



# Initial Communication and Dissemination plan and knowledge transfer strategy

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## Control sheet

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## Abbreviations

Abbreviation	Definition
ACM	Association for Computing Machinery
AR	Augmented Reality
BMSB	Broadband Multimedia System and Broadcasting
C-19	COVID-19
CA	Consortium Agreement
CHI	Conference on Human Factors in Computing Systems
DoA	Description of Action
DDD	Digital Document Deposit
EC	European Commission
ES	Spain
EU	European Union
F2F	Face-to-Face
GA	General Assembly
GDPR	General Data Protection Regulation
GLOBCOM	Global Communication Conference
H2020	Horizon 2020
IBC	International Broadcasting Convention
ICC	International Conference on Communications
ICAF	International Community Arts Festival
IE	Ireland
IEEE	Institute of Electrical and Electronics Engineers
IETM	International network for contemporary performing arts
IMX	Interactive Media Experiences
IPR	Intellectual Property Rights
IMZ	International Music + Media Centre
JCR	Journal Citation Reports
KoM	Kick-off Meeting
KPI	Key Performance Indicator
MoU	Memorandum of Understanding
NAB	National Association of Broadcasters
NEM	New European Media
NL	The Netherlands
OLA	Opera Latino-Americana
PT	Portugal
QR	Quick Response (code)
RP	Reporting Period
SXSW	South by South-West
ToC	Table of Contents
UK	United Kingdom
UMAQ	Understanding Media Accessibility Quality
VR	Virtual Reality
WCAG	Web Content Accessibility Guidelines
WP	Work Package
WPL	Work Package Leader
XR	Mixed Reality



## Executive summary

Communication and dissemination activities are key to the success of the TRACTION project. The Dissemination Strategy is part of WP5 and is a document to guide an efficient and successful collaborative work that achieves the objectives of the project with regard to both communication and dissemination. Dissemination and communication procedures are established throughout the deliverable in order to monitor the development of the overall project.

This deliverable has been created at the start of this project in the awareness building phase (making the project known), as no results will be available at the start of the project. Deliverable D5.2 defines a communication strategy for the project and sets out the communication and dissemination plan and reports on activities undertaken in the project. It includes a list of key dissemination channels and an overview of the KPI's for each resource.

This document contains an elaborate description of the activities planned and is mainly aimed at the consortium members, as an initial guide for communication, dissemination and knowledge transfer, and for the European Commission members. The dissemination level of the present document is public, the specific audience of the Dissemination Strategy are the members of the TRACTION Consortium, the Steering Committee and Advisory Board.

All consortium partners take part in communication and dissemination activities:

- Presenting and promoting the project at conferences, workshops and other events,
- Writing content for the TRACTION webpage and engaging with the social media feed,
- Creating and adhering to the visual identity for the project assets such as PowerPoint slides, factsheets, project posters etc.
- Writing papers for scientific publications, conference proceedings and journals,
- Organising workshops, round tables and other TRACTION events,
- Collaborating with other European research project teams.

The TRACTION consortium will use these distribution methods efficiently ensuring maximum visibility within the given resources and similarly, a plan has been put into place for the coming months to ensure a high level of continued interest in the work being done to contribute to strengthening social cohesion, with respect for cultural diversity and recognition of multiple identities and voices.



# 1 Introduction

## 1.1 TRACTION concept and approach

Opera uses all the visual and performing arts to create extraordinary worlds of passion and sensibility. It is rightly recognised as a great achievement of European culture. And yet a form that once inspired social and artistic revolutions is often seen as the staid preserve of the elite. With rising inequality and social exclusion, many see opera—if they think of it at all—as symbolic of what is wrong in Europe today. TRACTION aims to change that using opera as a path for social and cultural inclusion, making it once again a force for radical transformation.

We do not want to make opera palatable to those who do not attend. We want to define new forms of artistic creation through which the most marginalised groups (migrants, the rural poor, young offenders and others) can work with artists to tell the stories that matter now. By combining best practice in participatory art with digital technology's innovations of language, form and process, we will define new approaches to co-creation and innovate in three fields: a) Opera creation and production; b) Immersive and interactive digital media; and c) Social integration and community development.

Experimental projects in inner-city Barcelona (ES), a youth prison in Leiria (PT) and diverse communities in Ireland will test and share new ideas. Bridging the social and cultural divides involved will challenge many existing beliefs, structures and habits. The exceptional resources of the TRACTION partnership will help us meet that challenge through mutual support. The immediate outcomes will be new routes for social and economic integration for the people involved, better relationships between opera producers and society, and cutting-edge technological development. But the long-term prize is the definition of new processes that renew the art's potential to build cohesive societies and imagine a revitalised, common culture in which everyone can feel that they belong.

## 1.2 Purpose of the deliverable

The Dissemination Strategy, as well as the knowledge transfer strategy, is part of WP5 and is intended to be a reference document that enables an efficient and successful collaborative work that achieves the objectives of the project with regard to communication. Dissemination and communication procedures are established throughout the deliverable in order to monitor the development of the overall project. Moreover, the technology transfer is addressed in the document.

## 1.3 Intended audience

The dissemination level of the present document is public, and is mainly aimed at the consortium members, as an initial guide for communication, dissemination and knowledge transfer, and for the European Commission members. The specific audience of the Dissemination Strategy are the members of the TRACTION Consortium, the Steering Committee and Advisory Board.



## 2 Context

The overall objective of WP5 - DISSEMINATION, CONSOLIDATION AND EXPLOITATION is to ensure that project results have a determining impact for opera business and that they can be extended to other cultural heritage institutions. Moreover, this WP will also target a sustainable and resilient social impact, through the consolidation of a transformation in the society, targeting opera professionals and communities at risk of exclusion. To reach this objective, this WP will:

- Promote the results and benefits of the projects to the widest possible audience, including European and worldwide stakeholders,
- Implement a communication strategy aligned with the exploitation strategies of the consortium partners,
- Manage IPR of the toolset and the co-created art representations,
- Define resilient strategies to consolidate the transformation among diverse communities.

Task 5.2 within WP5 in TRACTION is accountable for putting together a communication strategy and the subsequent implementation of particular dissemination activities. The task description is as follows:

*'This task will communicate project activities and results through a variety of means. A detailed dissemination plan will be developed at the beginning of the project and will be continually updated. A website will be set up, and various dissemination materials such as brochures, flyers, posters and videos will be prepared (both project-wide and trial-specific), making use of the professional media expertise present within the consortium. Besides this, a social media strategy will be outlined and implemented which will combine a concerted communication flow via existing consortium partner accounts to ensure maximum use of their established brands, and the set-up of dedicated channels (Facebook, Twitter, LinkedIn, Instagram, etc.). Scientific dissemination will also be addressed in this task, targeting relevant journals and international conferences.'*



## 3 Communication Strategy

For TRACTION communication is a different category from dissemination. The objective of the communication activities will be to reach out to society through the targeting of broad audiences to show the concept and benefits of TRACTION, e.g., by addressing and providing possible solutions to fundamental societal challenges (in accordance with the Grant Agreement Article 38.1). This is different from the outcome or results produced during the life of TRACTION. These are considered Dissemination activities.

Communicating the project's value is a necessity and as such a communication plan has been designed in which a general strategy, phases and procedures for dissemination and communication activities are specified. In addition, target communities will be identified for whom adapted message(s) will be created. Moreover, the key tools for carrying out the communication activities are determined in order to ensure that the previously established goals are reached. This plan is not limited to stakeholders, but it comprises the wide target audience of the project with the aim of guaranteeing the perception of the unique value of TRACTION.

### 3.1 Objectives

The objective of this section is to provide a detailed communication plan for project activities through a variety of means which will be continually updated. The TRACTION website will be updated with news items and various dissemination materials such as brochures, flyers, posters, and videos that will be prepared (both project-wide and trial-specific), making use of the professional media expertise present within the consortium. Besides this, a social media strategy will be outlined and implemented which will combine a concerted communication flow via existing consortium partner accounts to ensure maximum use of their established brands, and the set-up of dedicated channels. News items, events and conferences at which the project is presented will be circulated on the project Twitter channel.

### 3.2 Target audiences

The TRACTION target audience in terms of communication includes the general public, mass media (local, national, international press, radio and television), social media platforms, social media influencers and opinion leaders, particularly those interested in community services, opera professionals, targeted communities at risk of exclusion, and those interested in cultural content and virtual reality.

### 3.3 General messages and keywords

The general message of TRACTION in terms of communication is that at the very core of the project: "Opera co-creation for a social transformation". As described in section 1.1, we will communicate the aim to use opera and novel technologies as a path for social and cultural inclusion, making it once again a force for radical transformation. The identified



keywords are as follows: social transformation, opera, co-creation, social inclusion, participatory art, embrace new technologies, novel audiovisual formats.

### 3.4 Ethics in communication

The TRACTION project will engage with a broad range of audiences and participants. In order to fulfil GDPR and apply suitable ethics to procedures in situations involving visual capture, the UAB created a photo, video and sound recording release. This document has been signed internally by all the partners and will be signed when a person is engaged in the project communication or dissemination activities or project trials (see Annex I for the document).

### 3.5 Communication channels

#### 3.5.1 Website

The TRACTION website is the main communication channel: [www.traction-project.eu](http://www.traction-project.eu)

This was considered a Deliverable (D5.3) and was completed in Month 2 of the project. The website fulfils WCAG2.1 accessibility requirements. WCAG2.1 will also be taken into consideration when generating any URL content and will be one of the accessibility services prioritised since it will mean TRACTION fulfils the new EU Directive on Web Accessibility (2018).

The website has been set up and will be maintained by the Project Coordinator as a basic means of communication to the public at large. The website contains the following sections:

**HOME:** a project overview - which at present is generic but will be updated as soon as there are some developments. A video production will be incorporated by M18 to boost the project's credibility, and a final promotional video will be published by M36.

**ABOUT:** This section explains the mission and motivation of the project. There are four texts: the first is motivation, the second is opera, the third is traction, and last is objectives. This section has been created towards fast and executive information about the overall project.

**CONSORTIUM:** The TRACTION consortium was carefully constructed and consists of nine participants from five different countries (ES, PT, NL, IE, UK) who comprise all the necessary background and expertise to achieve the objectives of the project. In order to ensure that the value of the outcomes of the project is optimised, this symbiosis of research, business, art and social perspective allows the project to be of direct relevance to the public. The consortium has been described with reference to their industrial sector along with their logo and country.

**RESOURCES:** This section has been defined to offer the future content in terms of assets that are co-created during the life of the project, the different dissemination assets, and also any other materials developed during the project (See also DDD in Section 4.3.1).



**TRIALS:** This section outlines the three TRACTION project trials taking place in inner-city Barcelona, a youth prison in Leiria (Portugal) and diverse communities across Ireland, as experimental activities to test and share new ideas through an opera co-creation.

**NEWS:** This section provides a list of events and activities which will be updated publicly. In doing so, the website will have sections specifically targeted at the different stakeholders envisaged by the project (artists, opera houses, event organisers, art producers, diverse communities, etc.).

The project has decided to have at least one publication per month. This has been fulfilled since in the last 4 months a total of 7 publications were achieved. <https://www.traction-project.eu/news-2/>

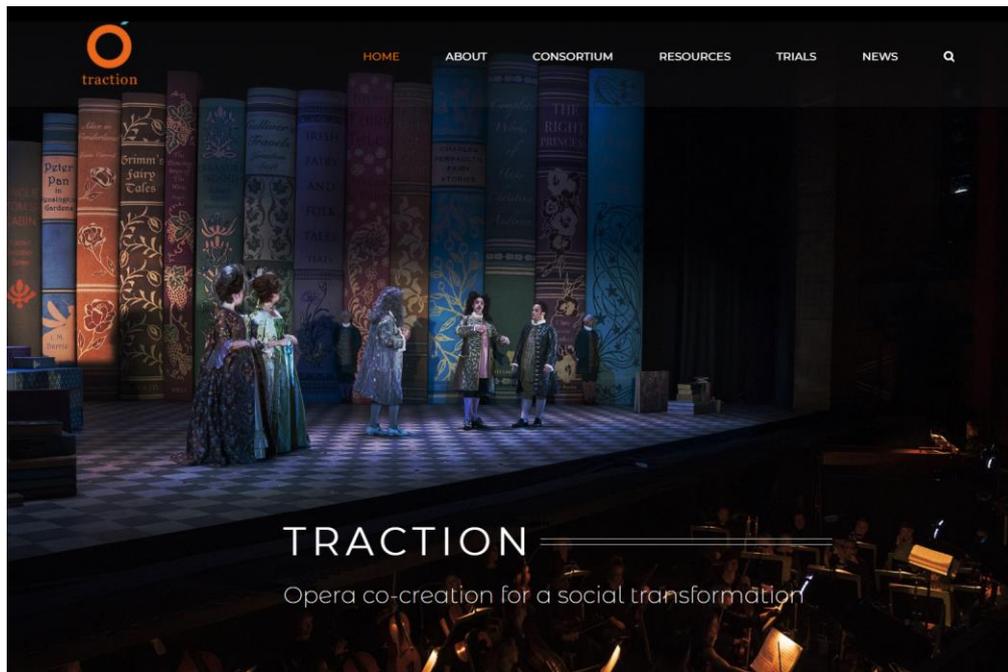


Figure 1 TRACTION website homepage

### 3.5.2 Social Media

During the KOM it was decided that a specific Facebook profile would not be activated due to negative partner experience in previous H2020 projects. It was also agreed that in regard to Instagram and LinkedIn, as well as any other social media platforms and networks, TRACTION would feed from partner accounts and content to circulate information. This will allow to use already established channels and leverage their audience and existing interest. In order to keep track of all information related to the project in social media channels, the following hashtag will be used by partners and collaborators: #TractionEU

The following specific channels have been activated for the project: Twitter and YouTube. Furthermore, specific blogs will not be created for TRACTION, other than the news pieces published in the website, but it was decided that TRACTION will be fed from the blogs written by partners, as involved entities will do in every active channel.



### Twitter account

The @TRACTION\_EU twitter account has been created and is updated to encourage a steady flow of traffic towards the TRACTION website, to broaden the scope of the TRACTION communication activities and to exploit connections with partner institutions and their respective communication activities. The TRACTION Twitter will be updated at least 6 times per/month: [https://twitter.com/traction\\_eu](https://twitter.com/traction_eu)

In years 2 and 3 of the project, social media activities will also be orchestrated around the pilots. Moreover, 15-second soundbites will be used to help increase the number of followers on Twitter.



Figure 2 TRACTION Twitter profile

### YouTube Channel

This specific TRACTION channel has been created as a means of further expanding the reach of creative video works produced within the project. It will also act as a means of storage for videos including a number of Audiovisual shorts which will be created once a month for the duration of the life of the project (for more information, see section **Error! Reference source not found.**).

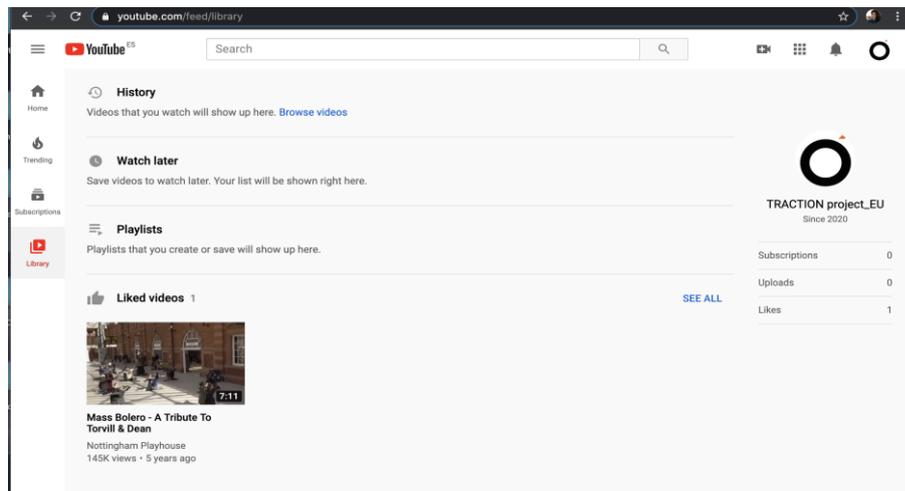


Figure 3 TRACTION project\_EU YouTube channel



## 4 Dissemination Strategy

These are the activities which depart from TRACTION results or developments. Dissemination activities in TRACTION will enable the public disclosure of its results by any appropriate means, including scientific publications in any medium. Dissemination activities will aim at transferring knowledge and results with the objective to enable others to use and take up results, thus maximising the impact of EU-funded research (Grant Agreement Article 29), focusing on audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers). The following items have been identified, but more may be added during the life of the project.

The dissemination strategy has been drafted to provide a detailed dissemination plan for project results. The results will be communicated through a variety of means and will be continually updated throughout the life of the project. The TRACTION website will be updated with news items detailing the project outcomes and various materials to be used for dissemination at conferences, such as deliverables, brochures, flyers, posters and videos. Besides this, scientific dissemination will also be addressed in this task, targeting relevant journals and international conferences.

The dissemination and awareness strategy has three different phases:

- a) **Awareness building phase** (making the project known): at the start of the project, as no results will be available, the communication strategy will focus on raising awareness among the stakeholders' community.
- b) **Participation phase** (targeting defined user groups): to let identified target groups understand the concepts of TRACTION and the achieved results. As first project results will become available (M8), and in particular in M16 with the second version of D2.2 - TRACTION toolset, the outreach and ecosystem activities will get more intense and their orientation is turned from awareness creation to result validation and market creation.
- c) **Action phase** (influencing practices, products and standards): to receive feedback in the form of demonstration of the results, alternative approaches or new reference implementations. During the last year of the project, TRACTION results will be available to the wider audience to be used in future research activities and further exploited.

### 4.1 Objectives

The overall objective is to ensure that project results have a determining impact for opera business and that they can be extended to other cultural heritage institutions. Moreover, this deliverable will also target a sustainable and resilient social impact, through the consolidation of a transformation in the society, targeting opera professionals and communities at risk of exclusion. To promote the results of the projects to the widest possible audience, and to reach the objective, this deliverable will implement a dissemination strategy aligned with the exploitation strategies of the consortium partners (Task 5.3) and define resilient strategies to consolidate the impact materials collected over the duration of the life of the project (Task 5.4).



## 4.2 Target audiences

We have prioritised the primary communication targets; organisations and individuals with whom we want to have an intensive dialogue on the content of our research and demonstration activities:

- Multi-disciplinary, multi-generation artists, participatory art approaches, primarily related to Opera;
- Opera companies, producers, theatres, festivals, and related organisations;
- Universities and educational organisation, in particular art-schools;
- Other research initiatives covering synergistic subject matter;
- Organisations that work in inclusivity as well as organisations of persons with disabilities;
- Private and public institutions in Europe who constitute the route-to-market for the implementation aspects of our work;
- Research communities in areas of direct, specific relevance to the project; and
- National or regional funding bodies.

Secondary communication targets with whom we plan to have a less intensive dialogue about outcomes and user experiences include:

- Sector or geographical organisations of industrial and creative end-users;
- Vendors, integrators and sector organisations;
- Business consultants who can work with early end-users on training and organisational development;
- Standardisation bodies;
- Wider research community in areas related to our project activities; and
- Policy makers at European, national, or regional level.

Opera houses, art producers and communities will require factual information on what are the requirements and options of TRACTION creation, production and distribution approaches. For this reason, technical fact sheets will be drafted for these target groups, focusing on the specific information they need. Besides informing these partners on the requirements, these fact sheets also serve to convince that the added value brought by TRACTION is technically within reach.

## 4.3 Open access strategy

Dissemination will be delivered through a specific repository created at UAB DDD to fulfil the Open-Source policy adopted in this project. The Open Access policy for the project will be described in detail in the Data Management Plan. Aside from this, scientific journals and publications will deliver the project outcomes. Consortium members will submit papers and present these outcomes at a number of international scientific conference. The project will ensure liaison activities with related projects and ongoing initiatives to harness and enrich the research.

### 4.3.1 UAB DDD open source assets repository

TRACTION has a policy of Open Source for all its assets. To this aim we have decided to open a collection at UAB Digital Repository of Documents (DDD). The DDD is the tool that



collects, manages, disseminates and preserves the scientific, educational and institutional production of the University. It also gathers digital documents that are part of or complement UAB libraries collections. The DDD repository shows an organised, open access and interoperable collection to provide the TRACTION community with a platform to publish its documents in full text and open access, and to increase the visibility of the authors and the project.

#### *DDD Features*

**Authorship:** the publication of documents in the DDD involves the transfer of the right of public communication to the UAB in a non-exclusive nature, which means that the owners of the rights keep those rights.

**Copyright:** DDD documents are subject to copyright and, therefore, their use is regulated by the current Intellectual Property Law.

Each record has a mention of rights that regulates the use of each document. Licences used are Creative Commons licenses, public domain or all rights reserved. See Recommended Creative Commons Licenses at the UAB.

**Use of personal data:** in accordance with the adaptation of the Organic Law of Protection of Personal Data 15/1999, the DDD in no case discloses the information of its users regarding deliveries or individual visits to the repository nor the Email address required to register if you are not a member of the university community.

We follow the General Regulation of Data Protection (GDPR) to protect data and privacy. DDD only collects email addresses of users that do not belong to the university community; in no case the Library Service staff can view personal passwords.

## 4.4 Dissemination channels

### 4.4.1 Journals and other scientific publications

The TRACTION consortium will ensure a 'green' open access strategy for scientific publications, fostering 'gold' open access publications when possible; in particular VICOM, DCU, CWI and UAB that are used to publish in relevant international scientific journals. Therefore, all published articles or final peer-reviewed manuscripts will be archived by a representative of the project in an online repository before, after or alongside its publication. These will be available in the UAB DDD. Access to this articles might be delayed, as some scientific publishers may wish to recoup their investment by selling subscriptions and charging pay-per-view fees during an exclusivity period. When feasible, open access publishing will be selected for dissemination of the results in relevant scientific journals such as IEEE Multimedia or Springer Personal and Ubiquitous Computing, meaning that an article is immediately provided in open access by the scientific publisher.

Meaningful research of components, technical test results, outcomes of user tests (in terms of quality of experience, comparison to other technologies, ease-of-use, metrics for the transformation impact), etc. will be the basis for scientific publications. We will select the most appropriate journal or conference for each specific paper, but expect that titles will include some of the following.



**Table 1 Initial list of target journals to publish TRACTION results**

<b>Name of the journal</b>	<b>Main dissemination aspects</b>
ACM Transactions on Multimedia Computing Communications and Applications	Impact Factor 2,25 (JCR Q1). The journal covers publications in the three general subfields of multimedia computing, communications, and applications, each consisting of various areas of research.
IEEE Multimedia	Impact Factor 2,849 (JCR Q1). Allows Open Access. Focus on multimedia computing and communications systems.
IEEE Transactions on Multimedia	Impact Factor 3,509 (JCR Q1). This publication covers the breadth of research in multimedia technology and applications.
IEEE Pervasive Computing	Impact Factor 3,25 (JCR Q1). This publication covers mobile computing, wireless networks, security, scalability, intelligent vehicles and environments, and pervasive computing applications.
SPRINGER Personal and Ubiquitous Computing	Impact Factor 2,395 (JCR Q2). Allows for Open Access. The journal provides a global perspective on new developments in research in areas including user experience for advanced digital technologies, the Internet of Things, big data, social technologies and mobile and wearable devices.
IEEE Transactions on Mobile Computing	Impact Factor 3,822 (JCR Q1). IEEE Transactions on Mobile Computing (TMC) is a scholarly archival journal published monthly that focuses on the key technical issues related to Mobile Computing.
IEEE Internet Computing	Impact Factor of 1,521 (JCR Q2). This magazine provides a journal-quality evaluation and review of Internet-based computer applications and enabling technologies, including media content distribution.
Communications of the ACM	Impact Factor 4,027 (JCR Q1). Communications of the ACM is the leading print and online publication for the computing and information technology fields.
ACM Transactions on the Web	Impact Factor of 1,526 (JCR Q2). It publishes refereed articles reporting the results of research on Web content, applications, use, and related enabling technologies.
Action Research	Impact Factor of 0,832 (JCR Q4). Forum for the development of the theory and practice of action research.
International Journal of Action Research	SJR 0,135 (Scopus Q4) Forum for an open discussion about action research, focusing on dialogues between theory and practice. Open Access.
IEEE Transactions on Broadcasting	Impact Factor 3,765 (Q1). IEEE Transactions on Broadcasting covers the field of broadcast technology, including the production, distribution, transmission, and propagation aspects of broadcasting.



Moreover, the TRACTION consortium will reach out to potential publishers for an edited collection or monograph by Month 20.

Scientific conferences will be excellent platforms to disseminate our findings and start direct conversations with the audience. We aim to submit papers at relevant conferences as those shown in the next table.

**Table 2 Initial list of target conferences to publish TRACTION results**

Name of the conference	Estimated dates
IEEE International Conference on Communications (ICC)	May every year
IEEE Global Communication Conference (GLOBCOM)	Dec. every year
IEEE International Symposium on Broadband Multimedia System and Broadcasting (BMSB)	June every year
ACM Multimedia	Nov. every year
ACM CHI Conference on Human Factors in Computing Systems	April every year
ACM Multimedia Systems Conference	June every year
ACM IMX (Interactive Media Experiences)	June every year
International Symposium on Accessibility and Live Subtitling	Sept. every year
UMAQ Understanding Media Accessibility Quality	June every year

#### 4.4.2 Conferences and trade shows

These can be either organised, co-organised, or attended by TRACTION members. These events are a highly efficient means of presenting the project's workflow and toolset to a large number of relevant stakeholders, among which will be many potential future clients. However, the project will also target other areas and visual representation disciplines, as well as technology-driven events.

Presence at major opera conferences and fairs is indispensable for TRACTION, as these events are a highly efficient means of presenting the project's workflow and toolset to many relevant stakeholders, among which many potential future clients. However, the project will also target other areas and visual representation disciplines, as well as technology-driven events. The proposal identified the following conferences:

- Opera Europa
- World Opera Forum
- Opera America
- Reseo-European network for education, participation and creative learning in Opera and dance.
- Social Inclusion Workshop organised by the Spanish Government (Education and Culture)
- Annual OLA workshop (Opera Latino America)
- ICAF (International Community Arts Festival) International Theatre Exchange
- IETM - International network for contemporary performing arts
- Opera XXI
- IMZ AVANT PREMIERE
- Social Inclusion and Education in Performing Arts



- Sonar+D: Creativity, Technology & Business
- SXSW Conference and Festival

During the first year, TRACTION was presented to NEM, XRACCESS, IMX and Languages and the Media. Unfortunately, due to COVID-19, all these events have now been cancelled and the next report will gather information regarding this section.

The following trade shows were identified in the proposal, and as soon as we have something to show the project will decide which is the best to attend. Given the COVID-19 situation, at the time of writing this document, little more can be contributed. These are the three main fairs identified:

- Broadthinking, Geneva
- IBC, Amsterdam
- NAB, Las Vegas

#### 4.4.3 Workshops, Seminars, Debates

TRACTION will organise a series of workshops, seminars and debates for different audiences and targets with the aim to expand on the project concepts and maintain a steady workflow towards co-creation.

TRACTION will also be disseminated as part of the ATRAC project, funded by la Caixa and hosted by Palau Macaya. The activities include: 2 workshops and 3 debates.

#### 4.4.4 Liaison activities with related projects and ongoing initiatives

TRACTION will take stock from the participation of partners in previously funded H2020 projects. Several of these activities have already been identified and action has been taken to secure the right exploitation by TRACTION. The result of these initiatives has been the signature of MoUs towards the reuse and repurpose of results.

#### 4.4.5 Information on EU Funding

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a. display the EU emblem 
- b. include: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870610"*.

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission or Agency.



## 5 Knowledge Transfer Strategy

The knowledge transfer activities are of course intertwined with the communication and dissemination activities, but also directly linked with the exploitation strategy for the project (T5.3), and with the development of resilient strategies to consolidate the transformation, as described in T5.4.

Besides generating knowledge with consortium partners on technical and non-technical aspects of the co-creation, production and distribution of TRACTION experiences, trials and demonstrations can play a unique role as so-called pre-exploitation activities, including both full opera representation, but also digital capsules, since they provide a platform for the early invitation and involvement of stakeholders. As a trial environment is set up and sessions and representations with real users are organised, potential future clients of the tools (such as opera houses, production companies and other kind of communities), in order to get an early insight in what TRACTION could mean for their business and social purposes, and to provide meaningful feedback on technical and commercial issues that comes early enough to steer the TRACTION activities towards a market-ready toolset.

### 5.1 Objectives

Excellent research activities need effective communication, dissemination, and exploitation to accomplish a comprehensive knowledge transfer strategy. Bringing research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policymakers fosters collaboration and innovation. Strategic communication and dissemination will help to explain the wider societal relevance of TRACTION, build support for future research and innovation funding, ensure uptake of results within the scientific arena and different communities, and open up potential opportunities for novel products or services. TRACTION will develop these activities to maximise impact of the project results.

### 5.2 Key activities

A diverse set of publications for knowledge transfer will be generated, each tailored at a specific audience:

- To foster easy uptake of the TRACTION toolset, documentation will be prepared for opera houses, other art disciplines (dancing, theatre, etc.) and diverse communities and associations that would be interested in participating in co-creation art experiences.
- Since interactive co-created and co-designed opera narratives will result in disruptive media formats that may profoundly change the user experience and engagement, slideware alone will not convince potential customers. Therefore, attractive videos will be recorded demonstrating the added value of TRACTION experience to all the stakeholders and potential customers of the toolset and methodology.



- Opera houses, art producers and communities will require factual information on what are the requirements and options of TRACTION creation, production and distribution systems. For this reason, technical fact sheets will be drafted for these target groups, focusing on the specific information they need. Besides informing these partners on the requirements, these fact sheets also serve to convince that the added value brought by TRACTION is technically within reach.
- Meaningful research of components, technical test results, outcomes of user tests (in terms of quality of experience, comparison to other technologies, ease-of-use, metrics for the transformation impact), etc. will be the basis for scientific publications.

The knowledge transfer process will be transversal to the activities developed in the project, will involve all partners and will integrate those initiatives fostered mainly within WP1 Management, WP3 Community Opera Co-Creation, T5.2 Communication and dissemination, T5.3 Exploitation activities and IPR Management, and T5.4 Resilient strategies to consolidate the transformation.

## 5.3 Knowledge transfer procedures

### 5.3.1 Rationale

Unless it goes against their legitimate interests, each beneficiary must, as soon as possible, disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications. This is stated in Article 29 of the TRACTION Grant Agreement – Dissemination of Results — Open Access — Visibility of EU Funding.

Furthermore, according to Article 38 of the Grant Agreement — Promoting the Action - Visibility of EU Funding – the beneficiaries have the obligation to promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This obligation has been assumed by the TRACTION consortium:

- Non-confidential project results shall be published via appropriate channels/media in a timely manner.
- Major activities shall be planned and recorded, including all dissemination and communication activities.
- Different and confidential processes have been established in TRACTION for the different types of dissemination activities foreseen.

### 5.3.2 Notification procedure

A beneficiary that intends to disseminate its results must give advanced notice to the other beneficiaries of at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be



significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

Partners are encouraged to inform the Project Coordinator and the Dissemination Manager about the intention to publish as soon as information is available, and preferably no later than 2 weeks before submission, for their assessment/advice.

### 5.3.3 Regulation by the Consortium Agreement

The purpose of the Consortium Agreement (CA) is to establish a legal framework for the project in order to provide clear regulations for issues within the consortium related to IP Ownership, Confidential Information, Open Source issues, Standard contributions, and Access Rights to Background and Foreground IP for the duration of the project and any other matters of the consortium's interest. The TRACTION CA also covers full rights and responsibilities of participants in respect of the confidentiality of information disclosed by the partners during the project, as well as the publication and communication of information during the project. Moreover, the CA provides additional rules to ensure smooth dissemination of the results.

The CA also provides additional rules on the introduction, namely pursuant to notification, of background that has been made available under controlled license terms, e.g. so-called open source licenses. To the extent required for proper use of software results, sub-licensing rights on software results may be regulated in the CA if it is in the best interest of the project dissemination, where such sub-licensing rights shall not be in a manner where the so licensed software results would be subject to controlled license terms.

## 5.4 Monitoring and reporting

During the course of the project, a registry will be updated including all knowledge transfer activities accomplished. Upon completion of the Communication or Dissemination activity, the partner involved will complete all relevant information about the activity using the templates in Annex II. Moreover, KPIs defined in the following section will be updated on a regular basis).



## 6 Implementation of Communication and Dissemination Strategies

### 6.1 Communication and Dissemination materials

#### *Development of the visual identity*

A visual identity was developed for the project comprising a logo and style guidelines for online and offline publications including the following assets:

- a) The logo (there are different versions depending where to be used)



Figure 4 TRACTION logo

- b) PowerPoint presentation

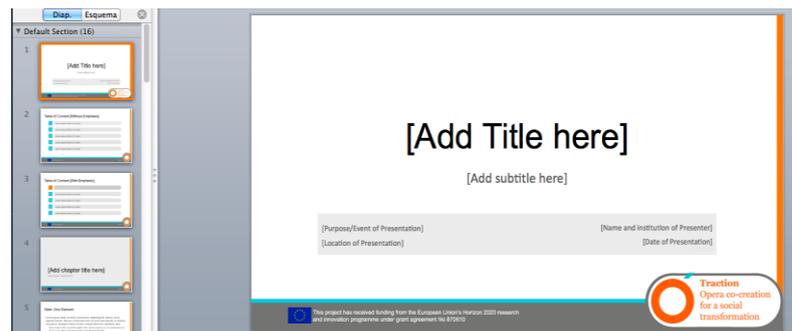


Figure 5 TRACTION presentation template

- c) Deliverable and technical report templates, and
- d) Project leaflet and other promotional material

#### *Accessibility and Universal Design for All*

TRACTION is inspired by the EU standard EN17161 Design for All – accessibility following a Design for All approach in products, goods and services – broadening the range of users. This standard is the result of the European Commission Standardization Request M/473 to include the ‘*Design For All*’ paradigm in all associated parts of organisations, regardless of type, size, or of the products(s) and service(s) being provided.

TRACTION will fulfil the standard and apply the “born accessible” concept across research, training and activities. The first item to be accessible from the point of design is the TRACTION website (see section 2.2.1).

The website is compliant with WCAG 2.1. It will soon host accessible videos featuring services such as subtitling, audio description, sign language interpretation and easy-to-read subtitles, and will even include accessible 360° videos.

The TRACTION roll-up which has been made available on the website<sup>1</sup>, comprises a QR code to allow users to access an in-depth audio description of the content and project.



Figure 6 TRACTION roll-up and QR code

Moreover, during the second and third year of the project, media activities will be orchestrated around the pilots, and a bigger PR effort will be made from the consortium. Also, a big final event will be organised, potentially around the idea of a mini-pilot replication as a hook for substantial media coverage.

## 6.2 Communication KPIs

Table 3 Communication KPIs

Media coverage	Website	Twitter
Number of articles in local, regional and national media outlets echoing research work/events organised by the project (clippings)	Site bounce rates	Number of non-affiliated independent followers versus number of users followed
Press cuts' reach	Page views	(Username) mentions

<sup>1</sup> Roll-up: <https://www.traction-project.eu/wp-content/uploads/sites/3/2020/04/Traction-lit.pdf>



		Engagement (e.g., retweets by opinion leaders, replies, likes) targets
Tone (negative, neutral, positive) of articles in local, regional and national media outlets echoing research work/events organised by the project	Unique page visitors	Impressions (number of times your content is displayed, no matter if it was clicked or not, and therefore delivered to someone's feed)
	External website links	Reach (number of unique people who see your content) targets
		Network map reading targets
		Trending topic targets
		Sentiment analysis targets (to understand opinions expressed and emotional tone)
<b>Newsletters</b>	<b>Events</b>	<b>Videos</b>
Number and type of subscribers	Number and type of targeted participants	Number of views
Number of downloads	Media coverage targets	Average view time
		Number of shares

### 6.3 Dissemination KPIs

Table 4 Dissemination indicators

Number	Indicator	Expected value at the end of the project
D1	Live digital interactive immersive opera representations offered by the toolset	2
D2	On site opera representations enhanced with the toolset	2
D3	Traditional opera formats enhanced technologically through the toolset	2
D4	Spectators across all the diverse opera representations (on-site and digital)	20,000
D5	Novel opera spectators (on-site and digital)	10,000
D6	Project website visits and subscribers	visitors > 100/month subscribers > 1,000



D7	Blog and social media posts	news and partners' blogs > 3/month conversations > 3/month
D8	Scientific publications	journal papers submitted > 6 international conference papers > 8 citations > 8
D9	Other publications	articles > 16 audience > 100,000
D10	Conferences, workshops and events	presentations > 15 audience > 1,000
D11	Trade shows, demonstrations, prototypes	interacting visitors > 10,000
D12	Reach-through communications	audience > 10,000

The figures detailed in the table below refer to contributions made in the specified areas reporting in month four of the project. Unfortunately, due to COVID-19, some areas such as Conferences, Trade shows and Audiovisual shorts have been limited due to the cancellation of events and lack of resources. The next report will gather information regarding this section and will include detailed information of all dissemination and communication activities carried out in the project.



## 7 Conclusion

In TRACTION deliverable D5.2 we have provided an initial overview of communication and dissemination channels, plans and activities. These plans and strategies will identify actions and their timeframe. As described above, these will be closely monitored and continually updated in the following months. Moreover, Deliverable D5.7: Final Communication and Dissemination plan and knowledge transfer strategy will provide a detailed final description of the specific strategy for communication and dissemination of the project results.



## Annexes

### Annex 1 – Consent form for photo, video, and sound

#### **UNIVERSITAT AUTÒNOMA DE BARCELONA PHOTO, VIDEO AND SOUND RECORDING RELEASE AND CONSENT FORM FOR TRACTION**

By signing this Photo, Video and Sound Recording Release and Consent Form, I am irrevocably giving permission to the Regents of the UAB officers, agents, employees, successors, licensees, and assigns to take and use photographs, video or sound recordings of me for the following project: TRACTION (GA 870610). This is completely voluntary and up to me.

My consent to the use of the photographs, video and sound recordings and my image, likeness, appearance, and voice is for forever. I will not receive compensation for the use of my image, likeness, appearance, and voice now or in the future. The University may use the photographs, video and sound recordings containing my image, likeness, appearance and voice in any manner or media, including use on web pages. The photographs, video and sound recordings may be used in whole or in part, alone or with other recordings. The photographs, video and sound recordings may be used for any educational, institutional, scientific or informational purposes whatsoever, but not for any commercial uses. The University has the right and may allow others outside the University to copy, edit, alter, retouch, revise and otherwise change the photographs, video and sound recordings at the University discretion. All right, title, and interest in the photographs, video and sound recordings belong solely to the Regents of the UAB.

I further give permission to the University to use my name, biography, and any other personal data, events, or other material in or in connection with any such uses of the photographs, video and sound recordings.

I understand and agree to the conditions outlined in this photograph, video and sound recording release and consent form. I irrevocably give consent to the Regents of the UAB and the University officers, agents, employees, successors, licensees, and assigns forever to make use of my image, likeness, appearance, and voice in photographs, video and sound recordings as described above. I acknowledge that I am fully aware of the contents of this release and am under no disability, duress, or undue influence at the time of my signing of this instrument.

Printed Name of Participant

Signature of Participant

Date



## Annex 2 – Reporting Templates

**Select a type of activities from the list below:**

*Organisation of a conference, Participation in a conference, Organisation of a workshop, Participation in a workshop, Participation to an Event other than a Conference or a Workshop, Press release, Non-scientific publication, Exhibition, Flyer, Training, Social Media, Communication Campaign (e.g. Radio, TV), Video/Film, Pitch Event, Brokerage Event, Trade Fair, Participation in activities organised jointly with other H2020 projects, Other (please specify)*

**Name/Title**

**Description**

**Venue**

**Dates**

**Authors/Participants**

**Feedback/Actions to be taken**

**Total Funding Amount dedicated to the activity**

**Specify the estimated number of persons reached in each category:**

Scientific Community	<input type="text"/>
Industry	<input type="text"/>
Civil Society	<input type="text"/>
General Public	<input type="text"/>
Policy Makers	<input type="text"/>
Media	<input type="text"/>
Investors	<input type="text"/>
Customers	<input type="text"/>

**Contacts/comments:**

<input type="text"/>

Figure 7 Template report for communication activities



Provide a DOI for the publication (recommended) or fill-in manually the required information for each scientific publication in the project (this information will be then uploaded to the EC Portal):

DOI

[search a DOI name](#)

Type of publication \*

Master Thesis

Repository Link

*Link to a copy of the published version on the author's accepted manuscript that has been deposited in a repository for scientific publications, or to a page within that repository providing access to the deposited version (possibly after the end of an embargo period, where applicable). This is NOT a link to the publication on the journal / publisher website, and it is NOT a link to a personal or institutional homepage where the publication may have been posted*

Link to the publication

*If the publication does not have a DOI, please enter a link to the publication on the journal/ publisher website*

Title \*

Authors \*

Title of the Journal/Proceedings/Books series/Book (for book chapters)

Number, date or frequency of the Journal/Proceedings/Book

Relevant pages

ISBN

Publisher \*

Place of publication \*

Year of publication \*

Is this publication available in Open-Access, or will it be made available? \*

*Yes - available in Green Open Access  
Yes - available in Gold Open Access  
No*

Is this a peer-reviewed publication? \*

Is this a joint public/private publication? \*

*Both the joint publications coming from public and private project participants as well as from private/public project participants with public/private organisations outside the consortium (as long as they are related to the funded project) should be reported*

Figure 8 Template report for scientific publications



### Annex 3 – KPIs for M1-M12 (RP1)

The following tables summarise the communication and dissemination KPIs for the first reporting period, and will be updated throughout the project

Category	Indicator	RP1 M12	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL
Website	Visitors	>250 / month		94	118	192	137	282	408	186	393	331	231	210	2700
	News items web	12		2	3	2	4	2	7	0	2	1	1	3	32
	Bounce rate (%)			41.8	46.8	59.2	54.5	68.4	69.2	72.0	73.0	68.2	65.7	61.0	64.3
	Page Views			573	696	661	656	904	1098	450	1007	822	610	671	8148
	Average duration of session (mins)			4:02	2:57	2:3	3:03	2:13	2:04	1:25	1:27	1:51	1:35	1:37	2:06
Social Media	Twitter	>6/month		10	13	5	10	10	15	1	9	11	7	8	121
	Impressions (k)			7	14.2	4.1	10.4	8.1	16.3	3.4	10.8	12.4	9.3	9.3	105.3
	Profile visits			493	319	132	264	97	157	8	70	172	316	471	2499
	Likes			49	72	14	64	33	81	4	80	82	51	80	610
	Retweets			24	32	8	42	26	48	2	54	52	51	51	390
	Mentions			32	17	7	13	6	19	2	9	17	8	10	140
	Youtube	12			0	0	1	0	0	0	3	3	1	1	9
	Views				0	2	11	0	0	0	243	402	104	98	860
	Shares				0	0	0	0	0	0	7	12	6	45	70



	Average view time (Hours)				0	0.1	0.1	0	0	0	4	11.5	2.5	2.5	<b>20.7</b>
	Likes				0	0	0	0	0	0	33	35	12	4	<b>84</b>
<b>Conferences</b>	Event participation	<b>15</b>	0	0	0	1	2	2	5	0	4	1	1	3	<b>19</b>
	Size of audience		0	0	0	80	170	190	235	80	330	9	36	413	<b>1543</b>
<b>Trade shows</b>	Fairs etc.	<b>Visitors 10K</b>	0	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>
<b>Publications</b>	Partner Publications (Press releases, social media)	<b>24</b>	2	12	10	8	8	2	24	6	12	8	3	2	<b>119</b>
	Resources (DDD) Presentation, Seminars, Webinars, Communication materials	<b>25</b>	0	0	3	1	4	2	6	0	2	0	3	9	<b>33</b>
<b>Scientific Publications</b>	Article/Papers/Journals/	<b>6</b>	0	1	1	0	0	1	3	0	0	0	0	3	<b>11</b>
<b>Impact</b>	Media coverage items	<b>10</b>	0	0	1	2	2	1	9	0	0	0	0	2	<b>18</b>