HACID - Deliverable

Communication and Dissemination Plan

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[1] The following codes are admitted:
- R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.
- DATA: Data sets, microdata, etc.
- DMP: Data management plan
- ETHICS: Deliverables related to ethics issues.
- SECURITY: Deliverables related to security issues
- OTHER: Software, technical diagram, algorithms, models, etc.

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

Document History

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0.2	5.12.2022	First complete draft	Vito Trianni	ISTC-CNR
0.3	10.12.2022	Integrated comments from partners	Vito Trianni	ISTC-CNR
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Table of content

In this deliverable, we provide a detailed plan for the dissemination and communication activities to be conducted within the HACID project, to showcase the results of the project and the usage of artificial intelligence (AI) and collective intelligence (CI) in different application domains. We start from the strategy defined in the grant agreement, and we refine it according to new available information (e.g., on the updated AI landscape). For the different activities, a plan for action is provided identifying tentative dates and responsible partners for each action. Finally, an updated version of the KPIs related to dissemination and communication are presented, which will be useful for quality monitoring.

1. Dissemination Activities

Identification of relevant stakeholders

We have identified the following major target audiences:

A. the scientific community, as subjects interested in advancements in science and technology;
B. AI software companies, as potential partners for technology deployment;
C. physicians and category associations, as subjects interested in learning and improving the medical diagnostic process;
D. climate scientists, as subjects interested in novel methodologies for accurate predictions;
E. policy makers, as potential end-users of the HACID-DSS;
F. governments and legislative bodies, as regulators and main representative of social interests;
G. the general public, as consumers and taxpayers.

Wide exploitation of the project results is bound to the ability to include stakeholders from other areas. Hence, stakeholders inclusion activities will be key. To this end, we rely on a wide network of Digital Innovation Hubs (DIHs) and Networks of Excellence (NoEs), as discussed below.

Stakeholder inclusion in collaboration with DIHs and NoEs

A bidirectional interaction with a professional audience is crucial to respond to needs and drive innovation. To this end, DIHs represent an invaluable resource thanks to their capillary diffusion across Europe and their strong links with the local economy and business culture. Additionally, European and national initiatives focusing on AI represent important contact points to disseminate the project results and search for innovation opportunities. In addition, we will engage with development donors and funding organisations, especially those interested in evidence-based decision making (e.g., BMZ and GIZ Germany, BEIS in UK). We will present our work to these organisations to raise awareness of how the system and its approach can be extended to other domains; or, how certain aspects of HACID can be adopted into existing platforms and tools.

In the following table, we list the relevant organisation so far identified. This is an initial list that will be continuously updated during the project lifetime. Associated with the organisation name and description, we will keep an updated record of the interactions—past and future—with the HACID project.

Name	Description	Partner	Stakeholder groups
ADRA	Private side of the European PPP on AI, Data and Robotics contributing to promote innovation, acceptance and uptake of these new technologies.	CNR	A, B, E, F
ADRA-e	HORIZON CSA that supports the AI, Data and Robotics Association (Adra) and Partnership to create the conditions for a sustainable European ecosystem	CNR	A, B, E, F
AI4Europe	HORIZON CSA to establish and support mechanisms to foster exchange between academia and industry and ensure the sustainability of the AI on-demand platform	CNR	A, B
The EU AI Alliance	This is an initiative of the European Commission to establish an open policy dialogue on Artificial Intelligence	Nesta	E, F
DIH4AI	H2020 project to encourage the uptake of AI across the economy, supporting joint development and provision of ecosystem, business, technology and transformation services.	CNR	B, G
AI4Copernicus	H2020 project to bridge the EU AI on-demand platform with Copernicus Data and Information Access Services (DIAS)	MO	D
Vision 4 AI	CSA coordinating the European Networks of Excellence (NoEs) on AI	CNR	A, B, E, F
TAILOR	NoE focusing on the fundamentals of trustworthy AI	CNR	A, B, E, F
HumanAI-Net	NoE for human-centred trustworthy, ethical AI to empower citizens and society to deal with global challenges	CNR	A, B, E, F
Elise	NoE focusing on ML	CNR	A, B, E, F
AI4Media	NoE delivering next generation AI research/training at the service of media, society and democracy	Nesta	A, B, E, F
CINI AIIS	Italian network of academic institutions working on AI	CNR	A, B, E, F
AIxIA	Italian association for AI	CNR	A
Science of	German excellence cluster on AI	MPG	A

Intelligence			
Public Policy Programme, Alan Turing Institute	Works alongside policy makers to explore data-driven public service innovation and to develop ethical foundations for the use of data science and artificial intelligence in policy.	Nesta	A,E,F
Ada Lovelace Institute	UK-based public institute researching data and AI in service of people and society.	Nesta	E,F,G
NHS AI Lab	Responsible for the ethical development of AI-based decision tools in the NHS.	Nesta	C,F
United Nations Development Programme	UNDP recently published digital strategy reports expressing an interest in seeing more collective intelligence systems that make better use of unstructured data and expert advice for decision-making.	Nesta	C, D
WHO Pandemic Hub	Strengthen intelligence specifically for pandemics and epidemics by striving for better data, better analytics, and better decisions.	MPG	C
MedTech Europe	MedTech Europe is the European trade association for the medical technology industry including diagnostics, medical devices and digital health.	HDX	C

With respect to the above stakeholders we will undertake the following activities, adapting phases 3 to 5 as relevant for each stakeholder group :

Phase 1 **Initiate interaction**: seek contacts with the stakeholder management or other relevant committee to introduce the HACID project. The contact message must be customised to fit the target stakeholder.

Phase 2 **Introduce goals and objectives**: organise presentations of the project towards the stakeholder, stressing relevance to the stakeholder mission and customising proposals for joint actions.

Phase 3 **Engage in joint communication**: exploit the stakeholders media and network to disseminate information about the HACID project (e.g., stakeholders' newsletter, feature pages on the stakeholders' website, see Communication Activities below).

Phase 4 **Plan joint actions**: interested stakeholders are involved in the organisation of joint activities, such as webinars, workshops, special sessions at conferences, press releases and similar.

Phase 5 **Engage in exploitation actions**: the interaction with the stakeholder determines the opportunity to engage into exploitation activities to generate relevant returns.

For each of the above stakeholders, the actual phase will be logged in the online repository that is created to map the stakeholder network for the whole project.

The following activities are currently planned:

- A course on collective intelligence within AIDA, the International AI Doctoral Academy.

- A theme development workshop, to be organised together with the NoEs and Vision4AI.
- Four one-day workshops to collect feedback and raise awareness about the project objectives, progress and results. One workshop tailored to medical professionals and one to climate services and policy making will be conducted within the first six months, tailored to collect feedback on the HACID concept and identify requirements from potential users.
- Eight webinars, mostly focused on a wide-ranging collection of feedback about the needs and constraints of a very wide potential market
- Four co-design workshops with policy makers and practitioners from two additional complex domains such as energy policy or resonant societal issues such as crisis response. Goal is to produce two strategic design blueprints.
- Three roundtables targeted towards the policy and funding audiences relevant to the two case studies and AI innovation, to identify how technologies like HACID-DSS could fit into existing programmes and address current and future policy objectives, as well as stress-test emerging findings and recommendations about how to implement, support and scale HACID-DSS.

Additionally, internal action learning sessions will be routinely organised to enable learning between the two case studies. These will not be part of the dissemination and communication activities which target subjects external to the HACID consortium.

Action Type	**Description**	**Partners involved**	**Period**
Training	AIDA course on collective intelligence	CNR, MPG	M18-M30
Workshop	Theme Development Workshop, to be organised on a relevant theme (e.g., climate services)	CNR, Nesta, MO, HDX	M6-M18
Workshop	Workshop on challenges and opportunities for AI and CI for medical diagnostics	HDX	M4-M6
Workshop	Workshop on challenges and opportunities for AI and CI for climate services	MO	M4-M6
Workshop	Workshop to raise awareness on the results obtained in the medical diagnostics use case	Nesta, MPG, HDX	M24-M30
Workshop	Workshop to raise awareness on the results obtained in the medical diagnostics use case	Nesta, CNR, MO	M30-M36
Webinar	Knowledge Graphs in medical diagnostics	CNR	M12-M18
Webinar	Participatory AI and collective intelligence	Nesta	M15-M18
Webinar	Lessons from cognitive science for CI	MPG	M18-M24
Webinar	UX Design for collective information processing	CNR	M18-M30
Webinar	Crowdsourcing medical diagnostics	HDX	M24-M30

Webinar	Crowdsourcing climate services	MO	M24-M30
Webinar	Collective intelligence for decision making	Nesta, CNR	M24-M36
Webinar	Evaluation challenges for hybrid CI	Nesta, CNR and MPG	M24-M36
Workshop	Co-design workshop for 1st alternative domain: preliminaries	Nesta, CNR, MPG	M18-M24
Workshop	Co-design workshop for 2nd alternative domain: preliminaries	Nesta, CNR, MPG	M18-M24
Workshop	Co-design workshop for 1st alternative domain: advancements	Nesta, CNR, MPG	M30-M36
Workshop	Co-design workshop for 2nd alternative domain: advancements	Nesta, CNR, MPG	M30-M36
Workshop	Roundtable #1: exploring policy implications for CI in medical diagnostics	Nesta, HDX	M18-M24
Workshop	Roundtable #2: exploring policy implications for CI in climate services	Nesta, MO	M24-M30
Workshop	Roundtable #3: exploring policy implications for CI in decision support systems	Nesta, all	M30-M36

At the end of the project, we will produce a **project catalogue** (deliverable D8.26, M36) aimed at policy, funding and practitioner audiences. The catalogue will include key lessons from the project including visual case studies of the two pilots with recommendations for how they could be scaled and replicated. It will also include recommendations for policy makers and funders on how to scale HACID-based approaches in climate, health domains and in the wider development of AI based approaches to social challenges.

Scientific Dissemination

We plan to publish papers on a range of topics reflecting the interdisciplinary nature of the approach (including hybrid collective intelligence, artificial intelligence, knowledge engineering, medical diagnostics, climate science, cognitive science). We target high impact journals (e.g., PNAS, Artificial Intelligence, Nature Machine Intelligence, ACM Collective Intelligence, Nature Medicine, Nature Climate Change, Nature Human Behavior) as well as high-level conferences (e.g., IJCAI, AAAI, AAMAS, ECCA, EGU, FAccT ML, CHI, HCOMP, AI4Good). A list of relevant journals and conferences will be maintained throughout the project lifetime.

Additionally, we plan to organise a special collection across the Nature Research journals mentioned above (e.g., similar to the CERES 2030 experience), exploiting the rising interest in publishing research that bridges science-policy impact, by means of inclusion of behavioural and cognitive science into decision making. This activity will take place during the last year of the project (M24-M36), led by CNR.

2. Communication Activities

Website

The website will act as a cornerstone for all outreach activities towards external stakeholders. It will contain both institutional information (e.g., mission, partners, links to funding bodies) and news about activities, results achieved and events organised by the consortium. The website will be updated monthly by adding relevant information, making it a container for all relevant news related to the project.

Mailing List

Instead of creating yet another mailing list, we will exploit already existing channels to enable interested readers to keep in touch with the project and learn about the progress. We will leverage existing partner and institutional mailing lists (e.g. Centre for Collective Intelligence Design Newsletter). Posts will highlight any new content, keeping track and reaching out the network of stakeholders that is continuously broadened as the dissemination and exploitation activities advance. We will produce about two posts per year (e.g., M6, M12, M18, M24, M30, M36), linked to relevant advancements in the project. Information to assemble the post is collected by CNR from all partners, and presented in a concise and appealing way. The documents submitted for the mailing list will also be made available online through the website.

Feature pages

From the project start, **feature pages** will be prepared for hosting in the websites of partners, as well as the linked stakeholders (e.g., the AI on-demand platform hosts feature pages of relevant projects). The HACID feature page will be customised to talk about specific arguments that are relevant for the hosting website. A first feature page has been published on the Nesta website. Each partner contributes to host a feature page on their website (if technically feasible) by M6. Contacts with stakeholders will lead to publishing feature pages on their website, by M18.

Social Media

Social media channels like **Twitter** and **LinkedIn** will be used to facilitate low- threshold dialogue-oriented communication. We will create content for these social media, especially following advancements and activities related to the project. All partners are involved in this activity throughout the project lifetime.

A **YouTube** channel will be set up to broadcast videos about the project, visualising its objectives, challenges and impact. We will also leverage existing partner channels and ongoing series, for example Nesta's "Nesta Talks To" Youtube series.

A first concept movie will be prepared within the first six months. Additional videos will be created throughout the project lifetime following the activities. For example, all webinars will be recorded and shared on the project and/or partner YouTube channels. . Interviews to partners will be prepared into short and appealing videos, to reach a broad audience. In

total, we will produce at least 10 videos between M6 and M36. The creation of such videos will be managed by CNR, with contributions from every partner.

Media Coverage

Media coverage in trade and consumer press is also important for creating awareness and understanding among the stakeholder groups. We will prepare press releases ahead of key project milestones) to be sent out to inform the media about major steps of the project, exploiting support from the consortium members' media departments.
We plan to exploit any opportunities that arise as a result of the press release by granting interviews and/or thought pieces to interested publications. Any resulting output will be advertised on the HACID website , to maximise impact.
Finally, we will pitch an op-ed to a relevant high-circulation publication (e.g., the Economist, WIRED, MIT Tech Review) targeted at a large professional audience. This activity will be carried out by CNR with contribution from all partners, with a publication happening towards the end of the project (M18-M36).

Events

HACID will showcase at **exhibitions**, **science festivals** and **trade fairs** using content adapted for a general audience. The following relevant events have been identified for possible participation.

Name	Description	Next date and location
AI & BigData Expo Europe	Exploring the latest innovations within AI & Big Data, and covering the impact it has across industry sectors	September 2023, Amsterdam (NL)
AI & BigData Expo Global	Showcase the most cutting-edge tech from more than 200 exhibitors and provide insight from over 250 speakers sharing their unparalleled industry knowledge and real-life experiences.	December 2023, London (UK)
Maker Faire Rome	An open event that connects people and experts to showcase technological innovation	Rome (IT), October 2023
Festival della Scienza	A fixed point of reference for science dissemination. A great opportunity to meet for researchers, science enthusiasts, schools and families.	Genoa (IT), November 2023
Festival delle Scienze di Roma	A dissemination events for the large public, held yearly in Rome	Rome (IT), November 2023
Berlin Science Week	An annual science festival that brings together thousands of people from the worlds of science, business, politics, the arts, and society at large.	Berlin, November 2023

3. KPIs

KPI name and description	Progress	Target
Publications: ability to report scientific advancements	Publication of scientific articles with high impact on the community	At least 10 publications in Q1-ranked publication venues
Presentations: ability to communicate to a scientific conference	Keynotes, Invited Talks and Seminars, presentation at conferences and workshops	At least 20 presentations in international venues
Stakeholders: ability to reach/liaise with different stakeholders groups	Participants to workshops, webinars, round-tables. Size of stakeholders network	> 200 total participants > 20 linked stakeholders > 10 actions in collaboration with stakeholders (i.e., beyond phase 2)
Outreach: ability to reach a wide audience	Press releases, followers on social media, videos, website visits, international fairs and demos delivered	≥ 3 press releases > 500 total followers ≥ 10 videos > 100 monthly visits to web-site ≥ 5 fairs and demos