

SARAS CALL h2020-ICT-2016-2017 INFORMATION AND COMMUNICATION TECHNOLOGIES

SARAS

"Smart Autonomous Robotic Assistant Surgeon"

D8.2 -Plan for Exploitation and Dissemination (Y1)

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Dissemination Level	
PU = Public, fully open, e.g. web	✓
CO = Confidential, restricted under conditions set out in Model Grant Agreement	
CI = Classified, information as referred to in Commission Decision 2001/844/EC.	
Int = Internal Working Document	

D8.2 -Plan for Exploitation and Dissemination (Y1)

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List of acronyms

CEB Common Exploitation Booster

CM Communication Manager

D8.1 D8.1_PlanForCommunicationActions

HP Home Page

IAB Industrial Advisory Boards

IDM Innovation & Dissemination Manager

IDS Innovation Disclosure Process

KER Key Exploitable Results
LSM Lean Startup Methodology
PMT Project Management Team

TTO University Technology Transfer Offices

WP Work package

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Executive Summary

SARAS - Smart Autonomous Robotic Assistant Surgeon — The Project aims at developing the next-generation of cognitive autonomous system for solo surgery that will allow a single surgeon to execute Robotic Minimally Invasive Surgery (R-MIS) without the need of an expert assistant surgeon. The project has received funding from the European Union's Horizon 2020, the biggest EU research and innovation programme ever. Horizon 2020 is a Research and Innovation programme aiming at fostering competitiveness and growth and increasing benefits to the European Union's economy and citizens. Public investment in projects is to be converted into socio-economic benefits for the wider society, as clearly indicated in the Horizon 2020 Rules for Participation¹, with a clear stress on the beneficiaries' obligations to exploit and disseminate the outcomes of the funded activities.

The Plan for the Exploitation and Dissemination of Results is a document which summarizes the beneficiaries' strategy and concrete actions related to the protection, dissemination and exploitation of the project results.

1.1 The structure of the document

The document is structured into three parts, a generic chapter on Dissemination & Exploitation and two specific ones on SARAS' Dissemination and Exploitation.

Part one starts with a short description of what Dissemination and Exploitation are, with a particular note about their importance in the Horizon 2020 Programme, their objectives and Partner responsibilities.

The second part is specifically devoted to SARAS' Dissemination and describes the process adopted to promote the project's results and how all partners can contribute to promote them, as well as the strategy to make them available to a scientific audience, the specific objectives and proper media mix to reach the goals.

Part three has the same structure of part two, but is related to SARAS' Exploitation. The strategy section includes audience definition, objectives and the media mix deemed ideal to raise awareness among potential commercial partners. Here the plan section includes two possible approaches describing how the IDM can help partners write individual plans and create a global one by month 24/36.

In the Annex an overview of the report of Year 1 Communication Plan can be found, with the main actions conducted so far. A Year 1 Dissemination Report concludes, with a list of all the activities run during the first year.

¹ http://ec.europa.eu/research/participants/data/ref/h2020/legal basis/rules participation/h2020-rules-participation en.pdf

DISSEMINATION & EXPLOITATION

1.2 Description

The terms "exploitation" and "dissemination" are defined under the Horizon 2020 Rules for Participation² as follows:

- Dissemination "is the public disclosure of the results by any appropriate means (other than
 resulting from protecting or exploiting the results), including by scientific publications in any
 medium";
- Exploitation "means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities".

All Dissemination and Exploitation activities are part of Work Package (WP) 8, entitled Communication and exploitation, starting month 1, ending month 36. This WP aims at: organizing the envisaged communication activities; monitoring the progress of the dissemination activities; defining the exploitation strategy of the project's results.

This WP is led by OSR (Ospedale San Raffaele). In particular, SARAS has appointed a Communication Manager (CM) responsible for writing the project's Communication and Dissemination Plans and carrying them out throughout the project's lifetime, plus drafting the Exploitation plan to help exploit the project's results through the official SARAS' media.

An Innovation and Dissemination Manager (IDM), Stefano Fabrizio Grassi, chair of and supported by the Industrial Advisory Boards (IAB), as well as member of the Project Management Team (PMT), has been appointed with the objective of successfully exploiting, developing and promoting innovations based on the project outputs, finding the best way for initiating the technological transfer required for business implementation3.

The Industrial Advisory Board (IAB), whose task is to advise on quality of project results, broader societal views, and their practical applicability; on dissemination, implementation and exploitation of results, is comprised of the chair, an industrial experts, Dr. Matthias Peterhans - CAScination, and a representatives of the academic community, Prof. George Mylonas.

All SARAS Consortium members will have to perform dedicated dissemination activities at country level and abroad. All partners will also leverage their country networks and contacts for exploitation purposes.

1.3 Objectives

The Dissemination & Exploitation Plan will be implemented to provide information, receive feedback and engage in a dialogue the relevant stakeholders involved in the project's activities. The final goal is for SARAS' platforms to be widely known and hopefully adopted by European hospitals. For other target groups⁴, identified in deliverable D 8.1 – Plan for Communication actions, the goal consists in creating interest in the system solution.

Communication activities are mainly meant to raise the interest of and engage different stakeholders. Preliminary activities are aimed to identify the key messages, ambitions, objectives, concepts and

² https://www.iprhelpdesk.eu/glossary

³ See Grant Agreement-779813-SARAS PART B page 40-47

⁴ General Public, Healthcare Experts, Researchers, European companies

goals of the project and to prepare general materials, such as the official website, press releases and news, a project blog, videos and posts on social media, posters and presentations.

Results Dissemination is a peer-based communication taking place the academic world, mainly from researchers to researchers, and consists in providing the main technical outcomes, such as data, achievements and conclusions. These are spread through publications, articles and papers posted on the official website, journals and books or presentations and posters presented at conferences.

Exploitation activities aim to foster market awareness, to offer a product or a solution to end-users or companies, leveraging the effects generated by the communication and dissemination activities. Exploitation consists in the commercialization of the outcomes together or through industrial or commercial partners. To this purpose all the media previously mentioned in the Communication and Dissemination plans are used, with in addition exhibitions, fairs, open innovation communities, networking, call for ideas events and business angels.

Here follows (see Figure 1) a scheme that graphically explains the differences between Communication, Dissemination and Exploitation, highlighting objectives, audiences, contents and media:

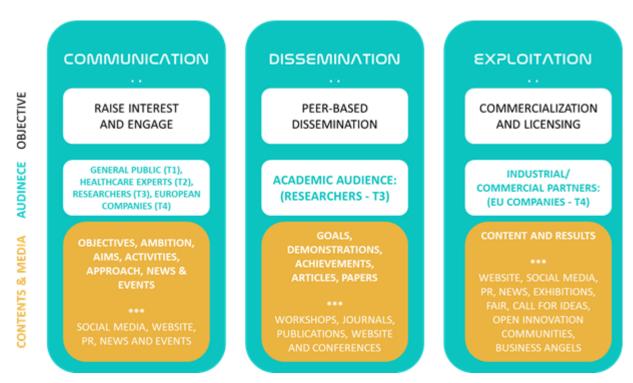


Figure 1 - Communication - Dissemination - Exploitation differences

1.4 Partners' responsibilities

All SARAS' partners must contribute to disseminate and exploit the results of the project. In detail, each partner will be responsible for:

- 1. Preparing its own Dissemination & Exploitation plan;
- 2. Informing and sending to the Communication Manager any activity developed within the framework of the project, related details and necessary information. Some example are:
 - a. posters, presentations, demos presented in conferences, seminars or workshops;

- b. papers/articles/proceedings published;
- c. events/workshops and lectures invitation/participation and organization;
- 3. Keeping a fluid communication with the CM through the Excel file named "Dissemination_Calendar-xx" (see Figure 3), shared by email and always available for all partners on the project cloud repository;
- 4. Adding the project's logo and EU emblem⁵ in all dissemination and exploitation materials.

The CM, on their part, will be in charge of:

- 1. Collecting all Publications and uploading them on the SARAS website, plus adding them on the ZENODO platform if the PDF has been provided and they are Open Access;
- 2. Collecting attendance to conferences and events and publishing all available information, whenever relevant;
- 3. Informing consortium members about important aspects related with this WP

⁵ High-resolution EU emblems are available here: https://europa.eu/european-union/about-eu/symbols/flag en

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 779813 (SARAS).

SARAS' DISSEMINATION

Dissemination (or publishing) refers to the public disclosure of results by any appropriate means, except those resulting from protecting or exploiting the results⁶. Dissemination stimulates further research and development, the rationale for IPR, and exploitation use⁷.

Scientific publications, general information on web sites, participation in conferences are all examples of dissemination activities.

'Dissemination plan' refers to the process of making the results of a research project available to a scientific audience. Dissemination is essential for taking-up crucial elements for the success of a project and for the sustainability of the related outputs in the long term view.

The main objective of dissemination remains to raise awareness among researchers.

1.1 Dissemination process

If the project generates outcomes the next step is to write up a report that describes the experiment, the results and the research ideas. Any scientific paper/conference abstract should be submitted to **the IDM and the entire consortium** by providing title and abstract.

Authors who are proposing the scientific paper/conference abstract should propose a **list of authors/partner participants** from the Project Consortium.

Co-authors choose an appropriate journal or conference to which submit the manuscript. The venue's scope should match what reported, so that the audience will be interested in what written.

The submitted paper is subject to the editors and the peer reviewers' scrutiny. If deemed of sufficient interest it is then published as article.

At this point Dissemination can start and one of the authors must inform and provide details to the Communication Manager, who is now allowed to disseminate the publication

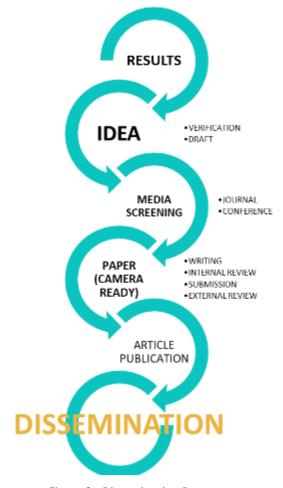


Figure 2 - Dissemination Process

⁶ http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

⁷ https://www.iprhelpdesk.eu/sites/default/files/events/04%20Preparing%20Proposals%20and%20Managing%20Projects.pdf

according to the Communication Strategy laid out in "D8.1_PlanForCommunicationActions".

To disseminate publications the CM must be alerted by Partners and provided with all the useful information. To ensure a smooth communication and, whenever possible, to provide information of any dissemination and exploitation activities developed within the framework of the project, as well as to avoid losing information, a procedure has been designed in D8.1, presented to the partners during the first Project Meeting held in Barcelona in September the 25th, sent via email and uploaded on the Project Cloud Repository.

The procedure consists in periodically updating an excel file named "DISSEMINATION_Calendar_final-xxx" and alerting the CM about changes via email.



Figure 3 - Dissemination Calendar File

The Dissemination Calendar Excel file is quite intuitive and structured into 6 Sheets, labeled as follows:

- 1. LEGEND: a Sheets description and a Glossary guides Partners filling in the file.
- 2. PUBLICATIONS-JOURNALS-PAPERS: Insert all information on the Paper required for publication on the website.
 - a. Paper main information: title, date of publishing, authors, the abstract, keywords, editor and so on;
 - b. Type of publication
 - i. BOOK= Book/Chapter
 - ii. PAPER= Proceeding/In proceeding/Conference Paper
 - iii. JOURNAL= Journal/Article
 - iv. THESIS= Master Thesis
 - Mandatory: indicate if the publication is Open Access, and if it is provide the complete and final PDF to allow the CM to upload it on Zenodo, differently fill in the DOI/ISBN/ISSN field;

- d. The Column O "Status of Publication" is filled in by the CM to keep track of what has been uploaded and when.
- e. The third area in orange contains extra information related to the article, such as the Conference Name, the Publisher, the Series or the Volume where it appeared...
- 3. CONFERENCES: Insert here all Conferences where a Paper/Poster has been presented.
- 4. EVENTS: Insert here all Exhibitions, Fair, events mainly addressed to Commercial partners, manufacturers...
- 5. WORKSHOPS: Insert here all informative/formative events attended/organized for Pupils,
- 6. Meetings: Insert meetings of Consortium Partners and Reviewers meetings.

The file is also available in the Project Cloud Repository in the "00.FILE to PUBLISH" folder, whose contents are listed in the following:

- the Dissemination Calendar excel file to fill in (see Figure 4);
- a PDF named "Communication_Dissemination_HOWtoContribute", which the Communication Manager presented at the Barcelona Project Meeting, describing the procedure for Partners to actively contribute maximising the impact of the project and disseminating results;
- a folder named "Publications PDF" where to upload all PDFs of Open Access Papers.

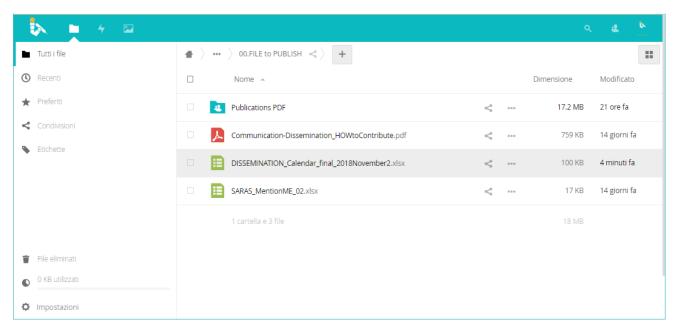


Figure 4 - Cloud Repository Folder FILE to Publish

1.2 Dissemination strategy

The Dissemination Strategy, included in D8.1 and here summarised, describes how making the results and deliverables of a project available to scientific audience. Such a Strategy is crucial for the success of a project and for the sustainability of its outputs in the long term view. It defines:

- The audience of interest;
- The objective(s) of the dissemination;
- The contents of most interest for the target audience;
- The channels to be used to achieve the target.

1.2.1 Audience

The target audience identified for the dissemination is the researchers' community.

Researchers are all familiar with European grants, research projects and use the very formal academic language; they read papers, journals and technical documents about different topics, as among which surgical robotics, computer vision, machine learning and artificial intelligence.

Geographically, they are located both inside and outside Europe, but we will pay particular attention to SARAS Partners' local markets: Italy, Spain, UK, Germany and Austria.

1.2.2 Objective

The Objective of SARAS dissemination is to engage and encourage participation in research, to educate and inspire the next generation of scientists in order to expand the European network of researchers in the field of cognitive robotics and autonomous robots.

1.2.3 Content & Channels

The ideal media mix to get in contact with Researchers and maximize the dissemination effects is a composition of the following channels:

1.2.3.1 SARAS Website

We have created a specific area, reachable from the main menu of the SARAS website, named "Publications" where to place all published output. A special plugin of WordPress named *teachPress* has been installed to easily manage courses, enrollments and publications and keep a similar structure used in other Projects' websites.

All Publications, book and **articles** that, at the discretion of the partners, are notified to the CM will be:

- Added on the website in the "Publications" area
- (if Open Access and with PDF provided) deposited on Zenodo, an Open Access Portal
- (optional) published as a news in the website dedicated area termed "News"
- (optional) added in the "Highlights" area in the Home page of the website
- (optional) posted on social media
- (if presented at an event) inserted in the related event page
- (if a video of the presentation exists) added to the Videos section and to the official channel of the Project on YouTube

Website URL: http://saras-project.eu/

1.2.3.2 Social Media

• **YouTube:** An official channel for the project "SarasH2020 "has been created (see Figure 5)

Channel page: https://www.youtube.com/channel/UCh3x52tiWIs8dsUTbiYNuDw

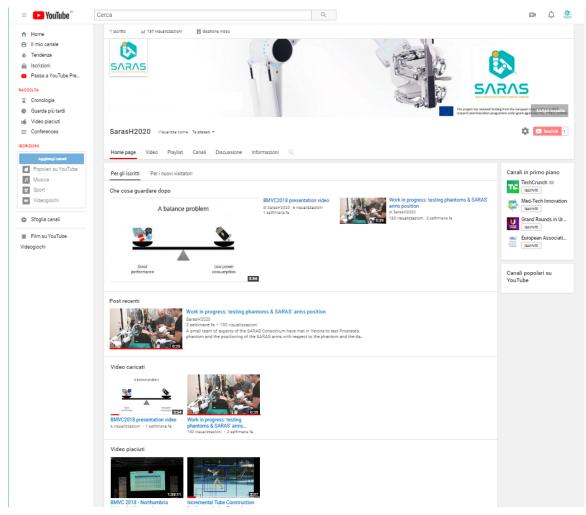


Figure 5 - SARASH2020 YouTube Channel

Twitter

Twitter is the social media of choice for communicating the results of a research activity, sharing resources, promoting events and publications, building online communities, connecting with people and communicating with followers.

On Twitter 65% of users are under the age of 348.

It is mainly exploited to expand one's audience using links to valuable content and to redirect them to a landing page of the official website.

Profile page url: https://twitter.com/SarasH2020

⁸ Statistics on The 2018 Social Audience Guide https://blog.hootsuite.com/social-media-demographics/

1.2.3.3 Events

Various types of events may be considered depending on audiences, objectives, budget and topics. For Dissemination purposes we consider relevant the following:

- 1. **Conferences** are the best way to meet peers in person, they can help gaining connections and nurture collaborations; popular in the academic and medical fields.
- 2. **Workshops and Seminars** are informative/educational events for the demonstration of a product and/or the training of attendees.

1.3 Dissemination Plan

A plan is a list of detailed activities to conduct in a specific period with a specific purpose. However, since it is simply not possible to identify in the early stages of the research process what results will be generated in what period or whether a paper will be published, we are not going to draft a plan; we will instead present an annual report, that will be progressively and periodically updated (see Appendix B - Dissemination Report)

SARAS' EXPLOITATION

Exploitation (or use) can be commercial or research, and it means to make use of the results produced in the project in further activities other than those covered by the project, e.g. in other research activities; in developing, creating and marketing a product, process or service, in standardization activities⁹.

Appropriate exploitation leads to innovation. It has become a crucial element in H2020 projects, and is therefore a mandatory activity and reporting item.

Exploitation of results can be performed either by single partners directly (e.g. for further research or for commercial or industrial exploitation in its own activities) or by others (other beneficiaries or third parties, e.g. through licensing or by transferring the ownership of results).

1.1 Exploitation process

The Exploitation process implies that the project consortia clarify issues, explore solutions and actions for successful exploitation, setting up roadmaps for the sustainability of the project results and creating value out of novel knowledge, such as creating revenues, improving skills, standardization or patenting, finding pathways for future work.

In this complex phase the IDM will support partners finding tools and consultants that may help them draft their own Key Exploitable Results (KER) and draw an individual strategy and plan.

To support Consortia in this phase the Directorate General for Research and Innovation offers on-demand services such as the Common Exploitation Booster (CEB)¹⁰.

With the help of a consultant each Partner will have the ability to identify the potential innovations stemming from the project, to run a market analysis, to run a KER verification, validation and selection and to draw a Business plan to implement the first steps.

To move forward and maximise the outcomes of the project the Partners which identified one or more valuable KER(s) will then develop for each of them a go-to-market strategy.

The actions drafted in the preliminary plan will be transferred to the IDM and the CM to allow proper divulgation and communication.

Plans are periodically refined, as the key features and possible usage of SARAS implemented



Figure 6 - Exploitation Process

⁹ http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

¹⁰ http://exploitation.meta-group.com/Pagine/About-Us.aspx

innovation become clearer. All valuable results will be included in the exploitation report, following the guidelines defined in the exploitation strategy.

1.2 Exploitation strategy

The Exploitation Strategy defines the guidelines for communicating the Consortia Business Outputs and defines:

- Audience(s);
- Objectives;
- Type of contents;
- Channels to use.

1.2.1 Audience

The Exploitation audience identified is: European companies.

These are manufacturers, investors, OEMS and Solution providers of both macro areas of Robotics and Healthcare; i.e. potential manufacturers of surgical robotic tools and of specific subsystems (software and hardware).

Business description: they mainly operate in the Medical and/or Robotics industry, but also in the Professional service robotics, Artificial Intelligence, Healthcare technology, Industrial robotics, Software & applications, and Internet of things sectors. Some are startups and/or spin-offs.

This cluster groups people that can read and use robotic-related medical terminology and technical jargon but use an informal register.

Geographically, we will be addressing our communication to European Companies, with a particular attention to our Partners' local markets: Italy, Spain, UK, Germany and Austria.

1.2.2 Objective

The objective of SARAS' exploitation is to open new markets in the European industrial world of surgical robotics, phantoms design and training, thanks to the enormous potential for SARAS-like systems in Europe.

SARAS pushes human-robot cooperation to a new level and it focusses on one of the key technologies of the Industry 4.0 program.

1.2.3 Contents & Channels

The ideal media mix to get in contact with European Companies in the medical-robotic industry is a composition of the following channels:

1.2.3.1 SARAS Website

Several areas in the website are designed to be useful for the industry:

- The home page (HP) has been structured to provide all immediate information to understand
 what the project aim is, for example in the Saras at a Glance section; scrolling down the HP
 we find the News section that contains the most relevant updates on the project, such as
 progress, results, and blog posts; the Testimonials area is also functional to attract potential
 commercial partners.
- The *Project* area has been specifically design for the industry with its sub-menus describing the project *Objectives*, *Concept and Approach*, *Ambition* and *Impact*.

- The *News* area is multifunctional, but since it is written in a journalistic style it facilitates the reading and finding of contents of interest; the page is enriched with a right column all dedicated to contents, where users can find all recent posts from official social medias, the TAG cloud that helps finding specific topics by clicking on terms and the latest news section.
- The *Event* area may help industry participants find and reach us at congress, exhibitions and other international events.

Website Page: http://saras-project.eu/

1.2.3.2 Social Media

LinkedIn is the world's largest professional social media network. The majority of LinkedIn users are over 30, have a higher education degree and a senior-level job position (influencers, decision makers, and C-level executives). The content that performs best on LinkedIn is content that helps being more efficient or industry-specific content. It is ideal for salespeople to connect with prospects and for marketers to run Lead generation campaigns.

By posing questions, publishing useful content and answering others' questions, the project can foster a cohort of followers and build up an expertise status. LinkedIn Groups are especially useful to this extent.

LinkedIn SARASH2020 page (see Figure 7): https://www.linkedin.com/company/sarash2020

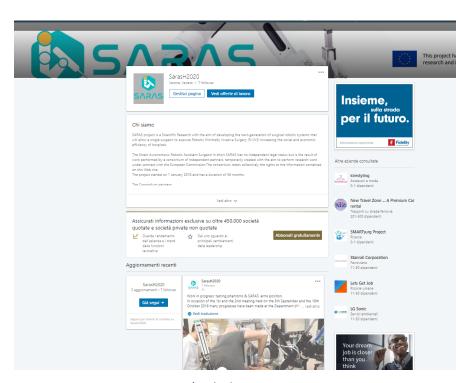


Figure 7 - SARAS' LinkedIn Page

Twitter

Twitter is also good to gain visibility in the industry sectors related to SARAS. As previously seen for researchers, valuable contents have the potential to direct the audience to the proper page of the website.

1.2.3.3 PR & News

All news, press releases and announcements about the project will sit in the blog area named "News". In terms of contents and topics this area is quite heterogeneous.

1.2.3.4 Events

We have seen that there are various types of events depending on audiences, objectives, budget and topics. Those ideal for Exploitation are:

- **Exhibitions and trade fairs:** these are business events particularly relevant for industry related topics, where companies showcase new products, technologies or present services.
- Technology transfer center: SARAS' non-academic partners (MEDIN and ACMIT), will exploit their network, with the aim of expanding the number of companies interested in the project's outcomes.
- Workshops involving industrial players to spread the knowledge of SARAS' cooperative technologies. UNIMORE, UNIFE, OBU and UNIVR have links with local and regional industrial associations, which will allow contacting a number of companies interested in cooperative robotics.
- Networking & inbound marketing focuses on relationships with prospective customers and heavily relies on building networks with them. The aim of inbound is to create content such as e-books, newsletters and blogs that triggers the target to interact with the itself. Inbound marketing, however is time-consuming, and requires great attention and know-how on the topic of interest: for those reasons, the CM will publish only contents coming from Partners.

1.3 Exploitation Plan

During the first 12 months of the project, thanks also to the contribution of the Industrial Advisory Board (IAB), some key points were identified with the aim of creating an **Innovation Disclosure Process (IDS)**. This is a way to stimulate socio economic development, transforming knowledge into new products and services for the society and creating successful collaborations between researchers and industries.

The IDS should take into account the following steps:

- Establish regular meetings with the R&D team to analyze technology developments and check if there are inventions which fulfill the patent requirements;
- Do a systematic evaluation of patent ideas through a forms in order to evaluate potential impact and business potential.
- Define who can potentially exploit the patent internal activities such as Spin-Offs or licensing to a potential commercialization partner;
- Organize a workshop on invention disclosure with the project team.

All of this is of fundamental importance for identifying which results, properly developed, are useful for satisfying market needs. In this perspective, by the end of February 2019, a form will be shared with all partners to highlight the results achieved and to describe their KER.

The form could include the following details:

- The KER description
 - Description of the KER
 - Description of the problems the KER is solving
 - Competitor that is/are now solving the same problem
 - Description of how the KER can be transformed into a product/service
 - Description of how your product/service differ from competitors alternative solutions
 - Description of competitive advantage (Unique Selling Point) and strengths
 - Description of any legal, normative or ethical requirements connected to the development of your product
 - Targetted Market and Customer segments (Product positioning)
 - Early adopters
 - Market Trends
 - Market size for the product/service
 - Top three competitors description

A **Strategic Exploitation session** will be scheduled within the Project Meeting of March 2019 - M15, led by the IDM and involving all SARAS Partners will help the Consortium to maximize the effectiveness of the exploitation effort.

In case of valuable results and a clear KER definition the IAB will support the partners in suggesting activities and tools useful for the definition of their individual exploitation plan and the identification of the most appropriate business model.

Individual plans, according to the current partners' core business and expertise, will address the exploitation potential of the specific outcomes produced (and owned) by the individual partners. In the case of the integrated solution which will result from the interaction and integration among the different activities of all SARAS partners a **Global exploitation plan** will be drafted in conjunction. This

joint plan will also take care of identifying target customers, markets, and a possible timeline for the full market outreach.

The results of the exploitation meeting and of all the relevant interactions and analysis, will be the basis for preparing Individual Exploitation Plans - hypothetically by month 24 and a Global Exploitation Plan by month 36.

Table 1 - Exploitation calendar (draft)

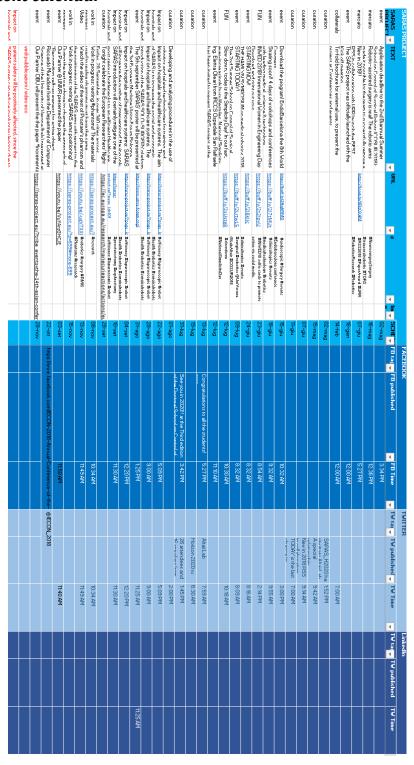
	ACTIVITY	DESCRIPTION & AIM	TEAM LEADER	TEAM MEMBER
M10	IAB 1 st brain storming	Innovation Disclosure Process has been drafted	IDM	IAB
M14	Form definition	The final Invention Disclosure Form will be shared with all partners to help them draft their KERs	IDM	Team Leaders
M15	Strategic Exploitation session	During the Project meeting the IDM will lead a session to discuss the identified KERs	IDM	All partners
M18 (tentative)	Tools definition	The IAB will evaluate tool offered by the EU community (such as the Common Exploitation Booster) to help partners drafting their individual plans.	IDM	All Partners
M24 (tentative)	Individual plans	External expert will coach partners in preparing the lean canvas of their exploitable results	IDM	All partners
M36 (optional)	Global plan	To be evaluated	IDM	All partners

Appendix A - Communication Report

Here follows a report of the main Communication activities run from the 1st of January till the 4th of December 2018. Note that:

- Tables are extracted from the Social Content Calendar;
- Figures comes from website and social media activities.

1.4 Social content calendar



1.5 Web and social media pages

1.5.1 Official Website

http://saras-project.eu/ (see Figure 8)

The website structure and navigation menu:

- Home Page (HP)
 - o Menu area
 - o Banner Hero
 - o Saras at a Glance
 - o Highlights section
 - News section
 - o Testimonials
 - o SARAS Consortium slider
 - Meet the Team section
- Project
 - Objectives
 - o Concept & Approach
 - o Ambition
 - o Impact
 - o Horizon 2020
- Consortium
 - o Impressum
 - Work plan
 - o Management Structure
 - Meet the Team
- Publications
- News
 - o Press review
 - Events
 - o Downloads
- Contact



Home

Project +

Consortium +

Publications

News+







SARAS - Smart Autonomous Robotic Assistant Surgeon

SARAS AT A GLANCE



SARAS Technology

SARAS proposes an innovative technological system:

- Two assistive robotic arms designed to implement the tasks done by the assistant surgeon in R-MIS (Robotic Minimally Invasive Surgery).
- A cooperative and cognitive supervisor system able to infer the actual state of the surgical procedure from the sensing system and to act accordingly with the surgeon's needs.



SARAS platforms

- MULTIROBOTS-SURGERY: the main surgeon uses a robotic system, the assistant surgeon tele-operates the SARAS assistive robotic arms.
- 2. SOLO-SURGERY: the system is autonomous and plays the role of the assistant in the R-MIS
- LAPARO2.0-SURGERY: SARAS system plays the role of the assistant and the main surgeon uses standard laparoscopic tools.



SARAS Ambition

SARAS will lead to a new generation of autonomous surgical robots.

SARAS will go beyond any existing system for R-MIS, leveraging on a ground-breaking artificial intelligence module.

The aim is to develop a cognitive robotic system capable of autonomously understanding the present and future surgical situation, and performing actions at the right place and time.



SARAS Impact

SARAS platform is designed to both complement any existing and future surgical robotic system and to be used alone for traditional laparoscopic operations performed in solo surgery mode.

The aims are to decrease the cost per surgical operation, increase the number of interventions, reduce waiting lists and boost efficiency of Healthcare system across Europe.

Figure 8 - Website Home Page

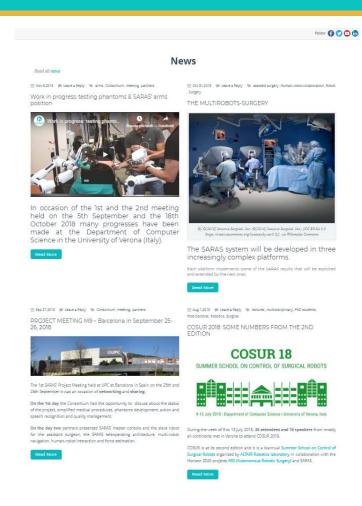


Figure 9 - News Section in the Home Page

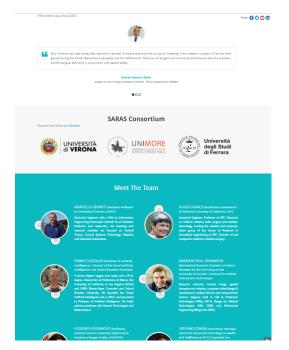


Figure 11 - Consortium slider and Meet the Team section in the Home Page

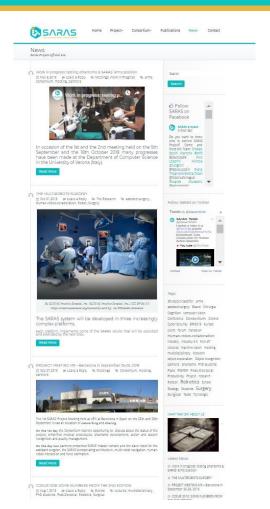


Figure 10 - News area



Figure 12 - Consortium Page

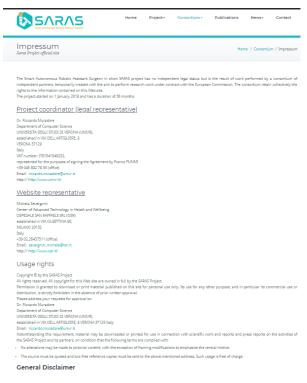


Figure 13 - Impressum Page

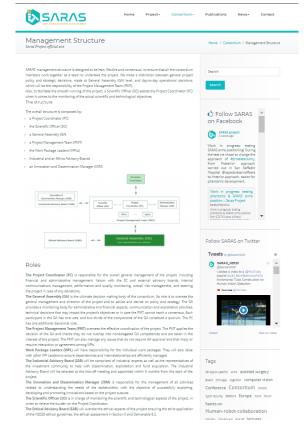


Figure 15 - Management structure - Consortium area



Figure 14 - Work Plan - Consortium area



Figure 16 - Meet the Team Page

1.5.2 Facebook Page

https://www.facebook.com/SarasH2020/

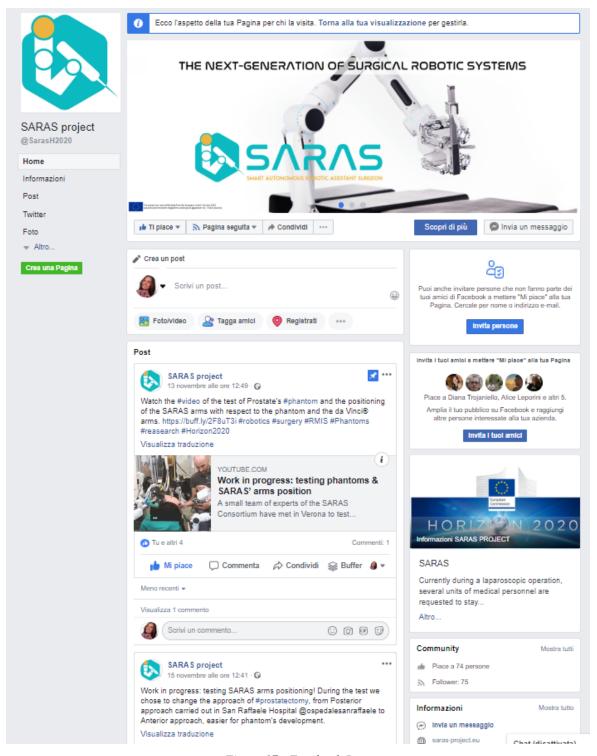


Figure 17 - Facebook Page

1.5.3 Twitter Profile

https://twitter.com/SarasH2020

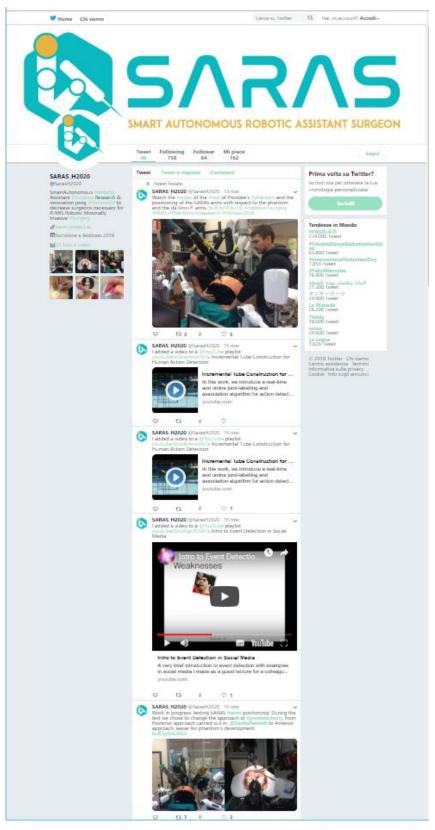


Figure 18 - Twitter page

1.5.4 LinkedIn Page

https://www.linkedin.com/company/sarash2020/

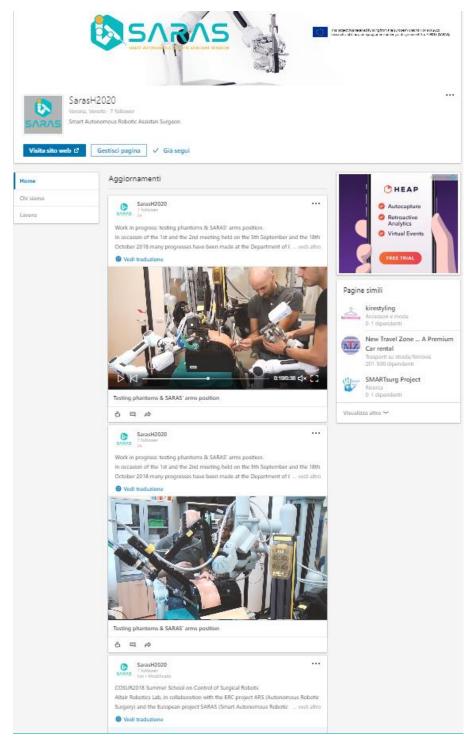


Figure 19 - LinkedIn Page

1.5.5 YouTube Channel

https://www.youtube.com/channel/UCh3x52tiWls8dsUTbiYNuDw

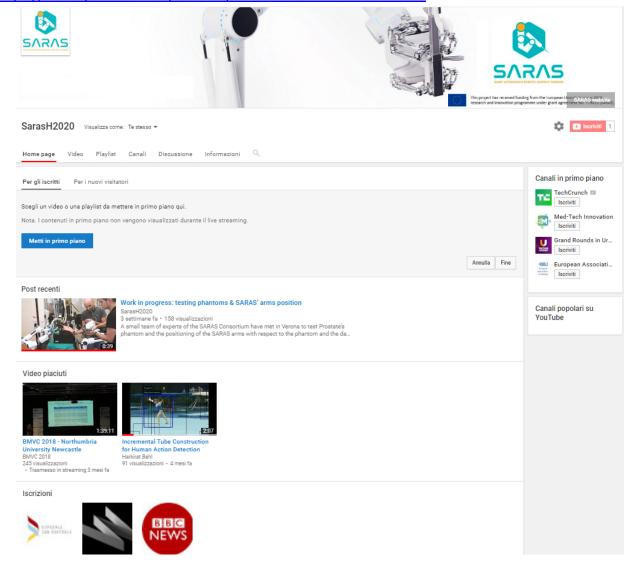


Figure 20 - YouTube Channel

Appendix B - Dissemination Report

An effective dissemination is essential in order to ensure that research results are adapted for the specific target groups.

Here follows a report of all dissemination activities run from the $\mathbf{1}^{st}$ of January till the $\mathbf{4}^{th}$ of December 2018:

- Tables are extracted from the Dissemination Calendar
- Figures comes from website and social media activities

1.6 Dissemination calendar

1.6.1 PUBLICATIONS-JOURNALS-PAPERS

		SARAS JOU	RNALS/PUB	S/PUBLICATIONS									
Date publishing	ппь	Authors	Partner	Editors	Type of publication BOOK= Book/Chapter PAPER= Proceeding/Inproceeding/Co nferencePaper JOURNAL= Journal/Article THESIS= Moster Thesis	Abstract	Keywords	OPEN ACCESS Y/N	DO _{PD}	: ISBN IS	in url	status of publication	Conference Name /Book title/ Journal Name / School name
06/09/18	Recognition self-awareness for active object recognition on depth images.	Andrea Roberti, Marco Carletti, Francesco Setti, Umberto Castellani, Paolo Fiorini, and Marco Cristani	UNIVR	Conference (BMVC).	PAPER= Proceeding/Inproceeding/Co nferencePaper		Object recognition, ob	YES	NA yes		http://bmvc2018.org /contents/papers/05 93.pdf	social + web	BMVC 2018
06/09/18	Auman Action Detection	Harkirat S. Behl, Michael Sapienza, Gurkirt Singh, Suman Saha, Fabio Cuzzolin and Philip H. S. Torr	OBU	2018 (the British Machine Vision Conference), Newcastle, UK, Sep 2018	PAPER= Proceeding/Inproceeding/Co nferencePaper	Current state-of-the-a	Computer Vision; Pattern Recognition	?	? yes		https://arxiv.org/abs /1704.01358	WEB	BMVC 2018
21/10/18	An energy saving approach to active	Andrea Roberti, Riccardo Muradore, Paolo Fiorini, Marco Cristani, Francesco Setti		Annual Conference of the IEEE Industrial Flectronics Society	PAPER= Proceeding/Inproceeding/Co nferencePaper	We propose an active	Active object recognition, reinforcement learning,	?	? yes		NOT ONLINE - should I place it on ZENODO?	WEB	IECON 2018
01/08/18	TraMNet - Transition Matrix Network for Efficient Action Tube Proposals	Gurkirt Singh, Suman Saha, and F. Cuzzolin	OBU	2018 (the Asian	PAPER= Proceeding/Inproceeding/Co nferencePaper		Image and Video Processing, Computer vision, Pattern Recognition, Robotics	?	? yes		https://arxiv.org/abs /1808.00297	WEB	ACCV 2018
23/08/18	Predicting action tubes	Gurkirt Singh, Suman Saha and F. Cuzzolin	OBU	Proceedings of the ECCV 2018 Workshop on Anticipating Human Behaviour (AHB 2018), Munich, Germany, Sep 2018	PAPER= Proceeding/Inproceeding/Co nferencePaper		Computer Vision and Pattern Recognition; Artificial Intelligence; Robotics	?	? ?		https://arxiv.org/abs /1808.07712	WEB	ECCV 2018

Figure 21 - DISSEMINATION CALENDAR: Sheet 1

In teal closed and done activities.

1.6.2 CONFERENCES

	SARAS CONFERENCES & INVITED LECTURE									
Date	Title (Conference)	Title (Publication)	Theme	PARTNER ATTENDING	Details	Venue	Year	Audience	URL	NOTES
03/09/18	BMVC 2018	Paper "Recognition self-awareness for active object recognition on depth images" + Paper ""Incremental Tube Construction for Human Action Detection""	Computer vision	UNIVR + OBU	29TH BRITISH MACHINE VISION CONFERENCE	Newcastle, UK	2018	Researchers (T3)	http://bm vc2018.or g/index.ht ml	3
07/09/18	EMVA European Machine Vision Forum	SARAS' Poster	Computer vision	UNIVR	The flagship annual conference of the IEEE Industrial Electronics Society (IES), focusing on industrial and manufacturing theory and applications of controls, communications, instrumentation, electronics, and computational intelligence.	ltaly - Bologna	2018	Researchers (T3)	https://w ww.emva- forum.org /	web
22/10/18	IECON2018	paper "An energy saving approach to active object recognition and localization"		UNIVR	The flagship annual conference of the IEEE Industrial Electronics Society (IES), focusing on industrial and manufacturing theory and applications of controls, communications, instrumentation, electronics, and computational intelligence.	Washington DC, USA	2018	Researchers (T3)	http://iec on2018.or g/	web
02/12/18	ACCV 2018	TraMNet - Transition Matrix Network for Efficient Action Tube Proposals	Computer vision	OBU	The Conference will be held in the Perth Conv	Perth, Australia	2018	Researchers (T3)	http://acc v2018.net /	1
08/09/18	ECCV 2018	OBU presenting paper "Predicting action tubes"	Computer vision	OBU	The European Conference on Computer Vision 2018 in Munich, Germany. This constitutes by far the largest ECCV ever. With near 3200 registered participants and another 650 on the waiting list as we write, participation has more than doubled since the last ECCV in Amsterdam.	Munich, Germany	2018	Researchers (T3)	https://ec cv2018.or g/	3

Figure 22 - DISSEMINATION CALENDAR: Sheet 2

In teal closed activities, in red the planned ones.

1.6.3 EVENTS

	SARAS EVENTS									
#Month	Title	Category	Theme	Details	Venue	Date	Year	Audience	Website (if available)	Partners
	SIC 2018 - Primo Convegno delle									
	Società Chirurgiche della Campania,									
M2	Puglia, Basilicata, Calabria Sicilia.	Congress/Conference	Robotics		Naples, Italy	12.02.		Healthcare Experts (T2)		OSR
	ERF2018 -The European Robotics							European companies	https://www.eu-	
M3	Forum	Exhibition	Robotics		Tampere, Finland	1315.03.		(T4)	robotics.net/robotics forum/info/index.html	UNIVR
	AEDV 2018 46th National Conference									
M5	on Dermatology and Venereology	Congress/Conference	Other	Surgical Training	Mallorca, Spain	912.05.	2018	Healthcare Experts (T2)	https://web.congresoaedv.net/	UPC
	ICRA2019 - IEEE International									
	Conference on Robotics and									UPC,
M17	Automation	Congress/Conference	Robotics		Montreal, Canada	2024.05.	2019	Researchers (T3)	https://icra2019.org/	UNIMORE

Figure 23 - DISSEMINATION CALENDAR: Sheet 3

In teal closed activities, in red the tentative planned ones.

1.6.4 WORKSHOPS

				1					
	SARAS WORKSHOPS								
								Website (if	
#Month	Title	Details	Venue	Date	Year	Audience	Formula	available)	Partners
M6	2 MelaTx Workshop	Surgical training	Sevilla, Spain		2018	Healthcare Experts (T2)	SARAS Workshop for clinical staff		UPC
	,	Conference paper: Estimation of Interaction Forces in Robotic Surgery using a Semi- Supervised Deep Neural Network Model	Madrid Municipal				Session Medical		
M10	IROS Conference	supervised Deep Nedral Network Model	Conference Centre	2 October		Researchers (T3)	Robotics	https://www.iros201	UPC
	SARAS Workshop for clinical				2010	5 (72)	SARAS Workshop for clinical staff		
M18	staff HFR2019 12th International				2019	Healthcare Experts (T2)			
	Workshop on Huma-friendly								
M22	robotics		Reggio Emilia	24-25 October	2019	Researchers (T3)	ļ	tbd	unimore/unife
	SARAS Workshop Y2 - results -	The workshops will summarise the results of the project, present the achievements obtained (including demonstrations), and outline the desired targets for the next period. Participants and speakers will be researchers representing SARAS' two major fields of application (robotics and surgery), and will not be restricted to project partners but will also crucially include outside experts and representatives of the disciplined involved. These workshops will also highlight the impact of SARAS' abilities (cognition and perception, interaction, autonomy and safety) in other					SARAS Workshop Y2 - results - achievements - targets		
M22	achievements - targets SARAS Workshop with Industrial	research fields This workshop raises awareness of the project's results (MS7).			2019	Researchers (T3)	SARAS Workshop with		
M30	Players				2020	European companies (T4)	Industrial Players		
	SARAS Workshop Y3 - results -	The workshops will summarise the results of the project, present the achievements obtained (including demonstrations), and outline the desired targets for the next period. Participants and speakers will beresearchers representing SARAS' two major fields of application (robotics and surgery), and will not be restricted to project partners but will also crucially include outside experts and representatives of the disciplined involved. These workshops will also highlight the impact of SARAS' abilities (cognition and perception, interaction, autonomy and safety) in other					SARAS Workshop Y3 - results - achievements - targets		
M34	achievements - targets	research fields.	ļ		2020	Researchers (T3)	SARAS Final		
M36	SARAS Final demonstration of the SARAS system in OSR	A final demonstration and exhibition event at OSR, to raise interest in the future exploitation of SARAS system.			2020	Healthcare Experts (T2)	demonstration of the SARAS system in OSR		

Figure 24 - DISSEMINATION CALENDAR: Sheet 4

In teal closed activities, in red the tentative planned ones.

1.6.5 MEETINGS

#Month	Vanua	Data (tamataina)	Turn of marking			year	Status
(tentative)	Venue	Date (tentative)	Type of meeting	Date	month		
M1	OSR	January 16-17, 2018	Kick-off meeting	16-17th	January	2018	Closed
M9	UPC	September 2018	Project meeting & Remote Review Meeting	25-26TH	September	2018	Closed
M12	UNIVR	early December 2018	Integration week for MULTI-ROBOT SURGERY platform (+ video)		December	2018	
M15	MEDIN	March 2019	Project meeting	12-13th	March	2019	
M18+2	UNIVR	September 2019	Mid-term review meeting		September	2019	
M24	UNIVR	early December 2019	Integration week for SOLO SURGERY platform (+ video)		December	2019	
M27	TBD @ ERF20	March 2020	Project meeting		March	2020	
M36	UNIVDUN	early December 2020	Integration week for LAPARO SURGERY platform (+ video)		December	2020	
M36+2	UNIVDUN	February 2021	Final Review meeting (with video of SOLO SURGERY platform)		february	2021	

Figure 25 - DISSEMINATION CALENDAR: Sheet 5

In teal closed activities, in black the planned ones.

1.7 Dissemination activities

1.7.1 PUBLICATIONS-JOURNALS-PAPERS

On the website there is a dedicated section "Publications¹¹" where Researchers can find all publications and access the PDF file or the publisher landing page to purchase it.

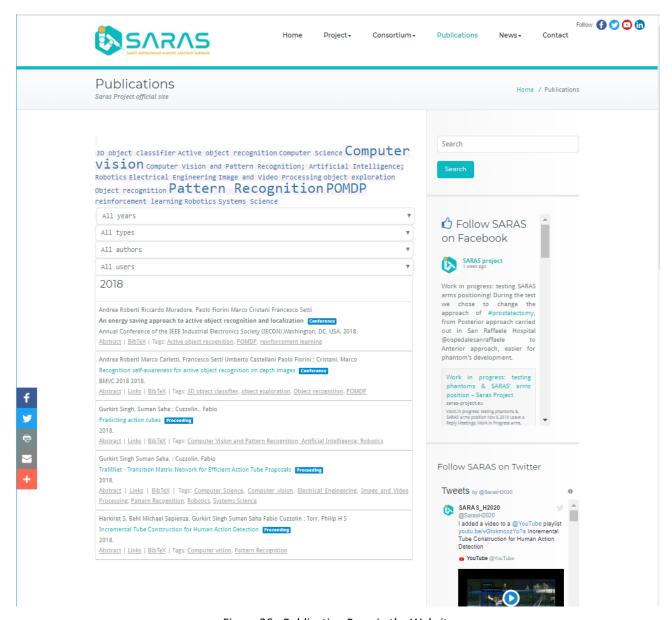


Figure 26 - Publication Page in the Website

¹¹ https://saras-project.eu/?page_id=894

A. ROBERTI ET AL.: RECOGNITION SELF-AWARENESS

Recognition self-awareness for active object recognition on depth images

Andrea Roberti andrea.roberti@univr.it Marco Carletti marco.carletti@univr.it Francesco Setti Umberto Castellani umberto.castellani@univr.it Paolo Fiorini paolo.florini@univr.it Marco Cristani marco.cristani@univr.it

1 Introduction

Active object recognition (AOI) allows to consider different views of the test object over-coming the singlet-view hypothesis of classical object recognition, and king the classification problem much exist in pranquile. Unfortunately, this freedom comes with a piece, which is that of muservering the sensor for selecting informative images: in face, not all the views are equally discriminately [21], no similar images are not informative and the movements of

BEHL ET AL: INCREMENTAL TUBE CONSTRUCTION FOR HUMAN ACTION DETECTION 1

Incremental Tube Construction for Human Action Detection

Harkirat Singh Behl¹ harkirat@robots.ox.ac.uk Michael Sapienza² m.sapienza@samsung.com Gurkirt Singh³ gurkirt.singh-2015@brookes.ac.uk

Suman Saha³ suman.saha-2014@brookes.ac.uk Fabio Cuzzolin³ fabio.cuzzolin@brookes.ac.uk
Philip Torr¹
philip.torr@eng.ox.ac.uk

- ¹ Department of Engineering Science University of Oxford Oxford, UK

 ² Think Tank Team Samsung Research America Mountain View, CA

 ³ Dept. of Computing and Communication Technologies Oxford Brookse University Oxford, UK

Current state-of-the-ort action detection systems are tailored for offline batch-processin applications. However, for online applications like human-orbot interaction, current systems fall short. In this work, we introduce a real-time and online joint-labelling and association algorithm for action detection that can incrementally construct space-time action tubes on the most challenging untimined action videos in which offlerent action calegories occur occurrently. In contrast to previous methods, we so where the linking cachin labelling and emporal localizations problems jointly in savinge pass. We demostrate superior online association accuracy and speed (1.8ms per frame) as compared to the current state-of-the-art offline and online systems.

TraMNet - Transition Matrix Network for Efficient Action Tube Proposals

Visual Artificial Intelligence Laboratory (VAIL)†, Ox ford Brookes University gurkirt.singh-2105@brookes.ac.uk

Abstract. Current state-of-the-art methods solve spatis-emporal action localisation by extending 2D anchors to 3D-cubold proposals on stacks of frames, to generate sets of temporally connected bounding bones called action micro-uber, theorem, they fast in consider that the underlying anchors proposal pyothese should also more (transition) from frame to frame, as the actor of the canter of the content of the transitions from each 2D andro to be react, for a sequence of concentre frames, is in the order of $O(m^2)$, expensive oven for small values of f. To avoid this produce we introduce a Transition-Mark-based browner. And which makes not computing transition probabilities between anchor proposals white manimising before overlap with greater than bounding to be across frames, is spore and stochastic, this reduces the proposal hypothesis search space from $O(p^2)$ to the candinally of the thresholder durits. At training time, transitions are specific to cell locations of the feature maps, so that a spane (efficient) transition matrix is used to train the network Art to time, a done training of an anti-matrix of the content of t

1 Introduction

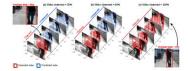
Current state-of-the-art spatiotemporal action localisation works [1-3] focus on learning a spatiotemporal multi-Trams 3D representation by extending frams-level 2D of-gez-viction desceived approaches [1-4]. These networks stem a feature representation from pairs [1] or chunks [2, 3] of video frames, allowing them to implicitly learn the temporal correspondence between inter-frame action regions founding bossls. As a result, they can predict micro-tubes [1] or tubelets [2], i.e., temporally linked frame-bed detections for short subsequences of a test video clip. Finally, these micro-tubes are linked [1-3] in time to locate action tube instances [11] spanning the whole video.

[†]This project has received funding from the European Union's Horizon 2020 research and ovation programme under grant agreement No. 779813 (SARAS)

Predicting Action Tubes

Gurkirt Singh, Suman Saha, and Fabio Cuzzolin

Oxford Brookes University, UK gurkirt.singh-2015@brookes.ac.uk



An energy saving approach to active object recognition and localization

Figure 27 - Publications preview

arXiv:1808.07712v1 [cs.CV] 23 Aug 2018

1.7.2 CONFERENCES

BMVC 2018 - The British Machine Vision Conference (BMVC) is the British Machine Vision Association (BMVA) annual conference on machine vision, image processing, and pattern recognition.

SARAS Partners presented two papers: the videos of both presentations are available on the website in the event page, in the YouTube Channel and have been posted on Twitter.



Figure 28 - The BMVC 2018 Event Page

Our Partner UNIVR presented the Paper "Recognition self-awareness for active object recognition on depth images".



Figure 29 - The video of UNIVR presentation

Our Partner OBU presented the paper "Incremental Tube Construction for Human Action Detection".

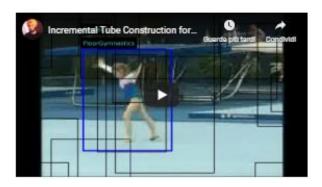


Figure 30 - The Video of OBU presentation



Figure 31 - Twitter post of the OBU Paper

EMVA 2018 - Third European Machine Vision Forum (EMVA), an annual event with the aim to foster interaction between the machine vision industry and academic research to learn from each other.



Figure 32 - EMVA event page



Figure 33 - EMVA 2018 Tweet

IECON2018 – this is the flagship annual conference of the IEEE Industrial Electronics Society (IES), focusing on industrial and manufacturing theory and applications of controls, communications, instrumentation, electronics, and computational intelligence.

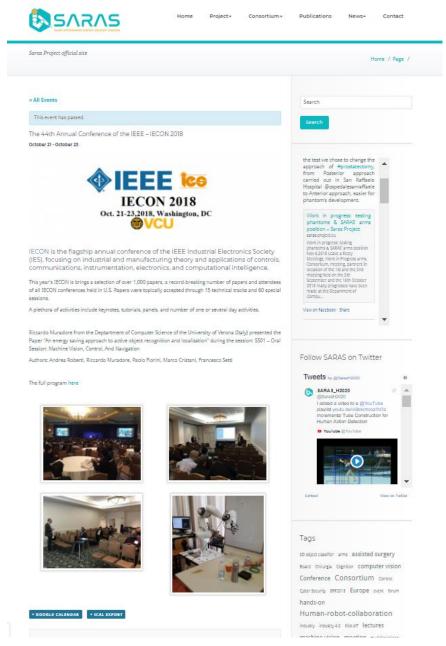


Figure 34 - IECON 2018 Event Page

ECCV 2018 - The European Conference on Computer Vision 2018 in Munich, Germany.

Our partners from the Oxford Brookes University — OBU presented on the Session the Paper "Predicting Action Tubes" between 14:00 and 15:00 Saturday 8th afternoon, Room: N1080ZG.

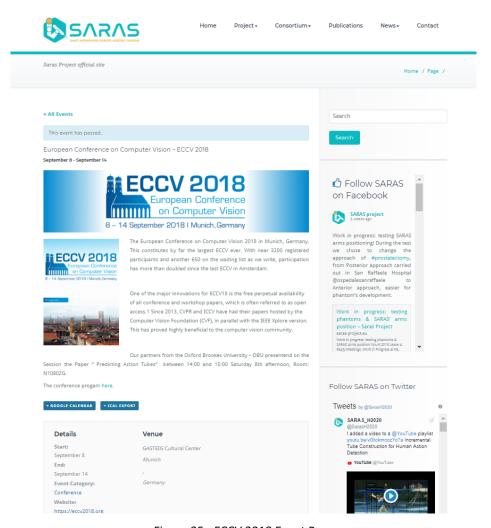


Figure 35 - ECCV 2018 Event Page

1.7.3 EVENTS

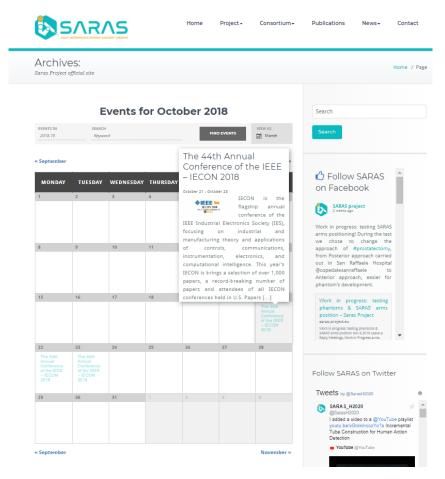


Figure 36 - Calendar View of the Event page in the website

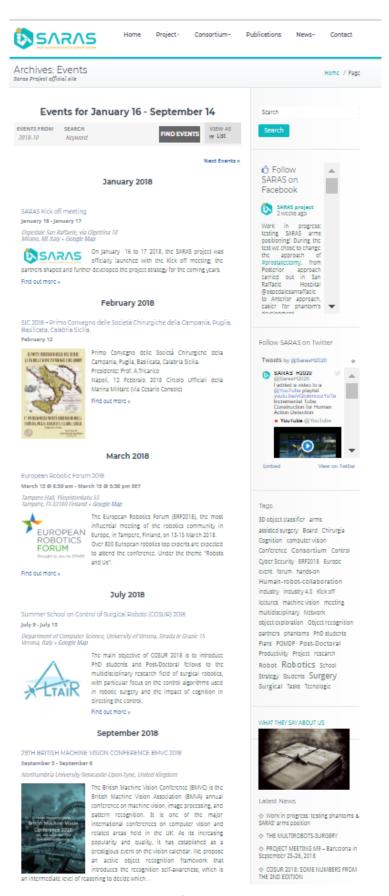


Figure 37 - The list view of the Event Page on the website

SIC 2018: 1st Congress of Surgical societies of Campania, Puglia, Basilicata, Calabria, Sicilia. A Congress held in Naples – Italy the 12th February 2018 for Healthcare Experts and organized by the Circolo Ufficiali della Martina Militare.

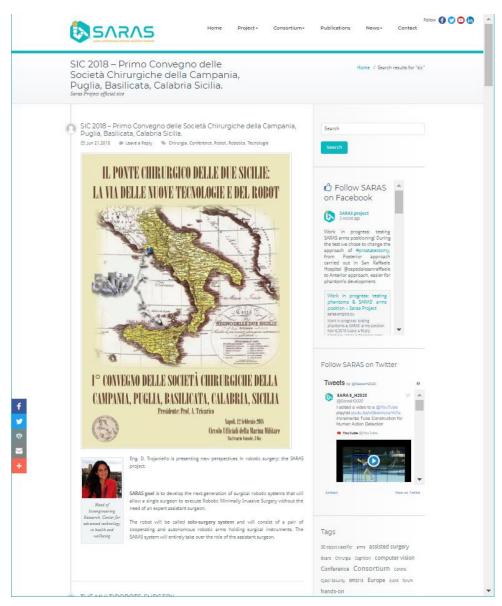


Figure 38 - SIC 2018 Event page

ERF 2018: The European Robotics Forum (ERF2018), the most influential meeting of the robotics community in Europe, in Tampere, Finland, on 13-15 March 2018, organized for European robotics top experts are expected to attend the conference.



Figure 39 - ERF 2018 Event Page



Figure 40 - ERF 2018 Tweet

1.7.4 WORKSHOPS

COSUR 2018: Summer School on Control of Surgical Robots. The main objective of COSUR 2018 is to introduce PhD students and Post-Doctoral fellows to the multidisciplinary research field of surgical robotics, with particular focus on the control algorithms used in robotic surgery and the impact of cognition in directing the control.

Summer School on Control of Surgical Robots (COSUR) 2018



2nd Biannual Summer School on Control of Surgical Robots

(COSUR) 2018

The main objective of COSUR 2018 is to introduce PhD students and Post-Doctoral fellows to the multidisciplinary research field of surgical robotics, with particular focus on the control algorithms used in robotic surgery and the impact of cognition in directing the control.

We will offer lectures, hands-on laboratory experience, and opportunity for informal interaction with clinicians and leading experts from academia and industry.

The school will go beyond the current approach of doctoral schools and will give trainees an in depth understanding of cognition and control in robotic surgery.

TECHNICAL PROGRAM

The main themes faced during the school include:

- Control and Sensing in robotic surgery
- Teleoperation and Haptics
- Image-guided robotic surgery and interventions
- Human-Robot Interaction and Cooperation
- Partially autonomous tasks in robotic surgery

Besides the technical aspects, the lecturers of the school will present the medical context in which robotic surgery is being used and the research perspective given by relevant projects.

The school will include tutorial presentations on the technical topics, medical scenarios presented by clinicians, research perspectives given by the coordinators of recently funded projects, and laboratory sessions that will let students apply the concepts introduced during the lectures.

The school will end with a team project, which will be evaluated by the school lecturers. Students will receive a certificate of attendance, to obtain credits in their universities.

Organised by Altair Robotics Lab, in collaboration with the ERC project ARS (Autonomous Robotic Surgery) and the European project SARAS (Smart Autonomous Robotic Assistant Surgeon).

The school is funded by the ARS project, the SARAS projects, the MURAB project, the Doctoral Program in Natural Sciences and Engineering and the Department of Computer Science of the University of Verona.

Figure 41 - COSUR 2018 Event Page

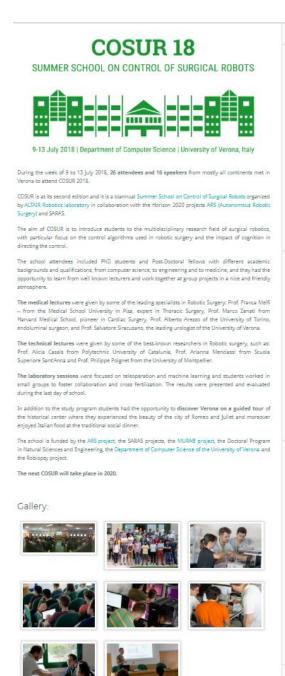


Figure 42 - COSUR 2018 News page

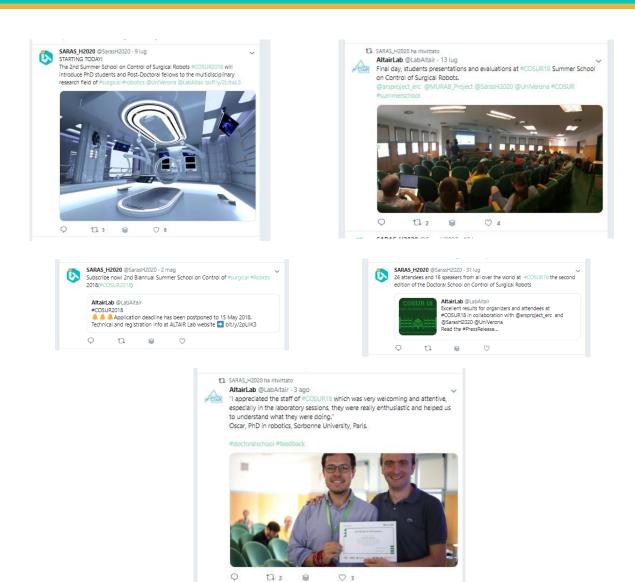


Figure 43 - COSUR 2018 Tweets

2

MelaTx Workshop - Surgical training held in Sevilla, Spain for Healthcare Experts by UPC.

25 surgeons from all around Spain (10 hospitals from 10 cities) participated in the Course on 7 experimental platforms.



Figure 44 - MelaTX Workshop News Page



Figure 45 - MelaTX Tweet

1.7.5 INTERNAL MEETINGS

SARAS Kick Off Meeting - On January 16 to 17 2018, the SARAS project was officially launched with the Kick off meeting organized in Milan, in the Ospedale San Raffaele.

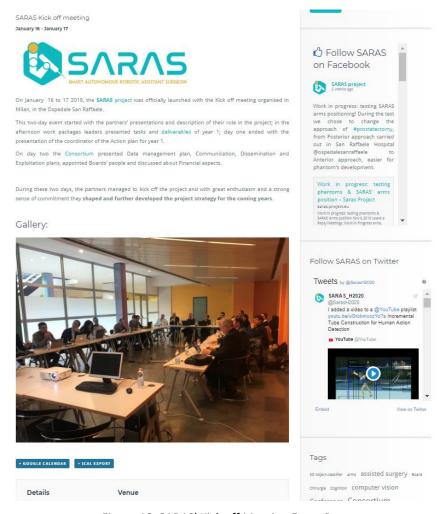


Figure 46- SARAS' Kick off Meeting Event Page



Figure 47 - KO meeting Tweet

SARAS PROJECT MEETING – The 1st SARAS' Project Meeting held at UPC at Barcelona in Spain on the 25th and 26th September it was an occasion of networking and sharing.

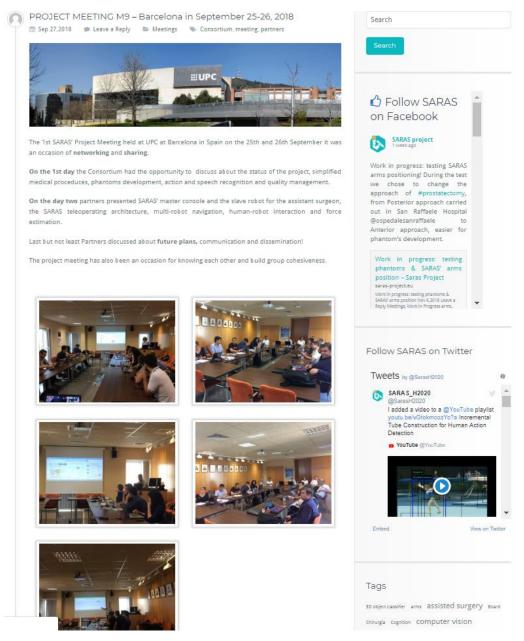


Figure 48 - Project Meeting Event Page

SARAS Testing Meetings - 1st and the 2nd meeting held on the 5th September and the 18th October 2018 at the Department of Computer Science in the University of Verona (Italy).

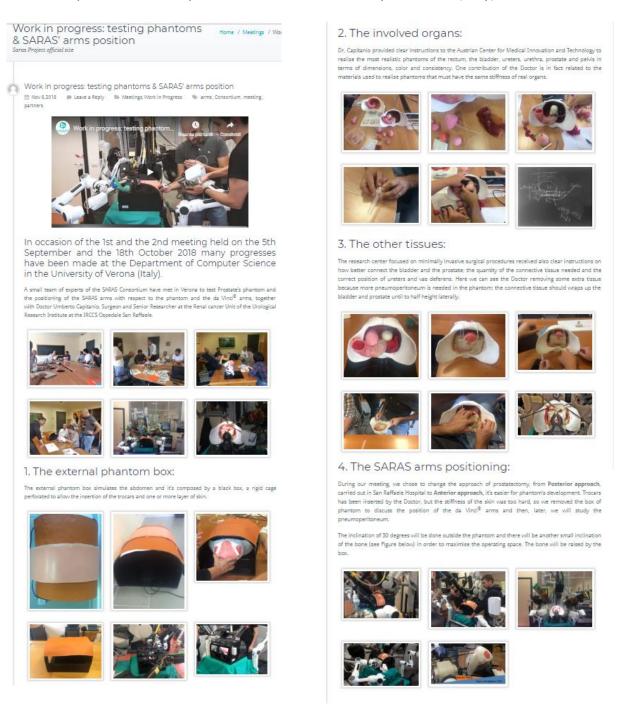


Figure 49 - News section

A video has been edited to summarize the two meeting testing of phantoms & SARAS' arms position and published in the website – inside the event page, highlighted in the home page and posted on the SARAS' official YouTube Channel.



Figure 50 - Testing Meeting Video

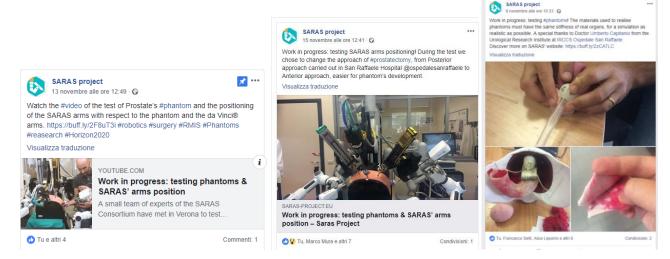


Figure 51 - Meeting posts on Facebook



Figure 52 - Meeting Tweets