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D4.4 Report on dissemination, communication and synergy activities Version 1

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Abstract	This deliverable is a report on the dissemination, communication and synergy activities conducted within the scope of the DisAI project at the middle of its runtime, outlining all activities that were undertaken by the consortium in order to disseminate and communicate the project results and findings to both public and research.

Keywords	Dissemination, Communication, Exploitation, Activities, Outreach

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History of Changes

Version	Date	Description/Note
1.0	31 Apr 2024	Final version as submitted by the contractual date of delivery
1.1	1 July 2024	Incorporated feedback based on the the mid-term review: • Added specific details on the use of different social media platforms (part of sect. 3.2)

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1 Introduction

Deliverable D4.4 reports on the dissemination, communication and synergy activities conducted within the scope of the DisAI project at the middle of its runtime. In this report are outlined all activities that were undertaken by the consortium in order to disseminate and communicate the project results and findings to both public and research.

First, we outline and summarise the Communication, Dissemination, and Exploitation plan (Deliverable D4.1), which provides an initial guide for orchestrating the dissemination, communication and exploitation activities in the scope of the project. We then report on the communication initiatives that were undertaken and report the current status of the communication KPIs, including details on the project website and social media channels. We subsequently report on dissemination measures that were undertaken, reporting on the current status of the dissemination KPIs, including publications and conferences or meetings visited. Finally, we report on the status of exploitation.

2 Communication, Dissemination & Exploitation Plan

Deliverable D4.1 listed details on the Communication, dissemination and exploitation plan. This plan provides an initial guide for orchestrating the dissemination, communication and exploitation activities in the scope of the project. It sets out a structured approach to these activities, with the aim of improving the visibility and overall impact of the project. Recognising the dynamic nature of the project, the plan is designed for regular reviews leading to a final version scheduled for submission in month 30.

The strategy emphasises the dynamic nature of collaboration between members of the consortium, with KInIT assigned a leadership role in overseeing all related activities. The plan calls for active engagement of all consortium entities, including DFKI, CERTH and UCPH, to disseminate information about the project, facilitate communication efforts and utilise their extensive networks to extend the reach of the project. A key directive of the plan is the commitment to recognise EU support in all communications about the project. This includes the integration of the EU emblem and a named acknowledgement phrase in all dissemination materials, as specified in the DisAI grant agreement.

The communication strategy detailed in the plan targets a wide range of audiences, including the general public, media, academia, industry representatives and national level authorities. To this end, it identifies a range of channels and tools, such as digital platforms, social media, newsletters and conventional media, each selected for their potential to engage effectively with the specified target groups.

The dissemination plan is designed to ensure the free accessibility of the project results, especially to the scientific and industrial sectors, in order to promote the application of these results. Strategies include publishing scientific articles, presenting at conferences and utilising networks and associations to extend the impact of the project.

In terms of utilisation, the plan describes strategies to maintain the longevity of the project results. The focus is on knowledge transfer within the consortium and to external stakeholders to stimulate new collaborations and initiatives in the field of AI. The expected results of these efforts include the dissemination of data, models and software.

Finally, the plan emphasises the joint commitment of the consortium members to actively participate in the described communication, dissemination and exploitation activities. It describes the plan as a flexible guide that directs the consortium's efforts in these areas throughout the project and adapts to ensure maximum impact.

3 Communication

3.1 Overview

The main objectives of DisAI's communication strategy are as follows:

- Communication with a wide range of stakeholders, including the general public, the media (with a particular focus on fact-checkers), the scientific community, industry and public bodies at national level.
- Raising awareness of the DisAI project by detailing its objectives, activities and successes in combating misinformation through advanced AI technologies.
- Emphasizing the importance of using existing networks and infrastructures to extend the reach and impact of the project to a relevant and wider audience.
- Harmonization of the various efforts of the project's partners in a strategic plan that manages communication activities as a whole.
- Mixing of digital and traditional media, direct interactions and specific project platforms such as websites, social media, newsletters and press releases to disseminate information and promote the project's efforts.
- Education of target groups about the challenges of misinformation, demonstrating the potential of AI technologies in this area and highlighting the project's contributions to solving these problems. Communication on the project's research and education initiatives, aiming to highlight the project's role in broadening knowledge and expertise in critical areas of AI.
- Encouraging collaboration and knowledge sharing between consortium members and the wider public, in order to enhance the impact of the project and drive collaboration forward.

In essence, the communications strategy aims to bring together the efforts of the project partners in a single framework that not only promotes the mission of the DisAI project, but also actively engages a wide range of stakeholders through different channels to inform, educate and promote cooperation in the fight against misinformation.

The target audience for our communication efforts consists of:

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

3.2 Evaluation of Activities

List of Activities

The following communication activities were undertaken. We also list secondary target groups here, as for all of these activities, several stakeholder groups were relevant. The listed two groups form the most important stakeholders.

Communication activity name	Describe the activity	Target group	Secondary Target group	Communication channel	Outcome
5th successful Horizon Europe project proposal	News article on KINIT web	Citizens	Investors	Website	wide reach to KInIT community
KInIT Horizon Europe projects success	KInIT Facebook post	Citizens	Research communities	Social media	informing KInIT followers about the project
Exciting times at KInIT	KINIT Newsletter	Citizens	Civil society	Newsletter	informing KInIT subscribers about the project
KInIT participated in 5 project proposals that received very positive reviews and we are looking forward to the final step of awarding the grants in the near future.	KInIT Facebook post	Citizens	Research communities	Social media	informing KInIT followers about the project
DisAI: Improving scientific excellence of KInIT in AI and language technologies to fight disinformation	Project description on KInIT website	Citizens	Research communities	Website	wide reach to KInIT community
Two years of KInIT	KInIT Newsletter	Citizens	Investors	Newsletter	informing KInIT subscribers about the project
The Better AI Meetup - mention about the project in Martin Tamajka's presentations, from 01:09:00	The Better AI Meetup - meetup of AI enthusiasts	Citizens	Investors	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc,.	reached and informed the AI community in Bratilava, SLovakia
Kick-off meeting day 1	KInIT Social media posts about the project kick-off meeting day 1	Citizens	Civil society	Social media	informing KInIT followers about the project
Kick-off meeting day 2	KInIT Social media posts about the project kick-off meeting day 1	Citizens	Civil society	Social media	informing KInIT followers about the project

KInIT has partnered with top language technology experts to tackle disinformation	KInIT sent out a press release about the DisAi projects - this is the original version on KInIT website	Citizens	Research communities	Press release	wide reach to KInIT community
Starting the DisAI projects	KInIT social media posts	Citizens	Research communities	Social media	informing KInIT followers about the project
"KInIT will work with language technology experts to combat misinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"KInIT will fight misinformation with language technology scientists"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"EU grant for Slovakia to leverage artificial intelligence to fight disinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"KInIT has partnered with top language technology experts in the fight against misinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
" KInIT has started working with top language technology experts to fight misinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"KINIT HAS PARTNERED WITH TOP LANGUAGE TECHNOLOGY EXPERTS TO COMBAT MISINFORMATION"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
" KInIT has started working with top language technology experts to fight misinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"Kempelen Institute of Intelligent Technologies takes steps towards combating misinformation"	Published press release by a Slovak media outlet	Citizens	National authorities	Media article	wide reach of media community and interested citizens
DisAI: Project kickoff in the media	Info about the published press releases	Citizens	Research communities	Website	reached interested individuals coming from a variety of interest groups

DisAI Project	Video about the project on KInIT Youtube	Citizens	Research communities	Social media	informing KInIT followers about the project
DisAI web	We created and published a website dedicated to the DisAI project	Citizens	Research communities	Website	reached interested individuals coming from a variety of interest groups
"Scientists are teaching AI how to detect lies."	Interview with Marián Šimko about the DisAI project in Slovak print newspaper Pravda	Citizens	National authorities	Media article	wide reach of media community and interested citizens
"Scientists are teaching AI how to detect lies."	Interview with Marián Šimko about the DisAI project in Slovak newspaper Pravda - online version	Citizens	National authorities	Media article	wide reach of media community and interested citizens
Social media post about Marian's interview in pravda newspaper	KInIT Social media posts	Citizens	Research communities	Social media	informing KInIT followers about the project
DisAI LinkedIN profile	We created a LinkedIN profile for the project.	Citizens	Investors	Social media	Successful launch with some initial followers
DisAI: We want to contribute to securing the digital society	News post on KInIT website about the DisAI newsletter	Citizens	Research communities	Website	reached interested individuals coming from a variety of interest groups
KInIT News: We want to contribute to securing the digital society	KInIT newsletter about the DisAI project	Citizens	Research communities	Newsletter	informing KInIT subscribers about the project
Europe Day 2023	KInIT had a stand at the Europe Day 2023 event in Bratislava, we talked about the DisAI project	Citizens	National authorities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc,.	raise awareness about information disorders - mostly elementary and secondary school students
DisAI Webinar #1	The 1st from the 4 scientific webinars on Disinformation Combating was held, we published the recording on the DisAI website.	Citizens	Research communities	Website	Webinar recording is available to the wide public, they can watch to get informed about the topic of Disinformation Combating.

DisAI Company Website at DFKI	The official project website on the DFKI site for DisAI	Citizens	Research communities	Website	wide reach to DFKI community and externals
DisAI Webinar #2	The 2nd from the 4 scientific webinars on Multilingual NLP was held and we published the recording on the DisAI website.	Citizens	Research communities	Website	Webinar recording is available to the wide public, they can watch to get informed about the topic of Multilingual NLP.
Sensors Webinar: Multimodal Sensing Technologies for IoT and AI-Enabled Systems: A Multidisciplinary Approach	Webinar related to the Special Issue “Multimodal Sensing Technologies for IoT and AI-Enabled Systems" of Sensors (ISSN 1424-8220), which belongs to the section “Internet of Things". Dr. Symeon Papadopoulos was an invited speaker on the topic of "Multimodal Content Analysis in the service of Journalism".	Citizens	Research communities	Website	The webinar informed students, researchers, and professors about the topic of disinformation, the threats posed by deepfakes, out-of-context misinformation, and overall misinformation spread, as well as multimodal content analysis methods.
Sensors Webinar: Multimodal Sensing Technologies for IoT and AI-Enabled Systems: A Multidisciplinary Approach	Webinar related to the Special Issue “Multimodal Sensing Technologies for IoT and AI-Enabled Systems" of Sensors (ISSN 1424-8220), which belongs to the section “Internet of Things". Dr. Symeon Papadopoulos was an invited speaker on the topic of "Multimodal Content Analysis in the service of Journalism".	Research communities	Research communities	Website	The webinar informed students, researchers, and professors about the topic of disinformation, the threats posed by deepfakes, out-of-context misinformation, and overall misinformation spread, as well as multimodal content analysis methods.
DisAI Website at CERTH/MeVer	The official DisAI project website on the CERTH/MeVer website	Citizens	Research communities	Website	Reach CERTH community, external individuals and researchers

Twinning Initiatives at the DFKI lab	Presentation of the twinning projects conducted at the MLT lab at DFKI for the scientific advisory board review. Poster presentation of DisAI and another project	Research communities	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc,.	Discussions with researchers inside and outside of DFKI on the project
European researchers' night in Bratislava	We talked about the DisAI project at the event.	Citizens	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc,.	Raised awareness about AI, NLP and disinformation combating
Data, AI, znalosti (DaiZ'23) meetup: Umělá inteligence mezi trénovacími daty a lidskými znalostmi	Róbert Móro gave a talk about reducing the impact of misinformation with artificial intelligence at the meetup of Fakulta informatiky a statistiky VŠE, the project was mentioned and included in his sposter.	Research communities	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc,.	Raised awareness about KInIT in the research community and topic of disinformation combatting (and related sub-topics)
DaiZ Meetup in Prague	Article on KINIT website mentioning the project	Research communities	EU Institutions	Website	Raised awareness about KInIT in the research community and topic of disinformation combatting (and related sub-topics)
KInIT at the EMNLP conference in Singapore	Article on KINIT website mentioning the project	Research communities	Research communities	Website	Raised reputation of KInIT, awareness on researched topics
🙏 Many thanks for the inspiring visit Stefanos Papadopoulos a valued member of our DisAI project.	Info about Stefanos visit in our office (KInIT)	Research communities	Citizens	Social media	Raised reputation of KInIT, raised awareness about KInIT in the research community and topic of disinformation combatting multimodal processing

KPIs

The following table lists all communication KPIs that are measured in DisAI and their current status (M17).

(Most) Related WP/Task	Tools & Channels	Metrics Method	Expected results	Current status
T4.1	Project website	Nr of views	≥ 5 000	3269 *(on track)*
T4.1	Social media pages	Nr of views/impressions	≥ 10 000	8617 *(on track)*
T4.1	Newsletter	Nr of newsletter subscribers, nr of newsletters dispatched	At least 80 subscribers, at least 6 newsletters dispatched	60 subscribers, 2 newsletters dispatched *(on track)*
T4.1	Press releases	Nr of press releases	2 issued press releases	1 press release issued *(on track)*

Utilisation of Individual Social Media Channels

Compared to DisAI social media channels, KInIT social media accounts have a wider focus, with stronger aim at communicating the project towards the wider public, while DisAI channels focus at specific activities within the project team.

In practice, KInIT utilises its Facebook, LinkedIn and X (formerly known as Twitter) channels in order to cross-promote the DisAI project, while DisAI as such only operates a dedicated LinkedIn profile at this point. As the audience of KInIT profiles was built over a significantly longer time period, they generally do have more followers, therefore at the time being such cross-promotion might be more efficient in reaching a larger audience than focusing solely on dedicated DisAI channels.

The segments of society (or target audiences) towards which individual channels reach differ: users of LinkedIn (where KInIT's presence is strongest) are looking for content which is rather professional; Facebook users desire the type of content that verges on leisure and in spite of current negative trends, X (formerly Twitter) always used to be a popular platform among experts from the fields of tech and media.

This is reflected by the choice of target groups envisioned in the Dissemination, exploitation and communication plan that the project communication through these platforms aims to focus at: the general public is to be best (most effectively) approached via Facebook, the media and the scientific community via X (formerly Twitter) and industry professionals via LinkedIn.

4 Dissemination

4.1 Overview

The dissemination strategy of the project defines several fundamental objectives:

- Disseminating the project's findings, particularly those from the collaborative research, in order to advance the fight against disinformation and innovation in the field of language technology. The aim is to reach both the scientific community and industry figures who can benefit from these developments.
- Active participation in scientific meetings and involvement in relevant networks and professional associations for disseminating the project results beyond the immediate circle of consortium partners and fostering potential collaborations that enhance the reach and influence of the project.
- Disseminating the project results widely by utilising various channels including academic publications, the project's digital presence, social media and professional gatherings such as conferences and industry forums.
- Integrating the various dissemination efforts of the project partners into a unified framework that shows all partners how to effectively share their results.
- Stimulating broad engagement, increasing awareness and disseminating the project's ideas to a wide audience, by organising webinars on specific topics and seeking publications in prestigious peer-reviewed journals and leading conferences.
- Engaging with the industry sector by attending industry meetings, giving regular project updates to industry and participating in industry conferences to actively engage industry stakeholders and facilitate the exchange of knowledge and information on project outcomes.
- Targeting the scientific community, industry professionals and public sector decision makers at a national level, to ensure that project results are disseminated to those who can most effectively apply and benefit from them.

Overall, the project's dissemination strategy is meticulously designed to focus the efforts of partners, extend the reach of the project and its contribution to its field, actively engage key stakeholders and ensure that its results are used for the benefit of society.

The target audience for our dissemination efforts consists of:

- scientific community
- industry

4.2 Evaluation of Activities

List of Activities

The following dissemination activities were undertaken:

Dissemination activity name	Activity type	What kind of activity	Target group	Description of the objective(s)
EMNLP 2022 conference and co-located workshops	conference participation	Conferences	Research communities	Presenting paper Average Is Not Enough: Caveats of Multilingual Evaluation at the 2nd Workshop on Multi-lingual Representation Learning (MRL) addressing the problem of multilingual evaluation using simple statistics. The goal of the travel is covered by DisAI Task 4.2 (Dissemination to Scientific Community). The paper is related to CBFAs 2 (Multilingual LT) and 3 (Trustworthy Artificial Intelligence) covered by DisAI Tasks 2.2 (Multilingual claim matching) and 2.4 (Trustworthy claim matching).
EACL 2023 conference and co-located workshops	conference participation	Conferences	Research communities	EACL 2023 conference and co-located workshops - presentation of our full paper "In-Depth Look at Word Filling Societal Bias Measures" at the main conference. The goal of the travel is covered by DisAI Task 4.2 (Dissemination to Scientific Community). The paper is related to CBFA 3 (Trustworthy Artificial Intelligence) covered by DisAI Task 2.4 (Trustworthy claim matching).
Webinar #1: Disinformation combatting: Challenges, methods and tools	webinar	Education and training events	Research communities	The webinar investigates the disinformation research landscape and explores a wide range of methods in combatting disinformation, encompassing text-based, visual, and multimodal approaches. - The webinar is related to T1.2 - Scientific webinar series.
Webinar #2: Multilingual AI	webinar	Education and training events	Research communities	The webinar on Multilingual NLP hosted by the German Research Center for AI (DFKI) is part of the webinar series in the context of the EU project “DisAI”. The webinar will consist of two parts. In the first part, we will give an overview of common approaches and techniques in multilingual and cross-lingual natural language processing, with a specific focus on multilingual representations and encodings, as well as non-societal biases in multilingual models. The second part will focus on low-resource multilingual processing and cover self-supervised machine translation as an example of data-efficient processing, as well as adapters and prompt tuning as examples for parameter-efficient techniques, both of which are important building blocks of low-resource NLP. The two talks will present basic approaches on the two topics, but also give insights into current research conducted at the Multilinguality

				and Language Technology Lab at DFKI. Participants will have the chance to discuss questions with the lecturers in two discussion blocks.
EMNLP 2023 conference	Conference paper	Conferences	Research communities	Presenting paper Multilingual Previously Fact-Checked Claim Retrieval, describing the created dataset for research of claim matching The goal of the travel is covered by DisAI Task 4.2 (Dissemination to Scientific Community). The paper is related to all CBFAs and it is particularly relevant for Task 2.1.
Webinar #3: Trustworthy AI	webinar	Education and training events	Research communities	The webinar on Trustworthy AI hosted by the University of Copenhagen is part of the webinar series in the context of the EU project "DisAI". The webinar will give a high-level overview of the fundamental problems in trustworthy AI. Trustworthiness is said to track transparency, fairness, privacy, and accountability, with transparency often receiving more attention. Transparency comes in two distinct flavors, inference and training transparency. The talk first focuses on the classical problem of inference transparency, and why it is a hard problem. It also looks at how this problem affects the epistemic value of applications of AI to the sciences -- as well as at possible ways out. Finally, it addresses some common fallacies when addressing the trustworthiness of AI systems, in general.

KPIs

The following table lists all dissemination KPIs that are measured in DisAI and their current status (M17).

(Most) Related WP/Task	Tools & Channels	Metrics Method	Expected results	Current Status
T4.2	Scientific publications (journals and conferences)	Nr of scientific publications	10 peer-reviewed publications submitted	5 publications *(on track)*
T4.2	Scientific conferences	Nr of attended conferences	≥ 14	4 conferences *(on track)*
T4.2, T4.3, T3.4	Networks / associations / projects	Nr of prospective collaborations	20 established contacts with potential collaborators	30 industrial contacts + 50+ contacts from grant-based

(Most) Related WP/Task	Tools & Channels	Metrics Method	Expected results	Current Status
				collaborations *(already achieved)*
T4.2, T4.3, T3.4	Networks / associations / projects	Nr of European organisations expressing interest to cooperate	3 European organisations expressing interest to cooperate	3 organisations/ networks/consortia *(already achieved)*

5 Exploitation

5.1 Overview

DisAI's main exploitation objectives are as follows:

- Ensuring the continued relevance and application of the project results, aiming for a lasting impact well beyond the formal end of the project, with a particular focus on contributions within Slovakia.
- Promoting knowledge sharing and exploitation, enabling the exchange of knowledge and methods between project consortium members and external institutions, targeted at groups such as the academic community, industry, policy makers and society at large. These efforts aim to promote a common understanding, encourage the practical use of the project's results and spark new ventures in AI to combat misinformation.
- Implementation of a comprehensive sustainability plan, including an intensive exchange of knowledge and practice between the project partners, and a broad use of project outputs, including data, models and software, by partners, stakeholders and other interested parties, supported by targeted dissemination and communication activities to ensure widespread adoption.
- Generation and application of actionable outputs, such as data, models and software, supporting both academic research and practical applications in relevant areas.
- Enhancing academic and industrial partnerships, using the knowledge gained from the project in the areas of NLP, machine learning and ethics in AI through academic initiatives and industrial collaborations.
- Achieving broader strategic objectives, such as establishing KInIT as a regional centre of excellence for smart technologies, improving tools and methods for combating misinformation and accelerating developments in machine learning and language processing technologies.
- Collaborating with European institutions and industry aims to translate project results into policy influence and commercial opportunities, thus broadening the scope and application of project results.
- Preparing future initiatives and funding, to secure further funding through funding applications, focusing on continuing the study of the project and solving new research challenges, using the enhanced skills and network established by the project.

The exploitation objectives focus on ensuring that the results of the project continue to have value and are used across different sectors, promoting an environment of ongoing knowledge sharing, contributing to significant advances in AI research and application, and supporting strategic objectives that extend beyond the life of the project itself.

The target audience for our exploitation efforts consists of:

- researchers

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

Key exploitable results include:

- data
- models
- software

5.2 Evaluation of Activities

List of Activities

The following activities, which can be considered as exploitation, were undertaken so far. Note that exploitation activities are planned towards the end of the project.

Description	Date
Webinar series on disinformation combating and NLP and Language technologies: 3 out of 4 webinars were delivered, covering Challenges, methods and tools for disinformation combatting; Common approaches and techniques in multilingual and cross-lingual natural language processing and low-resource multilingual processing; and fundamental problems of Trustworthy AI. The knowledge was shared to a wide audience of more than 40 attendees. The webinar recordings are shared online[1].	May 2023, September 2023, April 2024
Exploitation to Industry: Together with DFKI, KInIT identified potential industrial partners to cooperate with, comprising a list of both international and national companies from various levels. As more concrete project results that can be used for exploitation are currently being developed during the project runtime, the contact to such partners is postponed to a point in time where more concrete technology can be offered. In parallel, DFKI invited KInIT to participate in the preparation of several proposals for HORIZON Europe, putting KInIT in touch with several mid-sized and large companies that operate throughout Europe, such as Philips, Intel, and PolyAI.	Started Spring 2023, ongoing.
Grant-based project proposal collaborations: The knowledge acquired during the DisAI project implementation is continuously exploited for new grant-based project proposal preparations done with established and new partners. So far, 14 submission were made with more than 50 academic or industry partners involved.	Since the start of the project, ongoing.
Invitation of KInIT to the user group of the Common European	February 2024

[1] https://disai.eu/event/disai-webinar-1/, https://disai.eu/event/disai-webinar-2/, https://disai.eu/event/disai-webinar-3/

Language Data Space (LDS): The LDS user group is a group of associations and companies that are envisioned to make use of the Data Space infrastructures and that will communicate and exchange via the platform. The LDS user group is envisioned to be comprised of several hundreds of companies and LT initiatives across Europe, providing the fastest and most reliable platform for technology and knowledge exchange between industry, the public sector, and research in the field of AI and language technologies. The LDS is coordinated by DFKI.	
Integration into CLARIN: Initial attempts were undertaken to integrate KInIT and Slovakia into CLARIN. A prototype of web portal/catalogue on NLP tools for language processing in Slovak is being developed[2]. Further steps, evaluation of pros and feasibility of joining (i.a. securing institutional support) CLARIN will be performed in the second half of the project.	Started Spring 2023, ongoing

KPIs

No specific KPIs for exploitation were defined.

[2] prototype available at http://62.171.171.0/nlpcat2/

6 Conclusion

Deliverable D4.4 presented the significant progress made in the dissemination, communication and synergy activities of DisAI. We show that all planned activities have been carried out comprehensively and have succeeded in involving a wide range of stakeholders, including the general public, the scientific community, industry and national authorities. The strategic use of digital platforms, social media and traditional media significantly increased the visibility and impact of the project's and ultimately its efforts to combat misinformation using advanced artificial intelligence and language technologies.

The evaluation of all activities against the KPIs that were set out shows a clear path towards achieving the project's objectives, with promising indicators of success in terms of reach and engagement for the time being. For the remainder of the project, it is essential to maintain the momentum created so far and to continue to renew and refine our strategies to ensure that dissemination, communication and exploitation efforts not only meet but exceed the expectations set at the start of the project. The C, D and E measures implemented so far build a solid foundation for future activities to ensure that the project remains a relevant and influential force in the fight against misinformation as we approach the critical later phases of its timeline.