

# EMERGE

WP8 Communication and Dissemination

## D8.1 Project website, logo, and online presence

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## Document control

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<b>Document description</b>	This deliverable "D8.1 Project website, logo and online presence" details EMERGE's branding and logo, project website and social media channels. The output of D8.1 is the basis for several other actions and deliverables, such as "D8.2 Communication and dissemination plan", "D8.3 Intermediate report on communication and dissemination activities", and "D8.4 Final report on communication and dissemination activities".

<sup>1</sup>R: Document, report (excluding the periodic and final reports); DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; DATA: Data sets, microdata, etc.; DMP: Data management plan; ETHICS: Deliverables related to ethics issues.; SECURITY: Deliverables related to security issues; OTHER: Software, technical diagram, algorithms, models, etc.

<sup>2</sup>PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEN – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

## Version control

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## Abstract

Awareness in biological agents has converging definitions when considering local states describing content-related consciousness from an agent-specific perspective. However, it becomes highly debated when it comes to global states. The issue magnifies when considering collectives of artificial agents. Several frameworks exist, all unsatisfactory in the limitations posed to agents' heterogeneity and disappearance of the local self into an integrated state.

Ultimately, existing frameworks are ineffective in explaining, facilitating, and supporting cooperative behaviours in artificial agents. The lack of a compelling theory of global awareness in AI is currently a significant barrier to the effective deployment of artificial agents in the real world.

EMERGE tackles this grand challenge by introducing the novel concept of collaborative awareness for collectives of minimal artificial beings. We will investigate how simple agents can develop a representation of their mutual existence, environment, and cooperative behaviour towards the realization of tasks and goals.

EMERGE builds on a scenario of artificial beings with no shared language and constrained individual capabilities, which nevertheless leads to high-complexity behaviours at the collective level. Collaborative awareness becomes an emergent process supporting complex, distributed, and loosely coupled systems capable of high degrees of collaboration, self-regulation, and interoperability without pre-defined protocols.

EMERGE delivers a philosophical, mathematical, and technological framework that enables us to know how and where to allocate awareness to achieve a goal through the collective optimally. We will demonstrate EMERGE concepts on robotic use cases, with hints of broader applicability of the framework to Internet of Things, pervasive computing, nanotechnologies. We will also investigate the ethical implications of collaborative awareness, focusing on moral responsibility, vulnerabilities, and trust.

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## Table of contents

Document control .....	2
Version control .....	3
Abstract.....	4
Disclaimer .....	4
Acknowledgement .....	5
Table of contents.....	5
List of figures.....	5
1. Executive Summary.....	6
2. Logo.....	6
3. Website .....	7
4. Social Media .....	13

## List of figures

Figure 1: Different versions of the EMERGE Project logo.....	6
Figure 2: EMERGE website "Home" page in the "Home" section.....	8
Figure 3: EMERGE website "Overview" page in the "About" section.....	9
Figure 4: EMERGE website "Partners" page in the "Consortium" section.....	10
Figure 5: EMERGE website "Deliverables" page in the "Resources" section.....	11
Figure 6: EMERGE website "News" page in the "News & Events" section.....	11
Figure 7: EMERGE website "Contact" page in the "Contact" section.....	12
Figure 8: EMERGE Social Media – Twitter profile and timeline.....	14
Figure 9: EMERGE Social Media – LinkedIn profile and timeline.....	15

## 1. Executive Summary

This document is a deliverable of the EMERGE project, funded under HORIZON-EIC-2021-PATH FINDER CHALLENGES-01-01 under grant agreement number 101070918.

This deliverable, "D8.1 Project website, logo and online presence", details EMERGE's branding and logo, project website and social media channels. The output of D8.1 is the basis for several other actions and deliverables, such as "D8.2 Communication and dissemination plan", "D8.3 Intermediate report on communication and dissemination activities", and "D8.4 Final report on communication and dissemination activities".

## 2. Logo

A design brief was prepared to convey the concepts of emergent collaborative awareness and allow the designer to create a logo to represent and communicate the project's objectives to all stakeholders. EMERGE's logo is presented in Figure 1.



Figure 1: Different versions of the EMERGE Project logo.

As part of the deliverable "D8.2 Communication and dissemination plan", a brand manual will be developed to facilitate the usage of the logo by the consortium partners in any communication and dissemination material to be produced.

### 3. Website

The EMERGE project website (<https://eic-emerge.eu/>) contains public domain information about the project aimed at different stakeholders and target audiences. Initial content includes the following sections and pages:

- Section "Home":
  - Page "Home" – a homepage welcoming visitors to explore and learn more about the project;
- Section "About":
  - Page "Overview" – a summary of the project aimed at a wide audience;
  - Page "Objectives" – a list of the project's objectives;
  - Page "Technology and Innovation" – a description of use-cases and the foreseen technological impact of the project;
  - Page "EIC Pathfinder Challenge" – a description of the EIC Pathfinder "Awareness Inside" Challenge and a list of portfolio members;
- Section "Consortium":
  - Page "Partners" – a list of consortium partners and a summary of their contribution to the project;
  - Page "People" – a list of consortium partner's members alongside a short biography;
- Section "Resources":
  - Page "Deliverables" – a list of the project's public deliverables;
  - Page "Publications" – a list of the project's publications;
  - Page "Portfolio Activities" – a list of the project's portfolio activities;
- Section "News & Events":
  - Page "News" – a list of news about the project;
  - Page "Events" – a list of events organised by the project and of events of interest to the community organised by external entities;
  - Page "Media Centre" – a list of multimedia items produced by the project;
- Section "Contact":
  - Page "Contact" – a contact form for visitors to request information about the project.

Figures 2-7 show screen captures of EMERGE website's main sections and pages. The upcoming updates will include the publication of the first news articles, the addition of Social Media feeds to the "Home" and "News" pages, the production of an "Advisory Board" page, and small adjustments to design elements. As part of the deliverable "D8.2 Communication and dissemination plan" a schedule will be put in place for regular website updates to better represent the project as it develops, including the hosting of public deliverables, publications and other communication and dissemination materials.

From a design perspective, the EMERGE website has been custom designed and developed specifically to integrate with the EMERGE brand to ensure a strong and consistent brand experience and with mobile-first thinking to deliver the best experience on mobile devices as well as ensure smooth and speedy browsing. The EMERGE website has been developed using custom-coded HTML, PHP, and Javascript and has been integrated with ExpressionEngine, a flexible & secure open source PHP-based CMS for easy updating of content.

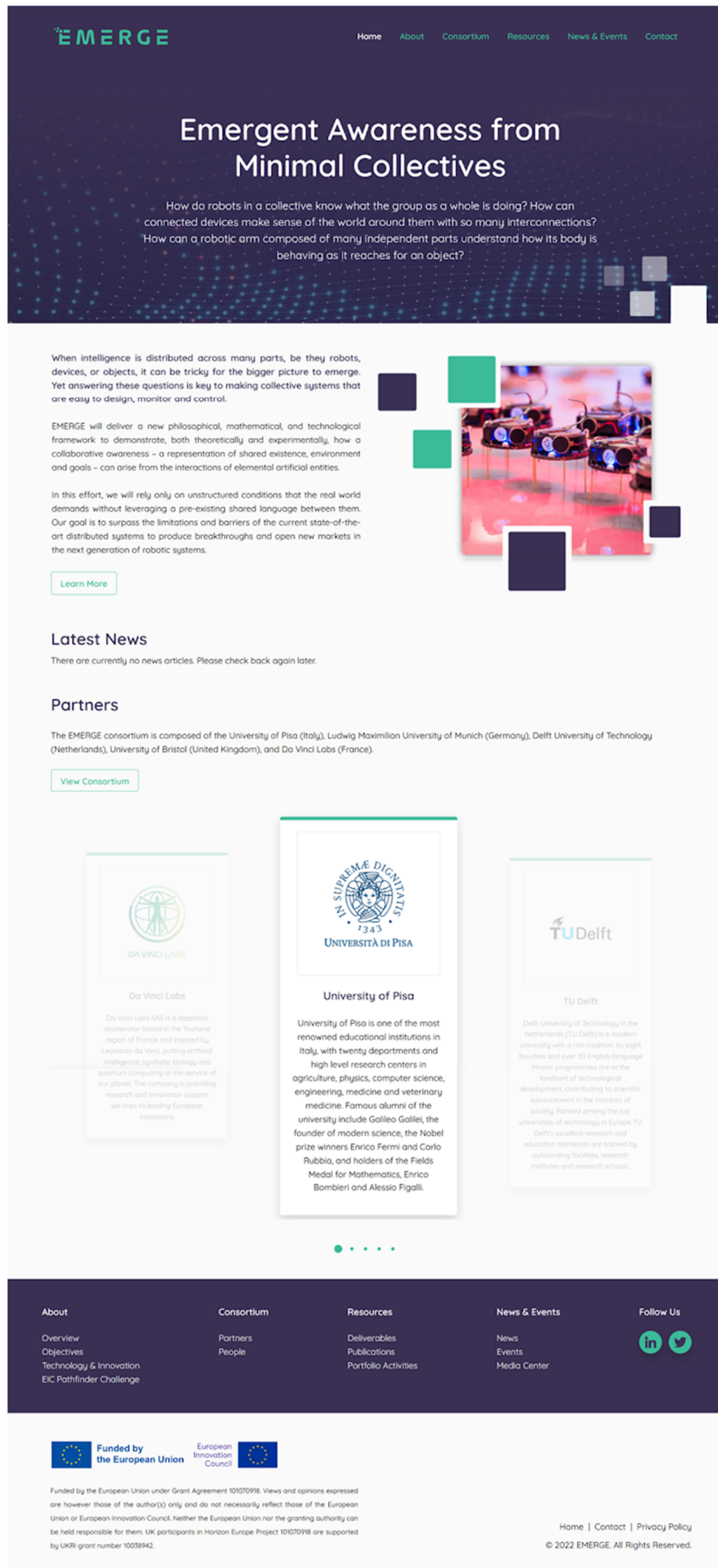


Figure 2: EMERGE website "Home" page in the "Home" section





Figure 3: EMERGE website "Overview" page in the "About" section.

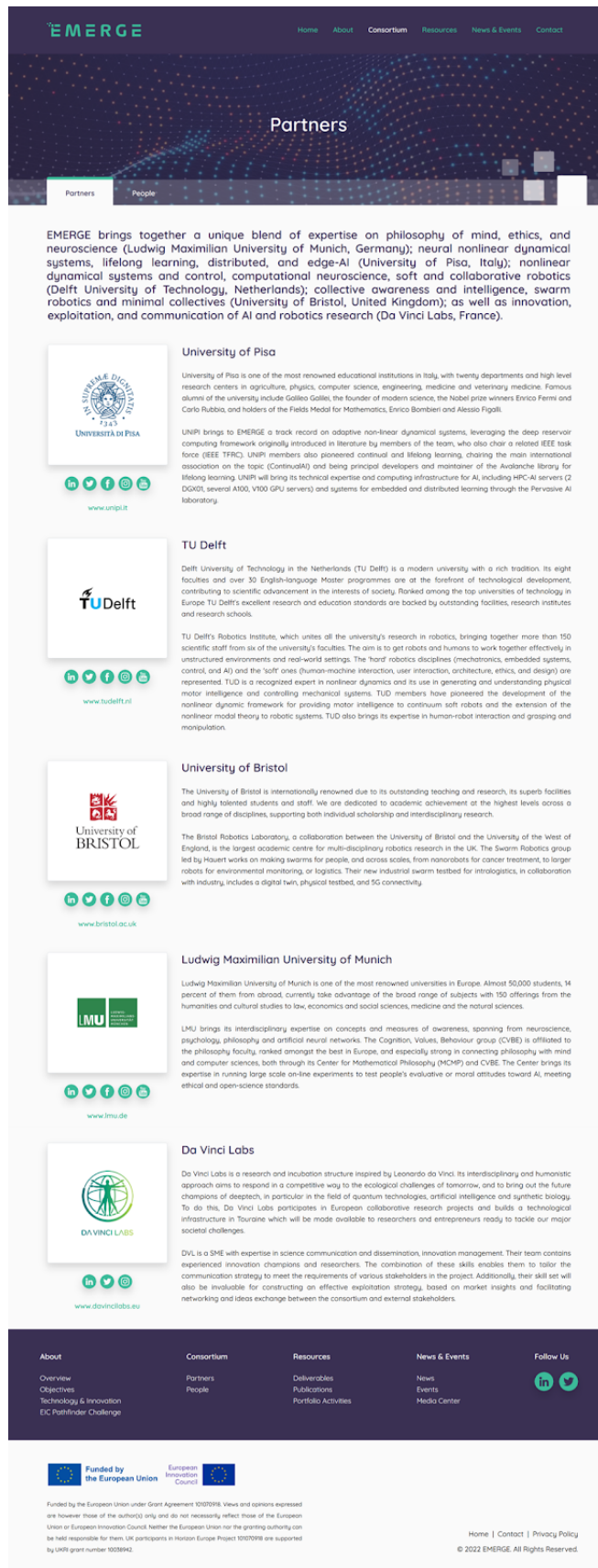


Figure 4: EMERGE website "Partners" page in the "Consortium" section.

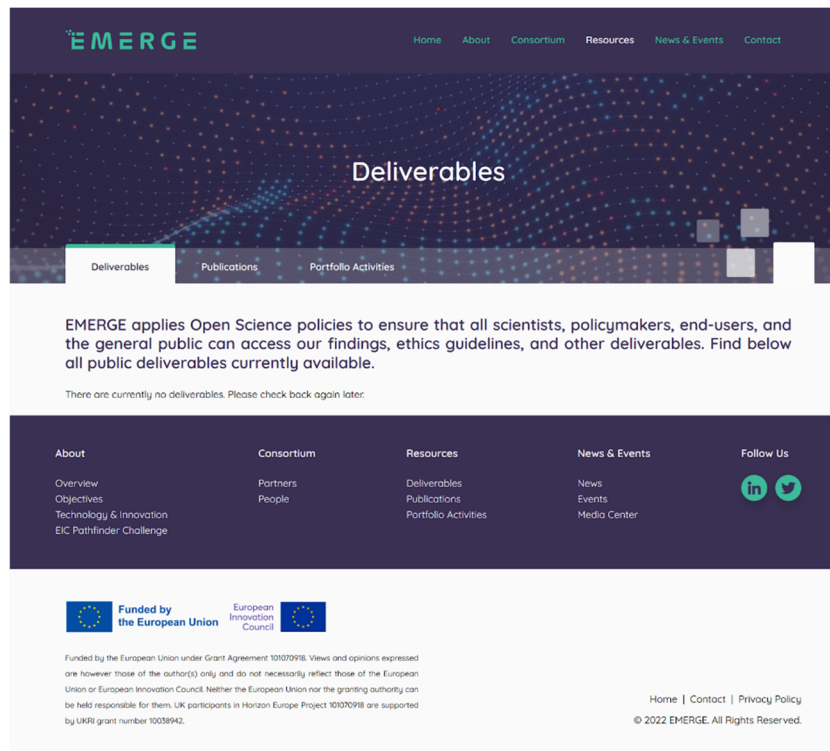


Figure 5: EMERGE website "Deliverables" page in the "Resources" section.

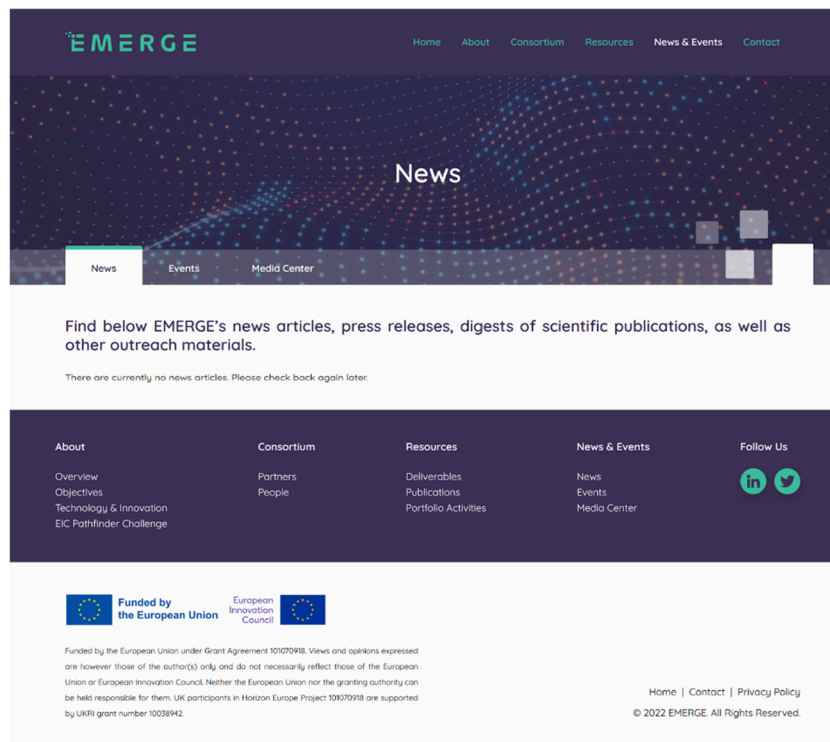


Figure 6: EMERGE website "News" page in the "News & Events" section.

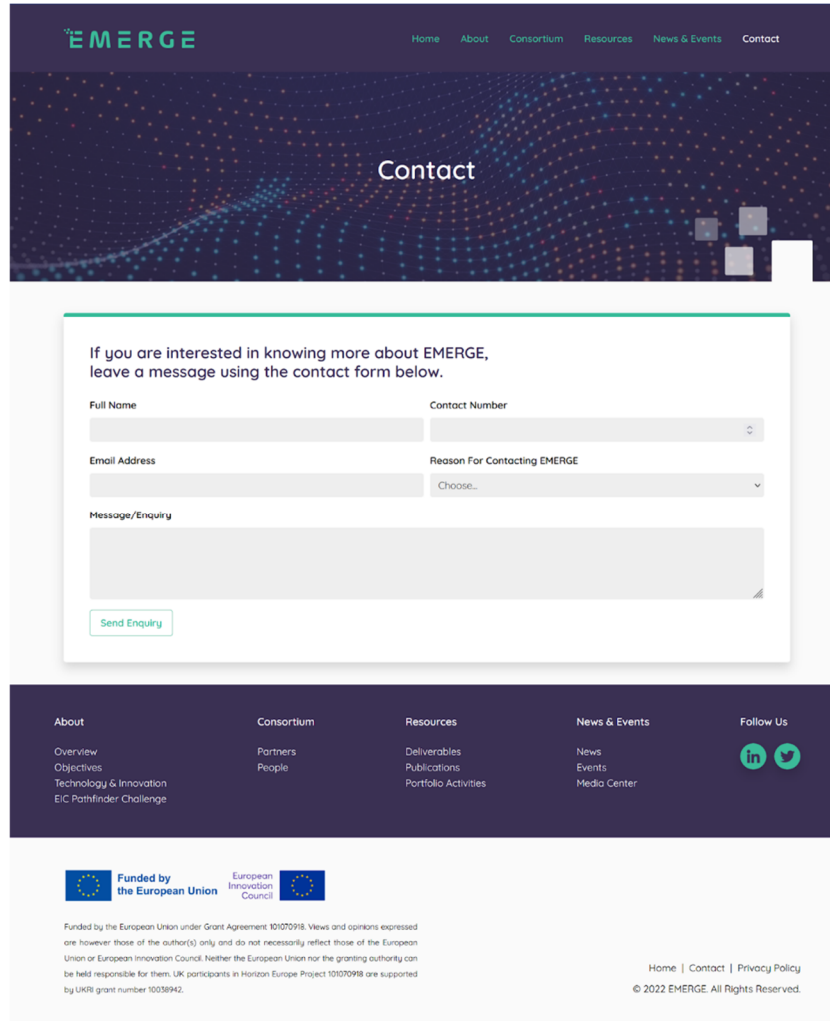


Figure 7: EMERGE website "Contact" page in the "Contact" section.

## 4. Social Media

Social media channels were set up to communicate key information about the project to different stakeholders and target audiences:

- Twitter: [@eic\\_emerge](https://twitter.com/eic_emerge)
- LinkedIn: [company/eic-emerge](https://www.linkedin.com/company/eic-emerge)
- Instagram: [@eic\\_emerge](https://www.instagram.com/eic_emerge)

Content is being regularly posted and a calendar was set up where partners can suggest and approve content for the updates to be published on each channel, ensuring continuous activity. The exception is the Instagram profile which was created but not yet updated due to the more visual nature of this social media channel, we will start regularly updating the channel when the project starts generating results.

A detailed description of the social media strategy will be presented in the deliverable "D8.2 Communication and dissemination plan".

Figures 8 and 9 show EMERGE's Twitter and LinkedIn profiles and post timelines.

**EMERGE project**  
@EIC\_EMERGE

Emergent awareness from minimal collectives. Funded by the EU under Grant Agreement 101070918. @Unipisa, @LMU\_Muenchen, @tudelft, @BristolUni, @TheDaVinciLabs.

Science & Technology IT, DE, NL, UK, FR Joined October 2022  
15 Following 22 Followers

**EMERGE project** @EIC\_EMERGE · Nov 15  
@EIC\_EMERGE brings together a unique blend of #philosophy of mind (@LMU\_Muenchen); lifelong learning and distributed #AI (@Unipisa); nonlinear dynamical systems (@tudelft); collective awareness (@BristolUni); and #innovation (@TheDaVinciLabs).

**EMERGE project** @EIC\_EMERGE · Nov 22  
University of Pisa (@Unipisa, @DI\_Unipisa) brings to @EIC\_EMERGE a track record on adaptive non-linear dynamical systems, continual and lifelong learning, distributed and edge-AI, as well as its technical expertise and computing infrastructure for #AI.

UNIVERSITÀ DI PISA TU Delft  
University of BRISTOL LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN  
DA VINCI LABS

University of Bristol and 8 others

**EMERGE project** @EIC\_EMERGE · Nov 8  
EMERGE's kickoff meeting took place on Nov. 3rd in Pisa 🇮🇹. It was a pleasure to meet all the partners & we're excited to start this adventure in #AI and #Robotics. A big thank you to @Unipisa for organising this excellent meeting! Follow us to keep up with our progress!

**EMERGE project** @EIC\_EMERGE · Nov 15  
How do #robots in a collective know what the group is doing? How can connected device make sense of the world around them with so many interconnections? How can a robotic arm with many independent parts understand how its body is behaving as it reaches for an object?

**EMERGE project** @EIC\_EMERGE · Nov 15  
When intelligence is distributed across so many parts, it can be tricky for the bigger picture to emerge. Yet answering these questions is key to making collective systems that are easy to design, monitor and control. This is the goal of @EIC\_EMERGE.

Figure 8: EMERGE Social Media – Twitter profile and timeline.

The image shows a screenshot of the EMERGE Project's LinkedIn profile. At the top, there is a dark blue header with the EMERGE logo. Below this, the profile name "EMERGE Project" is displayed, followed by the tagline "Emergent awareness from minimal collectives" and the location "Research Services · Pisa · 57 followers". A link to "See all 2 employees on LinkedIn" is present, along with "+ Follow" and "More" buttons. The navigation menu includes "Home", "About", "Posts", "Jobs", and "People".

The "About" section describes the consortium: "The EMERGE consortium is composed of the University of Pisa (UNIPi, Italy), Ludwig Maximilian University of Munich (LMU, Germany), Delft University of Technology (TUD, Netherlands), University of Bristol (UoB, United Kingdom), and Da Vinci Labs (DVL, France). Funded by the European Union under Grant Agreement 101070918." A "See all details" link is provided below.

The "Page posts" section shows two recent posts:

- Post 1:** Posted 1 week ago, featuring a photo of five people. The text reads: "Università di Pisa (Italy) brings to EMERGE a track record on adaptive non-linear dynamical s...see more". It has 47 likes and 3 reposts.
- Post 2:** Posted 2 weeks ago, titled "How do #robots in a collective know what the group is doing? How can connected devices mak...see more". It features logos for Università di Pisa, TU Delft, University of Bristol, LMU, and DA VINCI LABS. It has 23 likes and 3 reposts.

At the bottom of the page, there is a "See all posts" link.

Figure 9: EMERGE Social Media – LinkedIn profile and timeline.



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