D5.2 – Dissemination & Communication Plan

Project No GA824160

Project Acronym **EnTimeMent**

ENtrainment & synchronization at multiple TIME Project full title

scales in the MENTal foundations of expressive

gesture

FET Proactive Instrument

Type of action **RIA**

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Duration 48 months



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¹ **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services), **RE** = Restricted to a group specified by the consortium (including the Commission Services), **CO** = Confidential, only for members of the consortium (including the Commission Services).

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Abbreviations

EU	European Union
EC	European Commission
WP	Work Package

1 Summary

This report focuses on the preparation of the Dissemination and Communication Plan for EnTimeMent project. The purpose of the Dissemination and Communication Plan is to present the achievements of the project consortium partners in terms of dissemination and communication of the project's results, vision and ideas, as well as the future plan for dissemination and communication of EnTimeMent project results.

This document aims to present the project's progress on the planning of dissemination and communication activities. The dissemination activities in the EnTimeMent project will try to raise awareness in order to maximise its impact and encourage acceptance of its results by the targeted stakeholders. This plan is intended to ensure that the dissemination activities within EnTimeMent project are closely oriented to the current and future market opportunities and to prepare the target audience including potential users, customers, researches and strategic partners for the adoption of EnTimeMent results and products.

2 Introduction

2.1 Dissemination and Communication Strategy

The dissemination and communication strategies are focused on raising general awareness about the generated technology and the achievements of the project. Specifically, it should promote the visibility of the project results and products and should explain how to maximize and share it with stakeholders. Additionally, it prepares the ground for an effective commercial exploitation of the products and technology. The dissemination strategy defines clear guidelines for the relevant activities, including all the operational elements as it is depicted in *Figure 1*. Briefly, the dissemination elements include the identification of the target groups and their communication needs, the definition of the main messages and results that that are about to be disseminated and the establishment of methods and timeframe of the activities.



Figure 1: Operational elements of the dissemination activities

The dissemination and communication activities include:

- Participation in the most important international congresses and exhibitions relevant or dedicated in project's outcomes.
- Awareness Programmes including the publication of public project results on the partners' websites.
- Publication of public project results in technical papers, trade journals and National & International conferences and exhibitions (after authorization by the project's steering committee), project brochures directed both towards potential users and to other relevant organizations. Copyright statements will protect any written material produced during the project.
- Creation and distribution of the project flyer and the project poster
- Creation of the project webpage and the social media pages

2.2 Dissemination and communication target audience

The results of the EnTimeMent project are indented to be communicated and disseminated in a target audience related to the project outcomes. As the motion capture (mocap) systems are widely adopted in many markets & application fields, the target audience could be expanded from Media & Entertainment, Biomechanics & Sports, Medical & Clinical Research, Engineering & Industrial Design, Gaming & Animation, to Education, etc. Specifically, examples regarding the target communities include: Academic Scientific communities in Neurosciences, cognitive sciences, movement sciences. Cultural Art & Science target audience (regional, national events).

2.3 Planned use of the project results

The project results will be presented at conferences and published at scientific journals. The partner organisations participating in the project will disseminate the results within their academic and business units and transfer the knowledge and experiences gained. All the members of the consortium will continue to disseminate the results of the project in a wider audience and publish them in scientific and technical journals and magazines related to the neurosciences, movement science, cognitive science, cultural art and related research activities and applications.

2.4 Development of the dissemination material and tools

The dissemination material includes:

- **EnTimeMent website:** A project website where the project is presented to the general public https://entimement.dibris.unige.it. Useful information about the project is presented including the objectives, the benefits and the workplan of the project. Additionally, the partners of the project are presented.
- **EnTimeMent Reports**: Public versions of the project reports and deliverables will be available at the public site of the webpage.
- Scientific Publications: throughout the project lifetime, the partners will produce articles defining the project and its available results, and will submit them for publications in

international entrepreneurial activities. At several occasions representatives of the Consortium and the Project Coordinator in particular will assist and assure presentations to promote and explain the aims of the project and if available publish the public results at these occasions.

Apart from this material, presentations on the project, images and graphics will be produced to support the dissemination actions that the individual partners may undertake.

2.5 Usage of Dissemination channels

The Consortium's activities can be lined up along the following dissemination channels:

- 1. Conventional and electronic publications.
- 2. Participation and/or Organization of Events: Active participation (e.g. presentations) at international conferences, workshops, seminars and working groups meetings is encouraged.
- 3. Press conferences and press releases
- 4. Knowledge transfer to other projects and networks
- 5. The World Wide Web: documentation will be circulated through the internet via the project website, news, and e-mail to potential future users without disclosure of classified information.

3 Dissemination and Communication until M09

3.1 List of Dissemination and Communication actions

3.1.1 Internal Dissemination & Communication Activities

All information (i.e. submitted deliverables to EU) are distributed among the partners and are available via the dedicated EnTimeMent cloud, that has been created for the purposes of the project. In addition, internal dissemination activities include all the meetings in which the partners of the consortium gather in order to exchange ideas, disseminate the results from their work to the consortium partners and decide on the future activities.

EnTimeMent kick-off meeting at Genova

The EnTimeMent kick-off meeting took place on the 10th January 2019 at the University of Genova, Casa Paganini premises in Genova, Italy. All partners attended as well as the Project Officer.



Figure 2: Kick-off meeting at Casa Paganini-InfoMus, DIBRIS, University of Genoa.

The goals of the meeting were to clarify contractual obligations – towards EC and between partners (Consortium Agreement - CA), to present objectives, work structure (work packages), organization and management of the project, to clarify financial issues and administrative tasks (reporting), to present exploitation and management of the results and last but not least to initiate good communication, good collaboration, working relations and enthusiasm.

Internal Technical Meeting at University College London (UCL)

An internal meeting took place on 25th January 2019 at University College of London (UCL). Partners in attendance were UCL, KTH, Durham University, Western Sydney University, UniGe, GDI Hub. The main topics discussed were:

- 'Range of temporal scales' in the project
- Design of scientific experiments
- Role of machine learning in the project
- IEMP presentation
- 'Saliency' in the project
- GDI Hub presentation
- Music Tech Fest showcase planning
- Sonification/Music ideas
- Data collection

First periodic project meeting at Genova

The EnTimeMent periodic project meeting was held on 13-14 July 2019 at University of Genoa, Casa Paganini - InfoMus Research Centre. All partners attended.



Figure 3: Periodic project meeting at Genova

The partners of the project had the opportunity to discuss technical issues regarding the specifications of the scientific experiments. Several fruitful discussions between partners from different fields of expertise took place in order to ensure the effective progress of the project and the accurate planning of the forthcoming activities. Additionally, the work package leaders presented the updates for each work package and decisions were taken for future work.

3.1.2 External Dissemination & Communication Activities

The consortium has so far followed a conservative dissemination and communication strategy in order not to disclose critical information about the Results. Nevertheless, the consortium has implemented various dissemination and communication activities in order to maximise the project visibility in both academic and business-oriented audiences, without disclosing information that could be included in a patent application or could be kept as a trade secret.

<u>Milestone 1 event A Tempo! - A dissemination event to industry and institutions in the framework of the EU FET Innovation Week</u>

The planned M1 event in EnTimeMent was held in Genoa at UNIGE premise of Casa Paganini in the framework of the FET Innovation Week. The objective was to open project requirements and objectives to relevant industry and institutions, with the help of real-time demos, to collect feedback. See Appendix for details and links.

Website

To ensure maximum visibility to the EnTimeMent targets, objectives and results the consortium has set up a project website registered in the ".it" domain and with intuitive URLs to increase hit rates (see in *Figure 4*). The project public website has been set up for the general public and can be found at the web address: https://entimement.dibris.unige.it/. The project

websites are one of the main communication tools of the dissemination of the projects funded under the EU Horizon 2020 Programme.



Figure 4: EnTimeMent Website Home Page snapshot.

The public part of the website provides general information on the project objectives and the work to be performed, the project partners as well as the events. The website is already updated throughout the project and contains a page with news items about the project. There will be a continuous update of the project website during the runtime of the project. The web address will be widely advertised and it is intended to be of interest to potential end-users. Emphasis will be given to photos of MoCap sessions and other scientific activities, without revealing sensitive information.

The project logo, including an animated version, and materials for the *A Tempo!* Milestone 1 event (poster, web page) are designed by the professional visual designer Annalisa Gatto (www.nomdeplume.it).

Social Media

To ensure maximum visibility of the EnTimeMent project the consortium has set up a Facebook, a Twitter and Linkedin pages as depicted in figures below.

The links of each page are:

https://www.facebook.com/EnTimeMent/?view_public_for=118705562861824.

https://www.linkedin.com/showcase/entimement-project/.

https://twitter.com/EnTimeMentEU.

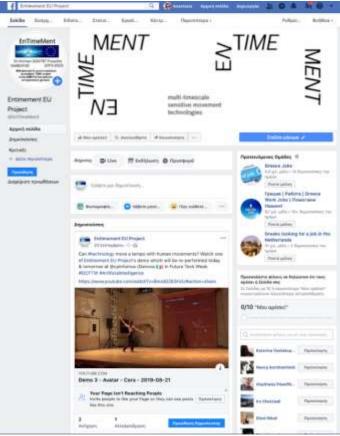


Figure 5: EnTimeMent Facebook account

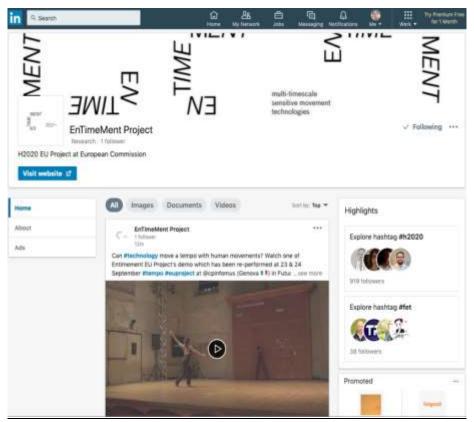


Figure 6: EnTimeMent Linkedin account



Figure 7: EnTimeMent Twitter account

There are various activities going on between the above pages such as posts/ re-posts, shares and tweets as well activities from the main accounts of each partner regarding the project. For more info the links of different partners accounts are listed below:

 $(\underline{https://www.facebook.com/vision.business.consultants/}.)$

(https://www.linkedin.com/company/vbcgr/.)

(https://www.facebook.com/cp.infomus/.)

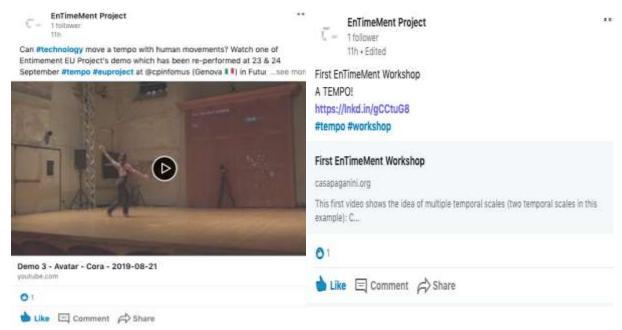


Figure 8: Various posts in Linkedin account.

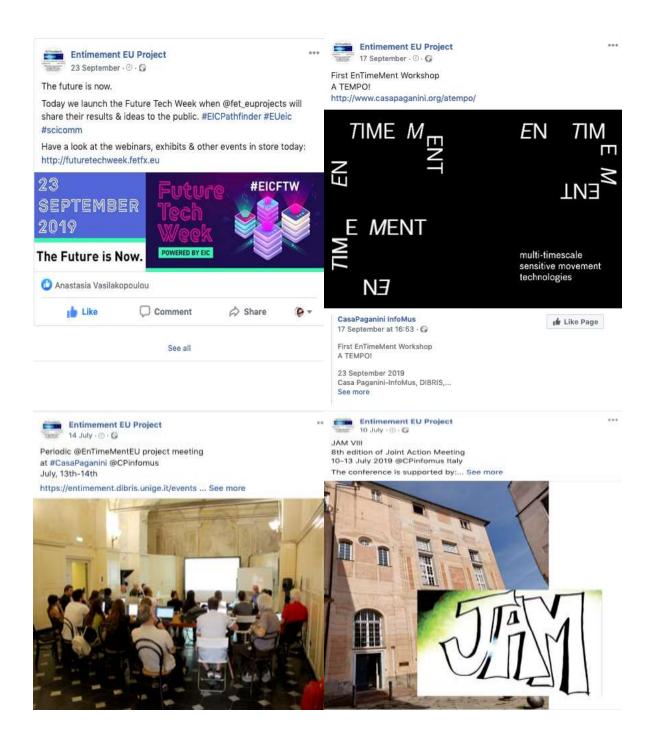
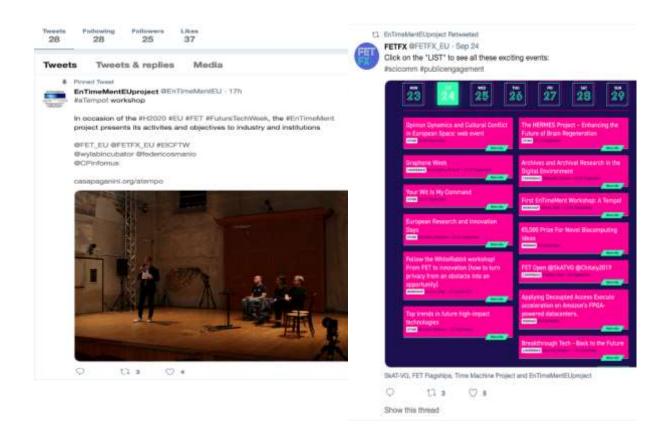




Figure 9: Various posts in Facebook accounts.



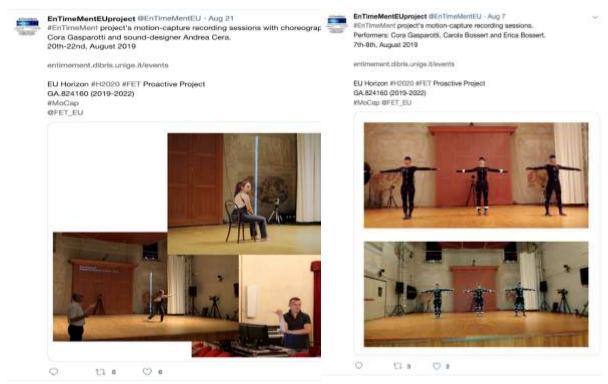


Figure 10: Various posts in Twitter account.

You tube

In addition to the social pages referred above, EnTimeMent has set up a YouTube channel https://www.youtube.com/channel/UCfJL0ajC-i3sWYCt7nfvg3w. In this channel many videos have been uploaded regarding the different activities of the project. Some of them are listed below:

https://www.youtube.com/watch?v=4DQiXlgi1Zk#action=share. https://www.youtube.com/watch?v=0MZk5PSJRTs#action=share. https://www.youtube.com/watch?v=5DnsyofN0XI#action=share. https://www.youtube.com/watch?v=BmrdG263HzU#action=share.

These videos have been also shared in social media accounts.

Press

As depicted in Figure 11 below, a first newspaper article on EnTimeMent appeared on "Il Secolo XIX", on Tuesday 15 January 2019, by Francesco Margiocco.



Figure 11: Newspaper article for EnTimeMent on "Il Secolo XIX".

Participation at events and publications

Туре	Title/Link	Audience	Date & Place	Partner Respon sible
Talk	Nokia Bell Labs Seminar/	Nokia Bell Labs	26 April	UCL
	https://www.bell-labs.com	researchers (sensor	2019 &	
		researchers, HCI	Cambridge,	
		researchers, ML	UK	
		researchers)		
Talk (as	UCL eResearch Domain 3rd	UCL research	20 June	UCL
member of	Symposium: Computational Sciences	community that	2019 &	
a	for the 21st Century/	uses computational	London, UK	
discussion	https://www.ucl.ac.uk/research/domai	sciences		
panel)	ns/eresearch			

Talk	Arthritis Research UK Pain Centre's	UK	01 July	UCL
	'Pain Research in the UK; combatting	musculoskeletal	2019 &	
	musculoskeletal pain' Conference/	pain researchers	Nottingham,	
	https://www.nottingham.ac.uk/paince		UK	
	ntre/index.aspx			
Keynote	International Conference on	Affective	3 September	UCL
speech	Affective Computing & Intelligent	computing	2019 &	
	Interaction's Workshop on	researchers	Cambridge,	
	Recognition, Treatment and		UK	
	Management of Pain and Distress/			
	http://acii-conf.org/2019/			
Talk (as	International Conference on	Affective	3 September	UCL
member of	Affective Computing & Intelligent	computing	2019 &	
a	Interaction's Workshop on	researchers	Cambridge,	
discussion	Recognition, Treatment and		UK	
panel)	Management of Pain and Distress/			
	http://acii-conf.org/2019/			
Talk	Pro-Health Community	People with	06 Sept	UCL
	Physiotherapy's 'World	chronic pain	2019 &	
	Physiotherapy Day' celebration day/		Lagos,	
	https://communityphysio.com.ng/		Nigeria (via	
			video	
			presentation	
			& Skype)	
Keynote	European Conference on Cognitive	Cognitive	12	UCL
Speech	Ergonomics 2019/	ergonomics	September	
	https://www.ulster.ac.uk/conference/e	researchers	2019 &	
	uropean-conference-on-cognitive-		Belfast,	
	<u>ergonomics</u>		Northern	
			Ireland	
2 scientific	FEPS2019 Loint meeting of the Federation of	Researchers and	Bolognia,	IIT-FE
presentatio	Joint meeting of the Federation of European Physiological Societies and	members of the	Italy,	
ns	the Italian Physiological Society	Physiological	September	
		Societies	10-13, 2019	

2 scientific	HBM 2019 (Human Brain Mapping).	Researchers,	Rome, Italy,	IIT-FE
presentatio	Annual meeting	members of the	9-13 June,	
ns		organization	2019	
Scientific	Congress ACAPS (Association des	Researchers in the	Paris,	
presentatio	Chercheurs en Activités Physiques et Sportives)	fields of sports,	France, 29-	
n		physical activities	31 October,	IIT-FE
		and human motor	2019	
		skills		

List of Conferences and Workshops

Туре	Tittle/Link	Audience	Date & Place	Partner Responsible
Conference (symposium organization)	International Conference on Perception and Action (ICPA- 2019)	300	Groningen, The Netherlands, July 3-6, 2019)	UM-EuroMov
Conference (3 scientific presentations)	Joint Action Meeting (JAM-8)	200	Genoa, Italy, July 10-13, 2019	UNIGE (1)/ IIT-FE (2)
Conference (scientific presentation)	French Society for Sport and Movement Sciences (ACAPS-2019)	500	Paris, France, October 28-31, 2019	UM-EuroMov
Conference (scientific presentation)	Predictive Brain Conference	500	Marseille, France, 26-27 September, 2019	IIT-FE
Workshop	GenPercept Workshop	200	Matera, Italy	IIT-FE
Scientific presentation	Joint Conference of the Sections Developmental Psychology & Educational Psychology	200	Leipzig, German, 9-12 September, 2019	IIT-FE

Publication in Scientific Journals

Туре	Tittle/Link	Audience	Partner Responsible	Audience size
Journal article (submitted)	Towards an embodied signature of improvisation skills.	Academic	UM- EuroMov	world-wide (international peer reviewed journal)
Journal article (submitted)	Decoding identity from motion: How motor similarities color our perception of self and others.	Academic	UM- EuroMov	world-wide (international peer reviewed journal)
Journal Papers (in press)	J. Cogn Neurosci: The common rhythm of action and perception.	Academic	IIT-FE	world-wide (international peer reviewed journal)
Journal Paper	Sci Rep. 2019 Aug 23;9(1):12328 Anticipatory postural adjustments during joint action coordination.	Academic	IIT-FE	world-wide (international peer reviewed journal)
Journal Paper	Sci Rep. 2019 Apr 10;9(1):5854. Multi-layer adaptation of group coordination in musical ensembles.	Academic	IIT-FE	world-wide (international peer reviewed journal)
Journal Paper (in press)	Autism, 2019 Altered bodily self- consciousness and peripersonal space in autism.	Academic	IIT-FE	world-wide (international peer reviewed journal)
Journal Paper	Neural Plast. 1328453,2019 Cross-Modal Audiovisual Modulation of Corticospinal Motor Synergies in Professional Piano Players: A	Academic	IIT-FE	world-wide (international peer reviewed journal)

	TIME C: 1			I
	TMS Study			
	during Motor			
	Imagery.			
	Hum Brain Mapp,			
	40(1), 187-20,			world-wide
Journal Paper	2019		IIT-FE	(international peer
	Sounds affect	Academic	III I L	reviewed journal)
	visual ERPs	ricadenne		Teviewed journary
	during a piano			
	sight-reading task.			
	Front Psychol, 9,			
	2604, 2019			
Journal Paper	Effects of			world-wide
Journal Laper	interpersonal		IIT-FE	(international peer
	sensorimotor	Academic		reviewed journal)
	synchronization			
	on dyadic			
	creativity: gender			
	matters.			
	Phys Life Rev.			
Lournal Danar	28, 46-51, 2019			world-wide
Journal Paper	The future of		IIT-FE	(international peer
	sensorimotor	Academic		reviewed journal)
	communication			-
	research.			
	Phys Life Rev,			
	28, 1-2, 2019			
Journal Paper	The body talks:			world-wide
Journal Paper	sensorimotor		IIT-FE	(international peer
	communication	Academic		reviewed journal)
	and its brain and			
	kinematic			
	signatures.			
	Behav Brain Res,			
	2019			world-wide
Journal Paper	The observation		IIT-FE	(international peer
(in press)	of action errors	Academic	111-112	reviewed journal)
(iii picss)	elicits neural	Academic		10 viewed journal)
	markers of syntax			
	processing.			
	Multimodal User			
	Interfaces,			
	published on-line,			
	Springer			
	International			world-wide
Journal Paper	Publishing, 2019	Academic	UNIGE	(international peer
	The role of		UNIGE	reviewed journal)
	respiration audio			
	in multimodal			
	analysis of			
	movement			
	qualities			

Journal Paper	Springer Nature, vol. 9, article 5854, 10 pages, Springer Nature Publishing, 2019 Multi-layer adaptation of group coordination in musical ensembles	Academic	UNIGE	world-wide (international peer reviewed journal)
Journal Paper	CHI Conference on Human Factors in Computing Systems, 2019 From Motions to Emotions: Classification of Affect from Dance Movements using Deep Learning	Academic	UNIGE	world-wide (international peer reviewed journal)
Journal Paper	SEAxl Worshop at ACM ACII 2019, 2019 8th International Conference on Affective Computing and Intelligent Interaction, Cambridge. Multi-Timescale Sensistive Movement Technologies: the EnTimeMent project.	Academic	UNIGE	world-wide (international peer reviewed journal)
Journal Paper	Networks, 2019, DOI: 10.1002/net .21887. Wiley, USA, ISSN: 1097-0037 Some properties of transportation network cooperative games	Academic	UNIGE	world-wide (international peer reviewed journal)
Journal Paper	International Con ference on Opti mization and De cision Science (ODS 2019). Genoa,	Academic	UNIGE	world-wide (international peer reviewed journal)

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th -7 th ,		
2019. Book of		
Abstracts, p. 244.		
Analysis of		
human		
movement qualiti		
es via an autom		
ated approach ba		
sed on cooperati		
ve games on		
graphs		

3.2 Dissemination and Communication Plan between M09 and M18

In addition to the above activities, it is the intention of the consortium partners to disseminate and communicate the novel results and processes available to non- consortium members at competitive conditions in order to maximize the visibility of the project. The project's website will act as contact point for interested parties providing the project results along with the social media. They will inform the public with the ongoing and finished research activities; host the publications of the project for the general public (flyers and technical publications) and will provide links to research activities on various sectors relevant to the project. Furthermore, the consortium will prepare the project flier and poster to be used in future activities. Examples of such activities are the submission of 4 joint articles and presentation of 25 communications (poster, oral) disseminating the results of WP2 experiments as well as the next workshop.

4 Conclusions

The present document presents the Dissemination and Communication Plan for the EnTimeMent project. It lists in detail all the dissemination and communication actions that have been implemented, from the consortium, during the first 9 months of the project. In addition, the document mentions the following plans and actions for disseminating and communicating the EnTimeMent project's new results.

Appendix First EnTimeMent Workshop: A Tempo!

Automated recognition, measure and prediction of qualities of human movement for industry, sport, rehabilitation, and active experience of cultural heritage content

23 September 2019, Casa Paganini-InfoMus, DIBRIS, University of Genoa

In occasion of the **Future Tech Week** (http://futuretechweek.fetfx.eu), the EnTimeMent project presents its activites and objectives to industry and institutions.

Coordinating actions in time ("A tempo", in music) is a fundamental experience in music, dance, sport, rehabilitation, games, and work environments: the ability of humans to move together, to coordinate their activities in harmony. To behave *a tempo* means to know the plurality of times involved in every action: from the short, microscopic times of the body that breathes and reacts, to the long times of the body that adapts itself and acquire knowledge in mutual non-linear interaction with others. *A tempo* means learning to understand the qualities of the gestures of others to predict possible outcomes, to discover in the present the echoes of the past, the seeds of the future. The mission of EnTimeMent is to design innovative sensitive and interactive technologies capable to be *a tempo* with people, to help improve coordination, interaction and empathy, and to imagine and develop applications in the fields of health, work, entertainment and the arts.

Programme

18:00-18:45 Presentation of the project, brief live demonstrations and videos

Nadia Berthouze University College London

Antonio Camurri and Andrea Cera University of Genoa

Luciano Fadiga Italian Institute of Technology and University of Ferrara

Cora Gasparotti Accademia Nazionale di Danza, Rome

18:45-19:30 Panel/Round Table

Chair: Federico Smanio Wylab, Chiavari

Speakers: **Serena Bertolucci** Palazzo Ducale, Genova, **Giulia Barbareschi** Global Disability Innovation Hub, London, **Ottavio Crivaro**, CEO Math & Sport, Milan, **Vittorio Podestà** Paralympic Champion and Member of Paralympic Committee

19:30 Discussion

Casa Paganini-InfoMus researchers: Corrado Canepa, Paolo Coletta, Simone Ghisio, Eleonora Ceccaldi, Nicola Ferrari, Roberto Sagoleo, Erica Volta, Gualtiero Volpe, Vincenzo D'Amato.

http://entimement.dibris.unige.it

https://cordis.europa.eu/project/rcn/218717/factsheet/en

https://twitter.com/EnTimeMentEU

http://www.casapaganini.org/atempo



multi-timescale sensitive movement technologies

A TEMPO!

23 settembre 2019, ore 18 Casa Paganini-InfoMus, DIBRIS, Università di Genova

Nuovi modelli di riconoscimento automatico, misura e previsione delle qualità del gesto per l'industria, lo sport, la riabilitazione e la fruizione attiva dei beni culturali

Andare a tempo è un'esperienza fondamentale non solo per la musica e lo sport ma anche per la cura, il gioco, il lavoro: la capacità degli uomini di muoversi insieme, di accordare in armonia le loro attività. Andare a tempo significa conoscere la pluralità di tempi coinvolti in ogni azione: tempi brevi, microscopici del corpo che respira e reagisce, tempi lungo, del corpo che si adatta e conosce, in reciproca, non lineare interazione. Andare a tempo significa imparare a capire le qualità dei gesti altrui per prevederne gli esiti possibili, per scoprire nel presente gli echi del passato, i semi dei futuri.

Progettare innovativi sistemi sensibili e interattivi capaci di andare a tempo con le persone per aiutare le persone a migliorare il loro andare a tempo e immaginarne la loro necessaria applicazione nei campi della salute, del lavoro, del divertimento e delle arti rappresenta la missione del progetto EnTimeMent.



EnTimeMent — Entrainment & synchronization at Multiple Time scales in the Montal foundations of Expressive gesture, progetto europeo. Horizon 2020 FET PROACTIVE (2019–2022)