

EMIL Deliverable

D5.1 Dissemination and Use Plan

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Abstract

This document will define the dissemination and communication activities EMIL – European Media and Immersion Lab will execute. It will include following: *Audience*, who are we are trying to reach? What groups or organizations we can use to help reach this audience, *Message*, the purpose for the dissemination and the dissemination *Approach* the best meet our needs, roughly *Timing* of the dissemination and *Responsible party*: Who will lead the dissemination efforts?

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1. Introduction

The main task of EMIL is to establish a physical and virtual infrastructure, supported by research excellence, technological and creative expertise, with the overall aim of promoting innovation and the development of next-generation XR content, services and applications. In addition, EMIL will develop four prototypes and tools via the Lighthouse projects and make them available to the FSTPs and the entire XR community. These FSTP projects in turn will develop state of the art XR projects that are to reach TRL 8 (or equivalent if the project is not a technology project) based on EMIL’s milestone system (cf. 1.2.1.) which will supervise the projects in order for them to meet the expected high standard and shall guarantee their impact on the EMIL network, subsequent FSTP projects, industry partners and the European XR market.

2. Dissemination

We plan (WP5) to ensure the successful achievement of these activities in a coordinated way and to ensure disseminating EMIL’s open calls and subsequent results to the European public, XR community, potential industry partners and S&T communities. We will disseminate EMIL project results by means of specific communication actions including traditional and online press and TV, the

Internet, public events/fair exhibitions, workshops and the publication of papers in the leading peer-reviewed international science journals, GitHub, online and printed materials. In all cases, public-facing dissemination messages will go through an internal peer review procedure first, to ensure quality and optimal fit of the intended messages. The dissemination of the project main objectives and results will then be realised by all the project partners via:

- (i) Scientific publications in international journals and conferences, targeting the research community. Please see the more detailed list below.
- (ii) Dissemination to industry through project showcases, targeting industrial peers and potential user audiences. A number of demonstrations for the project tools and related applications will be specified. Dissemination to industry will mainly take place in trade shows and specific events with media professionals like Siggraph, FMX, IAAPA (International Association of Amusement Parks and Attractions), Museum Next
- (iii) Thematic schools/workshops/events/festivals targeting professional and non-professional media audiences (i.e. FMX, Bristol Tech Festival, Bath Digital Festival, Sonar Festival, IDEAL Barcelona, Aurea Award, CVMP). All EMIL partners provide established measures for delivering workshops, demonstrations and presentations that can be targeted at specific users, potential customers, press and media, by applying online and offline channels. We will apply all these procedures, as well as physical events, hybrid and virtual gatherings to disseminate all results.
- (iv) European network meetings targeting policy-makers and related strategic initiatives, i.e. European Media data space initiative, (S+T)*ARTS initiative, New European Bauhaus.

EMIL consortium members are prominent societal actors in their respective countries and internationally and have a track record of working closely and actively with the European media industry. We have the capacity to get our representatives to participate and become active members of the EMIL network that can test and quickly adopt solutions co-developed with the network partners. Successful pilots will lead to long-term relationships between the different parties and will continue to generate innovations and ensure their exploitation even after the project has ended. In addition to internal experts from EMIL consortium partners, expert advice on matters related to the open calls and the composition of the evaluation panel will be sought from the EMIL Expert Advisory Group (EAG). The EAG involves experts from the participating universities and industry contacts (see Letters of Support) representing the core areas of EMIL (game research, VR, remote presence, art) but also bringing input from AI and social sciences. This combination of experts will ensure a call evaluation process that results in a selection of absolute state of the art EMIL-funded FSTP projects.

AALTO is thriving in science, art and entrepreneurial communities. We organize about 700 yearly events from small events gathering tens of people to international events gathering thousands of people. Relevant events for EMIL are, for example, Slush, Junction, Visualising Knowledge, AI Day, Kiuas Demo Day and MediaLab Demo Day. In addition to these official events, AALTO is an active member in industry networks and supports and co-hosts events with industry partners, for example, ELIA Biennial Conference and Embrace Impact XR. Aalto Studios is also establishing an event partnership with the city of Helsinki in October 2021 (part of the Campus Incubator Program) and will organize several digital technologies meets creativity themed events annually between 2021 and 2024, with a considerable budget including Helsinki communications department. With AALTO being either host or main partner in the events mentioned above, they provide a good platform for both advertising and marketing the FSTP calls and also to disseminate the project results.

UB features a wide variety of events, collaborators, creative partners and networks that will be of use for the dissemination of all ongoing and final results. It is involved in organising national/international events such as CVMP and are a founding partner of Immerse UK, a national XR network with over 4000 members. On a regional level, examples include European Researchers Night events organised across universities in the Southwest of England, the VR World Congress/ and Beyond creative industry events, Bristol Tech Festival, Bath Digital Festival and our own CAMERA Annual event, presenting emerging technologies and research to national partners. In addition, UB plans to hold training workshops to which we will invite key players from our several industry partners, presenting the developed technologies and engaging the industry partners. These will be hosted at our studio based in The Bottleyard, the largest dedicated film and TV studio facility in the West of England.

UPF has an institutional collaboration agreement with the audio-visual centre in Barcelona called IDEAL. This should facilitate showcasing works derived from EMIL whenever their format is adequate for their impressive immersive projection space. This centre has almost 2000 m² dedicated to the exhibition, production, and training of digital immersive arts. The main floor has 1500 m²: 800m² for large format exhibitions, and three multipurpose spaces to produce diverse acts and experiences. UPF has also solid contacts with the Sonar Festival founded and held in Barcelona since 2007, that is attended by +100,000 yearly visitors from around the world, and EMIL works may be included in their section dedicated to interactive experiences. UPF is also connected to European museums and heritage sites where its lighthouse project, the AR Magic Lanterns, may be shown and demonstrated.

FABW's annual events provide large audience numbers, presentations, workshops, and contact to industry partners, professionals and XR creators. With each event, specific target groups are addressed. FABW's largest event is the FMX, which addresses industry professionals from the creative, scientific, and technological sector, financial actors, students, start-ups, end users and the

public alike. At the FMX Forum visitors can gather hands-on experience on latest innovations of industry-leading companies and start-ups. Portfolio Reviews and Recruiting Presentations are a chance to get up close with top-notch studios that are looking for talents at FMX. The School Campus offers perspectives to young creatives, as well as the chance to exchange ideas with students from around the world. The VR Experience Days highlight XR experiences on location. International professionals and projects of Animationsinstitut offer insights into contents, creative and technical possibilities of experiencing virtual worlds and on how to realize the professional audience's own VR/AR/XR ideas. VR Experience Days feature several presentations, Q&A's, workshops, and opportunities to network, as well as on-location experiences presented by their creators. Every year at SCREEN.TIME international, projects of FABW, Animationsinstitut, international classes and more are presented to an international audience.

The dissemination activities will be updated during the project timeline and all project partners will be required to contribute in line with the cyclic concept of involving all partners in all FSTP projects

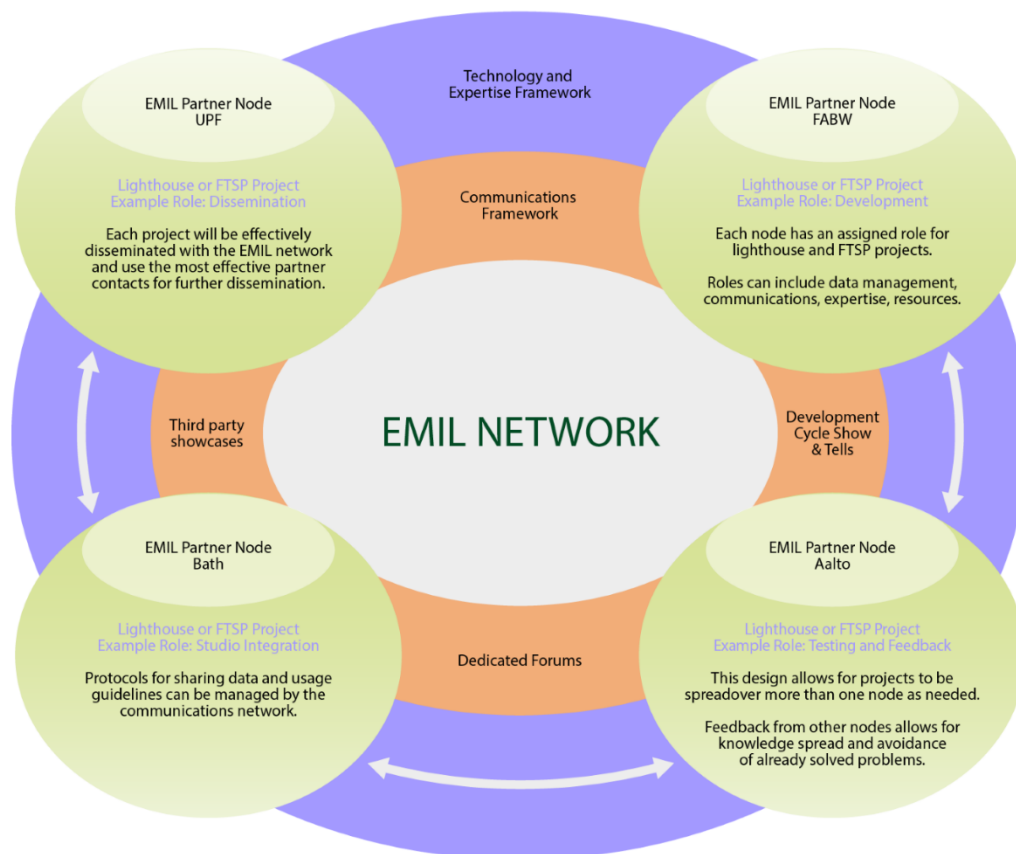


Figure 1. The EMIL network and development cycle

The concept of cycling projects across the EMIL network planned for the lighthouse project (as being visualized in Figure 1 above) will also be applied to the FSTP projects. All 4 stages (development, integration, evaluation, and dissemination) will need to be addressed by the FSTP beneficial. A principal EMIL node will act as lead advisor for the implementation while supervision of the remaining stages will be divided up across the remaining EMIL nodes. Thereby all EMIL partners will be partly involved into all projects, maximizing the potential support and use of expertise by utilizing the entire EMIL network. To streamline the FSTP projects and maximize the output's quality, a milestone system will be established consisting of 5 milestones as a base that may be extended to fit the project needs, if desired. The needs of FSTP can for example be technical and narrative advisory, facilities, hardware or software, and business development and funding. The five stages of the milestones will be applied to all FSTP projects: MS1 basic idea and research in that domain, MS2 first concepts & technological requirements, MS3 preproduction, MS4 production, MS5 project closure & exploitation plan.

Quantifiable indicators will be included in the periodic and final reports and may be revised over the course of the project, raising ambition even further. EMIL consortium will design at the outset of the project a Dissemination Plan to ensure the successful achievement of these activities in a coordinated way and to ensure disseminating EMIL's open calls and subsequent results to the European public, XR community, potential industry partners and S&T communities.

3. To be Disseminated

The main task of EMIL is to develop a European wide XR network that will be supported by developing technology and services of EMIL Lighthouses. Funding and supporting European XR developers to achieve their products and services closer to market will help both the development of Lighthouses and get innovative products and services in the market soon.

The European wide XR Network

To establish EMIL European wide XR network is the main target. The sustainability of the network is one of the highest priorities as Europe needs to be at the head of XR research and development to be better off the relevant markets in the world. In the first phase the dissemination of the Lighthouses will happen to existing XR community through to opening two open calls for funding. The selected actors will cooperate with an EMIL lighthouse and participate the workshops and open events EMIL will organise. Through the workshops the funded actors will disseminate the progress of their project. The open science roadmaps by LERU, UNIFI and ALLEA will be used in developing the EMIL network laboratories.

EMIL lighthouses

The EMIL lighthouses are part of research community of their own fields and all of them are presenting their progress in the forums of science. Research papers, scientific conferences and other events, education and publications are the means they are using. The list of scientific forums is here: disseminating research of EMIL

FSTP projects

The dissemination of FSTP projects is mainly the responsibility of the FSTP beneficiaries, but naturally they are being supported by a direct tutor, who will be the main contact between the FSTP project, EMIL services, and Lighthouse projects. Additionally, FSTP projects are presenting their results and achievements in the show cases and workshops organised by EMIL.

4. Use Plan

The use plan will include the following:

- Continuous internal communication through regular meetings of the consortium partners
- Making use of EMIL's wide network in media industries, these will be communicating and disseminating EMIL's, Lighthouse and FSTP projects' results through platforms and events
- FSTP calls within the EMIL XR Media Lab context
- On-location, online and hybrid repeated and ongoing cross-nodal workshops by and between partners and FSTP projects
- Inclusion of partners and FSTP projects into all relevant partners' events (scientific, public, entrepreneurial, workshops, etc.)
- User testing and project demonstrations at partner institutions and online
- Publication of results and reports about ongoing EMIL process via EMIL's website and all partners' communication platforms
- Scientific articles and conferences across Europe and worldwide
- Open-source community to keep advancing on the technology
- Conferences, demonstrations, and courses for Media Industries
- Conferences for public space institutions

Timeline

The timeline of the dissemination use plan will follow the sections from the milestones: 1) Procedure, planning and call preparations, 2) Intermediate lighthouse results, 3) FSTP project results, and 4) Final lighthouse demonstrations.

Milestone number	Milestone name	Related work package(s)	Due date
1	Procedure, Planning and Call preparation	WP1, WP2, WP5	3
2	M15 intermediate lighthouse results	WP3, WP5	15
3	FSTP project results	WP2, WP4	30
4	Final lighthouse demonstrators	WP3, WP5	30

Figure 2. List of EMIL milestones, related work packages and the due dates.

Procedure, planning and call preparations

The first milestone, 'Procedure, planning and call preparations', will be finalised on November 2022 and includes actions from the work packages WP1, WP2 and WP5. In order to setup the FSTP Open Call (its administration, support, and evaluation activities and that they will be carried out efficiently, transparently, and in accordance with all relevant EU regulations and legislation) the project will establish EMIL's Services Guidelines (D4.1), FSTP text, application procedures (D2.1 this document), EMIL's Guide to Evaluation of FSTP projects (D4.2). The CPM will collaborate with the PM to coordinate activities related to the Open Calls and funded Third Party Projects as well as the EMIL network and communication in general. In planning and administering the Open Calls, the CPM will be supported by the Project Office, Academic Coordination Group, and other bodies established as part of WP2. Projects selected for funding will sign a Third Part Grant Agreement with the coordinator and all consortium members will support the coordinator in monitoring the funded Third-Party Projects. Monitoring data on funded Third-Party Projects will be included in the Periodic Reporting Part B.

Intermediate lighthouse results

The results of the lighthouses will be published in the scientific articles and conferences. Before that the results will be presented to FSTP projects in the FSTP kick-offs and workshops, but also through the collaboration work with the FSTP grantees. The first FSTP kick-off and workshop will be organised in May 2023 and the second in October 2023.

The intermediate results of the lighthouses are being presented in the relevant public and scientific events organised locally or internationally. The social media and other public channels the EMIL partners have, will also be used whenever there are a possibility. The partners' communication units will be used for mediating the message.

FSTP project and lighthouse results

EMIL will encourage FSTP projects to share their results through the Horizon Results Platform, after IPR and exploitation considerations have been addressed, to support the widest possible impact for supported projects. To ensure transparency, the FSTP Funding Agreement will include a clause that funded projects will make all relevant information, records, and other supporting documents relating to implementation available should the EC carry out an impact assessment, or other form of review, of

EMIL. The agreement will also stipulate that FSTP recipients will strive to disseminate widely the results of their funded projects and collaborations.

FSTP projects results will be disseminated in the first and second kick-offs and workshops and the first showcase in June 2024 and the second showcase in December 2024. The showcases will be open for public.

Naturally the FSTP grantees will disseminate results through their own networks and events.

Website and social media

The partners will utilise their existing social media and other channels to implement the dissemination plan. We have recognised the following social media channels. EMIL website will naturally be one tool to coordinate the information, and where the interested people will find the findings and information about the Lighthouse development, networking events and the funded projects.

AALTO	YouTube	~24.500 (subscriptions)	student, professional, media & general public
	Facebook	~60.500 (subscriptions)	student, professional, media & general public
	Instagram	~33.500 (subscriptions)	student, professional, media & general public
	Website	>50.000/month	all
	LinkedIn, other websites, YouTube channels	~100.000	all
	Twitter	46.4K followers	all
UB	Facebook	~90.000 (subscriptions)	student, professional, media & general public
	Instagram	~35.000 (subscriptions)	student, professional, media & general public
	Website	2.5m/month	all
	LinkedIn,	125.000 (subscriptions)	student, professional, media & general public
	Twitter	74.500 (subscriptions)	student, professional, media & general public
UPF	YouTube	~7,3M	public, applicants, students, professionals
	Instagram	~22.500	public, applicants, students, professionals
	Website	~2.0M visitors/month	public, applicants, students, professionals
	LinkedIn	127.469 (10.000/month)	public, applicants, students, professionals, alumni
	Twitter/Facebook	40.400; 3.5M views; 2.54M reach/year	public, applicants, students, professionals, alumni

FABW	YouTube	~320.000	public, applicants, students, professionals
	Facebook FABW/Animationsinstitut	~18.000/~3.500	public, students, professionals, alumni
	Instagram FABW/Animationsinstitut	~5.000/~2.400	public, applicants, students, young professionals
	Website FABW/Animationsinstitut	-/~5.000/mo	all
	LinkedIn, press releases, newsletters, other websites and YouTube channels	-	all

The main channel will be EMIL website. In addition to traditional information about the project itself, contact information and so on it will have all the relevant information about the two calls EMIL will open, progress reports of the Lighthouse research and development, information of the progress of FSTP projects and information about the events EMIL will organise and in which public and other events EMIL will participate. Emil will also exploit as much as possible the partners existing social media and other channels.

The events EMIL will organise will be public in some extent. The events are scheduled at the end of 2023, June or July 2024 and December 2024 or January 2025.

The Lighthouse projects will be presented and published in the scientific events and publications.

FSTP project partners and their information channels are important mediators of the EMIL network as they form an important part of it.

EMIL will publish also in relevant social media channels.

EMIL will participate in public and commercial events. Firstly, the message would be to inform the open calls and later about the results we have achieved and about the European wide XR network.

Below a diagram about the different means.

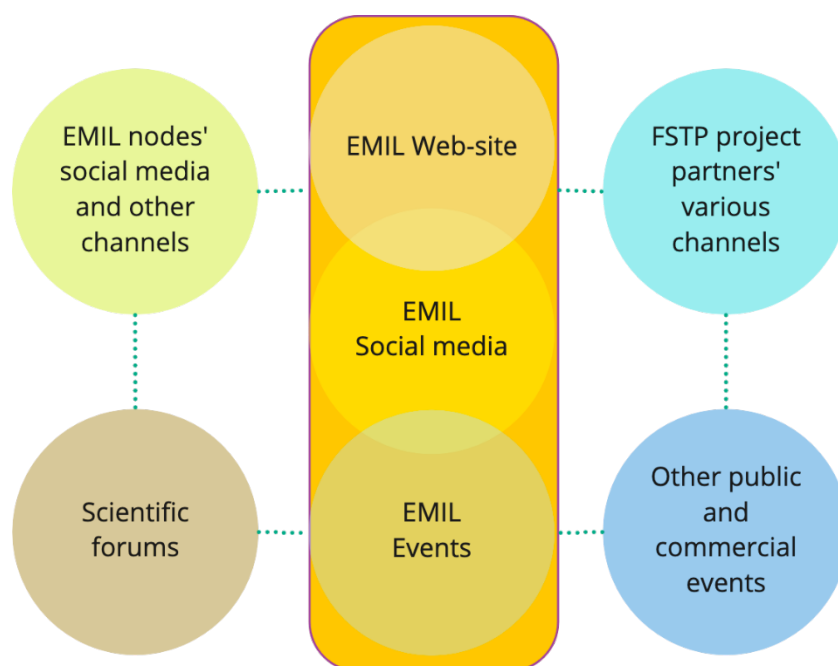


Figure 3. The diagram presents the means the parties will use mediating the results of EMIL. The website, the social media channels and the events are linked together.

XR events in and outside Europe

Among others we have recognised following relevant events, in which we will consider participating.

Name	Location	Date
Siggraph (VR theater)	Vancouver (CAN)	Aug 8-11 2022
Venice Biennale Cinema (XR track)	Venice (IT)	Sep 1-10 2022
Places Festival (now part of lala.ruhr)	Gelsenkirchen (GER)	Sep 10-24 2022
EuroXR Conference	Stuttgart (GER)	Sep 14-16 2022
Stereopsia Europe	Brussels (BEL)	Oct 17-19 2022
AWE EU Conference	Lisbon (PT)	Oct 20-21 2022
RTC (Real Time Conference)	online	Nov 7-9 2022
VR Days & VR Awards	Rotterdam (NL)	Nov 28 - Dec 2 2022
New Images Festival	Paris (FR)	Apr 5-9 2023
Cannes (XR track)	Cannes (FR)	May 16-24 2023
Qld XR Festival	Queensland (AUS)	May 26-27 2023
VRHam	Hamburg (GER)	Jun 3-12 2023
VR NOW	online in 2021	tbd
Annecy (XR track)	Annecy (FR)	tbd
Slush	Helsinki (FI)	Nov 4 2022
Junction	Espoo (FI)	16-Jun-23
Visualising Knowledge	Espoo (FI)	Nov 16 2022
AI Day	Espoo (FI)	tbd autumn 2023

Kiuas Demo Day	Espoo (FI)	tbd spring 2023
Media Lab Demo Day	Espoo (FI)	May-23
ELIA Biennial Conference and academia	Evora (PT)	
Embrace Impact XR		2022-2025
Digital Creatives	Espoo (FI)	13-15 June 2023
IMX - ACM international Conference on Interactive Media Experiences	Nantes (Fr)	16-Nov-22
MachXR2022	Helsinki (FI)	
FMX 2023	Stuttgart (GER)	Apr 25-28 2023
European Researchers Night	many locations	in Sep yearly basis
Bristol Tech Festival	Bristol (UK)	
Bath Digital Festival	Bath (UK)	
Ars Electronica	Linz (A)	Sep 6-10 2023
IEEE VR 2023	Shanghai (CN)	25-29 Mar 2023

Scientific conferences and journals

XR Scientific Community: the software and hardware solutions and lighthouse projects' user testing results will be presented at international conferences and through scientific publications. A preliminary list of possible scientific conferences and journals EMIL researchers and developers will propose papers and articles:

Name of the conference or journal (in alphabetic order)	Website	Type
ACM CHI,	https://chi2022.acm.org	Conference
ACM HotMobile	https://dl.acm.org/conference/hotmobile	Conference
ACM ICMI	https://icmi.acm.org/2022/	Conference
ACM IMWUT	https://dl.acm.org/journal/imwut	proceedings
ACM Journal	https://dl.acm.org/journal/jacm	Journal
ACM MobiSys		Conference
ACM SenSys	http://sensys.acm.org/2022/	Conference
ACM Siggraph	https://www.siggraph.org/	Conference
ACM transactions on computer-human interaction,		
ACM Transactions on Internet of Things	https://dl.acm.org/journal/tiot	Journal
ACM UIST	https://uist.acm.org/uist2022/	Symposium
ACM VRST	http://vrst.acm.org	Symposium
CVMP, ACM SIGGRAPH European Conference on Visual Media Production	https://www.cvmc-conference.org/	Conference
EuroHaptics	https://www.springer.com/series/8786	Book series
HCI Journal,	https://dl.acm.org/journal/pacmhci	
IEEE Haptics	https://2023.worldhaptics.org	Conference
IEEE Percom	https://www.percom.org	Conference
IEEE Transactions on Mobile Computing	https://www.computer.org/csdl/journal/tm	Journal
Immerse UK,	https://www.immerseuk.org	

EUROMED - International Conference on Digital Heritage	https://euromed2022.eu	
International Journal of Human-Computer Studies,	https://www.sciencedirect.com/journal/international-journal-of-human-computer-studies/issues	Journal
Journal of Ambient Intelligence and Smart Environments,	https://www.iospress.com/catalog/journals/journal-of-ambient-intelligence-and-smart-environments	Journal
Presence: teleoperators and virtual environments,	https://www.interaction-design.org/literature/journal/presence-teleoperators-and-virtual-environments	Journal