

# HACID - Deliverable

# Annual report on

# dissemination and outreach

# activities

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<sup>1</sup> 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.

<sup>2</sup> 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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V1	23.08.2024	Draft report for internal review	Joana Murta Rosa, Aleks Berditchevskaia	Nesta
V2	30.08.2024	Review of the full draft	Vito Trianni	CNR
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# 1. Introduction

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

In the second year of the project, the consortium made positive progress toward the agreed targets for dissemination and communication outreach, with dissemination activities going on with multiple papers published and events organised in line with the project plan.

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 in the period M1-M24 and a brief summary of our plans for year 3 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 2023 (M13) and August 2024 (M24). 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 M12-24.

Action Type	Date	Description	Partners involved	Audience and reach	Relevant link (if available)
Webinar	14 September 2023	IDEAL-IST webinar: "Tips from Coordinators"	ISTC	A, G: 50 participants	
Master Course: Decision Making in a Social World	17 October 2023	Wisdom of crowds in medical diagnostics Humboldt University, Berlin, Germany	MPG	A, G: 35 participants	<a href="#">Link</a>
Webinar	25 October 2023	APRE Webinar: "Dalla proposta alla valutazione: incontro con coordinatori del Cluster 4"	ISTC	A, G: 50 participants	
Workshop	31 October 2023	Participatory AI: Can Participation Improve the Design of AI Systems?	Nesta	B,E,F,G: 35 participants	<a href="#">Link</a>
ACM CI23 Conference Poster presentation + lightning talk	6 November 2023	Boosting collective intelligence in medical diagnostics: Leveraging decision similarity as a predictor of accuracy when answers are open-ended rankings	MPG	A, C: 200 people at conference	<a href="#">link</a>
Webinar	1 February 2024	Uses of ML and AI across the weather & climate science to service value chain	Met Office	A, B, D, G: 50 participants	
Workshop	22 February 2024	Challenges and opportunities for AI/CI for CS	Met Office, Nesta	A, D: 32 participants	
Seminar	01 March 2024	Delivered in collaboration with Data & Society. Participation Seminar Series: Participatory AI and collective intelligence.	Nesta	A: 15 participants	
Participatory AI: practitioner perspectives	29 April 2024	Delivered in collaboration with Ada Lovelace Institute. A workshop with public sector data practitioners in the UK to explore the barriers and enablers of participatory approaches in the delivery of data science/AI development projects.	Nesta	E, F: 10 participants	
Workshop	13 May 2024	Practitioner Course: Collective Intelligence for Decision Support	ISTC	A: 50 participants	<a href="#">Link</a>
Workshop	1 June 2024	JCEEI AI Climate Services workshop	Met Office	A, D: 20 participants	
Workshop	15 June 2023	FAO Expert Consultation: Shaping priorities for investment in resilient, inclusive rural transformation (RITI)	ISTC	E, F: 100 participants	
Workshop	20 June 2024	Quelle sagesse collective pour les technologies émergentes? Colloque de clôture du cycle d'étude TESaCo- Technologies émergentes et sagesse collective	Nesta	A: 30 participants	<a href="#">Link</a>
Webinar as part of London Data Week	01 July 2024	How participation can improve your AI or data project.	Nesta	E, F: 34 participants	<a href="#">Link</a>
<b>Total participants</b>				711	

The stakeholder inclusion activities carried out in the first two years focused on initiating contact with relevant organisations in the two application domains and/or broader technology innovation. These engagements were important for helping us to reach a broader participant selection for user research. For example, the NHS AI Lab and the London Climate Change Partnership, based in the UK, helped us promote user research activities with their networks. We have continued to build on some of the initial contacts made with technology innovation stakeholders in Year 1 to leverage new dissemination opportunities. For example, our relationship with the London Office for Technology and Innovation has allowed us to run workshops and webinars on Participatory AI aimed at public sector audiences as part of London Data Week in 2023 and 2024.

During this year, we have also established several new strategic partnerships where we have already delivered or plan to run joint activities with partners. For example, we delivered a policy roundtable about participatory AI in partnership with the UK's Ada Lovelace Institute, focussing on data practitioners in the public and tech sectors. We have also initiated interaction with the Joint Center for Excellence in Environmental Intelligence and the UKRI National AI Research Hub in AI for Collective Intelligence.

Other upcoming activities based on stakeholder partnerships established during Year 2 include a joint workshop with the FAIRwork project as part of the AI, Data and Robotics Forum 2024 and a 4-month collaboration with the Glasgow School of Art to explore new future applications of the HACID approach in the domain of energy systems.

### Scientific Dissemination: journals and conferences

Partners continued to progress towards scientific publication targets, including publications and papers presentations at various international conferences.

*Table 2: Overview of scientific publications (articles and conferences) and associated conference presentations between M13-24. All activities are aimed at stakeholder group A.*

Event Conference / paper	Date	Description	Partners involved	Reach	Relevant link (if available)
ACM CI23 Conference Paper	6 November 2023	Boosting collective intelligence in medical diagnostics: Leveraging decision similarity as a predictor of accuracy when answers are open-ended rankings	MPG	Unavailable*	<a href="#">link</a>
Journal Paper	12 April 2024	Collective Intelligence Increases Diagnostic Accuracy in a General Practice Setting	MPG	793 views and downloads	<a href="#">link</a>
Journal Paper	21 June 2024	Human-AI collectives produce the most accurate differential diagnoses	MPG, ISTC, HDX	Unavailable*	<a href="#">link</a>
Conference Paper	26-30 May 2024	Ontogenia: Ontology Generation with Metacognitive Prompting in Large Language Models	ISTC	Unavailable*	<a href="#">link</a>

\*arXiv preprints and conference proceedings do not publish information on views or shares.

## 3. Progress and results on communication activities

### Website

The HACID project website (<http://hacid-project.eu/>) was launched in October 2023, and a refactored and improved version was publicly launched in February 2024. This promotes the new visual concept of the project and also includes code supporting analytics. The website provides an overall project description, information about the project objectives, consortium partners, links to project publications, and other associated news e.g. job opportunities. Since February 2024, about 500 unique users have visited the project website. The most popular content was the News page, where communications about project activities and results are shared.

### Mailing Lists

As agreed at the beginning of the project, the HACID project has not created a dedicated mailing list but continues to leverage partners' institutional mailing lists where relevant.

### Feature pages

From the project start, partners agreed to set up feature 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.

Since the beginning of the project and up to August 2024, the following feature pages have been published:

- [HACID project page](#) by Nesta (Year 1)
- [HACID project page](#) by CNR (Year 1)
- [HACID project page](#) by MaxPlanck (Year 1)
- [Blog about Climate Services design process](#) by Nesta (Year 1) - 214 views
- [HACID feature describing the project on the AI4Europe portal](#) by CNR (Year 2)
- [Blog about Medical Diagnostics design process](#) by Nesta (Year 2) - 201 views

### Social Media

Throughout project delivery, all partners have been involved in developing content and publishing it via X and/or LinkedIn using centralised HACID accounts. Following our social media strategy, as of August 2024, we have created 8 social media posts and shared these across X, LinkedIn and Mastodon using official project accounts.<sup>3</sup> Table 3 provides an overview of these posts and the resulting engagements. Over the past 12 months, posts

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<sup>3</sup> The table does not capture the posts made by individual project members or institutional accounts.

were mainly related to project outputs and activities, such as events, workshops, papers and blogs. We expect to continue posting about these topics in the last year of the project in line with our dissemination plan and as we continue to produce more project outputs.

Table 3: Overview of social media posts published between M13-24 across X, LinkedIn and Mastodon.

Publication date	Subject	Partner	Twitter		Mastodon		LinkedIn	
			Link	Reactions	Link	Reactions	Link	Reactions
20/10/2023	Post quoting thread about the PNAS paper	CNR	<a href="#">link</a>	384 impressions, 4 likes, 3 retweets	<a href="#">link</a>	3 boosts, 2 likes	<a href="#">link</a>	167 impressions, 13 article views
14/11/2023	Post about the consortium meeting in Bologna	CNR	<a href="#">link</a>	268 views, 5 likes, 3 reposts				
28/11/2023	Post about an article appeared on Cordis news	CNR	<a href="#">link</a>	547 views, 5 likes, 3 reposts				
22/02/2024	Post about workshop held at Met Office	CNR	<a href="#">link</a>	423 views, 5 likes, 3 reposts				
04/03/2024	Post about outcomes of the workshop held at Met Office	CNR Nesta Met Office	<a href="#">link</a>	532 views, 5 reposts, 5 likes	<a href="#">link</a>	0 boosts	<a href="#">link</a>	435 impressions, 34 article views, 7 reposts
12/03/2024	<a href="#">Blog post about outcomes of user research activities with clinicians</a>	Nesta					<a href="#">link</a>	1100 impressions, 3 reposts
03/06/2024	Post about new paper on CI in GP setting	MPG	<a href="#">link</a>	635 views, 7 likes, 4 retweets	<a href="#">link</a>	1 boost	<a href="#">link</a>	168 impressions, 5 article views, 1 comment, 1 repost
25/06/2024	Post about new preprint Human-AI collectives	MPG	<a href="#">link</a>	893 views, 14 likes, 9 retweets	<a href="#">link</a>	2 boosts	<a href="#">link</a>	1100 impressions, 61 article views, 15 comments, 9 reposts

## Videos

To date, a single project video has been produced and published on the project YouTube channel (see <https://www.youtube.com/watch?v=3SnmT4LTXXs>, with a total of 42 views).

A short explainer video about the value of participatory AI is currently in development and will be released in September 2024. This visual asset will be used across planned dissemination activities (e.g. policy roundtables, seminars, presentations) and social media to increase engagement and promote the work we are doing under the HACID project to a wide range of audiences.

## Media Coverage

Between M13-M24 we've seen increased interest from media outlets as the project started to generate results related to the medical diagnostics use case. This included press releases and interviews with members of the project. The full list of media coverage is outlined below.

- [Joint press release from CNR and MPG](#) following the publication of the PNAS paper (27 October 2023). The press release has been relaunched by multiple media outlets both in Germany and in Italy.
- [Video interview RaiNews24 "Basta la Salute"](#) (1 November 2023)
- [Video Interview RaiNews24 "Futuro24"](#), (8 November 2023)
- [Radio Interview Radio24 Smart City](#) (21 November 2023)
- [Press Interview Wired Italia](#) (14 March 2024)

We expect further media interest as we continue to generate new results from experiments and/or the prototypes reach a higher fidelity.

## 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. This year, we returned to the London Data Week to run a new event about Participatory AI for the public sector.

Details of upcoming HACID project participation at different events are outlined below.

### Target scientific conferences

<a href="#">European Meteorological Society (EMS)</a>	Sept, 2024	Barcelona (Spain)	Accepted paper
<a href="#">Complex Systems and Collective Intelligence A CCS'24 Satellite Workshop</a>	Sept, 2024	Exeter (UK)	Accepted oral presentation and keynote

### Target fairs and science festivals

<a href="#">London Data Week</a>	Jul, 2024	London (UK)	Completed
<a href="#">AI, Data and Robotics Forum</a>	Nov, 2024	Eindhoven (Netherlands)	Accepted workshop

This year was our second year hosting an event as part of London Data Week, which aims to engage policymakers and public sector employees in activities that increase their data and AI literacy.

In the final year of the project, we also plan to submit proposals to run events at more public-facing and general audience science fairs, as well as policy-focused events. As part of these activities, we plan to present project prototypes, share outcomes of policy discussions and engage members of the public in participatory activities related to the design of AI systems. Some of the relevant forums we have identified include:

- [Maker Faire Rome](#) - An open event that connects people and experts to showcase technological innovation.
- [Festival della Scienza Genoa](#) and [Festival delle Scienze di Roma](#) - annual popular science dissemination events in Italy, aimed at science enthusiasts, schools and families.
- [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.
- [CogX Leadership Summit](#) - A premier gathering bringing together leaders, CEOs, entrepreneurs, policymakers, artists and academics, all committed to driving transformational change.

## 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 M1-24. Overall, the consortium continued to make positive progress towards exposure and wider dissemination of the HACID project within the scientific community through publications focusing on key concepts and methodologies, continuous presence in international conferences, festivals and fairs, and delivery of webinars/workshops, as well as with the wider public through a continuous presence on social media channels, press releases and video/radio interviews.

## 5. Year 3 of the HACID project

As part of our monthly consortium meeting in September (M25), we plan to review our progress on the dissemination KPIs and the remaining dissemination activities detailed in Deliverable 8.2. It may be necessary to reprioritise and update the planned activities to achieve our targets.

We note in particular the recommendation from reviewers during the HACID Midterm Project Review that we expand communication and dissemination activities beyond the communities engaged through the case studies.

A key focus for this year will be dissemination to audiences beyond the scientific community through policy roundtables, design workshops focused on exploitation of HACID to new domains and seminars that synthesise the transferable lessons learned from the two HACID case studies. Between 2023 and 2024, we have seen increased attention to developing AI evaluation and assurance processes from policy audiences, including regulatory and policy initiatives in the EU, US and UK. This has included an emphasis on the importance of public trust and public input in decisions related to the acceptability of use cases for AI within the

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

KPI name and description	Progress	Target	Progress up to August 2024
<b>Publications:</b> ability to report scientific advancements	Publication of scientific articles with high impact on the community	At least 10 publications in Q1-ranked publication venues	50% progress Total 5 publications See Table 2 for relevant links.
<b>Presentations:</b> ability to communicate to a scientific audience	Keynotes, Invited Talks and Seminars, presentation at conferences and workshops	At least 20 presentations in international venues	65% progress 13 presentations/posters at conferences
<b>Stakeholders:</b> 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)	> 1,378 participants reached through workshops, roundtables, webinars and conferences  15 linked stakeholders (75% progress) 3 active collaborations (30% progress)
<b>Outreach:</b> 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	1 press release (33% progress) 270 followers (54% progress) (X: 82 followers; LinkedIn: 168 followers; Mastodon: 20 followers) 1 video on YouTube (10% progress) From February 2024, we had 500 visits to the website (this means an average of 77 monthly visits to the website)

public sector. We, therefore, expect high interest and engagement from these audiences in the activities planned for the final year of the project.

The third year of the project will also see increased content in the form of research findings and design prototypes being produced by the HACID project. Key priorities include sharing more regular updates on research findings, particularly through social media channels (across the project, organisational and individual levels). Institutional communication teams will be engaged to share content during key milestones such as publications in high impact journals. We have found this works well and generates good levels of media interest, as described in Section 3: Media Coverage.

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 M24-36, which include dedicated webinars, policy roundtables, and design workshops. A key joint activity planned for Q1-Q2 of Year 3 includes a collaboration with the Glasgow School of Art and the Sustainable Future Mission at Nesta to explore opportunities for exploiting the HACID approach to improve future energy systems.