportunity to discuss the latest developments in the area and actively engage with researchers. We will also develop educational material for use outside the consortium. This will include lecture materials developed for our own workshops, but also video lectures, practicals and demos.

Standardization activities: The consortium recognises the importance of standards and how they can help in bridging the gap between research, innovation and the market. These activities will ensure interoperability of the project, enhance dissemination of all results and facilitate market uptake of the results.

Focus groups: The consortium will set up focus groups that will be consulted at different stages throughout the project. These focus groups will contribute to a better understanding of the trends and needs in consumer robotics, gardening robots, outdoor robotics, 3D sensing, and 3D scene understanding. In addition these sessions will enable a more positive interaction with relevant stakeholders.

Blogs: this is another means of dissemination that has become very popular recently. This will help publicise project results and will particularly target younger generations. As part of this activity the consortium will target specific research blogs in the areas of consumer robotics, gardening robots, outdoor robotics, 3D sensing, and 3D scene understanding to disseminate knowledge generated throughout the project.

Project Promotion: Consortium members will actively seek opportunities to increase the visibility of the project in a variety of local media with the ultimate aim to disseminate key outputs of the project. The target audiences include both the wide public but also stakeholders.

Fact Sheets: a sheet summarising the major objectives and anticipated output will be prepared and will be translated in all partner language. This will ensure that the consortium will reach out to a larger audience, ensuring that even non-English speakers are reached.

Press Releases: These will be prepared to target different media and will provide information about the project and ongoing results. A template press release will be provided to all partners by the coordinator that can be then adapted to the needs of each partner.

Online and social media presence: The project website will be linked to the @TrimBot2020 twitter account where interested parties will be able to find information on the project. Other social media like LinkedIn and YouTube will also be utilised primarily to increase visibility of the project and raise public awareness on the project and its added value for the general public. TrimBot2020 will also endeavour to link its website to other relevant websites and projects. The use of social media includes the creation of a ResearchGate project page, which allows to engage the scientific community through the sharing of research logs and updates. Social media will also be used for outreach to the general public.

Wikipedia articles: One of the most widely consulted resources on the web is Wikipedia. The consortium will produce a number of articles as a means to disseminate important scientific results coming out of the project via this popular online encyclopedia.

Public software releases

The robotics community has benefited greatly from the free software developed within the Robot Operating System (ROS - www.ros.org) framework. TrimBot2020 will reengineer and deposit modules into the ROS robotics and OpenCV imaging libraries. At this point, the most likely modules are the combined 3D sensing modules, because the mobile and actuator robotics are likely to be commercially protected.

Reference datasets with ground truth data and data dissemination:

The full data plan will be developed in the first stage of the project and will cover the types, formats and quantities of the data, the metadata, and relevant standards. A high quality data management plan (D8.2) will ensure reliable data analysis and interpretation. This will increase the overall impact of the project's results including any future re-use of the data. The data will be stored for 10 years after the project on a web server at UEDIN. We do not expect to generate data that has intrinsic commercial value.

The core data that is planned to be collected and disseminated by TrimBot2020 are:

- Stereo video sequences from the multiple camera systems, synchronised, as the vehicle approaches different scene contexts. Associated laser 3D data 'ground-truth' will also be acquired and semantically labelled.
- Stereo video sequences from the arm camera system as it servos towards trimming positions and trims a bush or plant.

- 3D SLAM-acquired garden maps, semantically labelled.

Popular Science and presentation events: This activity will include a series of public outreach talks, at least one per year in all partner countries- aiming to improve the public understanding of the research carried out in TrimBot2020. These will take place in both small forums (using the “Café Scientifique” network, schools and regional science fairs) and larger one (such as, the “Edinburgh Science Festival” or the equivalent in partner countries). These public outreach activities will go well beyond the state of the art by reaching a much larger audience and with a much more clearly formulated message than ever before. The consortium will also seek to expand its communication activities to embrace an international audience, and will prioritise emerging regional stakeholder groups in China, India, and Brazil, and the newly joined and candidate EU states as part of its larger effort to develop a reputation and position as a global leader in consumer robotics, gardening robots, outdoor robotics, 3D sensing, and 3D scene understanding.

Industry networking meetings: These meeting will be planned in collaboration with the SME partners in order to ensure the most efficient interaction. The consortium will explore future possibilities for collaborations.

Final Dissemination event: This will be organised in the last month of the project and will be organised and hosted by WUR or Bosch so as to show a live demonstration of the working robot. During this meeting the consortium will present all results from TrimBot2020. The final event will be open to other research groups and various stakeholders interested in attending.

Short movie: at the end of the project, a short fictional movie (about 5 minutes) will be produced in order to advertise the results of the project and show an operating robot in the garden. Furthermore, a longer movie will be also produced, in which each partner will explain its scientific contribution to the success of the project and how the research work was carried out. This longer movie can reach a scientific audience.

5.2 ASSESSMENT OF THE DISSEMINATION TOOLS

We next assess the various dissemination tools outlined above in relation to the stated objectives of the TrimBot2020 dissemination strategy. For this, we employ the criteria reported in the following table:

Dissemination activity selection criteria

Appropriate	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Economical	Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.
Measurable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy.

In the following we provide an evaluation of the identified dissemination tools according to the criteria that we have defined in the previous table.

	Appropriate	Effective	Targetable	Economical	Measurable
Consortium meetings	X	X	X		X
Telephone/web-based meetings	X	X	X	X	
Email communication	X	X	X	X	X
Project Website	X	X	X	X	X
Scientific Publications	X	X	X	X	X
Project book	X	X	X	X	X
Policy briefs and other documents	X		X	X	X
Conferences/Workshop presentations	X	X	X		X
Educational Workshops	X		X		

	Appropriate	Effective	Targetable	Economical	Measurable
Technical skills to younger researchers	X	X	X		
Slides and posters template	X	X		X	
Standardization activities	X		X	X	
Focus groups	X	X	X	X	
Blogs	X	X		X	X
Project Promotion	X	X		X	
Fact Sheets	X		X	X	
Online and social media presence	X		X	X	X
Public software releases	X		X		X
Reference datasets and data dissemination	X	X	X		X
Popular Science and presentation events	X	X	X		X
Industry networking meetings	X	X	X	X	X
Final Dissemination event	X	X	X		X
Project promotional movie	X	X	X	X	X

5.3 MAPPING OF THE DISSEMINATION TOOLS TO THE STAKEHOLDERS

We next map the selected tools to TrimBot2020 stakeholder groups. The following table outlines the main means that the consortium will use to target specific stakeholder categories.

Stakeholder	Dissemination tools
Governmental bodies, e. g. ministries of economic affairs	<ul style="list-style-type: none"> • Project website • Policy briefs and other documents • Slides and posters template • Final Dissemination event • Project movie
Industry, e.g. producers of gardening equipment, producers of robots	<ul style="list-style-type: none"> • Email communication • Project website • Policy briefs and other documents • Slides and posters template • Standardization activities • Scientific publications • Project book • Conferences/Workshop presentations • Fact Sheets • Public software releases • Industry networking meetings • Final dissemination event • Project movie
Civic park gardeners, golf courses, large private estates, farmers maintaining their fields and garden centres	<ul style="list-style-type: none"> • Email communication • Project website • Fact Sheets • Industry networking meetings • Final dissemination event • Project movie
Media: journals, newspapers, radio, television, social media, blogs	<ul style="list-style-type: none"> • Email communication • Project website • Slides and posters template • Blogs • Project Promotion • Fact Sheets • Online and social media presence • Popular Science and presentation events • Final Dissemination event • Project movie
Academia and other research institutions	<ul style="list-style-type: none"> • Email communication • Project website • Scientific publications • Project book • Conferences/Workshop presentations • Educational Workshops • Transmitting technical skills to younger researchers • Slides and posters template • Standardization activities • Public software releases

	<ul style="list-style-type: none">• Reference datasets and data dissemination• Final Dissemination event• Project movie
Project partners	<ul style="list-style-type: none">• Consortium meetings• Telephone/web-based meetings• Email communication• Project website• Scientific publications• Project book• Conferences/Workshop presentations• Standardization activities• Focus groups• Reference datasets and data dissemination• Final Dissemination event
General public	<ul style="list-style-type: none">• Project website• Educational Workshops• Slides and posters template• Blogs• Project Promotion• Fact Sheets• Online and social media presence• Popular Science and presentation events• Final Dissemination event• Project movie

5.4 DISSEMINATION TIMETABLE

In the following table, the time schedule for the execution of the dissemination activities is reported. We indicate the delivery month for each dissemination tools by a green cell.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Consortium meetings	Green				Green				Green				Green				Green				Green			
Telephone/web-based meetings	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Email communication	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Project Website (continuous update)			Green									Green												
Scientific Publications											Green	Green											Green	Green
Project book																								
Policy briefs and other documents													Green											
Conferences/Workshop presentations												Green							Green					Green
Educational Workshops																								
Transmitting technical skills to younger researchers																								

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Slides and posters template																								
Standardization activities																								
Focus groups																								
Blogs																								
Project Promotion																								
Fact Sheets																								
Online and social media presence																								
Public software releases																								
Reference datasets and data dissemination																								
Popular Science and presentation events																								
Industry networking meetings																								
Final Dissemination event																								
Project Movie																								

	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Consortium meetings	█				█				█				█				█				█			
Telephone/web-based meetings	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Email communication	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Project Website (continuous update)																								
Scientific Publications											█	█											█	█
Project book																								█
Policy briefs	█												█											
Conferences presentations							█					█							█					█
Educational Workshops	█											█												█
Transmitting technical skills to younger researchers												█	█											
Slides and posters template																								
Standardization activities																								
Focus groups			█			█			█			█			█			█						

	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Blogs																								
Project Promotion							■	■											■	■				
Fact Sheets																								
Online and social media presence																								
Public software releases												■												
Reference datasets and data dissemination																								
Popular Science and presentation events	■											■												■
Industry networking meetings			■									■									■			
Final dissemination event																								■
Project movie																								■

The indication for the delivery of scientific publications is not strict. The production and the publication of papers in journals and conferences are subjected to the results achieved during the experiments. The review process to which the papers will be submitted cannot be estimated with certainty.

6 CONCLUSIONS

This dissemination strategy provides the TrimBot2020 project with a solid framework against which to begin disseminating project results and activities. The TrimBot2020 consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers.

This document, and more importantly the dissemination strategy, will be revisited in months 12, 24, 36 in light of experience. TrimBot2020 poses particular challenges for effective dissemination, given the variety of stakeholders involved.

Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified.

7 APPENDIX

In this section, we report a list of journals and conferences to which the consortium will submit the produced scientific papers. Moreover, we provide a list of robotic events and fairs that might be of interest for the dissemination of the project results to an audience that is different from the scientific one. The lists are not exhaustive but rather give an indication of the targeted communities.

Journals

- IEEE Transactions on Pattern Analysis and Machine Intelligence
- IEEE Transactions on Robotics
- Pattern Recognition
- Computer Vision and Image Understanding
- The International Journal of Robotics Research
- Robotics and autonomous systems
- Computers and Electronics in Agriculture
- Biosystems Engineering
- Journal of Field Robotics

Conferences

- International Conference on Computer Vision and Pattern Recognition (CVPR)
- International Conference on Computer Vision (ICCV)
- European Conference on Computer Vision (ECCV)
- International Conference on Robotics and Automation (ICRA)
- International Workshop on Advanced Robotics and its Social Impacts (ARSO)
- International Conference on Intelligent Robots and Systems (IROS)
- International Conference on Agriculture Engineering (AgEng)
- Conferences of the International Commission of Agricultural and Biosystems Engineering (CIGR)

Fairs

- RoboBusiness (<http://robobusiness.com/>)
- RoboUniverse (<http://www.robouniverse.com/>)
- GlobalRobotExpo (<http://www.globalrobotexpo.com>)
- Irex (<http://goo.gl/pQVd8r>)
- Ciros (<http://en.ciros.com.cn/>)
- Vision&Robotics, The Netherlands (<http://www.vision-robotics.nl>)
- GreenTech (<https://www.greentech.nl>)
- Scientifica, Switzerland (<http://www.scientifica.ch/>)
- GreenTech, Amsterdam (<https://www.greentech.nl>)

- Agritechnica, Hanover, Germany (<https://www.agritechnica.com/en/>)
- Agro-FoodTech, 's Herogenbosch, Netherlands (<http://www.agrifoodtech.nl/agrifoodtech-future-for-the-netherlands/>)