



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

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Deliverable D6.4 Report Communication & Dissemination Plan Update 2023

D6.4 Communication & Dissemination Plan Update 2023

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History of changes		
When	Who	Comments
04/01/2023	CIIRC CTU	V0.1 created with a proposed structure based on the principles as discussed in 2022
09/02/2023	TNO	Contribution - Community Workshop
01/03/2023	NoEs	Contribution – Highlights, updates collected via questionnaire
10/03/2023	CIIRC CTU	V0.2 with inputs integrated
14/03/2023	FBK	Comments to V0.2
21/03/2023	CIIRC CTU	V0.3 version
30/03/2023	CIIRC CTU, ULEI	V0.4 prefinal version, additional adjustments in regard with the common visual identity of European AI
11/04/2023	ULEI	V0.5 edits concerning the common visual identity
10/05/2023	Inria, CIIRC CTU, UCC	V0.6 edits concerning the common visual identity

Confidentiality	
Does this report contain confidential information?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Is the report restricted to a specific group?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <i>If yes, please precise the list of authorised recipients:</i>

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1. 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.

As a CSA, the VISION project acts as the facilitator and enabler 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 NoEs / all together also as the ICT-48 community) primarily and contribute also to the interconnection to the European AI community at large.

As an update of the *Deliverable D6.1 Report Communication & Dissemination Plan (C&D Plan)* that was delivered and submitted in June 2021, this deliverable is a complementary document to D6.1 and thus forms with it a single material. Therefore, sections and elements of the originally submitted C&D Plan where no significant changes have been noted or have not manifested are not included in this document as this would simply be a repetition of what has already been described. This approach has a logical impact on the structure of the document, which deliberately does not follow the structure of the previous material, but complements it in terms of content. This document does not contradict what has already been described in D6.1, it just adds, updates and takes it further.

In this document, the WP6 VISION team focused on reflecting on past activities done since D6.1 and the best practices developed from them to plan activities for the remaining duration of the project.

Key parameters for further communication and dissemination activities have also been defined based on the recommendations arising from the M18 EC Review and following VISION's official response to them.

2. Introduction

2.1 Objectives

This document is an update of the *Deliverable D6.1 Report Communication & Dissemination Plan (C&D Plan)* that was prepared in early stages of the project as a living document. Taking into consideration the recommendation of EC M18 reviewers, as well as based on the practical experience so far, VISION redefined its role in this regard. Rather than to act as a “single point of PR for NoE” in the communication and dissemination, the VISION ultimate objective is to support the networks in their activities and to act as an enabler and facilitator for the networks. Therefore, VISION has taken all possible steps, some of them repeatedly, to truly involve all networks in this effort, to learn about their plans and priorities and to engage them in further cooperation. In the next sessions of this document, several mechanisms are described including the input that VISION received from the particular NoEs so far as an input for this document.

As this effort is an ongoing task that relies heavily on the possibility of continuous exchange and open discussion, an **in-person platform** for sharing information, knowledge and best practices for collaboration across networks has been sought and developed. This platform – regular meetings of **Communication Club** – will help to adapt any new aspects of particular C&D plans if needed and in the run of the project implementation. We believe that the concept of cross-NoE working groups, such as the Communication Club in case of C&D - offers an effective mechanism for active and equal engagement. With this platform for open exchange, VISION believes that even more opportunities and synergies for collaboration will arise in the upcoming period that neither D6.1 nor D6.4 could have foreseen.

The objective of the VISION C&D activities lies in the facilitation of collaboration and support to the NoE projects in order to achieve an AI unity positive effects and synergies across the European AI community, key stakeholders and a variety of different audiences. To secure effective networking and impact, major events will be listed in joint planning and complemented with several events planned for joint NoEs appearance.

As resulted from the M18 EC Review, following priorities directly related to C&D activities shall be taken into consideration in the upcoming period:

1) *Create a common visual identity for “AI made in Europe”*

A cross-NoE working group will be formed and actively contribute to the development of the common identity and discussion on EU AI branding; designated representatives of the European Commission will be consulted. The result of this joint work will be an integrated set of visuals (design, user manual, templates) and communication guidelines that will help the NoEs (and other stakeholders, if so desired by the European Commission) to achieve a professional, coherent and impactful appearance in their communication and outreach activities. This overarching identity will be the cornerstone for common European AI branding. The successful design of the common branding and the common video critically depends on the active participation by the NoEs that shall dedicate sufficient resources to this task.

2) *Capturing a short promotional video on the joint effort of NoEs towards the “AI made in Europe”*

The results of the aforementioned working group, based on the support and engagement of all NoEs, will provide input into the production of the video showcasing all NoEs, highlighting their

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common focus on trustworthy, human-centred AI. VISION and WP6 in particular, is committed to lead the work necessary to achieve this goal.

2.2 Overview of the Collaboration Process on Document

VISION is firmly committed to continue engaging with all NoEs actively and equally, and reaching out to all of them in the context of all cross-NoE activities. We consistently apply the approach that if individual NoEs contact us for joint activities, we search for any potential way to equally include all other NoEs. VISION cannot ensure equal engagement from the side of all NoEs, but only equal opportunities for such engagement. It is then up to the NoEs to take up these opportunities.

Both for the D6.1 as well as for this D6.4, all NoEs were included into the process and approached several times, notably for valuable input to be included in the updated version. The VISION C&D team is pleased that for the update of the C&D plan, that all ICT-48 NoEs incl. ELISE and HumanE-AI-Net team contributed with the input that has been reflected in the D6.4 content. All NoEs were approached by VISION to answer a concise list of questions via an online questionnaire shared in the GD folder of the Communication Club and to thus contribute to D6.4. If some Networks of Excellence had chosen not to participate (for reasons such as lacking of capacity or overwhelming with other priorities), their C&D plans could not be covered by the deliverable.

The following process was utilised in order to elicit input that was necessary for the completion of D6.4:

- Invitation to the **Communication Club on 20 January 2023** with agenda on the C&D plan updates and the shared questionnaire were sent on 13 January 2023. The entire VISION plan of activities for 2023 was also presented as shown on the set of [slides here](#).
- Communication Club on 20 January 2023 was attended by representatives of AI4Media, ELISE, TAILOR, ELSA and VISION. The following topics were discussed:
 - Introduction of the team and new members + Update of contact list
 - Roundtable - upcoming activities and events
 - Main areas of activities for 2023 from the perspective of VISION:
 - 1) Proposal for information sharing:
 - Highlights - shared slide deck with EC; Shared calendar
 - ICT-48 Newsletter
 - Update of the Communication Plan in close collaboration with ICT-48 NoEs
 - 2) Events for NoEs and the community:
 - Theme Development Workshops in the first half of 2023
 - AI Open Day in Prague in end of May 2023
 - 3) Procedure leading to the co-creation of the Common Visual Identity and branding of “AI made in Europe”
 - 4) Promotional Video on ICT-48 and European AI
- Reminder with a request to fill in the shared questionnaire by 15 February was sent to NoEs on 31 January 2023.
- Individual communication with some of the NoEs - especially with ELISE and HumanE-AI-Net - run during the days and weeks that followed.
- A kind reminder to close the input for the C&D plan update was repeated on 17 February 2023 during the next Communication Club meeting.

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- A very last call was announced in the email of 23 February with a deadline by 28 February 2023. Except for euROBIN, all four NoEs including ELSA delivered their input.

The representatives of ICT-48 NoEs have been asked for their contribution in form of responding to the following questions / providing input to these topics:

- Who is responsible for your C&D activities?
- Provide the input into the shared slide deck „Highlights of NoEs“ as part of the communication plan
- What communication and dissemination channels, tools and activities do you find most impactful?
- What topics/ results do you plan to disseminate in the upcoming period?
- What joint dissemination activities are you ready/ willing to do with other NoEs under the facilitation of VISION?

2.3 The European AI Community Context

VISION is committed to facilitate the cooperation and support of the communication and dissemination activities across the ICT-48 Networks of AI Excellence Centres ecosystem. VISION believes that this should include the two new NoEs, ELSA and euROBIN, which have been supported by the Digital Europe calls and joined the NoEs ecosystem in the second half of 2022. They have already expressed interest and willingness to be included in this effort. On the VISION side, these discussions involve WPs 2, 3 and 6. We note that success in this task will critically depend on participation by all NoEs, and we are happy to report that recently, willingness to contribute has been confirmed by all four ICT-48 NoEs and the two new NoEs.



European AI Ecosystem beyond ICT-48 in 2023 – Selected Entities:



3. Communication Club

In November 2021, the Communication Club was established as a cross-network working group with recurring meetings of all representatives of NoEs responsible for or actively involved in planning or execution of the communication and dissemination activities of ICT-48 projects. Since its beginning, these meetings were open also to the community beyond ICT-48 and were attended by a several representatives of ICT-38 and ICT-49 projects. After one year, the frequency of these meeting as well as the overall concept have been developed into the following platform:

- **Monthly:** Since the beginning of 2023, the meetings are organised *every 3rd Friday of the month, from 10 to 11 am CET* (previously held once every two to three months) via this recurring [MS Teams Meeting](#). (ID: 361 866 167 950, Code: wqqAUx).
- **Planned in advance:** The meetings of the Communication Club have been planned and shared as calendar entries with the entire NoEs team until the end of 2023.
- **ICT-48 Chairs:** Every second meeting is free to be chaired by any of the NoEs on a voluntary basis. The topic, agenda and lead are completely up to the particular NoE. In case there will be no interest by NoEs to chair the meeting, VISION will take the lead back.
- **VISION Chairs:** The remaining meetings shall be shared by VISION, but in case of a higher interest expressed by the NoEs, the VISION team is ready to hand over the agenda to the NoE interested.

The agenda for those Communication Club meetings shared by VISION shall keep a similar concept and flow, in this term:

- Welcome and turn around the table - upcoming activities and events of NoEs
- VISION updates – focusing on mutual planning of activities and getting feedback from NoEs
- VISION topic of the day (see the table below)

Table: Plan of Meetings in 2023

20 January	17 February	17 March	21 April	19 May
Plan for 2023	AI Open Day	Chair: TAILOR Shared research agenda	Common Visual Identity	Internationalisation
16 June	15 Sept	20 Oct	17 Nov	15 Dec
Promotional Video	Best practice sharing			Plan for 2024

For information sharing as well as a source of news for the ICT-48 newsletter issued by VISION, one main spreadsheet for contacts and activities was created and is continuously open to NoEs for their input and updates: [ICT-48 Activities Input across NoEs](#).

Slides for particular Communication Club meetings, meeting minutes as well as other material is openly shared and accessible to all NoEs via Google Drive folder [HERE](#).

4. Output from NoEs from Shared Questionnaire

4.1 Target Audience

In this table, the NoEs were asked to mark the concrete target audience that is most relevant for them. They could select more of them and also determine the level of priority (1=top priority).

Except of euROBIN, all NoEs responded as follows:

NoEs	ICT & AI Community	Academia Scientists	Students & Talents EU/world	Industry	Civil Society	Policy Makers EU/national
AI4Media	1	1	1	1 (Media)	2	1
ELISE	1	1	1	2	3	1
HumanE-AI-Net	1	1	1	2	1	1
TAILOR	1	1	2	2	3	1
VISION	1	1	2	2		1
ELSA	1	1	1	2	3	

4.2 Highlights for ICT-48 NoEs as indicated in February 2023

As agreed with the EC at the Project Coordinators Meeting on 6 December 2022 and ICT-48 meeting in Brussels on 19 October 2022, each NoE shall produce one or even more slides in a unified structure presenting particular NoE's achievements (or progress) that people outside of AI and outside of Europe can relate to.

For this purpose, an instant [shared slide deck](#) has been shared and will be subject to ongoing update. NoEs shall collect 2-3 examples of highlights (one slide per highlight + one slide giving basic information on the project) outlining the overall focus of the NoEs, describe in 3-5 bullet points on each of such achievements and also add some visuals or link(s) to further information (publications, news on project websites etc.) Each of the NoEs shall keep in mind the target audience – mainly decision makers on European and national levels. Highlights are expected to be regularly reviewed by NoEs and kept up to date. Each network is responsible for designating one person in charge of reviews and slide deck updates for the project's duration.

VISION will finalise the slide decks with 1-2 intro context slides, namely one for VISION and one for the AI-on-demand platform, eventually also outlining the overall focus of the NoEs.

Also, NoEs were asked to nominate one designated person per network that will help to keep this slide deck up-to-date (i.e., add/replace highlights as needed).

In the following table, the list of these NoE's highlights and achievements are presented as delivered by NoEs in February 2023.

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NoEs	Achievement
AI4Media	International AI Doctoral Academy
	Analysis of Media AI policy, regulation, impact and technology trends & delivery of recommendations
	Roadmap on AI for the media industry
	Media AI Observatory (to be launched in March 2023)
	Real-world applications of AI through seven use cases
	White papers on aligning AI research with media industry needs
	New AI technologies in the fight against disinformation
ELISE	AI Model for COVID prize
HumanE-AI-Net	Research framework and roadmap for designing and evaluating collaborative AI solutions
	Initiating a scientific conference about hybrid human intelligence
	High quality publications + Creating datasets for reusing by others + Raising societal awareness via events like “Remarkable women in AI” & creating a video series for the public about the future of AI
TAILOR	Strategic research agenda for Trustworthy AI
	Handbook of Trustworthy AI
	The scientific foundations of Trustworthy AI

Concrete slides (as for February 2023):

AI4Media

AI4Media - Unique selling point

Next Generation AI for the Media

Core Research	Real-world applications	Impact of policy & regulations	Societal concerns	Educations & training
<ul style="list-style-type: none"> Multimodal content Human & Society in the centre Next gen of machine learning systems Trustworthy AI solutions 	<ul style="list-style-type: none"> Fraud-checking & verification Automated genre design News production automation Content moderation Human-machine artistic co-creation 	<ul style="list-style-type: none"> Monitoring of EU regulatory landscape New policy recommendations 	<ul style="list-style-type: none"> AI4Media SOCIETY (AI4Media) Analysis of media AI impact & societal concerns 	<ul style="list-style-type: none"> Curriculum, courses and educational material for media AI AIDA

AI4Media - Success stories

International AI Doctoral Academy

- Founded by the 5 ICT-48 projects
- 77 members
- 151 registered students (PhD & post-doc)
- 113 lectures
- 54 offered courses (3-4,000 participants)
- 5 summer schools
- 15 AI4Media lecturers
- AI4Media Curriculum
- AI4Media Educational Resource Repository

Successfully becoming a reference point for AI education in Europe and beyond
(Reaching progress in 2 years!)

High-impact research on media AI

- > 70 papers in high-impact journals
- > 130 co-authored papers in top conferences
- 7 best paper awards
- 8 special issues in journals
- > 50 open software
- 24 open datasets
- Organization of special sessions, workshops & conferences
- Organization of benchmarks

Collaboration of leading and leading researchers producing excellent and impactful AI research for the media sector

Integration of AI technology in media industry workflows

- 7 use cases covering different industry sectors (news, games, etc.)
- AI4Media demonstrators for media-related AI functions covering the whole media production chain
- 7 demonstrators > existing tools used by media partners and/or used by novel AI-driven functionalities
- > 50 AI demonstrators in media addressed in the demonstrators

Real-world case studies using AI technology developed within the project to transform major media industry challenges

AI in the service of society: AI against disinformation

- Synthetic content detection
- Video, image, audio, text
- Reveal toxic information in existing applications and by generation and fact-checking
- Prophetic detection in political debate
- Detection of AI-based disinformation
- AI4Media public debates
- Analysis of local news on European newspapers
- Dataset of disinformation news from 5 European countries, in 4 languages

Global impact of researchers working on the topic, new datasets for the research community, innovation case (disinformation research page)

Our contributions to...

Excellent AI research in Europe

- Observatory for Media AI
- Research on core areas of media AI
- Research on major challenges faced by EU media industry and society
- Open access research outcomes (papers, datasets, software, etc.)

Industry collaboration

- Collaboration with European media & ICT industry
- Seven real-world media case studies

Building AI talent & skills

- International AI Doctoral Academy
- Young Fellows Exchange Program
- Funding for AI researchers and SMEs via two Open Calls

AI4Media - Highlight 1 of 7: "AIDA - International AI Doctoral Academy"

- Initiative of AI4Media
- Founded by the 5 ICT-48 projects
- 77 members (academia and R&D)
- AIDA AI PhD curriculum
- 154 AIDA students
- 115 AIDA lecturers
- 54 offered courses (short, semester, other)
- AI Excellence Lecture Series (29 public lectures so far)
- AI Educational Resource Repository
- 2 AI4Media symposia

www.i-aida.org

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AI4Media - Highlight 2 of 7: Analysis of Media AI policy, regulation, impact and technology trends & delivery of recommendations



Highlight 3 of 7: Roadmap on AI for the media industry

- 35 white papers covering different aspects of AI for the media industry (different technologies, applications, media sectors, societal impacts, policies, factors that can shape the future...)



LINK Roadmap

Highlight 4 of 7: Roadmap on AI for the media industry

- Aim:** Monitor, aggregate, study, and interpret information on topics relevant to Media AI, with the purpose to support a better understanding of AI developments and their impact on society, economy, and people.



LINK Observatory (Coming soon)

Highlight 5 of 7: Real-world applications of AI through seven use cases



LINK use cases

Highlight 5 of 7: Real-world applications of AI through seven use cases (cont.)

Seven use case demonstrators

- Existing applications or tools used by media companies in their daily work processes have been endowed with novel AI functionalities developed within AI4Media
- >30 AI4Media components already integrated

Highlight 6 of 7: White papers on aligning AI research with media industry needs

- 7 white papers presenting industry needs and challenges with regard to the seven use cases and providing insights to drive future media AI research.
- Based on surveys, interviews and focus groups with media professionals.



LINK White Papers

ELISE

elise



ELISE has received funding from the European Union's Horizon 2020 under Grant agreement No 951847



European Learning and Intelligence Systems Excellence (ELISE) conducts research and knowledge exchange activities to create a new generation of trustworthy AI systems, which can be deployed reliably in real-world applications to support economic growth and benefit all in society.

ELISE works closely with **ELLIS - The European Laboratory for Intelligent and Learning Systems** - to make Europe competitive in AI globally.

ELLIS is a vibrant, excellence-driven, fast-growing community of leading ML and AI researchers.

<https://www.elise-ai.eu/>

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elise



ELISE has received funding from the European Union's Horizon 2020 under Grant agreement No 951847



Dr. Nuria Oliver, co-chair of the ELLIS board, and her team win the grand prize in global pandemic response challenge competition



- The **VALENCIA IA4COVID19** project was selected among 48 finalists
- AI model aims to help decision-makers safely reopen society
- The team's winning model successfully forecasted epidemiological evolution through their use of AI and data science
- More information: <https://ellis.eu/news/dr-nuria-oliver-and-her-team-take-the-grand-prize-in-global-pandemic-response-challenge-competition>

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HumanE-AI-Net

Unique Selling Point

As all ICT 48 we do Human Centric, Trustworthy AI with European Values, but we focus on

- AI that **enhances** human capabilities & **empowers** citizens
- Both the **individual** and the **society** as a whole
- A unique **interdisciplinary community**: AI, HCI, law, social science, neuroscience, etc. ...

"Question Zero"
(where to integrate AI solutions, where to abstain)

Dedicated research in ethical & fundamental rights and **protection by design**



Defining a Unique Research Roadmap

Framework: Taxonomy of research problems for collaborative AI system

Grouped by information type vs interaction type

5 research pillars

25 concrete research challenges

We lead in building tools for the scientific & civil society to answer them.



Use the QR code to download our research roadmap



Starting a Scientific Venue on Hybrid-Human Intelligence



Initiated what we aim to be a **premier scientific conference** for interdisciplinary AI

1st edition (2022): **170+ attendees**, 20+ high quality scientific contributions, & 11 top sponsors

2023 will be in Munich, Germany.



HHAi webpage

Advancing Scientific Knowledge

- 54 Journal papers
- 3 Book chapters
- 21 Conference papers
- 8 Articles

Building Datasets (DS) & Public Research Tools

DS: how we remember things in virtual reality

DS: 37,173 task-oriented annotated dialogues

DS: how conversational agents help improve cohesion in virtual meetings

DS: Euro News with political bias with metadata (ca. 16 mil. articles) + topic annotations (ca. 4 mil. articles)

Raising Societal Awareness

An online series about "Remarkable Women in AI"

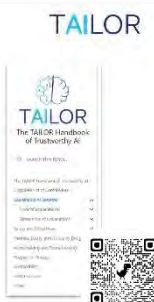
Video lectures account promoting AI visions for the public (#BlueSky Campaign)

TAILOR

The Handbook of Trustworthy AI

- An **online encyclopedia** of the major scientific and technical terms related to Trustworthy AI
- Contains an overview of the **main dimensions of trustworthiness**, major challenges and solutions in the field, and the latest research developments
- For **non experts, researchers and students**
- 30 contributors from all areas of Trustworthy AI
- Integrated process for enrichment of Wikipedia while maintaining the integrity of the Handbook
- 1st version available: <https://tailor-network.eu/handbook/>

Open handbook >>



Hackathons and Challenges

- Programming **challenges**, hackathons and benchmarks
- Unique data sets, in collaboration with **industry** and academia
- For students, scientists and **geeks**



The road to future AI is paved with trust

- A **Strategic Roadmap** to define the foundations of Trustworthy AI for the years 2022-2030
- A **boost for European research** on Trustworthy AI by defining the major research challenges
- Contains concrete recommendations for **policy makers**, **funding bodies**, **industry actors** and **AI scientists**

SHORT TERM **LONG TERM**



Consult roadmap >>



ELSA

Societal Impact from ELSA

- Addressing EU policy priorities & global challenges through R&I**
 - Stakeholder outreach including policy-makers to understand and discuss their needs and perceptions of risk and opportunities of AI focusing on implications for the values of safety and human security. (e.g. EU High Level Expert group on AI)
 - Publishing and providing advice to policy makers on integrated governance challenges arising from our research findings
- Delivering benefits & impact via R&I missions**
 - Orchestrated interaction between network and related activities that exploit synergies and avoid duplication (Bridge head office)
- Strengthening the uptake of R&I in society**
 - Provide methodology, educational material, and outreach to reduce digital divide (AIDA, IRCAI, StairwAI)

euROBIN

not delivered

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4.3 Planning of NoEs for 12-18 Months: Topics, Results or Activities

The NoEs were asked on what topics, results or activities (such as large events etc.) they plan to disseminate in the upcoming period (for 12-18 months). These can refer to the previously listed “Highlights”, but not necessarily, as Highlights might be of a more strategic or general type.

Moreover, they were encouraged to provide information in the context of the target audiences as well as selected channels by filling in the following matrix:

3 selected results/ topics/ activities to be disseminated (can be similar as „Highlights“)	Timing (plan)	Channel / Tool (determine more if relevant)	Priority Target Audience(s)
AI4Media			
1. Research findings / achievements	Q2-Q3	Organisation and Participation in several events	AI community Media industry Society at large
2. Video series on “AI applications for the Media Industry”	Q1-Q3	Social media	Media industry society at large
3. White papers on aligning AI research with media industry needs	Q2-Q3	Social media, Newsletter, Partners channels	AI researchers Media industry
ELISE			
1. 2nd Open Call selection			
HumanE-AI-Net			
1. Research findings / achievements in scientific venues	Q2-Q4	Organising / participating in scientific conference	AI researchers, community at large
2. Open call for Microprojects for external talents	Q2 - Q3	Social media + website + newsletter	Students / talents in AI around the world
3. Initiating a conference on hybrid human intelligence (HHAI 2023)	Q3	Social media, Newsletter, Partners channels	AI researchers, industry, talents
4. Community building workshop	Q3	Social media, Newsletter, Partners channels	AI talents + civilians
5. Social Media Campaign highlighting talents in AI in Europe (AI month): HumaneAI will initiate the campaign & the rest of the NoEs can use the handles and templates to also promote their researchers.	Q2	Social Media (linkedin, twitter, facebook)	Society at large, AI researchers
TAILOR			
1. Handbook	Q1 & Q2		
2. Conference			
3. Summer school	Q2		

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4.4 Opportunities for Joint Activities as Indicated by NoEs

The NoEs were asked which joint dissemination activities they are ready/willing to do together with other NoEs under the facilitation of VISION. They could even list third-party events such as trade fairs etc.

NoEs	What activity	When	Remarks
AI4Media	Joint events/workshops such as AI Open Day, Theme Development Workshop, Exhibitions.	Ongoing	Support defining the program, suggest/invite speakers, participate, disseminate.
	Joint Newsletter & slide deck	Ongoing	Provide relevant content
	Cross-dissemination	Ongoing	Support the dissemination of other NoE in AI4Media's channels
ELISE	Newsletter	Ongoing	
	Slide deck	Ongoing	
	Others TBD		
HumanE-AI-Net	Cross-dissemination	Ongoing	Support the dissemination of other NoE in HumaneAI channels
	Coordinating joint social media campaigns like AI talents in Europe, AI research in 30 secs	Q2-Q3	
	Involving other networks in HHAi conference and/or the community building workshop	Q2-Q3	
TAILOR	not indicated		
VISION	European AI Visual Identity	Q1-Q3 2023	Graphic elements Brand definition of the content/ values Brand manual – why, when and how to use
	Promotional video with input from all NoEs on „what the European AI is and how do we contribute to it“	Q2-Q4 2023	In line with the common visual identity In cooperation with all NoEs and the EC
	AI Open Day	Q2-Q3 2023	On-site event for general public in Prague – demos from NoEs, meetups

4.5 NoEs: Best Practice Sharing

NoEs were encouraged to propose communication and dissemination action, tool or approach that they find to be most effective and impactful including some concrete examples:

NoEs	Best practice sharing (both positive or negative recommendations):
AI4Media	In social media we use paid campaigns to boost particular content. We also ask other AI4Media partners and NoE to share, this creates more trust towards our content and increases visibility.
ELISE	not indicated

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HumanE-AI-Net	We use social media and tag respective prominent figures in the field. This increases the interactions on their posts and thus the project. We also found word of mouth and promised to post event calls and funding on social media to increase the followers. We are currently also planning to launch a campaign for getting micro project proposals entirely based on social media. Additionally, we use the website which seems to offer a comprehensive archive of our activities.
TAILOR	not indicated
ELSA	We have our own @elsa_lighthouse Twitter channel, which has taken off well. In the process, we also play each other content from CISPA on Twitter. We use our main CISPA account on other social media platforms (Facebook, Instagram, LinkedIn) to promote ELSA. With full success - the posts are well received.
euROBIN	not indicated

Following ideas, new opportunities or challenges were also shared by the NoEs in the area of topics that can be developed together with the VISION team and the other NoEs:

AI4Media: It has been mentioned a need for creating a space for “AI dialogue” on specific topics. For example on the current trending topic “ChatGPT”. I think Mattermost could be used for such a purpose, it is already available so there is no need to create an additional channel, and this type of action could potentially increase the use of Mattermost. However, it will be important to consider the results from section 6, to understand whether this channel is being used or will be used by all the NoE. We could also check if something like this would be created under the AI-on-Demand platform.

ELSA: How do I communicate the reach of ELSA across all European countries? It would be nice to find out how our colleagues are proceeding.

5. Cross-Networks C&D Activities

5.1 Events

5.1.1 AI Open Day

The objective of this event is to showcase the activities, achievements or goals of the NoEs to the broader audiences in an attractive and understandable way and mainly in person. It serves also for merging together the European AI community with local communities, manufacturing companies and the general public. One part of the programme – the roundtable discussion - is hybrid to connect also other stakeholders and participants. It is live streamed on the YouTube channel of CLAIRE.

The event programme is divided into three specific parts:

- 1) **Introduction of the European AI Community with the focus on NoEs**, their goals, activities, achievements etc. – to this purpose, the “Highlights” as described in 3.2 perfectly fits.
- 2) **Room for particular interactive demonstrations and presentations of NoEs:**

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Our aim within the AI Open Day is to show demonstrators onsite, with representatives of NoEs in person presented preferably by young researchers from the NoEs partner institutions that can present some interesting AI-driven solution. The reason is that we would also like to support personal networking.

For this, VISION is ready to help with technical support onsite as well as with travel and transport arrangements (although it is foreseen that NoEs will have funds for this kind of mobility in their budgets).

It is also possible to make a hybrid demonstrator – with a NoEs’ representative in person at the event that can jointly present some demonstrator with a colleague that will be located for example in some lab abroad. In this case, such a colleague can be connected remotely to the venue of the event and put him/her on a large screen to show the robot, etc.

3) Roundtable discussion:

The topic of such discussion shall be co-created and chosen in close cooperation with all NoEs (4+2). It is preferred to have such discussions with speakers in person, 4-5 personalities from different areas of society, and one moderator that is familiar with the topic. The discussion shall be live streamed on the YouTube of CLAIRE (to maximise the impact). To some extent, it is also possible to connect one of the speakers remotely if there is no other chance of getting such a person onboard.

The main topic of this roundtable discussion will also determine the main theme of the event and, of course, will influence the selection of both demonstrators and speakers.

Target audiences:

- Students
- General Public and local communities
- Researchers and industries

The **1st VISION AI Open Day 2022** was held on **24 June 2022 in Brussels** and the main topic was around “AI & Society” in conjunction with the European Year of Youth. The main organisers and partners were VISION, ICT-48, CLAIRE, FARI, and Jeunes européens Brussels.

The event was in-person, for the general public, with a special focus on students of Brussels universities, not necessarily with a prior background in AI.

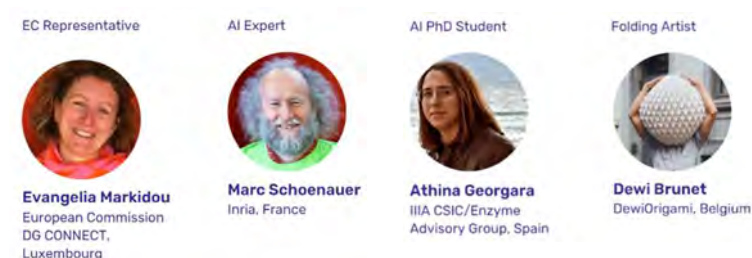


It was an afternoon event (from 15 to 19:00) so that it can be attended also by students and the general public on their way home from either school or work.

More information on this particular event is available at: www.vision4ai.eu/ai-open-day2022/

The roundtable discussion was live-streamed on the CLAIRE YouTube channel and after a year has received 52,000 views, making it the second most watched video on the channel.

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Vision AI Open Day | AI Experience Centre | Brussels

The **2nd AI Open Day 2023** will be held on the **1st of June 2023 at CIIRC CTU** - the Czech Institute of Informatics, Robotics and Cybernetics Czech Technical University in Prague, Czech Republic. The event will have a similar concept and structure and will follow the Open Day for Industry 4.0, which will precede it on the same day. The entire event will be organised as a part of a 3-day series of lectures, open days and networking on the occasion of the 10th Anniversary of CIIRC on 30 May – 1 June 2023 – see <https://industry-ai.cz/>.



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5.1.2 Theme Development Workshops

In close collaboration with *WP4 Academia-Industry Joint AI Forces*, all Theme Development Workshops (TDWs) have been promoted from the beginning of their organisation and advertised on the VISION website under www.vision4ai.eu/tdw. The invitation to take part at TDW has been always widely distributed not only to NoEs, but also to other projects and initiatives (CLAIRE, ICT-49, AI-on-demand platform) as well as industry concerns (with a special focus on SMEs, if relevant). VISION and WP4 in particular will continue to distribute the invitation as widely as possible for future planned TDWs, including new projects (e.g., ELSA, euROBIN, etc.).

In terms of C&D support, every TDW gets its separate subpage on the VISION website with programme and registration link. After the event, an article on the most important outcome is published on the VISION website as well as the entire TDW report that always comes a few weeks after the event.

The 1st Cross-cutting TDW on *AI: Mitigating Bias & Disinformation* was held on 18 May 2022 by VISION in close collaboration with AI4Media, HumanE-AI-Net, TAILOR, and CLAIRE. The 2nd Cross-cutting TDW is planned for fall 2023 (probably September or October). The main topic is now under discussion with involvement of all NoEs. There are great synergies between AI Open Day and TDW in this regard and it is possible that either “Trusted AI” or “AI & Education” will be considered for the TDW as well.

5.1.3 ICT Community Workshop

As part of *WP3 European AI Network of Excellence Centers: Strengthening Synergies*, an additional ICT community workshop will be held on 7 June 2023, in Siena, Italy, to gather the AI research community. The Community Workshop will directly follow the TAILOR conference, which will take place on 5-6 June to leverage the community presence already physically on site in Siena. The objective of the event will be to foster collaboration and stimulate the exchange of views and updates among the AI Networks of Excellence supported by the VISION project. Representatives from VISION, HumanE-AI-Net, ELISE, TAILOR, AI4Media, ELSA, AI4Europe, and EuROBIN, as well as EU policy-makers will be invited.

The communication WP will support the community workshops with dissemination of news and results (social media and VISION website), communication with the NoEs, and preparation of templates and content for the discussions, on collaboration in the communication efforts among the community stakeholders.

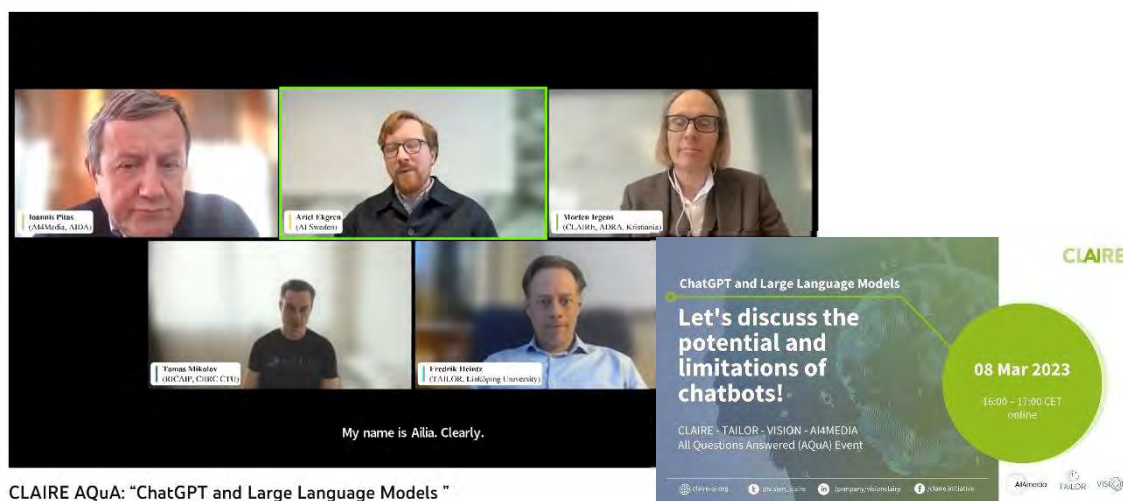
Two successful community workshops already took place in 2021 (online event, gathering almost 100 participants) and in 2022 (physical event in Brussels, gathering approximately 40 people). You can read more about the events here: <https://www.vision4ai.eu/ict48-community-workshop-2022/>.

5.1.4 Third-Party Events

VISION seeks opportunities in co-organising the events in cooperation with reliable partners to increase the outreach of its activities, as well as to contribute to the dissemination of NoEs during and beyond the project duration. In particular with CLAIRE, VISION is providing support to a series of special live-streamed **All Questions Answered (AQuA)** panels. AQuA is a one-hour online discussion that is live-streamed with one moderator and 4-6 panellists. After a short intro, the discussion starts, engaging the audience that can ask questions via chat either in ZOOM or on Youtube.

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The first of such an event was held on 8 March 2023 and the discussion focused on *ChatGPT and Language Models* under the auspices of TAILOR. During live-streaming, the event was attended by 150 people online, whereas in the next four days, the video received more than 1.000 views.



VISION succeeded in nominating and involving not only speakers on behalf of TAILOR, but also on behalf of AI4Media. Therefore, VISION also encouraged (and will continue to do so in the upcoming period) all the other NoEs (including ELSA and euRobin) to suggest topics of their interest and nominate relevant speakers. The events are spearheaded by the CLAIRE offices and headquarters and the VISION team provides support to the event logistics, including suggestions of potential speakers and technical support.

In cooperation with ICT-48, an intensive communication and promotion of this event was done on social media and via newsletters, which created a great momentum of joint effort and contributed to a large impact of this event. The AQUA collaboration with CLAIRE has proven useful and follows the strategy outlined in the VISION project proposal. In this respect, VISION is open to also working with other stakeholders, such as ADRA and ELLIS, in a similar context.

In March 2022, a similar kind of event was organised with AI4Belgium, FARI, and CLAIRE: **European AI Week - VISION4AI: Meet the ICT-48 Networks of AI Excellence session** during the session led by CLAIRE.

www.vision4ai.eu/eu-ai-week

All four NoEs and VISION were represented, each receiving almost 45 minutes for the presentation. The event was promoted jointly in collaboration with all the NoE on various social media profiles, such as AI4Media, TAILOR, ELISE, CIIRC CTU, AI4EU, CLAIRE.

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