DisAI.eu

D4.1 Plan for Dissemination and exploitation including communication 1

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Abstract	This deliverable is a first comprehensive version of a live document including the planned communication, dissemination and exploitation activities of the DisAI project. It outlines the way to ensure awareness via communication to the wider public, achieve successful dissemination among the academic communities and make results of the project exploitable and sustainable.
Keywords	Dissemination, Communication, Exploitation, Planning, Preparations, Activities, Outreach

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1 Introduction

This document outlines the initial version of the planning of the dissemination and communication activities in a systematic manner. The document also addresses the exploitation and sustainability aspects in its initial version. The plan will be updated continuously as the project will evolve. The final version is expected to be submitted at M30 (D4.2).

These activities contribute to the objective of maximising the visibility and the impact of the project by communicating and disseminating the results of the project to audiences beyond the project .

Communication, dissemination and exploitation activities aim to inform about the project, its' results and enable the use and uptake of results to:

- Maximise the impact of the project by promoting the usage of AI-related technologies (focusing on multilingual, multimodal and trustworthy AI) in combating disinformation and project results both during and after the lifetime of the project;
- Increase the visibility of the project and its consortium;
- Create awareness on the benefits, opportunities and potential influence of the research area;
- Boost interdisciplinary and cross-sectoral networking;
- Support the sustainability of the project activities enabling the uptake of the results after the lifetime of the project (making use of the results in increasing the value and impact of the project).

Responsibilities of partners

All Consortium members have to actively contribute to the communication, dissemination and exploitation of the project results. Besides the specification in the Consortium agreement, the roles and responsibilities for communication, dissemination and exploitation activities are as follows.

- KInIT – leads all communication, dissemination and exploitation activities
- DFKI, CERTH, UCPH – are expected to:
    - provide information related to project activities they are in charge
    - feedback on communication and activities of other partners if requested
    - support all communication, dissemination and exploitation activities by employing their channels and means of communication

2 Communication, Dissemination and Exploitation: Overview

Communication, dissemination and exploitation activities are an important component of the project aimed at maximising project's impact. This component includes increasing the visibility of the project, raising the awareness of the combating disinformation with AI, particularly focusing on language technologies and multimodal approaches and trustworthiness; and supporting the sustainability of the project activities. Researchers, early-stage researchers and research managers, industry and national public authorities representatives as well as the wider scientific community and general public will be targeted through:

- Communication - information sharing about the project and results reaching multiple audiences beyond the project (society, media) at national and international/European level, informing via its website and other channels about project's activities, events, and achievements;
- Dissemination - informing about the results and making them available to the audiences that may use them - scientific community, industry; disseminating activities include target groups beyond the project direct partners by involving respective networks to which the partners and our target groups belong;
- Exploitation - making use of the project results in concretising the value and impact.

Project Identity and EU Identity

To make the project's communication consistent and recognizable, a visual identity was developed within the Deliverable D4.3 (delivered by Month 3 of the project) which includes a logo and the guidelines for the use of the visual language in different formats, sizes, and colours. It already is and will be used throughout the project in all channels, which include the website, newsletters, social media channels, text documents, presentations, and other visual and branding materials used during the project.

A promotional video was created to communicate the main objectives of the project and its importance for KInIT and our region. The video is a part of the Deliverable D4.3. The full quality video is available on Youtube. It has already been included on the DisAI project website and shared on social networks.

Communication and dissemination activities related to DisAI project results must acknowledge EU support, where relevant. This acknowledgement is specified in the Article 17 of DisAI Grant Agreement:

"Adhering to the European Committee rules, unless it is impossible, any dissemination of results (in any form, including electronic) must:

a) Display the EU emblem and

b) Include the following text: "DIsAI is funded from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101079164.

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.

This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means."

3 Communication

Main intent: Inform, promote and communicate project, its activities and results

3.1 Communication Strategy

The goal of the Communication strategy is to consolidate the activities of the project partners into a concrete action plan that will guide communication actions for all partners.

Target groups

- general public
- media (fact-checkers in particular as a part of this target group).
- scientific community
- industry
- public sector at national level

Communication channels & tools

The communication will inform on and promote the DisAI activities and results to the identified target groups by:

- **Online communication** via news published on project website, project's social media channels, and via email newsletters;
- **Traditional media** to communicate the project's results to wider audiences and raise awareness on the project and its research area. Press releases will be published about the project's kick-start and one more major event of the project;
- **Direct communication** with key stakeholders from industry, especially from the established industry-academia networks, specifically CEDMO – Central European Digital Media Observatory consortium, Strat - comHUB, TAILOR – a network of research excellence centres, and CLARIN – Common Language Resources and Technology Infrastructure;

Project website

A project website was created within the Deliverable D4.3. The website will be updated regularly with the information on the project activities and deliverables. The website content is aimed for all target groups, including the general public. To make the website widely accessible, it is optimised for the usage on mobile devices.

TARGET GROUPS: Scientific community, industry, public sector at national level, media and citizens.

Social media

Social media accounts of the Consortium partners will be used for communication activities on social media to leverage the existing audience. Additionally, the project will

have a dedicated social media profile. LinkedIn will be utilised for communication with the professional community, including technical experts, entrepreneurs, researchers.

TARGET GROUPS: Scientific community, industry, public sector at national level, and citizens.

Newsletter

The consortium foresees the production of 2 bi-annual email newsletters during the project. Newsletter's purpose will be to raise awareness of the project and its latest news. Each Newsletter will be customised with relevant articles, news, or events. These newsletters will be sent to the database of stakeholders to be built during the project. In addition, all consortium partners will use their newsletters to communicate project related messages (Disinformation combating, Multilingual LT, Multimodal NLP, Trustworthy AI, etc.)

TARGET GROUPS: Scientific community, industry, public sector at national level, media

Traditional media

Press releases will be fed to traditional newspapers and magazines, science and innovation-focused magazines and journals to reach the policy makers and promote the project to science communities, e.g., Science at hand (in Slovak), Technology Magazine, Transfer technologies bulletin (in Slovak).

TARGET GROUPS: Industry, public sector at national level, media and citizens.

Other channels

We also consider utilising European Commision tools and channels to inform about the project's progress and results (such as Horizon Magazine, CORDIS, Research and Innovation success stories).

Communicated content/information

The main types/classes of information that we will be communicating to the target groups are:

- project basics,
- partners introduction, both at institutional and at personal level,
- disinformation spreading as a societal issue,
- project training activities,
- research component: 3 CFBAs introduction,
- research management component,
- dissemination milestones (e.g. publication acceptance, conference attendance, dataset released...)
- other project achievements
- re-sharing related projects information
- Twinning as a scheme, EC support for research

3.2 KPIs

(Most) Related WP/Task	Tools & Channels	Metrics Method	Expected results (**for Project**)
T4.1	Project website	Nr of views	≥ 5 000
T4.1	Social media pages	Nr of views/impressions	≥ 10 000
T4.1	Newsletter	Nr of newsletter subscribers, nr of newsletters dispatched	At least 80 subscribers, at least 6 newsletters dispatched
T4.1	Press releases	Nr of press releases	2 issued press releases

3.3 Communication Plan

YEAR 1	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Website			x	x	x	x	x	x	x	x	x	x
Social media					x	x	x	x	x	x	x	x
Newsletter							x					x
Press release		x										

YEAR 2	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Website	x	x	x	x	x	x	x	x	x	x	x	x
Social media	x	x	x	x	x	x	x	x	x	x	x	x
Newsletter						x						x
Press release										x		

YEAR 3	M25	M26	M27	M28	M29	M30	M32	M32	M33	M34	M35	M36
Website	x	x	x	x	x	x	x	x	x	x	x	x
Social media	x	x	x	x	x	x	x	x	x	x	x	x
Newsletter					x							x
Press release												

4 Dissemination

Main intent: Make knowledge and results public, for others to use free of charge

4.1 Dissemination strategy

The goal of the Dissemination strategy is to consolidate the activities of the project partners into a concrete action plan that will guide dissemination actions for all partners.

To maximise the impact and advance the state of the art in disinformation combating and language technologies, the consortium will disseminate the project's results (especially the ones produced in the joint research project in WP2) to the scientific community and industry representatives, who can learn from the results, using:

- **Publications:** scientific articles will be published to increase the awareness on the research area and the project capacity building topics;
- Dissemination by means of **results communication** via project website, partners' web platforms and project's social media channels supported by project participants and stakeholders across the activities;
- **Events:** Consortium Partners will present at scientific conferences, industry meetups as well as co-organized (public) research events.

To successfully disseminate the project results amongst the scientific community, various tasks will be performed.

- Webinars: Will be oragnized by the project partners, covering selected topics related to the project. Four online webinars will be held during the project, each webinar will be recorded. The recording will be shared on the project website so that a wider audience can access it.
- Peer-reviewed publications: Will be published in relevant peer-reviewed journals and at premier international scientific conferences; these publications will create awareness about the project's scientific outcomes in the international scientific community and will advance the current state of the art.
- Active participations at scientific conferences: The cooperation with initiatives and scientific communities can be strengthened through active attendance at scientific conferences which also present ideal opportunities for networking.
- Joining scientific networks & associations: Dissemination of the project results in various existing networks and associations can help to spread the results beyond the consortium partners and their regions.

The industry stakeholders can both benefit from the project results but also assist with their knowledge and expertise. The dissemination to the industry is going to be performed through these activities:

- Organising meet-ups with industry representatives to pursue knowledge exchange and inform the industry about the project results

- Monthly meetings with industry partners showing new findings/results, which can serve not only as presentations on the project's improvements but also as problem solving for further advancement
- Participation in conferences for industry associations to increase networking with industry
- Participation in panel discussions to strengthen the project dissemination by informing about the project and the progress in research area, which is in its focus
- Strengthening the network by joining existing networks/associations, although the current partner networks will be utilised as well

Target groups

- scientific community
- industry

Dissemination channels & tools

Peer-reviewed journals and international conferences

Project's results will be disseminated at peer-reviewed journals and conferences meeting high quality standards and offering open access to publications to maximise their impact on the targeted audiences.

Tentative list of relevant peer-reviewed journals:

- Journal of Artificial Intelligence Research,
- Transactions of the Association for Computational Linguistics,
- Natural Language Engineering
- Language Resources and Evaluation

Tentative list of peer-reviewed international conferences:

- Conference on Neural Information Processing Systems (NeurIPS)
- International Joint Conferences on Artificial Intelligence (IJCAI)
- Annual Meeting of the Association for Computational Linguistics (ACL)
- Annual Meeting of the European Chapter of the Association for Computational Linguistics (EACL)
- Conference on Empirical Methods in Natural Language Processing (EMNLP)
- Conference on Conference on Computational Linguistics (COLING)
- Conference on Language Resources and Evaluation (LREC)

TARGET GROUPS: Scientific community, industry.

Other live and virtual large-scale events

To increase the prominence of the project, its results, and findings and to find synergies and cooperation with other initiatives or stakeholders, partners will actively participate in and give talks at external events such as scientific or industry conferences on combating disinformation (e.g. Conference for Truth and Trust Online) or other areas relevant to the

project (e.g., EARMA Conference). Most of the scientific conferences are also attended by industry representatives, which presents ideal opportunities for networking. Also, professional events organised by industry associations such as AmCham and SAPIE will be attended in the position of panellists.

Tentative list of big events:

- META-FORUM
- Conference for Truth and Trust Online
- Rise of AI Conference
- EARMA Conference

TARGET GROUPS: Scientific community, industry, and public sector at national level.

Networks / associations / projects

Synergies will be explored with existing networks/associations and projects to strengthen the sustainability of the project results and foreseen impacts and to ensure they go beyond the consortium partners and their regions. Connections will be developed with the relevant new and partners' already existing networks, through which the messages of the project will be amplified. This type of cooperation will allow the consortium to utilise the communication channels specific to the target groups.

Tentative list of relevant networks / associations / projects:

- LT-Innovate
- CLARIN – Common Language Resources and Technology Infrastructure
- ELB – the Common European Language Data Space
- ELEN European Language Equality Network / ELE FSTP Project

TARGET GROUPS: Scientific community, industry, and public sector at national level.

Open science policy

All the results created in the project will follow the open science policy and be accessible for the public as appropriate in the conditions of IPR management and partners rights to the exploitable assets. Knowledge obtained by implementing project activities will be disseminated for the benefit of society by adopting practices of open, reproducible and responsible research.

4.2 KPIs

(Most) Related WP/Task	Tools & Channels	Metrics Method	Expected results (**for Project**)
T4.2	Scientific publications (journals and conferences)	Nr of scientific publications	10 peer-reviewed publications submitted
T4.2	Scientific conferences	Nr of attended conferences	≥ 14

T4.2, T4.3, T3.4	Networks / associations / projects	Nr of prospective collaborations	20 established contacts with potential collaborators
T4.2, T4.3, T3.4	Networks / associations / projects	Nr of European organisations expressing interest to cooperate	3 European organisations expressing interest to cooperate

4.3 Dissemination plan

	Year 1	Year 2	Year 3	Sum
Scientific publications submitted	2	3	5	10
Scientific conferences attended	4	5	5	14
New collaboration contacts	4	6	10	20
New cooperation with organisation (network, association, project)	0	1	2	3

5 Exploitation

Main intent: Enable others to use the project outputs and results; ensure sustainability of the project results beyond the end of the project

5.1 Exploitation and Sustainability Strategy

The consortium partners of DisAI are committed to ensuring the project's sustainability and will act as multipliers of knowledge beyond the lifetime of the project, especially in Slovakia. The Exploitation and sustainability strategy (more details in WP4) of the project will outline exploitable results and key partners involved. The plan will be developed in cooperation with all partners and will include a short-term (1 year) and long-term plan (4 years).

The strategy involves internal knowledge sharing (between consortium partners) and external knowledge sharing (between specific target groups). There will be information exchange and knowledge transfer especially with interested stakeholders and third parties aiming to help exploit the project's results to create shared understandings and narratives, stimulate new synergies and initiatives in the AI sector combating disinformation.

The DisAI project will implement a two-fold sustainability strategy that ensures impact beyond the project's lifetime, containing a short-term and long-term plan.

1. Knowledge sharing between the project partners – sharing the experience, unique knowledge, and best practices will take place most intensively at the beginning of the project to bring the activities to the same level. At the later stages, lessons learned and ways to improve the program will be incorporated.

2. Exploitation – usage of project outputs and assets by the project partners, relevant target groups, and other stake- holders, and further developed during the project under T4.4 and T4.5. Exploitation will be supported through a comprehensive dissemination and communication strategy ensuring the outreach to selected target groups and facilitating the uptake.

Target groups

- researchers
- industry
- others (authorities, industrial authorities, policymakers, sectors of interest, civil society)

Expected exploitation artefacts

- data
- models
- software

5.2 Exploitation and Sustainability Planning

KInIT will exploit the gathered knowledge through experience sharing activities such as the scientific webinar series, joint workshops, and a cross-institutional Summer School (to be implemented within WP1). These will replicate knowledge, help Slovakia's researchers advance, and grow the next generation of researchers in Trustworthy AI and LT. KInIT will also be in the position to provide education and consultations to companies interested in AI and LT. KInIT will further exploit the obtained knowledge and skills, research infrastructure and results (datasets, models) in industrial collaborations. KInIT will help to improve numerous industrial NLP solutions with multilingual and multimodal approaches or with new datasets and language models. KInIT will also fit into increasing needs for trustworthy AI, such as methods for neural model explainability or bias detection, sought by KInIT's industrial partners. Collaboration will be extended to new use cases, especially in the domain of natural language and web-based data processing.

The exploitation of DisAI results will contribute towards the long-term strategic aim of transforming KInIT into a centre of excellence for intelligent technologies in the region of Central Europe and beyond.

DFKI foresees and targets the use of research results from DisAI in two ways: 1. For commercial purposes through collaboration with its investor network and the Enterprise Europe Network (EEN) and 2. in policy-making through collaboration with respective European bodies (in particular DG CONNECT within the current Language Resource Board and related national organisations). Moreover, any tools/solutions and language resources that will be created as part of DisAI will be made available through the ELRC-SHARE/upcoming European Language Data Space (tools and data), the ELG (tools/solutions), and the European Open Data Portal (data), allowing for exploitation beyond the immediate reach of DFKI.

CERTH intends to advance its services for countering disinformation through the research that will be carried out in multimodal claim matching, both by further exploiting own research in the project as well as by continuing/extending the collaboration that will be established with the project partners experienced in Language Technologies, an area complementary to CERTH's work. CERTH will sustain the results of the work through further research in relevant R&D projects and inclusion in the services and tools of the MeVer team, which are also provided under commercial contracts.

UCPH will take advantage of research collaboration in DisAI and the joint exploratory project research results to push forward research in machine learning and natural language areas, particularly in Core natural language processing, Natural language understanding and Multi-modal language processing research groups, of Department of Computer Science (DIKU), which covers research topics very similar to ones tackled by DisAI. The results will be disseminated through the industrial collaboration network of DIKU Business Club and a wide partner network to seek out opportunities of novel national and international collaborations, overreaching to ongoing HE projects.

The consortium partners will be collaboratively preparing new grant proposals to support follow-up activities in the same research area and to secure additional funding and advance research in the targeted field. Proposal preparation teams will identify research gaps and emerging trends, leveraging their improved expertise and upgraded research networks.

6 Conclusions

This document was created by KInIT as a leader of WP4, with contribution from all partners. To achieve a greater impact, all consortium members are responsible for participating in the communication activities and dissemination of the project results, in accordance with the Grant Agreement.

This document will serve as a “living document” throughout the project, guiding the consortium's communication and dissemination efforts. Further interim updates will be issued whenever necessary.

Appendix A: Communication & Dissemination outputs by month M6

Project website

The website of the project was launched by the end of M3 with content targeted for the general public. Regular updates will be available in English. There will be general information on the project, project partners and the research activities and outcomes.

We will continually post information about the project progress on the project website, including news about project related events and publications. All public deliverables will be available on the DisAI website.

Visual materials

An appealing and recognisable visual identity of the project is essential to achieve best communication results. A brand book was created by KInIT and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Visual tools:

- Project logo
- Brand book
- Roll-up banners
- Templates for presentations and text documents

Partners will use the logos, colours of the brand book and the templates when communicating about the project.

During the project, we will create digital content informing about the project progress. These visually appealing and easily understandable materials (digital brochures, onepagers, etc.) will present the project scope and key achievements.

Social media - LinkedIn profile

Active social media presence will contribute to establishing and maintaining public engagement with the project. KInIT will manage the created English LinkedIn account of the project, but other partners are also welcome to contribute to the Social media content.

The LinkedIn profile will be regularly maintained and updated with on-going activities. Regular posts will be published on the DisAI LinkedIN profile with information about the project goals, partners, research, updates and events. The new information will be uploaded several times per month.

On top of that, partners' social media profiles will also share information about the DisAI project.

Promotional video

A motion design video was created to explain the project goals, to introduce the partners and to present the project activities in an attractive and dynamic way. Video was promoted through DisAI LinkedIn profile and on the website.