D7.2

INITIAL DISSEMINATION & COMMUNICATION PLAN

Approval Status

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History of Changes

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1. EXECUTIVE SUMMARY

This document outlines the dissemination and communication activities that will be carried out by the SPARK project partners. In addition, it sets out what has already been achieved and provides an outline of what is planned for the next period.

The main activities related to dissemination and communication will centre around three key audiences and stakeholders:

- the academic/scientific community,
- the design/technological community, and
- the broader general public.

Per each target group, an overview is given of all dissemination/communication opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. press releases, conference papers, articles in peer-reviewed journals, etc.), project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, etc.).

The dissemination and communication activities have been designed to build and maximize awareness of the SPARK project ambitions and achievements, to stimulate engagement from professional stakeholders and the design industry in a two-way exchange and to get appreciation for the project contribution to the EU society, supported by EC funding.

All communication and dissemination activities have been clustered in the WP7 – Dissemination and Communication, which is led by the Antwerp Management School. Artefice and Stimulo have greatly contributed to the definition of the overall communication of the project, while UBAH has focused mainly on the dissemination activities and PoliMI has contributed to the overall coordination of all the contributions by the partners. All partner organizations in the SPARK project take part in regular meetings on the plan to ensure continued progress is made. Each partner contributes to the set up and execution of the activities, in function of its own domain of expertise.

The dissemination and communication plan has to be considered under a continuous evolution: some of the identified activities and channels can be updated in the course of the project. However, the activities will be approached and structured as outlined in this deliverable. This initial plan will serve as a guidance throughout the whole project.

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2. INTRODUCTION

2.1. Definition: Dissemination vs Communication and Exploitation

According to the Horizon 2020 aims, it is more and more important to maximize the take up of the new knowledge developed within a project, so as to create a path for commercial purposes, policy making and new research lines.

It's in this perspective that the SPARK Consortium intends to follow the EU definition of dissemination, communication and Exploitation (the latter starting from next semester).

Therefore (according to the "How To" Manual from ECAS):

Dissemination is sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers). These will then feed into **exploitation** (using results for commercial purposes or in public policymaking).

Communication is the promotion of the action by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

2.2. General objectives

The main goal of the dissemination and communication plan is to install and maximize the awareness of the SPARK project and its results produced during the project. All project members will therefore be involved in two types of activities: dissemination and communication. Per both these activities a detailed initial plan has been prepared and will be described in the following sections.

The SPARK dissemination plan aims at spreading the results of the project within the SPARK scientific and academic community as well as among its practitioners: academic staff, academic institutions, research project managers and funder, designers, customers, etc. This means that dissemination has a double option: it can be internal to the Consortium and external to it. The achieved results will be initially presented to other researchers and practitioners internal to the organizations involved in the SPARK project and then to the scientific communities addressed by the project activities and to the practitioners (designers, customers, and so on) who could benefit from SPARK's results.

In addition, it must be ensured that dissemination activities and materials are extensively spread within the 'open access' and related knowledge centres, widely announced via appropriate channels and fully grasped by the targeted scientific stakeholders.

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Promoting the SPARK project, on the other hand, and possibly engaging in a two-way exchange with dedicated service & design industries and a broader multitude of media and non-academic audiences is captured within **the communication plan**. This plan should cover as well the creation of appreciation and goodwill towards EU -funded projects in general and therefore it is directed in addition to the overall EU society and its public opinion.

While dissemination and communication activities have different objectives, different audiences to address and different channels or tools to leverage, some overlaps will be inevitable.

In the following, we have tried to split the dissemination and communication of the SPARK project to a maximum: the audiences and activities for both the dissemination and communication plan have been listed, as well as the rationale behind the selection of the most appropriate channels.

However, some of the activities overlap and therefore they could be easily identified as communication and dissemination at the same time.

2.3. General approach

In the following, the general approach that has been taken for developing the dissemination and communication plan is described.

The initial activities have involved all the partners, who have:

- Identified the main objectives for the dissemination and communication;
- Identified the target per each objective;
- Identified the channels to use in order to reach the selected target.

Then the partners, each per their own expertise and country, have also started listing some potential stakeholders.

Subsequently, the partners have focused on the protocol to follow in order to ensure timely publication of dissemination and communication activities, the protection of IP and also of the confidential data gathered during the testing sessions with customers of the end users.

2.4. Tasks of the project team members

All the partners within the consortium support the dissemination and communication of SPARK. They all contribute in line with their origin of expertise. The academic partners (PoliMI, UBAH, INP GRENOBLE) primarily contribute to the dissemination plan. The end-user partners and the ICT provider of the SPARK Consortium (Artefice, Stimulo, Viseo) mainly contribute to the communication plan. They will also be the main driver behind the creation of promotional tools

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and material. AMS (formerly FIS) is the driver behind the contacts with the industry and is responsible for the overall lead of the work package. All project partners are geographically spread in Europe and are well-embedded within their national networks so that dissemination/communication can be widely leveraged throughout the EU.

3. THE SPARK WEB SITE AS THE MAIN CHANNEL FOR INCREASING AWARENESS ABOUT SPARK

The core and most critical channel in the entire communication plan is the website (www.spark-project.net). It is a full featured platform where all information and news related to SPARK will be captured. It is also the first channel to interact with the target audience, from which various other tools and channels will be derived.

3.1. LAUNCH OF THE PROJECT WEBSITE

The SPARK website (www.spark-project.net) was launched in January 2016, capturing the project objectives and the key project partners in the consortium.
Stimulo and Artefice will alternately update it every 3 months during the first 24 months and every month during the last 12 months of the project.
AMS will take responsibility to coordinate the collection of newsflashes and messages and all project partners are expected to announce the project's progress, the events and conferences that will be attended in the form of short articles, white papers, visuals, etc.
All partners have installed links from their corporate websites to the SPARK website.

3.2. SHORT DESCRIPTION OF THE WEBSITE

The website is divided into nine webpages, each of them devoted to one particular aspect of the project, including the project objectives, the partners composing the consortium and the deliverables published or to publish during the project activities.
Figure 1 presents the first page of the project website, where the initial info about the project are presented.

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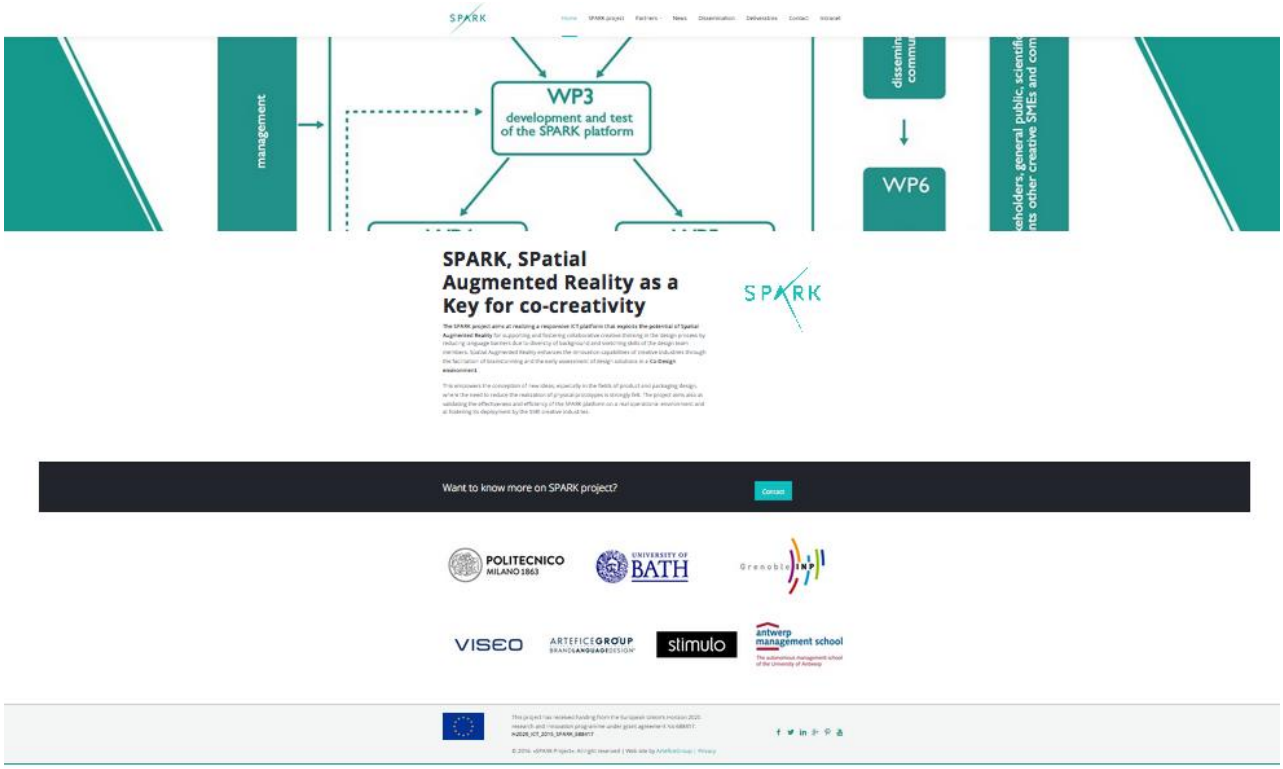

Figure 1 – SPARK project – Homepage website

Figure 2 pictures in detail the upper bar of the home page, allowing for links to access the social network pages of the SPARK project (§4.2.1).

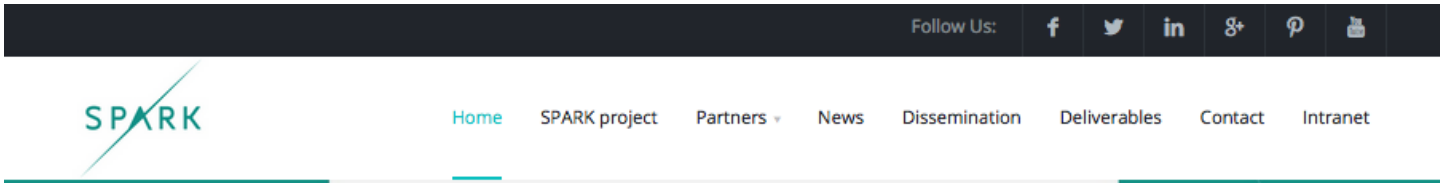

Figure 2 – SPARK project – Upper bar Homepage website

The website will be the core means for the dissemination and communication activities, since it will be the place where all the information and activities will be published (deliverables, papers open access, tweets, and so on).

4. COMMUNICATION PLAN

This section of the report describes the plan for communication activities. We have defined **Communication** as the promotion of the SPARK project and its results to a broader multitude

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of media and non-academic audiences.

In this part, we present the objectives and audiences to target in section 4.1, the channels that are planned in section 4.2, the protocol we want to put in place for data collection and publishing in section 4.3 and the metrics that will be used to assess performance of the communication activities in section 4.4.

4.1. OBJECTIVES AND TARGET AUDIENCE

4.1.1. Objectives

The objectives of the communication of the SPARK project are:

1. **Raise awareness & interest** - We will inform a broad public, including relevant stakeholders about SPARK and its ambition.
2. **Inspire co-creation and stimulate a 2-way exchange of learnings and actions to improve** - We will maximise the success and impact of the SPARK project by inviting external organisations that can offer additional expertise and insights to partner with us towards better results.
3. **Install goodwill and appreciation for EU funded projects** - We will illustrate to the public opinion that funds of the EC are spent behind projects that are socially responsible
4. **Demonstrate how beneficial SPARK can be** – In a second phase of the project (after 18 months), we will influence the identified potential user groups to take action and integrate SPARK into their ways of working.

4.1.2 Target audience

Based on the objectives described above, a number of groups have been identified as important target audiences for communication activities. The groups and some key accompanying contacts per geography are listed in table 1 below.

In general, the first target audience for the communication activities will be the public at its widest. In this perspective, specific activities will be conceived as soon as the first SPARK results will be available. (§ 4.2.2).

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Table 1 – Target groups for the communication plan with a non-exhaustive list of contacts per country

TARGET GROUPS	EU wide contacts	Brussels & Benelux contacts	ES contacts	IT contacts	UK contacts	FR contacts
1. Design related associations & foundations	*- BEDA (The Bureau of EU Design Association)*	*- Flam3D vzw - Flanders DC - Ovam*	*- ADI FAD : Ass. for promotion of Arts & Design - Design for all - RED : Ass. of cys promoting the design market - ADP : Professional Designers' Ass. - BCD : Fdt dedicated to promoting design in business - TecnoCampus Mataro-Maresme*	*- AIAP - ADCI - ADI*	*- Architectural Association - School of Architecture - Design Business Association - Design Council*	*-France Design education - Federation française de design - Alliance française des designers - Fédération des designers - Les agences design and stand - Designers interactifs - Design en recherche*
2. Design schools, universities, education centers	*- Designthinkers Academy*	*- Productontwikkeling Antwerpen - UA - Product design Genk - Product ontwikkeling Howest - Kortrijk - VUB + Erasmus Brussel = FabLab Brussel http://www.fablab-brussels.be/fablab/wie-zijn-wij/ -TUDelft -TU Eindhoven*	*- Bau School of Design - Elina School of Art & Design - Elisava School of Design - ESADE Design Mgt Dept - Vic School of Art & Design - Massana School - Llotja School of Art & Design - ESDi School of Design - IDEP Institute of Design & School of Image - IED Istituto Europeo di Design - University of Barcelona - Fine Arts Faculty - University of Girona - Polytechnic School*	*- Accademia di comunicazione - IED - NABA - Domus Academy - Istituto Marangoni - Politecnica ISAD - IUAV*	*- Inchbald School of Design - KLC School of Design - London School of Design - British Academy of Interior Design - Putney School of Art - British Institute of Interior Design*	*- Ecole Boulle Paris - Ecole Estienne Paris - ENSCI-Les Ateliers – Ecole nationale supérieure de création industrielle Paris - ESADSE – Ecole Supérieure d'Art et Design St-Etienne St-Etienne - ESAG Penninghen – Ecole Supérieure de design, d'art graphique et d'architecture intérieure Paris - Kedge Design School Toulon - L'École de design Nantes Atlantique Nantes - Rubika Valenciennes - Strate Ecole de Design Sèvres*
3. Industry fairs, conferences & events	*- TEDx - Inside 3D Printing - Materialise World Conference - MWC - Mobile world congress - Creativity World Forum - Freshome - 3D Printing Europe - 3D Food Printing Conference - Maker Faire - Additive Manufacturing Europe - Stockholm Design Week - Area 16 (Finland)*	*- Dutch Design Week Eindhoven - Innovation Day Verhaert - Prototyping Xpo Kortrijk - 3d-printconference (Amsterdam) - iMinds The Conference - Materialise World Conf 2017 - Euromold > 3DP hall - RapidPro - Eindhoven = 3DP beurs benelux - Interieur Biënnale - Design September*	*- BDW Barcelona Design Week - FIMG - Festival Internacional Mapping Girona - 4YFN*	*- Milano Design Week - Salento AVR - Immersive Italy - Hub3D Print - International conference on Anticipation*	*- 100% Design - Design week London - Marketing week live London Olympia - London's Design Museum*	*- Paris Design Week (Maison-Objet) - Salon Déco & Art de Vivre (Lyon) - Salon de l'architecture et de l'architecture d'intérieur ARCHITECT@WORK - Home, salon de l'habitat et du design - Biennale du design*

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TARGET GROUPS	EU wide contacts	Brussels & Benelux contacts	ES contacts	IT contacts	UK contacts	FR contacts
4. Dedicated press, design & technology magazines, blogs, internet councils	*- Internet of Things* *- New Tech EU* *- Dezeen* *- Core 77* *- Contemporist* *- Wired* *- Yanko Design* *- Mocoloco* *- Trendhunter* *- Iconeye* *- Wallpaper* *- Design Milk* *- FabCon3.D (Germany)* *- Formnext (Germany)*	*- Kanaal Z* *- Trends/Tendances* *- Engadget* *- Frame magazine (Germany)* *- EOS magazine* *- Cnet.com* *- Notcot.org* *- Treehugger.com* *- 'Interaction' - Sirris* *- Sirris Blog* *- Core77* *-Fastcompany*	*- On Design* *- Experimenta* *- Diario Design* *- Designboom*	*- ADC - Magazine NC* *- TVN Mediagroup - Magazine ADV* *- MediaKey*	*- Packaging Observer* *- Augmented Planet* *- Augmented.com* *- AR Blog* *- We are AR* *- Digital Buzz* *- Augmented.org* *- ZDnet* *- Gigaom* *- Mashable* *- The Guardian* *- www.designweek.co.uk* *- www.marketingweek.com* *- Indesignmagazine.co.uk* *- www.demagazine.co.uk* *- www.iconeye.com* *- www.thedieline.com*	*- AD - Magazine* *- Intramuros International design magazine* *- journal du design*
5. Design & technology studios, agencies, leading designers		*- Design Bridge Amsterdam* *- MADE Antwerpen* *- Bundl, Antwerpen* *- Edmire, Antwerpen* *- Moebius Design, Gentbrugge* *-Achilles Design, Mechelen* *-Parsprototo, Gent* *-Enthoven Associates, A'pen* *-GBO, Antwerpen* *-Studio Dott, A'pen* *- Maximal Design, A'pen* *- Bailleul, Gent* *- PiliPili Kortrijk* *- Verhaert, Kruibeke* *- Voxdale, Antwerpen* *- Creax, Kortrijk* *- Cides, Brugge* *-Smidesign* *-Saflot creative consultants, Gent* *-Namahn, Brussel*		*- Skorpion engineering* *- Joinpad* *- Silvio Cioni, Paolo Lorini, Giulio Lacchetti, Odoardo Fioravanti, Valerio Sommella, Meneghello e Paolelli, Aldo Cibic*		
6. Co-working spaces		*- Crealab* *- Bar d'office* *- BudaLab* *- Hub Brussels*	*- MOB Barcelona* *- Valkiria* *- MeetBCN*		*- Central Working* *- Club Workspace* *- Huckletree* *- Rainmaking Loft* *-TechHub*	
7. Business chambers, councils, platforms	*- Icsid- The International Council of Societies of Industrial Design* *- Design for Europe*	*- Voka* *- Unizo* *- Etion* *- Susta* *- ForGood* *- Design Museum Gent*	*- Design Hub* *- Clusters - Catalan Cluster network* *- SECARTY* *- Barcelona Chamber of Commerce* *- Interiors from Sapin* *- 22@* *- ACC1O-CIDEM COPCA* *- Barcelona Activa* *- Barcelona Institute of Culture- City Council*		*- Design Council* *- British Council*	*- Bastille design center* *- Cité de la mode et du design*
8. Technological centers		*- Iminds* *- Center for Virtual Engineering ZVE (Germany)* *- Living Tomorrow* *- Sirris* *- Ovam*	*- Eurecat* *- KIM Barcelona* *- ESADECREAPOLIS creativity park*			
9. Design focused businesses & companies		*- Samsonite* *- Televic* *- Komono* *- BergHOFF* *- Barbecook* *- Jaga* *- Extremis* *- De ster* *- Tupperware* *- Globetrade Deluco* *- Barco* *- SCA packaging* *- Orac Decor* *- Pronails*				

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4.2. ACTIVITIES, CHANNELS AND TOOLS TO REACH THE TARGET AND TO ACHIEVE THE COMMUNICATION OBJECTIVES

4.2.1. Planned activities and channels

Project newsletter

A series of newsletters are planned regularly, alongside with the updates of the website (quarterly in the first 24 months, bi-monthly in the last 12 months). The letter will be distributed to all contacts mentioned in table 1 above, as well as to all people that have registered on the website and the mailing lists of the regular contacts of all project partners. Similar to the website updates, the newsletter will contain a summary of the progress made and of major SPARK findings and insights. Each project partner is responsible for distributing the newsletter to his respective country contacts and for linking the SPARK newsletter to his respective company website.

Popular social networks

Based on proven success in response levels and the ease to multiply diffusion of news and to stay in touch with the relevant identified communities, official LinkedIn, Facebook, Pinterest and Twitter accounts will be created as of M7 and by the end of M12 they will be all operating. The website (as mentioned in §3) will have links referring to these social network accounts and alongside with updates of the site, the social network accounts will be updated as well. Similarly to distributing the newsletter, all project partners will "advertise" these social network accounts.

As of M21, more visual social network channels, such as YouTube and Instagram will be activated to demonstrate the functioning of the prototypes.

Press conferences and press releases

To get a maximum coverage in relevant offline and online media (magazines/TV/ blogs), press conferences will be organized and press and video releases will be created in English whenever there are breakthrough developments in the project. Stimulo, Artefice, Viseo and AMS will take ownership of distributing these press releases in their respective countries in their own national language. The partners mentioned will also manage the list of media contacts appropriate for their country.

Participation in conferences, exhibitions

As of M18, the consortium will attend exhibitions and conferences and take the opportunity to extensively showcase the project platform to potential users.

Webinars and roadshows

As of M25, webinars will be set up in different languages (English, French, Spanish, Italian, Dutch) to provide the design and ICT communities, as well as the creative

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industries with detailed information on SPARK and to showcase the project benefits and ways of working.

Policy briefs and face-to-face meetings

Specific attention will be given to influence industry ambassadors (Chambers of Commerce, Associations of SME's,…). To do so policy briefs will be drafted and distributed, enriched with one to one meetings with regional agencies supporting SME's across EU countries.

Promotional material

As of M12, an initial kit with promotional material will be available on- and off-line to all partners. It will contain the following basic material:

- A project factsheet
- A project flyer
- A project presentation template

Starting from M12, and in preparation of all the events that will be organized also outside the WP7, as for instance WP4 and WP5, the kit will be enriched with new and updated material during the course of the project, such as:

- A roll-up poster to be used in conferences, roadshows, etc…
- Project gadgets that will be defined by Artefice and Stimulo.

4.2.2. Public engagement with science

The academic partners also have existing opportunities for public engagement and out-reach activities where the results from the scientific research can be presented from the second half of the project onwards.

POLIMI regularly organizes open days to attract visitors and most of all younger generations to get in contact with scientific and technological research, as well as to illustrate the practical applications of research activities. SPARK demos will regularly be proposed both in indoor initiatives, and in open-air events such as "Meetmetonight", which is an event organised within the context of the MCRA - Researchers' night.

Members of staff in the team at Bath University are currently involved in and/or present their research within initiatives such as: Images of Research Exhibition; Pint of Science; the Women in Engineering Society; and Bath Taps into Science.

GINP can disseminate the SPARK results in a network called EchoSciences, or in partnership with La Casemate (Fablab and centre for dissemination of scientific culture). They can also be active in events such as la "fête de la science" dedicated to the dissemination towards younger generations.

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4.3. PROTOCOL FOR COMMUNICATION

The procedure for publishing info on the social networks will be very light, since it is not possible to wait for a long period (that is needed in order to inform a very high number of people and waiting for their consensus).

In general, the info published will be coherent with the activities performed during the relevant period. AMS will be in charge of receiving and publishing all these info. Artefice and Stimulo will actively support AMS.

Once a month AMS will call for a web meeting PoliMI, Artefice and Stimulo to analyse the published news and info and to understand what was effective and what not and to improve the strategy for the next month.

As regards the participation and presentation of SPARK in other events, the protocol defined for Dissemination will be followed (§5.2.3)

4.4. EVALUATION AND PERFORMANCE METRICS

The success of each communication activity proposed will be measured by tracking over time, starting with a tracking of the website traffic as of M6. The tracking will be quarterly and whenever new channels get activated, it will be enriched. The tracking strategy will be further refined between M6 and M9, but these indicators are currently being considered:

- Number of incoming links to the website
- Number of followers on the selected social networks
- Level of interest raised on social networks, e.g. number of 'like's, number of 'retweets', number of 'shares',…
- Intensity of dialogue on the social networks
- Number of project mentions in online and offline media, including coverage of these media
- Number of presentations in conferences, including the number of people visited
- Number of people interested in attending events organized within the consortium

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5. DISSEMINATION PLAN

This section of the report describes the plan for dissemination activities. We have defined **dissemination** as dissemination activities that are primarily targeted at the scientific research community or students in order to communicate the scientific results of the project. In this section, we present: the objectives and audiences to target in section 5.1; the scientific publishing plan in section 5.2; the other forms of scientific dissemination in section 5.3; and the metrics that will be used to assess performance of the scientific dissemination activities in section 5.4.

5.1. OBJECTIVES AND TARGET AUDIENCE OF SCIENTIFIC DISSEMINATION

5.1.1. Objectives of scientific dissemination

Starting from the pivotal aim of the dissemination, that is to inform about the results achieved by the SPARK project, the following goals have been identified:

1. **Enable the work of others** - We will share the scientific results with the scientific research community and enable other research teams to build on those results.
2. **Enhance the SPARK project** - We will maximise the scientific success and impact of the SPARK project by identifying external organisations that can offer additional expertise and resources that can be used to better exploit the scientific results of the project.
3. **Train the next generation** - We will integrate lessons learnt about SAR technology, co-creation and creative design into our teaching and training programs to ensure that the next generation of engineering and design practitioners and researchers benefit from the SPARK project.
4. **Strengthen internal collaboration** - We will promote intra-organisational collaboration within the academic partners of the SPARK consortium. *This last objective creates a strong link also with the exploitation of the knowledge created*.

5.1.2. Target audience for scientific dissemination

Based on the objectives described above, a number of groups have been identified as important target audiences for scientific dissemination activities. The three main groups are scientific researchers in relevant domains, students of engineering and design, and colleagues from within the academic partner institutions. Further details on these target groups and their links to the objectives are shown in Table 2.

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Table 2 - The target audiences for scientific dissemination with links to relevant objectives

TARGET AUDIENCE	RELEVANT OBJECTIVES
Research Community Creativity in Design Research Community in product design and creative industries Research Community in Augmented Reality Research community in Human computer studies	1. Enable the work of others 2. Enhance the SPARK project
Engineering and design students within academic partner institutions	3. Train the next generation
Colleagues from within the academic partner institutions.	4. Strengthen internal collaboration

5.2. SCIENTIFIC PUBLISHING

This section provides details of the scientific publishing plan along with details of the policy that has been defined for ensuring open access to all scientific publications emerging from the project.

5.2.1. Scientific publishing plan

A scientific publishing plan was developed covering the first 24 months of the project. This plan was primarily developed by the academic partners within the SPARK consortium, but the industry partners have also expressed an interest in contributing to the analysis and writing of scientific publications.

Table 3 provides details of the scientific publishing plan, which covers the period up to M24 of the project. The decision was taken to limit the scope of the plan in this way as it is difficult to predict with sufficient certainty how the direction of the project will evolve beyond this point and which aspects of the project findings will be of most interest to the scientific research community.

The scientific publishing plan for months 25-36 will be updated by M18 and reviewed with the consortium partners in the consortium meeting scheduled for M24.
The asterisks indicate the partner who will lead and coordinate the writing up of the papers.

Table 3 - Scientific publishing plan up to M24

TARGET RESEARCH COMMUNITIES	POTENTIAL JOURNALS OR CONFERENCES	WORKING TITLE	SUBMISSION TARGET DATE	WHO?
Creativity in Design	2016 International Conference on Design Creativity (ICDC)	Developing Metrics To Assess Technology-Enabled Creative Co-Design Sessions	Accepted	UBATH

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Creativity in Design	Research in Engineering Design	Testing Metrics To Assess Technology-Enabled Creative Co-Design Sessions In Product Design Consultancies	M9	UBATH
Product design and creative industries Augmented Reality	Design Studies; J. of Product Innovation Management; International Journal of Virtual and Augmented Reality	Capturing requirements for Augmented Reality for design from product development professionals	M9	UBATH* GINP
Product design and creative industries Human computer studies	Design Studies; International Journal of Design Creativity and Innovation; Creativity and innovation management	Descriptive study on the role of artefacts in creative sessions	M12	GINP* POLIMI
Product design and creative industries Human computer studies	Research in Engineering Design; International Journal of Design Creativity and Innovation	On variability of design iterations in creative sessions	M12	POLIMI* GINP
Product design and creative industries	International Conference on Engineering Design (ICED), Canada, August 2017	*Multiple papers*	M12	GINP POLIMI UBATH
Product design and creative industries Human computer studies	The International Association of Societies of Design Research conference series, or ACM CHI 2017, USA	Integrated analysis making use of different levels of analysis from UBATH, GINP and POLIMI	M13	POLIMI* GINP UBATH
Human computer studies	Conferences (ISMAR/ IEEE VR/IEEE 3DUI); International Journal of Human-Computer Interaction	Results of hardware performance testing for a prototype SAR platform for co-creative design	M13	POLIMI* GINP

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Research Community in HCI Creativity in Design	International Journal of Virtual & Physical Prototyping; Journal of Engineering Design	Comparison of the effectiveness of communication among traditional and SAR-based technologies for concept assessment - Paper 1: visualisation	M10	POLIMI
Research Community in HCI Creativity in Design	International Journal of Virtual & Physical Prototyping; Journal of Engineering Design	Comparison of the effectiveness of communication among traditional and SAR-based technologies for concepts assessment- Paper 2: interaction	M15	POLIMI

5.2.2. Policy on open access of scientific results

This section provides details of the open access publishing strategy for the SPARK project and how it will be implemented.

What is Open Access?

According to the European Commission guidance document (2016), Open Access (OA) refers to "the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

1. peer-reviewed scientific research articles (published in scholarly journals), or
2. research data (data underlying publications, curated data and/or raw data).

The focus here is on peer-reviewed scientific research articles. For further information about plans within the SPARK project to ensure open access to research data please see D6.1 Data Management Plan.

What is the SPARK project policy on Open Access publishing?

In accordance with the requirements of the Horizon 2020, all peer-reviewed scientific research articles will be made available through Open Access publishing. Article 29.2 of the SPARK project Grant Agreement provides the definitive rules and requirements for Open Access publishing. The key points can be summarised as follows:

- All scientific research articles to be submitted to a suitable open access repository by the date of publication.

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- The article should ideally become available for free download on the date of publication. If the publisher imposes an embargo period, the article must become available for free download no later than 6 months after the date of publication.
- Full metadata must be provided with the article and include the terms 'European Union (EU)' and 'Horizon 2020'

How will the policy on Open Access be implemented?

There are three main strategies to implement an Open Access publishing policy:

1. Publish in an Open Access (OA) journal - these are journals that specialise in open access publishing and do not charge users for access to any of their published content. Many OA journals still charge an 'article processing charge'
2. Gold Open Access publishing - some journals charge for access to their published articles but provide the option to pay an article processing charge and have the article available for free download immediately as well as being published through the normal route.
3. Green Open Access publishing - in this case the author takes the last version of the article that has been reviewed and accepted for publication but has not yet been through the final proofing and formatting by the journal and makes it available for free download within a repository. No article processing charge is payable but the journal publisher normally imposes an embargo period of between 6 and 24 months.

To decide which strategy was most appropriate for the SPARK project the first step was to review the Open Access publishing policies of the journals listed as high priority targets for articles within the scientific publishing plan. No OA journals had been selected and so an additional search was conducted to try and identify OA journals that might be relevant. Unfortunately, none of the OA journals within the engineering and design domain had a readership that significantly overlapped with the target audiences for scientific dissemination. Publishing in OA journals was therefore discounted from further consideration.

Next it was found that most of the journals targeted in the scientific publishing do support gold open access publishing. However, the article processing charge was typically in the region of €2,100 to €2,600 per article. The SPARK project will aim to produce around nine journal articles (see 'Performance metrics' section).

Therefore, the strategy will be to use the green open access publishing route where possible and reserve gold open access for instances where green open access is not possible. One of the potential barriers to green open access publishing is that the maximum embargo period allowed within the open access policy of Horizon 2020 is six months, whereas a review of the green open access policies of the journals listed in the scientific publishing plan identified that most have an embargo period of 12 months or more. In cases where the embargo period does

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exceed the six-month maximum, the SPARK consortium will try to negotiate a six month embargo period with the journal publisher prior to submission of the article. Where this fails we will either opt for the gold open access route or identify another suitable journal that does offer an embargo period of six months or less.

The open access repositories that will be used to implement the green open access strategy will primarily be the institutional repositories of the academic partners - details of which are provided in Figure 3. To help raise awareness and enhance the impact of our scientific publishing activities details of all scientific publications will be available on the SPARK project website. In addition, partners will be encouraged to use relevant LinkedIn groups and scientific research networks such as ResearchGate to make announcements when new scientific articles are published.

Re.Public@Polimi	**HAL**	**OPUS**
https://re.public.polimi.it/	https://hal.archives-ouvertes.fr/G-SCOP	http://opus.bath.ac.uk/

Figure 3. The institutional repositories of the academic partners.

As well as ensuring open access of scientific publications, the SPARK project will aim to provide open access to the research data on which the publications are based through publication of that data within the open data platforms Zenodo (https://zenodo.org/) which will also support access via OpenAIRE (https://www.openaire.eu/). We will ensure that readers of the scientific publications from SPARK will be made aware of the availability of the underlying data by including a note and the URL to access the data within the scientific publication. The same information about the availability of open data will also provided through the SPARK website. This will help to ensure an integrated open access plan for both scientific publications and research data. Further information about the open access data plan can be found in the section 'Archiving and storage of the data' within deliverable D6.1 - Data Management Plan.

5.2.3. Protocol for proposing new articles and review prior to publication

Section 6.8 of the SPARK Management Booklet (D8.2) provides the definitive guidance on the procedure for proposing new articles and their internal review prior to publication. The key points from this procedure are reproduced here for easy reference:

1. Any partner that plans to do a publication, presentation or talk outside the project consortium should communicate the proposal to the Management Board (MB) by email,

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at least 3 weeks before the actual publication deadline. For scientific publications, the camera ready version should be used as a reference. The following details should be provided:

a. Title and a summary/abstract of the content to be disclosed.

b. In which format the information will be disclosed (paper, journal, presentation given, poster, press release, talk in an event, etc.)

c. Point to the dissemination and communication activities spreadsheet in the repository for further details of the proposal on the venue, etc.2. The MB members will have 7 working days for objecting.

3. If nothing is objected within this timeframe the proposal will be considered approved.

4. If there is any objection, the author will be requested to provide more details or questioned separately for a more in-depth review of the proposal. An amendment of the content of the publication could be requested too.

5. The entire process should not take more than 14 working days. If no agreement can be reached within 14 days, the Project Coordinator should call for a MB extraordinary meeting to discuss the matter.

Please refer to Section 6.2 of D8.2 for the latest version of this procedure along with further guidance on quality control of scientific publications.

5.3. OTHER FORMS OF DISSEMINATION

5.3.1. Workshops

Several of the conferences that are planned for the academic research also have workshops for more interactive dissemination within the research community. For example, the SPARK project was presented at the DESIGN2016 conference in Croatia in a workshop on 16th May 2016 on the theme of 'Design by usage and experimentation'. The work presented by UBAH was titled 'Introducing the SPARK project: Developing and evaluating spatial augmented reality for co-design sessions'. As another example, members of the POLIMI are attending the International Conference on Design Computing and Cognition in Chicago (27-29 June 2016) and are participating the workshop on Advances in Cognitive Studies of Design. Ongoing, the academic partners would seek to share the findings of the research in such interactive workshops as well as publications.

However, cross-over dissemination opportunities within workshops/seminars at the events identified in the communication part of this plan will also be sought. These are where academics may be able to present research learnings on SAR technology, co-creation and creative design at workshops within industry facing events. One example of this might be the Barcelona Design Week, which is an annual event that targets practitioners in design and the creative industries. Such events would provide a good opportunity for the academic partners to engage directly

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with design practitioners and obtain feedback and ideas that could shape the future direction of the SPARK research activities.

5.3.2. Teaching and training

In this section, we record the potential opportunities to share the learnings on SAR technology, co-creation and creative design with students within academic partner institutions and colleagues from within the academic partner institutions.

At Politecnico di Milano, SAR technology is already a topic of MS courses both in the Mechanical Engineering and in the Industrial Design curricula. More specifically, the advancements achieved within the SPARK project will be introduced in the courses: "Methods and Tools for Systematic Innovation", "Virtual prototyping", "Design CAD Laboratory".

At the University of Bath new learnings on co-creation and creative design would be predominantly integrated into the courses called: Product Design and Development; and Creativity and Design for Innovation. New Learnings on SAR technology could be integrated in courses: Advanced Computer Aided Design; and Innovation and advanced design.

At Grenoble INP we have several modules where we could include the use or demonstration of SPARK. Some aspects of visualisation or data management could be addressed in the course called 'Product representations', the use of the platform could also be integrated into the course called 'Creativity and innovation in design'. Demonstrations of the prototype SPARK platform could be provided to industrial design students present in Grenoble as part of the ERASMUS+ program to help widen the geographic scope of our dissemination.

5.3.3. Engagement with other EU projects and relevant networks

Identifying and making contact with relevant contacts for dissemination purposes can be a very difficult and resource-intensive activity. SPARK will therefore seek to engage with other EU projects and existing networks that are relevant to the audiences that we are targeting.

This activity was started in February 2016 when participants from PoliMI and Artefice attended the 'Horizon 2020 Concertation meeting in support of the Cultural & Creative Industries'[1]. At this event a number of relevant EU-supported projects were identified and are summarised in Table 4.

[1] Details and presentations from the event can be found at: https://ec.europa.eu/digital-single-market/news/h2020-concertation-meeting-support-cultural-creative-industries

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Table 4 - Summary of Horizon 2020 projects that are relevant for SPARK dissemination.

PROJECT	RELEVANCE TO SPARK
FurnIT-Saver http://furnit-saver.eu/ Develop a Smart Augmented and Virtual Reality marketplace for furniture customisation	• Use of augmented reality • Co-creation • Creative industries focus
REPLICATE http://replicate.fbk.eu/ Stimulate and support collaborative creativity for everyone anywhere and anytime (ubiquitous co-creativity).	• Co-creation • Creative industries focus • Creation of 3D prototype in design
U_CODE http://www.u-code.eu/ Create an environment for urban co-design	• Co-creation • Software platform for co-creation
ACE Creative http://www.acecreative.eu/ Support the growth of the top 100 creative companies in Europe by connecting them with each other and a support team	• Creative industries focus • Building a network of leading companies in the creative industries
AXIOM https://eu.axiom-camera.com/ Develop an open source technology camera system.	• Co-creation • Creative industries focus

The SPARK consortium will make contact with these projects and will look for further opportunities to collaborate with other EU-funded projects by attending future Horizon 2020 concertation meeting organised by the Commission and by pro-actively searching for relevant projects.

The SPARK consortium will also seek to engage with relevant networks that have a strong interest in supporting knowledge transfer. Possible networks to engage with include the 'Creative, Digital & Design[2]' community hosted by the UK Knowledge Transfer Network and the Special Interest Groups on 'Design Creativity[3]' and 'Collaborative Design[4]' hosted by the Design Society. Making use of the opportunities available within these networks will help to

[2] https://connect.innovateuk.org/web/creativektn
[3] https://www.designsociety.org/creativity-sig
[4] https://www.designsociety.org/collaborative-sig

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ensure that the scientific outputs of the SPARK project will be disseminated extensively to the selected target groups in an efficient and effective manner.

5.4. PERFORMANCE METRICS

An essential part of managing the performance of dissemination is defining performance metrics and regularly assessing performance against those metrics. Below we have defined a range of performance metrics relevant for the scientific dissemination activities planned. The metrics will be evaluated in months 11, 23 and 35 in order to review performance, understand which activities have proved effective and which have not, and then use this information to make changes to the dissemination plans for the next 12 months.

Table 5 - Performance metrics relevant for the scientific dissemination activities

ACTIVITY	TARGET AUDIENCE	PERFORMANCE METRIC
Journal papers	Scientific research community	9 papers submitted by M36 (in theory, one paper per academic partner per year)
Conference papers	Scientific research community	12 papers at international conference appearing in proceedings (in theory, four papers per academic partner)
Workshops at scientific events and industry events	Scientific research and professional community	3 workshop contributions
Teaching on topics relevant to SPARK (SAR technology, co-creation, digital manufacturing)	Engineering and design students within academic partner institutions	SPARK-related content included in 5 degree-level courses by M36

6. ACTIVITIES AND CHANNELS LAUNCHED TO DATE

6.1. PROJECT IDENTITY, BRANDING AND LOGO

At the project kick-off in January 2016, the project logo was presented. It has been developed by Artefice.

In order to develop the whole brand-identity of SPARK, it has initially been considered that the whole communication of the project will reach two macro categories:

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- Institutional entities and organization (as for instance the EU, research centres, universities, regional authorities);
- private companies and practitioners in general (such as communication agencies, design companies, …).

Further elements that have been taken into account concern the evolving character of SPARK and the process of knowledge sharing among the different kinds of organizations constituting the SPARK consortium.

Artefice has, therefore, created a project visual identity that is dynamic and innovative by its nature, so as to meet the essence of SPARK.
The SPARK logo and in general its visual identity, aim at describing the versatility of the project results, the idea that the platform developed will be able to adapt to the different scenarios. The "spark" of SPARK is the reference point for following a completely and radically new approach to the co-design.

Style, colours and graphics have been defined and approved by all partners in the consortium.

6.2. SOME ACTIVITIES OF DISSEMINATION AND COMMUNICATION ALREADY PERFORMED

6.2.1. News, Press releases and contest

Artefice has inserted in its periodic Newsletter, which reaches all their customers as well as providers and stakeholders, an announcement about SPARK.

A news related to SPARK has been launched and published on the online website "Agenda Digitale"(http://www.agendadigitale.eu/industry-4-0/design-collaborativo-in-azienda-con-la-realta-aumentata-il-progetto-spark_2283.htm).
Further minor web launches related to the SPARK projects are:

- Diariodelweb.it 05/05/2016 SPARK, LA REALTA' AUMENTATA AL SERVIZIO DEL DESIGN
- Lswn.it 03/05/2016 SPARK: LA REALTA' AUMENTATA PROIETTATA AL SERVIZIO DEL DESIGN
- Youmark.it 06/05/2016 SPARK, LA REALTA' AUMENTATA PROIETTATA AL SERVIZIO DEL DESIGN. PROGETTO H2020 DEL POLITECNICO DI MIL
- Marketingjournal.it 04/05/2016 PROGETTO SPARK: REALTA' AUMENTATA PER IL DESIGN
- Smartweek 04/05/2016 IL DESIGN DIVENTA 2.0 GRAZIE ALLA REALTA' AUMENTATA
- Agiellenews.it 03/05/2016 SPARK, POLITECNICO: REALTA' AUMENTATA PER IL DESIGN
- Meteoweb.eu 03/05/2016 RICERCA: ARRIVA IL PROGETTO "SPARK" CHE PROMUOVE LA
- REALTA' AUMENTATA
- Omnimilano 03/05/2016 OMNIMILANO-POLITECNICO, PROGETTO SPARK: REALTA'

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AUMENTATA PER IL DESIGN

- By innovation 11/05/2016 SPARK: LA REALTÀ AUMENTATA AL SERVIZIO DEL DESIGN
- Il Progettista Industriale 31/05/16: LA REALTÀ AUMENTATA PROIETTATA AL SERVIZIO DEL DESIGN

Artefice has participated in a design contest, named "NC Awards" (http://www.ncawards.it/jury/), by presenting SPARK brand identity. In this manner, SPARK has obtained a dedicated page on the contest website (http://www.ncawards.it/campagne/spark-project-h2020/).

6.2.2. Workshops

As mentioned before, UBAH presented SPARK within the DESIGN2016 conference in Croatia.

6.2.3. Internal communication

All the partners have presented the SPARK project to other people of their organization, who are not directly involved in the project.
In addition, PoliMI has presented the project to PhD students and post docs who are part of the KAEMART group, but who are currently not working on it, and to the students of the MS degree in Mechanical Engineering within a 3rd year undergraduate course entitled "Design CAD Laboratory".
Furthermore, Artefice and Stimulo have presented the SPARK project to their customers, in order to invite them to the activities of WP1 and subsequently in the activities of WP4 and WP5.

7. CONCLUSIONS

This communication and dissemination plan is a flexible and living plan.
Based on the defined target groups and objectives described, the strategy aims at maximizing the use of breakthrough developments in the project and all regular project deliverables to spread relevant news through a wide and diverse scope of channels. In doing so, dialogue and information exchange with the scientific community as well as with relevant industries and a broader public will be stimulated so that the SPARK project development can constantly adapt to existing and future user needs.

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