



**Value and Impact through Synergy, Interaction and
coOperation of Networks of AI Excellence Centres**

GRANT AGREEMENT NUMBER: 952070

Deliverable D6.1 Report
Communication & Dissemination Plan
incl. EU AI brand toolbox

D6.1 Communication & Dissemination Plan incl. EU AI brand toolbox

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Executive Summary

This document is a deliverable of Work Package 6 “Communication and Dissemination Support” within the EU Coordination and Support Action (CSA) “VISION” financed by the European Commission through the Horizon 2020 programme under the H2020-ICT-48-2020 call for proposals.

It is a comprehensive document defining target audiences, type of topics and results for sharing and further dissemination as well as types of actions, activities and tools for joint dissemination activities of the VISION project. These activities are based on the cooperation of all partners and are strongly linked not only to the VISION project objectives but also to the activities of particular work packages.

The aim is to support and multiply synergies in communicating the activities and results of the ICT-48 networks and to be instrumental for their visibility towards a variety of different audiences. The coordination and cooperation of joint communication efforts can avoid public confusion when communicating information from different (ICT-48) projects with different objectives/topics and targets.

A corporate identity guide and a basic toolbox of templates for the VISION consortium partners have been provided. The ambition is also to open a discussion on the European AI branding.

As the C&D Plan is a living document, annual updates are foreseen.

1. Introduction

1.1 Methodology

Communication Activities

The communication activities should promote the entire action, both the project itself and its ongoing activities and results, to a wider range of audiences, including the general public, traditional and social media. The aim is not only to demonstrate how the EU funding is being used and contributes to societal challenges, but also to take the opportunity for potential engagement of the public and build on the feedback arising from an open dialogue with particular audiences.

Dissemination Activities

Dissemination and exploitation shall provide direct outreach to the main stakeholders and potential users of project results and outcomes, aiming to facilitate uptake and prospective use of the results. Without awareness-raising from the very beginning of the project, the results and the benefits of using them as the basis for further research, development or deployment will not be fully accessible to these target groups.

1.2 Objectives

As a CSA, the VISION project acts as an integrator and mediator within the ICT-48 community; therefore, the Communication and Dissemination Plan (C&D Plan) of VISION should provide communication and dissemination support to the four European networks of AI excellence centres (ICT-48 networks / all together also as the ICT-48 community) and the European AI community at large.

According to the call, one goal of the VISION project is to support the ICT-48 Networks in their communication and dissemination activities, while fully addressing ethics, legal aspects, social implications, gender and diversity aspects. With this in mind, VISION aims to complement and unite the communication and dissemination efforts of the individual ICT-48 Networks while stimulating cross-networks and cross-domain fertilisation.

Europe has many world-class businesses, research centres, and universities in AI.
Four newly established networks of AI centres of excellence are bringing many of them together.
“Together, we lay the foundation for the success of trustworthy, human-centric AI - AI made in Europe.”

VISION Communication & Dissemination Objectives

- 1) **Communication activities** aim to amplify outreach and raise awareness as well as engagement by continual informing about goals, activities and results of the ICT-48 community (including, of course, VISION) and its associated partners to the professionals and general public with the use of tools, such as website, videos, articles in magazines, social media posts, online bulletin, offline materials, open days etc.
- 2) **Dissemination activities** reach primarily AI community networks, especially among academics/ researchers/ students/ industry representatives, with the aim to facilitate the overall objectives of VISION, as per the proposal and grant agreement, through face-to-face meetings and networking, participation in relevant conferences, membership and active contribution to the selected AI networks and associations, workshops, seminars, and other

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events. **Utilisation of the project results** grows from the stakeholder's understanding and engagement in a long-term perspective.

- 3) **Support to the ICT-48 Networks** will help increase coordination, cooperation and synergy across the European AI community networks. The aim is to enable effective networking and to facilitate communication among the ICT-48 Networks and beyond. This comprises sharing best practices in terms of external communication, implementation of uniform appearance of the ICT-48 Networks outcomes etc. As a result, VISION will act as a single point of communication & PR contact for the ICT-48 Networks, in order to assist with the dissemination and promotion of their activities and results.

Objectives for Joint ICT-48 Communication & Dissemination

- **Ensure maximum potential reach** of all relevant information, by establishing information flows and effective use of channels that shall provide a foundation for an efficient and targeted communication strategy. Clearly defined paths and procedures will enable the communicated and disseminated materials to reach designated audiences and will allow the maximum potential impact of given information.
- Support the ICT-48 Networks, in order to **increase cooperation and synergy** across the European AI community networks - paving a way for effective, unified European AI branding.
- **Facilitate cross-network communication** - identify opportunities for cross-network collaboration at the research, exploitation, and dissemination level.

The importance of joining efforts and fostering cross-network communication is given mainly by the practical point of view in respect to the pains of all audiences and can be briefly listed as follows:

- Overload of information
- Many networks/news to follow
- Interest in more than one topic/field
- Cross-referencing and making connections is not always easy
- Repetition of important news always draws attention

→ **The coordination and cooperation of joint communication efforts can help reduce public confusion when communicating information from different (ICT-48) projects with different objectives/topics and target audiences.**

Through coordinated actions of this nature, the ICT-48 projects will jointly contribute to one of the significant objectives of the call - support of the strengths of *"AI made in Europe"* and the common European AI Brand and to have the success of *AI in Europe*.

2. Target Groups

2.1 The ICT-48 Community Environment

In general, it is necessary to address each particular target group with information tailored to its interests and through the channels suiting best the purpose of information delivery. Support of the running projects, partners, and organisations shall be made in a transparent way.

It needs to be emphasised that the VISION engagements are mainly intended to facilitate engagement of the ICT-48 Networks and to encourage synergies with existing groups or create them if there is a compelling need. Nevertheless, for better understanding the position and role of the VISION project, a prior mapping of the overall AI community environment of the target groups is necessary.

The target audiences of the entire ICT-48 community are characterized by complexity on many levels that causes overlaps of the academic and industrial stakeholders, as the community involves multiple initiatives, innovators, projects, and organisations acting in various sectors (see Figure 1).

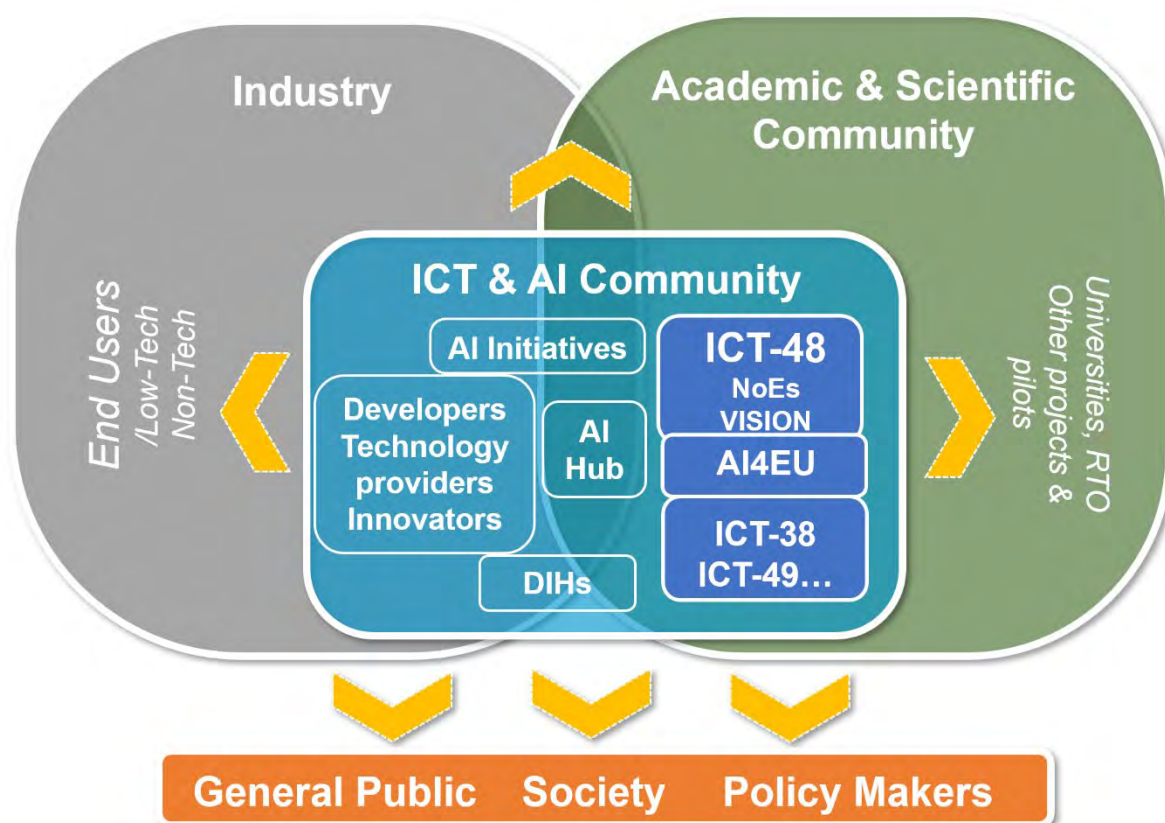


Figure 1: The complexity of target groups of the ICT-48 community with dissemination flows

ICT & AI Community and Key AI Stakeholders

AI individuals and professionals (academics/ researchers/ students/ industry representatives/ public authorities) as well as initiatives, project-based or institutionally organised and formed by members of:

- ICT-48 Networks & AI4EU

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- EU ICT projects (i.e. 38, 49), DIHs & EDIHs (formally part of the funded EC DEP Network)
- AI Community Networks & Initiatives, other interested stakeholders: AAI, BDVA, CLAIRE, ELLIS, ESA, EurAI, euRobotics, etc.

Academic and Scientific Community

At both the European and international levels, the AI research community covers all areas of AI and overlaps strongly with the open-source community. They also participate in the design and operation of training programmes and provide much-needed AI experts and data scientists to the market.

Young talents and students

To increase Europe's attractiveness for young talents and researchers from the international community as a place of latest innovations and breakthroughs in AI domains is one of the goals of the call as well as the ICT-48 Networks and VISION project. AI talents are recruited from various fields beyond the traditional technical sciences. Thanks to the expected pressures on inevitable re-skilling, talents come from cross-disciplinary areas of tertiary and postgraduate education with integrated knowledge disciplines of the ethical, legal and social aspects of AI.

Industry

Industrial companies and entrepreneurs are one of the main target groups of the ICT-48 community. In terms of dissemination, they transfer ideas, concepts, and results on the latest AI research advances and may act as a reference for other industries in particular domains. Also, they provide valuable responses on the latest trends and AI implementations from an economical point of view, evaluating solutions and results of the projects. Companies involved in AI differ substantially with regard to their level of knowledge and expertise, as well as in their operational and strategic needs. This target group comprises large corporations and SMEs, end-users, developers, integrators, start-ups and scale-ups, as well as technology innovators and providers. The industrial stakeholders in AI domains are impacted or interacting with the main activities as community outreach, education, and training.

General Public and Civil Society

AI transforms our lives and the world we live in, generating positive and negative impacts on society, with far-reaching economic, healthcare, legal, political and regulatory implications. AI will not only cause the workforce to evolve but it crosses over ethical and legal boundaries. These topics shall be addressed as they might be to some extent unclear to the society. Public and societal actors shall be informed about the ICT-48 actions, results as well as general impacts of AI applications on their lives. Specific sub-group: Youngsters with their teachers and families - to increase their motivation to be active and familiar with new technologies and AI-science.

Policy Makers and Associations

At the EU and national level, there is a broad range of stakeholders responsible for policy development, i.e. industrial associations, trade unions, regional authorities and administration, chambers of commerce, expert groups (i.e. HLEG). They are involved in identifying possible policy improvements to support the adoption of AI implementations at the local, national or European levels and also to reflect the recommendations and findings concerning the AI impacts on society.

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2.2 VISION Position

VISION is designed not to replace, but rather complement and unite the dissemination efforts of the individual ICT-48 Networks, as well as to broaden the circle of target groups for dissemination. Thus, VISION aims to help the ICT-48 Networks effectively reach their audiences. In carrying out this work, the VISION project will also achieve visibility, which will further increase the efficacy of its C&D activities on behalf of the networks and beyond, creating a positive reinforcement loop.

As outlined in the VISION project proposal, the VISION ecosystem extends far beyond ICT-48, thanks to well-established connections to other key players and stakeholders in the overall European AI ecosystem (see Figure 2). The VISION project has been constructed to leverage these connections in the strongest and most efficient way possible.



Figure 2: The VISION ecosystem as created by the ICT-48 community and stakeholders involved

The target audiences of the VISION Project are determined also by cross-networks activities and based on that they can be divided into the following subcategories:

- Industry engagement
- Scientific outputs
- Mobility and people exchange
- Communication activities (events, webinars)
- Inter ICT-48 engagement

There are the following additional categories of main stakeholders:

- AI4EU and EU AI organisations (CLAIRE, ELLIS, EurAI etc.)
- General public

Table 1: Priority target groups according to the survey among the ICT-48 Networks at the First ICT-48 Community Workshop, 30/06/2021. ELISE and HumanE-AI-Net no response (1 = top priority).

| ICT48 | ICT & AI Community | Academia Scientists | Industry | Society | Policy Makers | Other |
|----------|--------------------|---------------------|----------|---------|---------------|--------------------------------|
| AI4Media | 2 | 1 | 1 | 3 | 2 | (2) AI entrepreneurs/start-ups |
| TAILOR | 1 | 1 | 2 | 2 | 3 | |
| VISION | 1 | 2 | 1 | 3 | 2 | |

3. Cross-Networks Collaboration on Communication & Dissemination

3.1 Identification of the Topics Within the ICT-48 Networks

Input from the ICT-48 networks is essential for identifying the topics, activities, and further assets for effective dissemination. It is important to define both the type of content and concrete messages for dissemination.

There were multiple opportunities created for mutual exchange of ideas and plans among the ICT-48 Networks in the last few months, among these also the joint specialised session within the ICT-48 Community Workshop organised on 30 June 2021.

Overall Types of Topics and Assets for C&D

- Events (both planned and reports in the past)
- Open calls and micro-projects
- Scientific challenges, results and achievements
- Surveys
- Reports, studies
- Personalities and experts involved
- Cooperation established, mainly with industry
- Best practices sharing (also in the form of deliverables, vademecum, curricula, templates...)
- Mobility programmes and support for talents and innovators
- Education and training programmes
- Ethical standardisation

Concrete strategic topics and messages defined by all ICT-48 Networks within the first ICT-48 Community Workshop on 30 June 2021 can be found in the **Annex I**.
Updates are foreseen.

Topics related to the cross-network activities:

- Cross-network scientific challenges and results, reusability and reproducibility; “sustainability” of results of the ICT-48
- Industry involvement: Theme development workshops, well-functioning EU AI industry and start-ups
- Fostering the EU ecosystem of AI services, European AI data for AI in Europe
- Road mapping
- Collaboration between AI Centres of Excellence and DIHs
- Collaboration on European educational activities within AIDA: joint European AI Curriculum, joint European AI Master’s Programme, programmes to up-skill and re-skill people for the companies and organisations, Pan-European PhD summer school on AI
- Ongoing work on trustworthy AI in Europe (the European approach to AI brings together excellence and trust)
- Supporting AI regulations by methodology for impact assessment, monitoring, self-observation, certification strategies (best practices and benchmarks)
- Common vision, practices, and guidelines for ethical research on AI

3.2 C&D Tools and Channels

Mattermost

In March 2021, a dedicated Mattermost installation for the European AI community was launched by the VISION team as a communication platform for both internal and external communication purposes within the individual ICT-48 Networks and the VISION Project, between them, and towards the European AI community. The specific structure and different channels were designed to ensure that all necessary information flows are covered; these will be reviewed and amended in the future as needed.

Mattermost serves as a shortcut to people, tools and activities, and will function as:

- an online networking and meeting place
- a central point for interactions for ICT-48 teams
- a news, events, activities and trends finder
- an interactive, real-time collaboration tool for sharing information, ideas, and knowledge

Equal access is provided to all ICT-48 Networks; the platform is also open to other AI stakeholders, initiatives, and projects through an overarching “VISION4AI” team. Moreover, in order to increase cohesion of and cooperation within the European AI community, CLAIRE has joined the “VISION4AI” team and uses Mattermost as its primary community communication platform since late July 2021, replacing its former Zulip communications platform. Via the public VISION4AI channels (i.e., News, Events, Town Square), the individual ICT-48 Networks are able to post about their activities and address scientists beyond the ICT-48 community, and are also able to communicate with the European AI community at large.

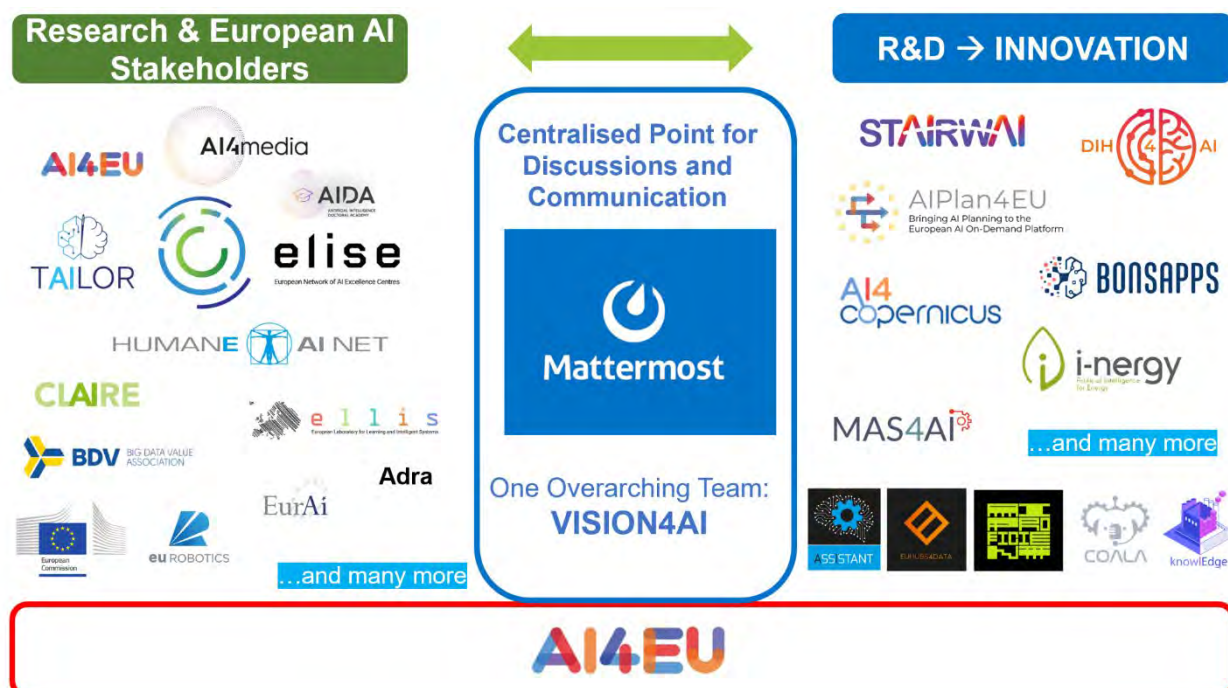


Figure 3: Proposal of using Mattermost as a centralised point for cross-networks communication for the whole community in addition to AI-on-demand platform - within and beyond the ICT-48

More information can be found at vision4ai.eu/talk.

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Cross-Networks Communication Measures

To ensure maximum potential reach of all relevant information, the establishment of information flow and used channels shall provide a foundation for efficient and targeted inter- and cross-networks communication. Clearly set paths to follow will enable the communicated and disseminated materials to reach designated audiences and will help ensure maximum reach and impact.

There are multiple routes that can be used to maximize the outreach within the ICT-48 community, created by the project team members, their institutions, cross-networks communication as well as working groups established with the involvement of the project team members in other EU ICT projects and initiatives, such as ICT-49 and ICT-38 projects, AI4EU, CLAIRE, ELLIS etc. Spreading the news and creating impact can only be achieved based on efficient internal ICT-48 community communication that is the key for good external communication and dissemination that create a bridge between the ICT48 projects and the AI community at large.

In this endeavour, the role of the VISION Communication and Dissemination (C&D) team is to ease the flow of the information within and beyond the community, and to gather and compile the messages and information into coordinated content that can be further used, shared and distributed to European AI ecosystem at large. Materials for dissemination will be prepared using language understandable to a particular audience and will take into account the respective level of knowledge. The most effective crossing point for prompt and agile sharing of diverse information and outputs within the ICT-48 community is Mattermost, with its public channels “News” and “Events”.

Based on the information gathered in Mattermost, the VISION C&D team prepares posts for website, e-newsletters, and coherently designed social media banners (see Annex III) that can be shared back with the ICT-48 Networks as well as via cooperation with AI4EU, CLAIRE, ELLIS, EurAI and other organisations with all European AI stakeholders, including the EC. To secure outreach and increase awareness among the general public, close cooperation with [Alhub](#) has been established through CLAIRE (and, more recently, EurAI), and will be leveraged. Alhub.org is a tool used by the Association for the Understanding of Artificial Intelligence for connecting the AI community to the public by providing free, high-quality information.

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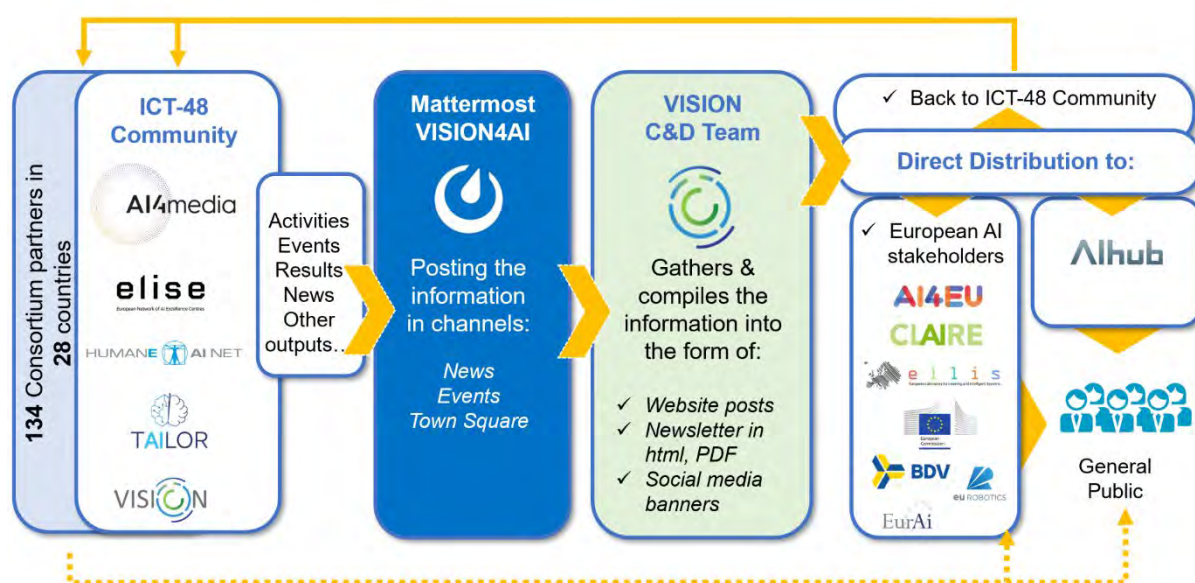


Figure 4: Proposal of possible flow for C&D processing through VISION into a unified output (posts, newsletter)

As an outcome of this process, the following KPIs shall be met over the duration of the project:

Table 2: KPIs related to the VISION Work Package 6: Communication and Dissemination Support

| Key Performance Indicator | Target value | Means of verification |
|--|--------------|---|
| Number of media echos (either on topics related to VISION or ICT-48 Community) | 15 | Media monitoring report incl. full quotation of the media source |
| Number of electronic newsletters | 12 | Distribution list and links to the online appearance of the bulletins |

Events

Particular VISION work packages focus on organising events to strengthen the synergies within the ICT-48 community as well as to facilitate best practices sharing and exchanges. The topics of the events are determined by both the related activity and the relevance to a particular target audience that can benefit either from the outcome of such an event or from the direct participation at such events, or both. This approach enables achieving wider outreach also among the stakeholders not being members of the four ICT-48 networks.

Table 3: List of VISION events according to the project proposal and WP outcomes

| Focus of the events | Description + Selected events | Work Package | KPIs Events (Participants) |
|---|--|--------------|----------------------------|
| AI Community oriented networking events | Mainly collaborative and training workshops among the ICT-48 Networks in order to improve communication and collaboration: <ul style="list-style-type: none"> Working meetings with ICT-48 Networks | WP2, WP3 | 16 |

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|--|---|-------------|---|
| | <ul style="list-style-type: none"> • Collaborative, highly interactive workshops • Inter-ICT-48 workshops <p>Past event: ICT-48 Community Workshop, 30 June 2021 www.vision4ai.eu/ict-48-1-workshop/</p> | | 2 (20) 5 |
| Industrial/ Business oriented events | <p>Events that bring together researchers and industry representatives to identify industrial trends and needs as covered by <i>Deliverable 4.3- Industrial Outreach</i>:</p> <ul style="list-style-type: none"> • Theme Development workshops • Hackathon + AI4EU Deployment Prize • Joint events with DIHs • Challenges • Congresses • Other meetings - joint ICT-48 participation at industrial fairs | WP2, WP4 | 3 2 (40) 2 (100) + 1 2 |
| Scientific events and visits | <p>Scientific events will target new research areas emerging on the borders of thematic domains and will address ethical and legal aspects of AI applications with respect to trustworthy AI, gender and diversity. Also, cross-networks research visits will be organised</p> | WP5 | (200) 24 |
| Education oriented events and summits | <ul style="list-style-type: none"> • European AI education and training summits for ICT-48, universities and education initiatives • European Young AI Talents Award for young researchers | WP5 | 3 (200) 1 |
| Policy oriented events | <p>High visibility policy-level events organised by VISION will contribute towards shaping a broader European AI community and will go far beyond the sectoral dissemination activities of individual ICT-48 networks:</p> <ul style="list-style-type: none"> • Multidisciplinary workshops / roundtables with policy makers, industry, research communities and society <p>Past event: European Vision for AI Event, 22 April 2021 www.vision4ai.eu/vision-for-ai-2021/</p> | WP6 | 2 |
| Popularisation events and general public outreach | <p>Events that aggregate topics from ICT-48 Community towards society and provide open discussion on societal context of AI:</p> <ul style="list-style-type: none"> • AI Open Days | WP6 | 2 (500) |

Selected Third Party Events

Policy and industrial oriented high-level events:

- European Research and Innovation Days, Horizon Europe Info Days - https://ec.europa.eu/info/research-and-innovation/events_en

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- European Research and Innovation Exhibition (permanent) - <https://www.research-innovation-exhibition.eu/en>
- European AI Alliance Assembly - <https://digital-strategy.ec.europa.eu/en/policies/european-ai-alliance>

Following a non-exhaustive list of selected mainly industrial and non-academic events, fairs, and exhibitions shall be offered to and completed by the ICT-48 networks to identify the most suitable events for a joint presentation and exhibition of the whole ICT-48 Community:

Table 4: Non-exhaustive list of relevant 3rd party events. (Regular updates & additions are foreseen)

| Focus Area | Title of the Event + Website | Relevance to the ICT-48 Community | | | | |
|--|---|-----------------------------------|-------|---------------|--------|----------------------------|
| | | AI4Media | ELISE | HumanE-AI-Net | TAILOR | VISION |
| Industrial fairs | Hannover Messe: https://www.hannovermesse.de INDUSTRIE Paris: https://global-industrie.com/en MSV International Engineering Fair Brno: www.bvv.cz/en/msv/ EMAF Porto: https://emaf.exponor.pt/?lang=en AI Forum Milan: https://www.aiforum.eu/ SINDEX Bern: https://sindex.ch/sin-de.aspx | | | | | X X X X X X |
| Events of European initiatives | EBDVF (EuropeanBigDataValueForum) - www.bdva.eu European Robotics Forum: www.eu-robotics.net/robotics_forum ECAI (European Conference on Artificial Intelligence): https://eurai.org/activities/ECAI_conferences IJCAI (International Joint Conferences on AI Organisation): www.ijcai.org/future_conferences | | | | | X X X X |
| Technological innovation & Start-ups | Vivatech: https://vivatechnology.com/ IBC: https://show.ibc.org/ TechChill: https://techchill.co/ World summit AI: https://worldsummit.ai/ | X X X X | | | | X X - X |
| New learning paradigms | IMAGINE: https://aws.amazon.com/education/imagine-edu/ WMC: https://wintermusicconference.com | X X | | | | X - |
| Media production & archiving, content verification | International Broadcasting Convention: https://show.ibc.org/ Media Fast Forward: https://innovatie.vrt.be/en/event/media-fast-forward-2020 | X X | | | | - - |

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|--------------------------|--|-------------|--|--|--|-------------|
| AI and Games | IEEE Conference on Games: https://ieee-cog.org/2021/index.html Game Developers Conference: https://gdconf.com/ | X X | | | | X - |
| Policy events | Artificial Intelligence 2021 (Forum Europe): https://forum-europe.com/news/2021/forum-europes-3rd-artificial-intelligence-conference-one-month-on Forum Europe (forum-europe.com) European AI Policy Conference 2021: www.aipolicyconference.org POLITICO's AI Summit: www.politico.eu/ai-summit/ | X X X | | | | X X X |
| Exploitation strtg. dev. | International Journalism Festival: www.journalismfestival.com Global Media Forum: https://gmf.dw.com/ | X X | | | | - - |

Social media

With the aim of achieving a united understanding and recognition by the wide public, the usage of graphic and other tools, such as standardized sets of hashtags, is necessary.

Table 5: ICT-48 Community Social Media Handles

| Type of media | LinkedIn | Twitter | Website | Facebook | Other |
|---------------|---|--|--|--|--|
| AI4MEDIA | www.linkedin.com/company/ai4mediaproject/ | @ai4mediaproject | www.ai4media.eu | @ai4mediaproject | www.youtube.com/channel/UCuy1hZpZLIFwJm0llRiKQ @AI4Media Project |
| ELISE | N/A | twitter.com/ai_elise @ai_elise | www.elise-ai.eu | N/A | N/A |
| Human-AI-Net | N/A | N/A | www.humane-ai.eu | N/A | N/A |
| TAILOR | www.linkedin.com/groups/9013404/ning Groups LinkedIn | twitter.com/eu_tailor @eu_tailor | www.tailor-network.eu | N/A | N/A |
| VISION | www.linkedin.com/company/visionnaire/ * | twitter.com/vision_claire @vision_claire* | www.vision4ai.eu | www.facebook.com/claire.initiative @claire.initiative* | www.youtube.com/channel/UCTyEoloFYdbr1U4z3YQGLQA @CLAIRE Vision* |

* For social media outreach, the already established CLAIRE profiles with a significant No. of followers will be used (with ICT-48 hashtags and tags)

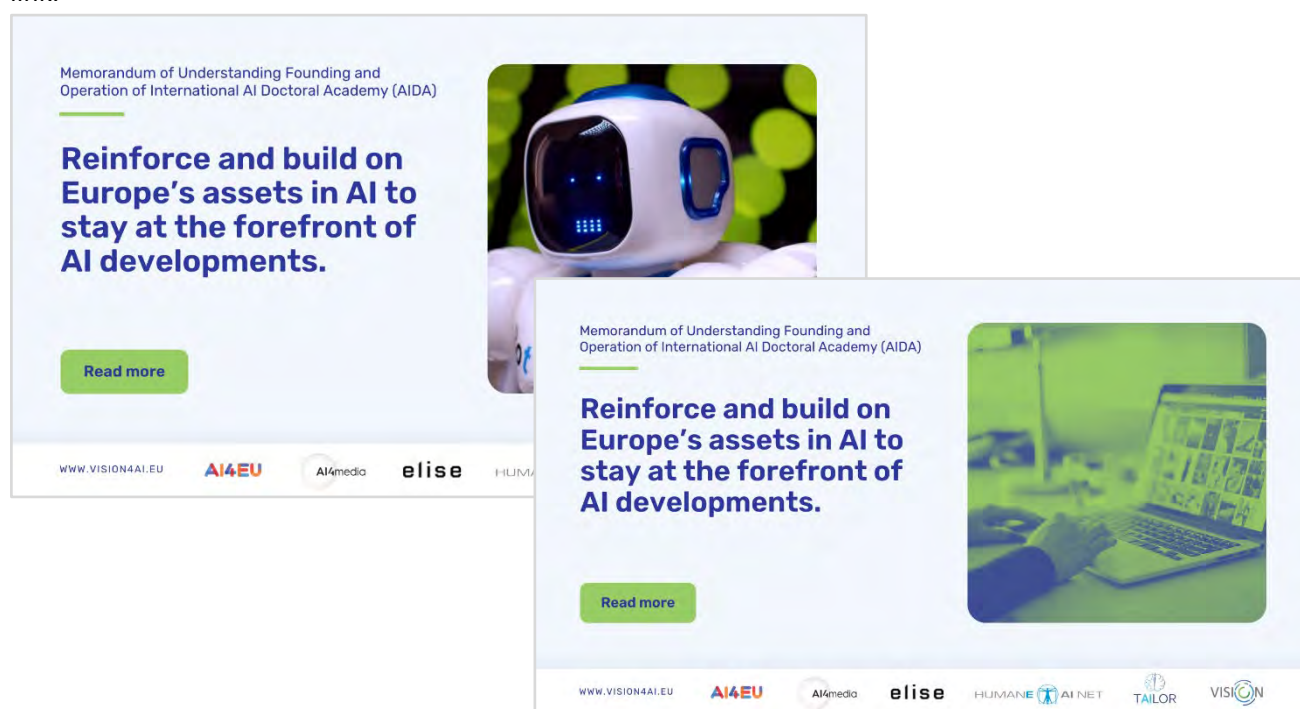
D6.1 Communication & Dissemination Plan incl. EU AI brand toolbox

Table 6: Proposal of Hashtag Library for the ICT-48 Community for Social Media Communication

| General Hashtag #Library | ICT-48 related |
|------------------------------|-----------------------------|
| #ArtificialIntelligence, #AI | #ICT48 |
| #aiforall | #VISION |
| #aiforgood | #AI4MEDIA, @ai4mediaproject |
| #humancentricai | #ELISE |
| #unitedindiversity | #HUMANAI, @ai_humane |
| #trustworthy | #TAILOR, @eu_tailor |
| #EuropeanAI | #AI4EU |

To visually unify all the shared posts, several graphical templates were designed and prepared to be used to communicate all of the relevant materials by all of the ICT-48 Networks and VISION on social media channels.

Graphic templates made in freeware software “Canva” (www.canva.com) will be available to all ICT-48 communication contacts upon logging into Canva and receiving an invitation from the VISION Team. In the template, it is possible to change the text of the post, using a picture, and add the desired link.



Figures 5 + 6: Proposal of the Design of Social Media Banners for Communication of Joint Activities

D6.1 Communication & Dissemination Plan incl. EU AI brand toolbox

Website

The VISION website - www.vision4ai.eu - shall communicate the activities of the VISION project as well as the activities of the whole ICT-48 community. It is one of the tools to be used in communication towards both the wide public and the AI community at large.

Section “News” is dedicated to any suitable material to be distributed and promoted. Each article will be tagged (both by the wording and visually) by the ICT-48 Network name it belongs to, to make the owner easily recognisable and to promote them. Also, the information posted shall be directly linked to particular ICT-48 Networks websites: AI4Media: www.ai4media.eu; Elise: www.elise-ai.eu; Humane-AI-Net: www.humane-ai.eu; TAILOR: tailor-network.eu.

The structure, visual and content of the VISION website is flexibly updated according to the developments both in the VISION project and according to the particular needs of the ICT-48 community.



Figures 7, 8, 9: VISION website at www.visoin4ai.eu

3.3 Joint Coordination of C&D Activities

The best practice sharing and also mutual identification of main challenges from the perspective of a particular ICT-48 Network are necessary for setting up coordinated communication and dissemination. Standard email communication does not provide open room for discussion. Therefore, as an initial step for further connection and alignment with the communication teams and responsible persons in ICT-48 Networks, a dedicated new channel in Mattermost will be created where all C&D contacts will be invited. The channel will be open also for representatives of other projects, namely AI4EU, ICT-49 etc. As a part of this effort, VISION proposes to have regular online meetings (on a monthly or bi-monthly basis for an exchange of ideas as well as better planning and coordinating of C&D activities.

Taking into account the ongoing activities and running outputs of the VISION work packages as well as the ICT-48 Networks, the C&D plan is a living document that shall be periodically updated, preferably on a 12-18-months basis.

Monitoring and Evaluation

KPIs measurement matrix for monitoring, updating, and evaluation of the communication and dissemination actions has been proposed in the following structure:

Table 7: Proposal of KPIs Measurement Matrix for C&D activities

| Date | Category of the activity* | Title of the activity | ICT-48 Affiliation | Partner lead / involved | Outreach** (preferably according to target groups, if feasible and documentable) | | | | | Relevant html links |
|------|---------------------------|-----------------------|--------------------|-------------------------|---|----------|----------------|---------------|-------|---------------------|
| | | | | | Academia | Industry | General Public | Policy Makers | Media | |
| | | | | | | | | | | |
| | | | | | | | | | | |

* Categories:

Events: Organisation of a Workshop, Conference, Lecture, Training, Visit, Trade Fair, Brokerage Event, Open Day, Exhibition, GP Outreach...

Participation in a Conference, Participation in a Workshop, Participation in other types of event

Output:

Press Release, Non-scientific publication or article (popularised publication), Website, Social media posts, Interview, Podcast, Video, Flyer, Banner, Communication campaign, Promotional materials...

**** Outreach:** No. of participants, Social media reach/impressions

Means of verification:

Attendance lists, Meeting minutes, Photos, Statistics (website analytics and social media metrics/reach), Report, Links

4. European AI Branding

The co-creating of the unified European AI brand in line with *AI for Europe* is one of the ambitious aims of the call and shall respect the official EU AI Policies and Framework for “AI made in Europe”.

Open discussion on brand definition within the ICT-48 Community and European AI stakeholders is crucial for the creation of the brand. This shall be based on a strong definition of the main content and values of the EU AI brand. Brand definition is a complex process of giving concrete meaning to the European effort in AI. It shall not be reduced only to its aesthetic component, i.e. the design and the visual identity. Branding is a vast concept that encompasses many aspects. The concept of branding and its understanding evolves over years and it shall comprise both the memorable impression as well as create the expectation of the audiences. The brand is built on a true representation of the values and perception of the auditory. It is also connected to reputation and responsibility. As these elements stay beyond the purpose and scope of the VISION project and the ICT-48 community, this document does not deliver the final and complete branding of European AI as the process has not been completed yet. A strong understanding of the European AI, *AI made in Europe*, and *AI for Europe* requires broader discussion on the branding that is **an ongoing process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a brand in stakeholders’ minds.**

In January 2021, the VISION team presented one possible way of visual identification of the AI domains arising from the ICT-48 projects to the European Commission as follows:



Figure 10: Proposal of labelling AI domains originated in ICT-48 as introduced to EC in January 2021

This identity is based on the VISION symbol that acts as the unifying modifier for artificial intelligence created and supported by the IC-48 community and beyond. The key idea is to leave room for strong emphasis on the identity of the networks, while still indicating, in a subtle but clear way, their role as parts of a larger ecosystem of excellence in AI. Of course, implementing this or any other ideas for unifying branding elements requires agreement across the networks, which we hope to facilitate as part of an inclusive, carefully structured branding process. As a result, we intend to create the primary visual design elements and to document these in the form of a unified branding identity toolbox. This is intended to pave the way for even broader European AI branding, which will have to be orchestrated in cooperation with higher levels of the European Commission and other key stakeholders (e.g., the member states).

5. Conclusion

This document is the first in a series of expected regular updates of the Communication and Dissemination Plan. The Communication Plan serves as an overview to be used for easier internal and external communication within the ICT-48 community. This first edition focuses on describing the elements that are significant for effective implementation of the communication and dissemination activities within the VISION project, as well as in cooperation with the ICT-48 networks. Through continuous C&D support, the outcomes and activities of particular VISION work packages and the entire ICT-48 community will be promoted towards a variety of different audiences.

The following aspects deserve special attention:

- There are many layers in the definition of the target group and European AI community and the environment for communication is very complex.
- Solid internal cross-networks communication within the ICT-48 community is the key to exchanging best practices, coordinating activities, and finally, also to amplifying the results of our efforts and, ultimately, the visibility of the work done in the ICT-48 community. The goal is to maximise synergies and to minimise overlap and redundancy of effort activities and efforts.
- Mattermost serves as an open communication platform for facilitating internal and cross-network communication, also for the broader European AI community.
It can serve also as the first information point for sharing the news and content from ICT-48 networks with the VISION Communication team that will compile the ICT-48 news in a unified form for further sharing within and beyond the ICT-48 community.
- Informal knowledge exchange and sharing of plans and information among the representatives of ICT-48 community responsible for communication will be also carried out on Mattermost, via a dedicated channel (“Comms Club”). This will be one of many, but still very effective paths for coordinated communication.
- From a practical point of view, the VISION Communication team is committed to providing service to the ICT-48 Community by putting together information on activities, news, events of ICT-48 into one unified output that can be distributed broadly by all stakeholders. For this purpose, a shared template for social media posts labelled with ICT-48 Networks was created.
- To facilitate outreach and increase awareness of ICT-48 within the general public, we intend to leverage appropriate tools and connectors that can help with this effort (i.e. AI hub, links to the initiatives).
- We have started with the design of elements and principles for an overarching brand for "Trustworthy AI made in Europe" and presented some tangible first steps in this direction.

Annexes

Annex I: Concrete strategic topics and messages as defined by the ICT-48 Networks

The First ICT-48 Community Workshop | 30 June 2021

<https://www.vision4ai.eu/ict-48-1-workshop/>

AI4Media:

- Fake news, disinformation
- +Explainability
- Computational efficiency, compactness of models
- Synthetic content and realities
- AI impact and applications on the media sector (both risks and opportunities)
- Decentralized AI

ELISE:

- Hybrid AI
- Theory, algorithms and computations of modern learning systems
- Privacy-preserving Machine Learning
- Explainable and Transparent AI
- AI Ethics and Societal Impact
- Trustworthy AI – AI that is demonstrably explainable, competent, and reliable
- Integrate AI into real-world applications, creating AI systems that are reliable, maintainable and interpretable

HumanE-AI-Net:

- Interaction between Humans and AI
 - Explainability of AI as a tool for checking Fairness, Bias, Privacy, and other ethical aspects
 - Ability to include expert knowledge
 - How can AI system optimally support Humans
 - Human- in-/on- the-loop
- Perception of the Environment and the ability to build and continuously update complex +World Models, Grounding
- AI and Legal/Ethical norms
 - Bias, discrimination etc in learning
 - Legal Protection by Design
 - Fundamental considerations related to Ethics and AI
 - Technical means for embedding ethical concerns into (the deployment of) AI systems
- Social AI: AI that supports not just individuals but society as a whole
 - Understanding the impact of AI on social systems
 - Methods making AI “understand” and balance individual and social concerns

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- Understanding the dynamics of hybrid, networked systems consisting of many interacting AI and human agents
- Influencing emerging EU AI-related legislation to balance protection of consumers with not being too restrictive towards innovation
- Create joint Education resources
- Engage Industry

TAILOR:


- Push the scientific foundations for Trustworthy AI, with a focus on developing technical solutions to allow the European vision about human-centred trustworthy AI to become a reality
- Develop technical solutions to support Trustworthy AI
- Integration of symbolic reasoning and machine learning technique
- Combinations of data-driven learning methods and knowledge-based reasoning methods
- Learning reusable, modular knowledge from data
- Increase Awareness of researchers, citizens, and industries
- Formal Methods and AI (Verification and Validation)
- Checking for qualitative features to improve meaning, interpretability and validity (e.g., geometric properties, mass conservation for PDE solving, etc.)
- Exploit synergies formal methods also for planning via synthesis and reinforcement learning for formal methods like process specification
- Autonomous agents as companions, not slaves (see literature on rebellious robots)
- Develop autonomous agents for the controlled environment in manufacturing and warehouse management (E.g., AI+Software Engineering + Autonomous Mobile Robots Platforms)
- Trusted AI: Development of methods to provide guarantees about AI systems regarding their behaviour (functionality, robustness, boundary conditions, bias, etc.). This enables the use of AI broadly in industry and allows for certification of AI systems, which is in high demand
- Use of “Digital Reality”: The learning of models of the world around us to then use+simulation to generate synthetic data to be used for training, benchmarking, validation, and certification of AI systems
- Development of neuro-explicit approaches to AI that combine neural-based approaches in various ways with explicit models. Develop a systematic approach of what these possible combinations are, how they compare, and where the advantages and disadvantages are with respect to certain types of applications.
- Lowering the threshold for effective and responsible use of AI ("AutoAI"/"AutoML"/...)
- Large-scale computing and storage resources - they are of key importance to AI in Europe, for academia and parts of industry (SMEs, ...) -> BigScience, LEAM, ...
- Explainability of AI as a tool for checking Fairness, Bias, Privacy, and other ethical aspects
- AI Engineering for trustworthy systems: transparency, robustness, accountability, verification, validation, accuracy.
 - Design patterns for reusability.
- Correlation is not causation - Causality-based learning and reasoning methods.

Annex II: VISION Corporate Design, Templates, and Toolbox

Logo, Symbol, Colours, and Fonts



| | | | | |
|--------------|--------------|--------------|--------------|--------------|
| R 20 | R 157 | R 54 | R 49 | R 112 |
| G 135 | G 197 | G 142 | G 39 | G 111 |
| B 55 | B 57 | B 205 | B 131 | B 11 |
| C 85 | C 47 | C 75 | C 100 | C 0 |
| M 21 | M 0 | M 33 | M 100 | M 0 |
| Y 100 | Y 91 | Y 0 | Y 0 | Y 0 |
| K 6 | K 0 | K 0 | K 0 | K 70 |
| # 148737 | # 9dc539 | # 368ecd | # 312783 | # 706f6f |



Fonts:

Source Sans Pro Bold, Source Sans Pro Regular

Gradients:

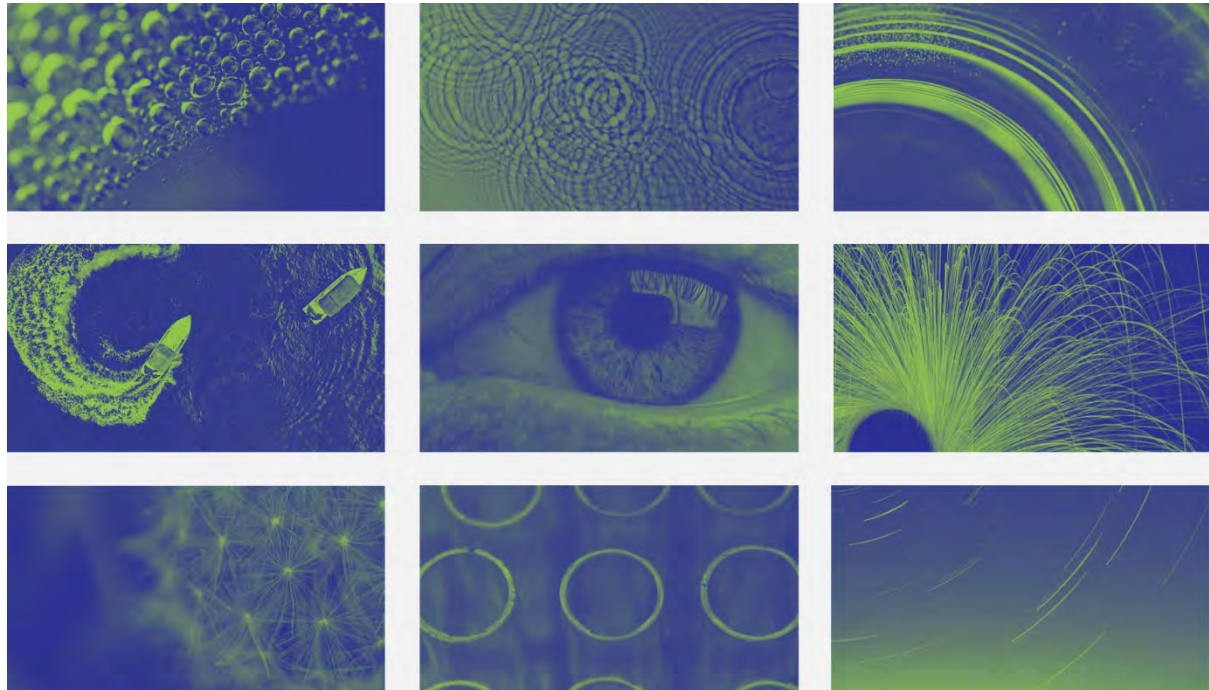


Photo gradients:



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Basic Visual Elements



Application in Selected Documents

Social Media posts:



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Text Document (Letterhead, Press releases, Formal invitations etc.):



Presentation Slides:



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VISION Project Boilerplate

VISION CSA ICT48 Project (VISION)

Value and Impact through Synergy, Interaction and coOperation of Networks of AI Excellence Centres

Europe invests in the European model of human-centric AI, with a new set of European networks of AI excellence centres (ICT-48 Networks). Since September 2020, four ICT-48 Networks are working on aspects of trustworthy, human-centric AI funded under the H2020-ICT-48-2020 call. The VISION project brings these networks together to create a world-class AI ecosystem. VISION aims to reinforce, interconnect and mobilise Europe's AI community, and to accelerate Europe's transition to a world-leading position in the research, development and deployment of AI technologies. Coordination and support action (CSA) financed by the EC through the Horizon 2020 programme under the grant agreement No. 952070, coordinated by the University of Leiden (ULEI).

<https://www.vision4ai.eu/>

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