HACID - Deliverable

Annual report on dissemination and outreach activities

Deliverable number:	D8.3
Due date:	31.08.2023
Nature[1]:	R
Dissemination Level[2]:	PU
Work Package:	WP8
Lead Beneficiary:	CNR
Contributing Beneficiaries:	Nesta, HDX, METO, MPG

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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

Version	Date	Description	Author	Partner
V1	01.08.2023	Draft report for internal review	Joana Murta Rosa, Aleks Berditchevskaia	Nesta
V2	31.08.2023	Final report for submission	Joana Murta Rosa, Aleks Berditchevkaia with contribution from Vito Trianni	Nesta

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1. Introduction

In this report, we provide a detailed overview of progress on dissemination and outreach activities over the first 12 months of the HACID project as outlined in D8.2 Communication and Dissemination Plan.

Over the first 12 months of the project, the consortium made positive progress toward the agreed targets for dissemination and communication outreach. In Section 1, we outline dissemination activities completed in this period, audiences reached, partnerships developed and publications published all of which contribute to the overall results of the project. In Section 2, we provide an overview of the online presence of the HACID project across different channels. Lastly, Section 3 is dedicated to showing progress against targets and a brief summary of our plans for year 2 of the project.

2. Progress and results on dissemination activities

Relevant stakeholders and associated activities

In our dissemination and communications plan, we identified the following audiences as key stakeholders for dissemination activities due to the importance of their contributions across the different stages of the HACID technology design, development, and implementation process.

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. policymakers, 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.

Stakeholder inclusion activities: workshops, seminars, roundtables

Table 1 details the targeted dissemination activities that have been completed between September (M1 of the project) and August (M12 of the project). For each activity, we provide an overview of the type of action, a description of the activity, and the key target audience. We also provide links to relevant online announcements about the activities where available.

Table 1: Overview of dissemination activities with stakeholder groups A-G between M1-12.

Action Type	Date	Description	Partners involved	Audience and reach	Relevant link (if available)
Workshop presentation	3 October 2022	Presentation of the HACID project within the context of the new research activities performed at ISTC-CNR, tailored at enhancing the visibility of the institute and recruit interested researchers	ISTC	A: 50 participants	[Link](#)
Webinar	17 October 2022	Webinar organised by the European Commission with the ADRA-e and AI4Europe Coordination and Support Actions (CSAs) to introduce and take stock of the newly EU funded R&I projects	ISTC	A, E: 100 participants	[Link](#)
Lecture at Bielefeld University, Germany	23 January 2023	Presented HACID project in a lecture on how to harness crowd to reduce uncertainty	MPG	A: 10 participants	
Workshop	8 February 2023	Online workshop on challenges and opportunities in the climate services delivery process	Nesta, MetO	D: 12 participants	
Collective Intelligence Journal seminar, online	16 March 2023	Seminar hosted by the editors of the Collective Intelligence journal. Nesta presented a paper previously published in the journal about AI & CI and mentioned the HACID project at the end.	Nesta	A, G: 99 views of video	[Link](#)
Workshop presentation, Italy	4 June 2023	Presentation in a joint Italy-US DoD workshop on trusted AI and autonomy.	ISTC	A: 20 participants	
Talk at Lifespan Psychology	14 June 2023	Presented HACID project in project overview talk	MPG	A: 15 participants	

Group, Germany					
Workshop presentation, Italy	15 June 2023	Expert Consultation: Shaping priorities for investment in resilient, inclusive rural transformation. Workshop organised at FAO about support to policy making in agrifood systems	ISTC	A, B, E: 100 participants	
Seminar	16 June 2023	Churchill College Decarbonisation Forum (x2) Cambridge: Presented Nesta's work on climate adaptation and net zero. Brief overview of HACID project.	Nesta	B, D and E: ~30 participants	[Link](#)
Workshop	3 July 2023	Workshop delivered as part of London Data Week. Participatory AI methods with public sector and local authority teams working in data and innovation.	Nesta	E: ~60 participants	[Link](#)
Roundtable	18 July 2023	CCID, in partnership with Creative Commons, hosted a roundtable focused on copyright and generative AI.	Nesta	B, E: 20 participants	
Seminar	19 July 2023	Presentation of the HACID climate services case study (WP7) to Nesta's Sustainable Future Mission	Nesta	D: 30 participants	
Summer school at the Faculty of Physics, Barcelona	24-28 July 2023	Short Course on Collective Intelligence - delivery of a course on CI and AI at the summer school	ISTC	A: 30 participants	[Link](#)
Seminar	27 July 2023	OECD internal seminar for AI interest group, online. Presented HACID project concept and work to date.	Nesta	E: Policy 47 participants	
Workshop	8 August 2023	Online workshop on challenges and opportunities for AI and CI for medical diagnostics	Nesta, HDX	C: 6 participants	
Total participants				629	

In addition to the activities above, we have started to establish partnerships with linked stakeholders relevant to the two application domains and/or broader technology innovation. For example, the NHS AI Lab and the London Climate Change Partnership, both based in the UK, helped us to promote user research activities with their networks. Initial contacts have also been made with other stakeholders such as the London Office for Technology and

Innovation, the AI Special Interest Group based at the OECD in France and the ADRA-e network. Finally, we have established contact with the lead of the TAILOR Network of Excellence and related partners (e.g., the German Research Centre for Artificial Intelligence—DFKI—and The Dutch Centraal Bureau for Statistics—CBS) in anticipation of future Theme Development workshops. Over the coming years, we plan to leverage these and other stakeholder relationships to deliver joint activities for the project.

Scientific Dissemination: journals and conferences

Partners have also started to make progress towards scientific publication targets, including publications and presentations of papers at international conferences.

Table 2: Overview of scientific publications (articles and conferences) and associated conference presentations between M1-12. All activities are aimed at stakeholder group A.

Event Conference / paper	Date	Description	Partners involved	Reach	Relevant link (if available)
Conference presentation, Italy	5 June 2023	Presentation during the 3rd TAILOR conference and attendance to poster session	ISTC	75 participants	Link
Conference presentation, Italy	25 June 2023	Invited talk during the conference "Intelligenza Artificiale e Naturale" (IAN 2023)	ISTC	80 participants	Link
Conference paper and related presentation, Germany	29 June 2023	Conference paper presenting the core concepts and approach of the HACID project, with preliminary results in the MD use case. Presentation during the conference and attendance to poster session.	ISTC	~100 participants	Publication link
Paper	14 August 2023	Kurvers, R. H. J. M. *et al.* Automating hybrid collective intelligence in open-ended medical diagnostics. *PNAS* **120**, e2221473120 (2023).	ALL	313 views[3]	Publication link
Total Participants **Total views of publications**				255 313	

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[3] Accessed 24 August 2023.

3. Progress and results on communication activities

Website

The HACID project website (http://hacid-project.eu/) was launched on 22 November 2022 using a temporary platform. It provides an overall project description, information about the project objectives and consortium partners, as well as linked job opportunities. The official website is being finalised and will be ready for the public in October 2023.

Mailing Lists

As agreed at the beginning of the project, the HACID project will not create a mailing list but will leverage existing channels such as partners' institutional mailing lists instead.

The bi-monthly newsletter from the Centre for Collective Intelligence Design featuring key information on the project was shared with the wider CI community in February 2023. The CCID newsletter was sent to 1,326 subscribers, with an audience composed of a mix of international and national public, with a mix between practitioners, academics, experts, public sector officials and general public.

MORE NEW PROJECTS WE ARE EXCITED ABOUT...

- [Combining human collective intelligence and AI for better decision-making in healthcare and climate adaptation](#). In this project, we're working with CNR-ISTC, Max Planque Institute, MetOffice and Human DX to develop new technology that can support better decision making in health and climate adaptation. Our approach combines three key methodological innovations: crowdsourcing key insights from diverse groups of experts, artificial intelligence to streamline processing of different sources of data, knowledge graph technology.

Human DX have also disseminated information about the project through their community mailing list in July 2023, which was sent to 80,000 clinicians and health practitioners.

Feature pages

From the project start, partners agreed to set up features pages on the official website of each partner organisation. A feature page is a specialist comms function for content that requires a tile visual option. This is a valuable type of communication as it aims to capture a broader audience that is interested in partners' work generally but not necessarily HACID directly related. It is most relevant for partners like Nesta and Met Office because of the relatively wider reach of their websites and rich mix of audiences.

To date, the following feature pages have been published:
- [HACID project page](#) by Nesta
- [HACID project page](#) by CNR
- [HACID project page](#) by MaxPlanck
- [Blog about Climate Services design process](#) by Nesta

Social Media

All partners have been involved in developing content and publishing it via Twitter and/or LinkedIn using centralised HACID accounts. We developed a detailed social media strategy that outlines accountability across project partners to publish content about the project on social media on a monthly basis. As of August 2023, we have created 15 social media posts and shared these across Twitter, LinkedIn and Mastodon using official project accounts.[4] Table 3 provides an overview of these posts and the resulting engagements. Until M9 posts were more focussed on general topical content, e.g. responses to policy developments and scientific publications from the wider field, and recruitment. Between M9-12 partners have started posting about project outputs and activities. We expect posts related to project outputs and activities such as events, webinars, papers and blogs to increase in frequency over the next 12 months as we start to implement the dissemination activities outlined in the dissemination plan.

Table 3: Overview of social media posts published between M1-12 across Twitter, LinkedIn and Mastodon.

Publication date	Subject	Partner	Twitter		Mastodon		Linkedin	
			Link	Reactions	Link	Reactions	Link	Reactions
01/09/2022	Post for the project start	CNR	link	3823 impressions, 9 likes, 11 retweets			link	648 impressions
20/09/2022	Post after the Kick-off meeting in Rome	CNR	link	842 impressions, 20 likes, 7 retweets				
17/10/2022	Post about the EU launch event	CNR	link	253 impressions, 5 likes, 5 retweets				
21/11/2022	Job offer: UX design - post about the open position at ISTC	CNR	link	720 impressions, 5 likes, 8 retweets			link	123 impressions

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[4] The table does not capture the posts made by individual project members or institutional accounts.

06/12/2022	Job offers: IE and CI - post about two open positions	CNR	link	1783 impressions, 3 likes, 3 retweets			link	125 impressions
10/01/2023	Job offer: UX design - Post about new opening	CNR	link	376 impressions, 13 likes, 8 retweets	link	4 boosts, 1 like	link	61 impressions
13/03/2023		CNR	link	1006 impressions, 9 likes, 8 retweets	link	3 boosts, 3 likes	link	116 impressions
27/03/2023		MPG	link	716 impressions, 11 likes, 9 retweets	link	3 boosts, 3 likes	link	161 impressions
28/04/2023		HDX	link	740 impressions, 6 likes, 6 retweets	link	3 boosts, 3 likes	link	84 impressions
15/05/2023		Nesta	link	372 impressions, 6 likes, 6 retweets	link	3 boosts, 3 likes	link	117 impressions
07/06/2023	TAILOR conference and Trustworthy AI	CNR	link	941 impressions, 12 likes, 8 retweets	link	2 boosts, 1 like	link	225 impressions, 27 article views
24/07/2023	Recruitment for experiments	CNR Nesta HDX	link	470 impressions, 5 likes, 5 retweets			link	70 impressions
01/08/2023	Paper published on HACID concpet	CNR	link	645 impressions, 8 likes, 8 retweets	link	1 boost, 1 like	link	136 impressions, 37 article views
19/08/2023	Post to promote blog on Nesta's website	Nesta MET Office	link	876 impressions, 8 likes, 6 retweets	link	1 boost, 2 likes	link	48 impressions

Videos

To date, a single project video has been produced and published on the project YouTube channel (see https://studio.youtube.com/video/3SnmT4LTXXs/, with a total of 30 views). The

more results are available, the more videos will be produced towards the target set in the project.

Media Coverage

There have been limited opportunities to engage with traditional media outlets (e.g. news outlets, technology news websites) to date. As we begin to prototype and generate experimental results between months 12-26, we will leverage approaches such as media pitching and press releases to achieve wider media coverage.

Events

As part of the communication activities planned for the HACID project, the consortium agreed to showcase the project and its results at **exhibitions**, **science festivals** and **trade fairs** using content adapted for a general audience. All of the potential events identified in the Dissemination Plan will not take place until the second year of HACID delivery. An additional event that was not anticipated in the original Dissemination plan is the workshop on Participatory AI that was delivered as part of London Data Week (see Table 1 for details).

4. KPIs

The HACID dissemination, communication and exploitation activities contribute to three specific KPIs set for the HACID project:
- KPI-20 Dissemination: ability to report scientific advancements
- KPI-21 Stakeholders: ability to reach/liaise with different stakeholders groups
- KPI-22 Outreach: ability to reach a wide audience

Table 4 outlines our progress towards these KPIs between M1-12.

Table 4: Overview of the dissemination and communication KPIs and related progress

KPI name and description	Progress	Target	Progress up to August 2023
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	20% progress 2 publications See Table 2 for relevant links.
Presentations: ability to communicate to a scientific audience	Keynotes, Invited Talks and Seminars, presentation at conferences and workshops	At least 20 presentations in international venues	20% progress 1 presentation to OECD 3 presentations/posters at conferences
Stakeholders: ability to reach/liaise with different	Participants to workshops, webinars, round-tables. Size of stakeholders network	> 200 total participants > 20 linked stakeholders	> 667 participants reached through workshops, roundtables, webinars and conferences

stakeholders groups		> 10 actions in collaboration with stakeholders (i.e., beyond phase 2)	7 linked stakeholders
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 website ≥ 5 fairs and demos	173 followers (35%) 1 video on YouTube (10%) *Monthly visits to the website will be reported in the next report*

Overall, the consortium made positive progress towards setting up communication channels required for HACID dissemination and outreach, building the HACID presence on social media, and starting to share key concepts and objectives of the project with relevant external audiences and stakeholders.

5. Year 2 of the HACID project

The second year of the project will see increased content in the form of research findings and design prototypes being produced by the HACID project. Key priorities include leveraging partners' existing institutional mailing lists and websites to share this content, including writing regular thought leadership blogs at key points of the project, and producing videos accessible to a wider audience.

We will also continue building up our stakeholder networks, with a focus on getting their input or support during the delivery of our planned dissemination activities between M12-24, which include dedicated webinars, policy roundtables, and design workshops. A full overview of planned activities is provided in Deliverable 8.2.