

HACID - Deliverable

Annual report on

dissemination and outreach

activities

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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

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1. Introduction

In this report, we provide a detailed overview of the dissemination and outreach activities performed throughout the HACID project, as outlined in D8.2 Communication and Dissemination Plan. In the final period of the project, from September 2024 (M24) to February 2026 (M42), the consortium made positive progress toward the agreed targets for dissemination and communication outreach.

In Section 2, we outline completed dissemination activities, audiences reached, partnerships developed and publications published, all of which contribute to the overall results of the project. In Section 3, we provide an overview of the online presence of the HACID project across different channels. Lastly, Section 4 is dedicated to showing progress against target KPIs. Section 5 briefly discusses what expectations we have after the end 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 were completed during the project. For each activity, we provide an overview of the type of action, a description of the activity, and the key target audience. Several workshops and roundtable discussions took place in this final reporting period as planned. Our dissemination efforts in earlier stages of the project made it possible to deliver these in collaboration with other relevant stakeholders.

Table 1: Overview of dissemination activities with stakeholder groups A-G

Action Type	Date	Description	Partners involved	Audience	Reach	Other notes
Workshop	08/08/2023	Challenges and opportunities for AI/CI for MD	Nesta, HDX	A,C	12	HACID online workshop
Webinar	14/09/2023	IDEAL-IST webinar: "Tips from Coordinators"	ISTC	A,E	50	Online event organised by IDEAL-IST
Webinar	25/10/2023	APRE Webinar: "Dalla proposta alla valutazione: incontro con coordinatori del Cluster 4"	ISTC	A,E	50	Online event organised by APRE
Webinar	01/02/2024	Uses of ML and AI across the weather & climate science to service value chain	Met Office	A,D	50	Foreign, Commonwealth and Development Office, a UK Government Department
Workshop	22/02/2024	Challenges and opportunities for AI/CI for CS	Met Office, Nesta	A,D	10	HACID online workshop
Webinar	01/07/2024	How participation can improve your AI or data project	Nesta	A,E,F,G	34	London Data Week event
Workshop	10/08/2024	International Applied Science and Services team meeting - Does AI mean that we do Climate Services differently? Presentation and discussion	Met Office	A,D	30	Met Office staff working outside of the UK
Workshop	05/11/2024	Harnessing AI and Data for Enhanced Decision Support: focus on evaluation challenges for hybrid systems	CNR, MPG, Nesta	A,B,E,F	20	Evaluation challenges for hybrid systems - delivered as an interactive workshop instead of a webinar as part of ADRF 2024.
Workshop	30/11/2024	Hybrid Collective Intelligence for Medical Diagnostics	CNR	B	80	Second Annual Meeting of the Italian Society for AI in Medicine (SIAM)
Webinar	05/12/2024	Harnessing the power of human and artificial intelligence - HACID and the UKCP chatbot	Met Office	D,E	30	UKCP Science and Services network
Webinar	25/02/2025	Hybrid Collective Intelligence: perspectives and challenges	CNR, MPG	A,B,G	100	HACID Webinar Series
Co-design workshops and final exhibition	28/02/2025	Alternative HACID use case - Energy systems	Nesta	D,E,F,G	230	Delivered in collaboration with the Glasgow School of Art.
Webinar	24/04/2025	Collective Intelligence in the era of LLMs	MPG	A,B,G	80	HACID Webinar Series

Policy Roundtable	28/04/2025	AI Regulation for Clinical Decision Support – From Principles to Implementation.	Nesta	A,E,F	10	Delivered in collaboration with the UK AI4CI Hub.
Webinar	29/04/2025	Scaling Climate Services & Smart Agents for Decision Support	Met Office	A,B,D	40	HACID Webinar Series
Co-design workshops	30/04/2025	Alternative HACID use case - Water regulation and management	Nesta	F,G	15	Delivered in collaboration with Ofwat, the UK Water Regulator.
Conference Session	01/06/2025	Project networking session at ESWC 2025	CNR	A	50	Shared and discussed insights and results with other projects.
Webinar	26/06/2025	HACID Knowledge Graph for Climate Services	CNR	A,B	50	AIoD — AI & robotics at work: Innovations driving productivity
Policy Roundtable	21/07/2025	AI Governance and Trust in Climate Services	Nesta, Met Office	A,D	8	Workshop with climate experts and policy makers
Webinar	29/09/2025	Gender and diversity aspects in Hybrid Collective Intelligence	Nesta, CNR	A,B,E,F,G	40	HACID Webinar Series
Webinar	12/11/2025	Hybrid Collective Intelligence for Medical Diagnostics	HDX	A,B,C	93	HACID Webinar Series
Total participants					1082	

During the course of the project, we have translated several established stakeholder relationships into joint activities to further the dissemination and exploitation objectives of the project (see Table 2). For example, our initial engagement of the UKRI National AI Research Hub in AI for Collective Intelligence (reported in D8.4) led to a collaboration on a policy roundtable about the regulation of AI in healthcare. Attendees included officials from relevant regulatory and public sector organisations (e.g. MHRA, NHS England). Likewise, our collaboration with the Glasgow School of Art led to several joint activities with an extended network of stakeholders, including invitees from government and industry (e.g. Scottish Government, Accenture Next Gen Engineering, EY Seren Scotland, Lloyds Banking Group, etc.) and culminated in a presentation of the HACID Energy Systems prototypes developed by the students at Milan Design Week. The opening of the students' final year show, where the HACID Energy Systems prototypes were showcased saw circa 200 attendees. This helps to demonstrate the value of investing in relationships with stakeholders beyond the scientific community in exploring real-world impacts and relevance of technology applications, even those that are in early stages of development.

Table 2: Overview of stakeholder inclusion activities performed during the course of the project.

Name	Partner	Audience	Description of performed activities
ADRA-e — CSA supporting the AI, Data and Robotics Association (Adra)	CNR	A,B,E,F	Followed activities promoted by ADRA-e and co-organised the ADRF workshop
AloD — Collaborative, community-driven digital space EU R&I for AI	CNR	A,B,E,F	We have joined the community of the AloD platform and created a feature page for the project. Planned the publication of public resources developed within the project, such as the climate service knowledge graph, exploiting the new API that AloD has recently promoted.
FAIRwork — A HORIZON project funded under the same call as HACID	CNR	A	Co-organised a proposal for the ADRF workshop
SIAM — Italian Association of AI in Healthcare	CNR	A	Meetings and discussions on AI for healthcare, presentation at the II annual meeting of SIAM in Milan, Italy
Science of Intelligence — German excellence cluster on AI	MPG	A	Internal meetings with cluster members discussing project-related topics, including a seminar delivered in Berlin.
Alan Turing Institute — UK's national institute for data science and artificial intelligence.	Nesta	A,E,F	Meetings to exchange information about HACID's goals and objectives. Identified topics of convergence around the development of the HACID KG for climate services.
Ada Lovelace Institute — UK-based public institute for data and AI for people and society.	Nesta	A,E,F,G	Meetings to exchange about projects topics and ideas, collaboration for policy roundtable.
Data & Society — US-based public institute for data and AI for people and society.	Nesta	A,E,F	Presented Nesta's Participatory AI methodology as part of Data & Society's Seminar Series on participatory methods for AI and data projects.
London Office for Technology and Innovation — local government's innovation team	Nesta	E,F,G	Hosted Participatory AI workshops and webinars for public sector audiences as part of LOTI's London Data Week event in 2023 and 2024.
London Climate Change Partnership — Centre for expertise on climate change adaptation for public and private orgs in the London area.	Met Office	E,F,G	Engaged with LCCP promoting the projects objectives and goals, and collecting feedback about exploitation of AI for climate services. LCCP contributed to user research and supported dissemination activities.
NHS AI Lab — Responsible for the ethical development of AI-based decision tools in the NHS.	Nesta	C,F	Several meetings with the AI team to get input/feedback on the HACID technology. They supported recruitment for user research activities.

United Nations Development Programme — the UN's development agency,	Nesta	C,D	Internal meetings with the Global Team in charge of the UNDP Accelerator Lab network to share about HACID and participatory AI approaches, following UNDP's interest in collective intelligence to make better use of unstructured data and expert advice for decision-making.
Health Cascade — MSCA Innovative Training Network	MPG	A,C	Exchange on how to foster AI and CI in medical diagnostics, supervised a visiting student at the MPG on a joint project.
OECD Special Interest Group for AI	Nesta	A,E	Seminar delivered to the AI working group.
AI4CI Hub — UK's Research and Innovation Hub for the development of AI for Collective Intelligence.	Nesta	A,B,C,D,E	Contribution to the expert advisory group and dissemination at scientific events. Joint communication and delivery of the policy roundtable "AI Regulation for Clinical Decision Support – From Principles to Implementation".
Human Dx community	HDX	A,C	Frequent email updates to users of the Human Dx mobile application to highlight the HACID features integrated in the application. Promotion of cases selected for HACID experiments to maximise engagement with new features.
Glasgow School of Art - European Design Masters	Nesta	G	Meetings with the course organisers to share goals and objectives of the HACID project. Development of a collaboration opportunity focused on the exploitation of the HACID system to the domain of "Future energy systems". Presentation of outcomes at Milan Design Week 2025.
JCEEI — Met Office and University of Exeter joint centre for environmental intelligence	MO	A,C	Collaboration on the production of a large-language model-based chatbot for the corpus of information on the Met Office's UK Climate Projections.
EFRA — Horizon Europe initiative committed to strengthening food safety and resilience across Europe	CNR	A,E,F	Discussion about possible convergence of HACID and EFRA projects. Produced an article for the EFRA position paper " AI for resilient food systems ".
Ofwat — Water Services Regulation Authority in the UK	Nesta	A,D,E,F	Meetings with representatives from the Ofwat Environment team to introduce the HACID concept and explore collaboration opportunities. Development of an alternative use case for HACID focussed on Water Regulation, through design workshops bringing together representatives from different teams including the Data Team, the Strategy Team and the policy team running the Ofwat Innovation Fund.

Scientific Dissemination: journals and conferences

During the final phase of the project we increased our focus on scientific dissemination through publications in international conferences and journals. Table 3 provides an overview of all of these activities. Notably, in the last period, we submitted more scientific articles and conference presentations than previous phases of the project. This is unsurprising as the consortium completed most of the experimental and analytical activities in the final phase of the project. We also have 12 papers in development, due to be submitted after the project concludes, at least 5 of these will be aimed at Q1-ranked venues to ensure the scientific impact of the project.

Table 3: Overview of scientific publications (articles in international journals and conferences) during the course of the project. All activities are aimed at stakeholder group A.

Type	Date	Journal/Conference Year	Rank	Relevant link (if available)
Journal Paper	Automating hybrid collective intelligence in open-ended medical diagnostics	PNAS 2023	Q1	link
Journal Paper	Collective Intelligence Increases Diagnostic Accuracy in a General Practice Setting	Medical Decision Making 2024	Q1	link
Journal Paper	How large language models can reshape collective intelligence	Nature Human Behaviour 2024	Q1	link
Journal Paper	Combining Insights From Multiple Large Language Models Improves Diagnostic Accuracy	NEJM AI 2024	—	link
Journal Paper	Human–AI collectives most accurately diagnose clinical vignettes	PNAS 2025	Q1	link
Journal Paper	Logic Augmented Generation	Journal of Web Semantics 2025	Q2	link
Journal Paper	Making the wisdom of crowds efficient - with confidence	Submitted to PNAS	—	link
Journal Paper	A systematic literature review of the use of expert elicitation for climate decision support	Submitted to the Climatic Change Journal	—	—
Journal Paper	Developing trustworthy AI for climate services at scale	Submitted to Nature Climate Change	—	—
Conference Paper	Hybrid Collective Intelligence for Decision Support in Complex Open-Ended Domains	HHAI 2023	—	link
Conference Paper	Boosting collective intelligence in medical diagnostics: Leveraging decision similarity as a predictor of accuracy when answers are open-ended rankings	ACM CI 2023	—	link
Conference Paper	Ontogenia: Ontology Generation with Metacognitive Prompting in Large Language Models	ESWC 2024	B	link
Conference Paper	Does AI mean that we have to do Climate Services differently	EMS Annual Meeting 2024	—	link
Conference Paper	Ontology Generation using Large Language Models	ESWC 2025	B	link
Conference Paper	py-amr2fred: A Python Library for Converting Text into OWL-Compliant RDF KGs	ESWC 2025	B	link
Conference Paper	Assessing the Capability of Large Language Models for Domain-Specific Ontology Generation	ELMKE 2025	—	link
Conference Paper	Large Language Models Assisting Ontology Evaluation	ISWC 2025	A	link

Besides publications of articles to conferences and journals, we engaged in a wide range of dissemination activities with talks at workshops, webinars, conferences, research centers

and beyond (see Table 4 below). This activity is still ongoing, with presentations extending beyond February 2026.

Finally, we contributed to scientific dissemination also through training activities provided by the academic partners (CNR and MPG) in different settings, like summer schools and university courses. The list of delivered training activities is provided in Table 5.

Table 4: Overview of scientific dissemination through presentations delivered at workshops, webinars, conferences and other relevant venues during the course of the project.

Title	Venue	Date	Partner
Hybrid Collective Intelligence for Decision Support	Expert Consultation: Shaping priorities for investment in resilient, inclusive rural transformation (RITI), FAO, Rome, Italy	15/06/23	ISTC
Participatory AI: Can Participation Improve the Design of AI Systems?	Workshop on Participatory AI as part of the AI & Society Forum, London, UK	31/10/23	Nesta
Participatory AI and collective intelligence	Data & Society Participatory AI Practitioners Group	01/03/24	Nesta
Practitioner Course: Collective Intelligence for Decision Support	EU SORTEDMOBILITY Final Event, Paris, France	13/05/24	ISTC
What is the potential for AI in climate services?	JCEEI AI Climate Services workshop, Exeter, UK	01/06/24	MetO
Quelle sagesse collective pour les technologies émergentes?	TeSaCo project closing colloquium, Paris, France	20/06/24	Nesta
The HACID project: improving medical diagnostics through hybrid collective intelligence	Summer School on Artificial Intelligence in Health and Life Sciences, Rome, Italy	01/09/24	MPG
Collective intelligence and the real world	Complex Systems and Collective Intelligence CCS'24 Satellite Workshop, Exeter, UK	02/09/24	Nesta
Does AI mean we need to do climate services differently?	EMS Annual Meeting 2024, Barcelona, Spain	03/09/24	Met Office
Learning from expert elicitation for climate decision-making: Informing participatory AI in climate services	Complex Systems and Collective Intelligence CCS'24 Satellite Workshop, Exeter, UK	03/09/24	MetO
Human + Artificial Collective Intelligence in Open-ended Decision making	AI, Data and Robotics Forum, Eindhoven, The Netherlands	01/11/24	Nesta, MPG
A Graph-Based Framework for Collective Intelligence: Leveraging Structured Knowledge to Improve Diagnostic Accuracy	International School and Conference on Network Science (NetSci 2025), Maastricht, The Netherlands	03/06/25	MPG, ISTC
Leveraging graph-structured knowledge to enhance Collective Intelligence and improve diagnostic accuracy	AI for Medicine and Healthcare in the context of the Italian National Conference on Artificial Intelligence (Ital-IA 2025)	23/06/25	CNR
Enhancing Medical Diagnostics with Hybrid Collective Intelligence	Clinical Excellence Research Center, Stanford, USA	25/06/25	HDX
Leveraging Human–AI Complementarity for	11th International Conference on	01/07/25	MPG

More Accurate Open-Ended Medical Diagnostics: A Hybrid Collective Intelligence Approach	Computational Social Science Norrköping, Sweden		
Collective intelligence for medical diagnostics	AI Days 2025 University of Cologne, Germany	16/09/25	HDX
Leveraging Human–AI Complementarity for More Accurate Open-Ended Medical Diagnostics	Augmenting Collaborative Problem-Solving: Exploring the Design and Use of GenAI for Groupwork, CSCW 2025, Bergen, Norway	19/10/25	MPG
Espandere l'intelligenza collettiva attraverso conoscenza semantica e AI generativa	CNR DSU Workshop on Cultural Intelligence : AI for Social Sciences, Humanities, and Heritage Science	18/03/26	CNR
Intelligenza Artificiale a Supporto dei Servizi Climatici	CNR DSU Workshop on Cultural Intelligence : AI for Social Sciences, Humanities, and Heritage Science	18/03/26	CNR
Climate Service Recipes: automatic multi-hazard climate information workflow generation using agentic Large Language Models (LLMs) and knowledge graphs	European Geosciences Union (EGU) 2026, Vienna, Austria	01/05/26	Met Office

Table 5: Training activities

Description	Location	Date (End of Course)	Theme	Partner
Gefenol Summer School on Statistical Physics and Complex Systems	Barcelona, Spain	28/07/2023	Collective Intelligence in Natural and Artificial Systems	CNR
Summer School on Bounded Rationality	Berlin, Germany	21/06/2023	Wisdom of crowds in medical diagnostics	MPG
Master Course: Cognitive modeling of collective decision making	Humboldt University, Berlin, Germany	20/02/2025	Collective intelligence in medical diagnostics	MPG
Collective Intelligence for Decision Support: Theory, Practice and Applications in Medical Diagnostics	Advanced School on Artificial Intelligence, Rome	07/02/2025	Collective Intelligence for Decision Support	CNR
Master Course: Decision Making in a Social World	Humboldt University, Berlin, Germany	23/02/2026	Wisdom of crowds in medical diagnostics	MPG
Master Course: AI and Human Decision Making	Humboldt University, Berlin, Germany	11/02/2026	AI and Human Decision Making	MPG

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. In the final phase of the project we have kept it up-to-date with real-time developments and project activities including links to project publications, and other associated news. During the final 18 months of the project, 2300 unique users visited the project website, resulting in a total of 4400 page views over the project duration. The most popular content beyond the root page was the page about the webinar series organised in 2025.

Mailing Lists & Feature Pages

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 (and other mailing lists aimed at researchers from relevant disciplines). For example, this was critical for supporting the promotion of the HACID webinar series that was completed by partners in 2025. The following feature pages³ have been published:

- Feature page for the [CNR-ISTC Website](#);
- Feature page for the [NESTA Website](#);
- Feature page for the [AI4Europe](#);
- Blog for the [Cordis EU News](#);
- Blog about the [climate services design process](#);
- Blog about the [medical diagnostics design process](#);
- Blog about [building trustworthy AI tools for climate science](#).

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 February 2026, in the final 18 months of the project we created several social media posts and shared these across X, LinkedIn and Mastodon using official project accounts. Researchers involved in the project also used BlueSky as a social media platform to advertise project-related activities starting from October 2025. Most posts were used to promote project stakeholder inclusion activities, specifically our webinar series and partner videos. We also occasionally used our social media channels to promote publications or conference sessions.

In this final phase of the project, the growth of the outreach on social media was mostly visible on LinkedIn, due to the low engagement of the project's stakeholders on X and Mastodon. In the last year, the project gained more than 6000 impressions on LinkedIn, growing the follower base to a total of 275 users.

³ A feature page is a specialist comms function for content that requires a tile visual option.

Videos

We created several videos in the final phase of the project, as summarised in Table 6. These have been developed to target different audiences to enhance the dissemination or stakeholder inclusion activities that were planned in the final phase of the project. These videos were shared through HACID social media channels and hosted on YouTube to promote organic discovery by audiences outside of academia. These videos are an important non-academic legacy of the project. Our most popular video to date is the animated explainer of Participatory AI.

There were three key strands of activity related to video production:

1. **Introductory videos:** We created introductory videos to explain the most relevant aspects of the project. In particular, the **animated explainer video on Participatory AI** was created by Nesta to help communicate this novel concept to stakeholders. This was particularly useful in the final year of the project where we engaged external stakeholders in policy roundtables and design activities related to HACID exploitation.
2. **Expert explainer videos:** we engaged in a cross-consortium effort to create short video explainers about the activities of each partner organisation. These explainers offer a bite-size, accessible overview of key activities in the project intended for a non-academic audience. To date, three of these have been published and two more are being edited.
3. **Webinar recordings:** Throughout 2025, we held 5 webinars on topics related to AI and collective intelligence. These webinars were an opportunity to discuss the research of the HACID consortium in the context of the wider academic community. For each webinar, we invited 2-3 external speakers, widening the net of HACID's stakeholder inclusion activities. Involving respected academics and stakeholders beyond the HACID consortium helped us attract a sizable audience, the most popular webinar on the topic of Hybrid Collective Intelligence was attended by more than 100 participants and, to date, it has been viewed 95 times on Youtube.

Table 6: Overview of videos created

Description	Views/Attendees	Link
The HACID project	55 views	Youtube
Participatory AI explainer video	368 views (YouTube) 644 views (Nesta webpage)	Youtube Nesta website
Expert explainer videos		
Human-AI collectives produce the most accurate differential diagnoses	14 views	Youtube
Hybrid Collective Intelligence: What and Why	61 views	Youtube
Roles of Knowledge engineering and AI in Hybrid Collective Intelligence	14 views	Youtube
Webinar recordings		
Hybrid Collective Intelligence: perspectives and challenges	95 views / 100 attendees	Youtube

Collective Intelligence in the era of LLMs	19 views / 80 attendees	Youtube
Scaling Climate Services & Smart Agents for Decision Support	20 views / 40 attendees	Youtube
Gender and diversity aspects in Hybrid Collective Intelligence	12 views / 40 attendees	Youtube
Hybrid Collective Intelligence for Medical Diagnostics	43 views / 93 attendees	Youtube

Media Coverage

During the course of the project we have 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 MPG and CNR](#) following the publication of the PNAS paper on automatic aggregating of medical diagnoses (October 2023). The article received substantial [attention and coverage later on 21 news outlets](#).
- Video Interview in the Italian program "[Basta la Salute](#)" on [RaiNews24](#) specialised on healthcare, science and innovation (November 2023).
- Video Interview for the Italian news outlet "[Futuro24](#)" on [RaiNews24](#) (November 2023).
- Radio Interview on the Italian program [Radio24 Smart City](#) (November 2023).
- Press Interview on [Wired Italia](#) (October 2024).
- [Joint press release from MPG and CNR](#) following the publication of the PNAS paper on Human-AI collectives for diagnosis of clinical vignettes (June 2025). The press release and paper [received attention and coverage in 19 outlets](#) between June and August 2025, including popular media (e.g. The Atlantic, Yahoo! News and AOL) and international policy think tanks (Brookings).
- [KUM press release](#) (October 2025)
- [Almanacco della Scienza CNR](#) (October 2025)
- [Interview within the project L.E.S.S.](#)- DG third sector and social responsibility (October 2025)
- [TGR Leonardo - Interview to Vito Trianni](#) at KUM festival (October 2025)
- [Press articles after KUM festival](#) (October 2025)

Over the course of the project we have seen more media interest in results related to the medical diagnostics case study. This is perhaps unsurprising given the relative maturity and technology readiness of the HACID implementation for this case study compared to the climate sciences use case. The interest from popular media outlets such as Yahoo! News and The Atlantic might also be the result of the medical diagnostics use case being more familiar and resonant for the public, particularly in light of the increasing levels of public engagement with LLMs for medical advice.⁴

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<https://www.independent.co.uk/news/uk/home-news/nhs-healthwatch-england-england-government-in-stagram-b2858745.html>

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 non-specialist audience (see Table 7).

As planned in D8.3, in the final stages of the project we prioritised public-facing and general audience science fairs, as well as design- and policy-focused events. This year, we returned to the Maker Faire in Rome and also presented at other science and design festivals aimed at the broader public. These events are very effective for scaling the dissemination impact of the project within a short time. For example, at the Maker Faire in Rome more than 2000 stopped by the HACID stall hosted by CNR and at the Lange Nacht der Wissenschaft, over 900 people visited the HACID stall hosted by MPG. In addition to these public-facing engagements, we also contributed to a number of science conferences and festivals aimed at the academic and technology innovation communities.

Table 7: Public facing science festivals and forums

Name	Date	Location
Maker Faire Rome	October 2024	Rome (IT)
Milan Design Week 2025	April 2025	Milan (IT)
Lange Nacht der Wissenschaften	June 2025	Berlin (DE)
Hexfestival	October 2025	Braunschweig (DE)
Kum Festival	October 2025	Pesaro (IT)

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 8 outlines our achievements with respect to these KPIs by the end of the project. KPI 21 related to stakeholder engagement was successfully achieved, with a significantly larger number of stakeholders engaging with the project (>2000) than originally planned demonstrating the interest in this topic. We also surpassed our targets with respect to presentations to scientific audiences and most of our targets related to wider outreach. Two KPI targets were missed: scientific publications in Q1 venues and social media followers.

While a significant number of scientific papers have already been published, they have not consistently met the criteria for top-ranked venues. A substantial number of papers are currently in preparation. These have been delayed to allow the team to focus on completing other urgent project activities. All forthcoming papers in preparation are planned for submission to top-ranked venues.

Our social media strategy was primarily focused on Twitter (now X) and LinkedIn, with Twitter initially being the main driver for immediate engagement. However, the platform's transition to X and the subsequent loss of many science-focused users significantly undermined this strategy, leading us to shift focus more heavily to LinkedIn. Attempts to compensate by using alternative platforms like Mastodon and BlueSky were unsuccessful due to the lack of established, strongly linked communities. Consequently, the overall impact of our social media communication was lower than anticipated.

5. Legacy of the HACID project

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 workshops/seminars. Acting on the recommendation from reviewers during the HACID Midterm Project Review, in the final 18 months of the project we engaged a broader range of stakeholders in our dissemination activities and created outputs (videos) specifically intended for this purpose (e.g. videos, webinars, explainers). By hosting these outputs on YouTube and partners' websites we hope they continue to find audiences even after the HACID project officially ends and if e.g. the HACID website is no longer maintained.

A key focus in the final phases of the project was to engage audiences beyond the scientific community through policy roundtables, design workshops focused on exploiting HACID in new domains, and seminars that synthesised the transferable lessons learned from the two HACID case studies. These activities generated significant interest in the HACID approach, a response likely amplified by the concurrent rise in the widespread awareness and use of AI technology.

Table 8: Overview of the dissemination and communication KPIs and related progress

KPI name and description	Progress	Target	Progress up to February 2026
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	50% progress Total 5 top-rank publications over the course of the project
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 presentations/posters at conferences (goal achieved)
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	> 2000 participants reached through workshops, roundtables, events, webinars and conferences (goal achieved) 20 linked stakeholders (goal achieved) 13 active collaborations (goal achieved)
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	3 press releases (goal achieved) 371 followers (X: 79; LinkedIn: 272; Mastodon: 20). 74% progress, deficit due to X being abandoned by many users. 12 videos created, 10 published on YouTube by February 2026 (goal achieved) From September 2024, we had 2300 users with 4400 views, 244 monthly views in average (goal achieved) ≥ 7 fairs and demos over the course of the project (goal achieved)