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[www.ai4trust.eu](http://www.ai4trust.eu)



**AI4TRUST**

**AI4TRUST**

**COMMUNICATION AND  
DISSEMINATION PLAN**

**D7.1 : Communication and Dissemination Plan**

**PARTNERS**



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BRUNO KESSLER



**CERTH**  
CENTRE FOR  
RESEARCH & TECHNOLOGY  
HELLAS



**UNIVERSITA  
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NATIONAL CENTRE FOR  
SCIENTIFIC RESEARCH 'DEMOKRITOS'



CENTRE NATIONAL  
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**GDI** Global  
Disinformation  
Index

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ΚΑΤΑΠΟΛΕΜΗΣ ΤΗΣ ΠΑΡΑΠΛΗΘΩΡΣΗΣ /  
CIVIL NON-PROFIT COMPANY KENTRO  
KATAPOLEMSIS TIS PARAPLITHORSIS

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# 1. Document information

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## 3. Executive summary

This deliverable D7.1 - AI4TRUST Communication and Dissemination Plan aims to outline the strategy for dissemination activities carried out during the Project. D7.1 is the first deliverable of AI4TRUST Work Package (WP) 7 entitled 'Communication, Dissemination and Exploitation' and led by EURACTIV. It is structured in three sections addressing the different aspects that a dissemination plan may focus on: a) general information about the Project and the context analysis on which the strategy is built, b) the dissemination and exploitation plan with the tools that will be employed and the outputs that will be produced, and c) the elements for monitoring and evaluating the results of the strategy.

**The document encompasses:**

### **AI4TRUST Project**

- About AI4TRUST
- Specific objectives
- Context analysis

### **Dissemination and exploitation plan**

- Target audience
- Key objectives
- Key messages
- KPIs
- AI4TRUST visual identity
- Dissemination tools and channels

### **Evaluation and monitoring of dissemination activities**

- Quantitative monitoring
- Qualitative monitoring



# 1. Introduction

## ○ 1.1 About AI4TRUST

The AI4TRUST Project aims to enhance the human-based response for tackling misinformation and disinformation across the EU by empowering scientific researchers and media practitioners with advanced AI-based technologies that: 1) allow multichannel multilingual and multimodal monitoring, detection and recording of misinformation and disinformation on online social media and traditional media; 2) estimate the risk of unreliable information consumption; 3) create a trustworthy online environment involving researchers, media practitioners and policy makers to facilitate the creation and distribution of reliable information and counternarratives, while labelling and countering mis/disinformation.

AI4TRUST will provide a hybrid system, where machines cooperate with humans, relying on advanced AI solutions against advanced disinformation techniques to support media professionals and policy makers. Our system will monitor, in nearly real time, multiple online social platforms, filtering out social noise and analysing multimodal (text, audio, visual) content in multiple languages (up to 70% of coverage in EU) with novel AI algorithms, while cooperating in an automated way with an international network of human fact-checkers who will be periodically triggered and who will frequently provide validated data to update our algorithms. The resulting quantitative indicators, including infodemic risk, will be inspected under the lens of social and computational social sciences, to build the trustworthy elements required by media professionals to create customizable and reliable data reports. We expect that the AI4TRUST's system, based on a human-centred approach to technology development that is aligned with European social and ethical values, will be integrated in the standard toolbox of data analysts working on disinformation.

The Project started on 1 January 2023, and it is expected to run until 28 February 2026, for a total of 38 months. The consortium partners are 15: Fondazione Bruno Kessler (Italy), Ethniko Kentro Erevnas kai Technologikis Anaptyxis (Greece), Università degli Studi di Trento (Italy), National Center for Scientific Research “Demokritos” (Greece), Centre National de la Recherche Scientifique CNRS (France), Universitatea Politehnica din Bucuresti (Romania), Saher (Europe) Ou (Estonia), GDI Global Disinformation Index Gughaftungsbeschränkt (Germany), Stowarzyszenie Demagog (Poland), Fundacion Maldita.es contra la Desinformación: Periodismo, Educación, Investigación y Datos en Nuevos Formatos (Spain), Civil non-profit Company Kentro Katapolemisis tis Parapliroforisis (Greece), EURACTIV Media Network (Netherlands), Sky Italia SRL (Italy), Asociatia Digital Bridge (Romania), Europejskie Media SP Zoo (Poland). There are also two Associated



Partners, Fincons Group AG (Switzerland) and the Chancellor Masters and Scholars of the University of Cambridge (United Kingdom).

## ○ 1.2 Specific objectives

AI4TRUST aims to:

- Develop a hybrid system (with a machine as well as a human element) to spot advanced disinformation techniques;
- Integrate the results of the search of the hybrid system with the already existing data that social and computational sciences can make use of to build the background knowledge that media professionals can use to create trustworthy data reports;
- Develop an AI4TRUST platform step by step through: the engagement of the community of media practitioners, fact-checkers, policy makers; the assessment of the current efforts and methods adopted by fact-checkers and journalists to tackle disinformation and misinformation; and by testing and validating the AI4TRUST Platform with a community of end-users across Europe;
- Open up the debate across local, national, and international stakeholders on how AI technologies can be employed to fight disinformation and misinformation;
- Facilitate a cross-border exchange among media industries, media professionals, policy makers and academia who will share practices and competences regarding the distribution of reliable information and the employment of AI-powered fact-checking tools;
- Proactively raise awareness of the Project activities and results in all relevant target stakeholder groups and a broader audience across the EU as a way to support the fight against dis/misinformation through multimedia activities, and to foster the adoption of the AI4TRUST Platform.

## ○ 1.3 Context analysis

For an efficient communication strategy to be implemented, EURACTIV carried out an examination of the Project's potential strengths and challenges, taking into consideration the state of development of AI technologies and the continuous development of online misinformation.

### Strengths

- The AI4TRUST platform can be the triggering element to bring fact-checking well beyond its current state of the art. It will be a solution applicable to a multitude of cases across a multitude of sectors, speeding up as well as helping and expanding the users' fact-checking process.



- The AI4TRUST platform aims to significantly streamline the work of fact-checkers by aggregating and/or filtering information related to the topic of choice.
- Another advantage of the platform will consist in its ability to gather analytical results for multiple different audiences. Instead of being of use to only a specific type of audience, it will be able to provide help to researchers, media specialists, and policymakers.

### Weaknesses

- Given the continuous and fast evolution of the AI technologies, the approaches and solutions developed by AI4TRUST might be eventually overcome by new advancements in the field.
- Potential bias of AI in algorithms - if data sets are skewed, then the results will be incomplete.

### Opportunities

- AI4TRUST has the chance of becoming a trendsetter in the use of AI against disinformation, as it still includes a human element in the fact-checking process. This can help maintain the tool “ahead of the game” of mis/disinformation, thanks to the continuous flow of input given by the fact-checkers.
- Opportunity to tailor the technology to current trends and be able to predict future focuses in the media.
- AI4TRUST prides itself with a multi linguistic approach which represents an opportunity from both a technological and media perspective.

### Threats

- With time, new types of online mis/disinformation might arise, with which the AI4TRUST platform might not have the tools to deal.
- Job displacement of media professionals. Risk of technology replacing the workforce.
- Increased pressure to continue to invest in technology and AI once the field becomes reliant.





## 2. Dissemination and Exploitation Plan

All Consortium partners will be involved in the dissemination activities, which can be grouped into three broad areas:

1. Promotion: the aim is to raise awareness and visibility of the Project goals, progress, and results.
2. Involvement: the aim is to engage further media and information professionals and stakeholders, as well as policy makers.
3. Networking: an effective networking implies building strong and useful relationships over time that can lead to mutual understanding and trust and which can help raise the positive reputation and long-term take-up of the results.

Dissemination activities and tools will be divided into three different levels:

- a. Communication at the Project scale. i) Ensure all partners have a common understanding of what should be done in terms of communication, including roles and responsibilities; ii) Ensure that all partners speak with one voice providing the same information to external stakeholders; iii) Facilitate collaboration between the Project partners.
- b. Communication at the national level. i) Generating positive media coverage where the activities will be implemented; ii) Promote the Project's events; iii) Promote the Project to specific target groups through publications, meetings, and presentations; iv) Highlight the financial support from the EU.
- c. Communication at the European and international scale. i) Widely and effectively promote the Project; ii) Raise awareness on the EU objective to tackle disinformation through AI; iii) Promote the Project in international settings; iv) Highlight the financial support from the EU.

### ○ 2.1 Target audience

- Researchers and Academia, who represent some of the primary target end-users of the platform.
- Journalists / Media Professionals, who represent some of the primary target end-users of the platform.
- Policy makers / National and EU Authorities, who represent some of the primary target end-users of the platform.
- Civil Society Organizations (CSO) and Non-Governmental Organisations (NGO), active in the dis/misinformation field.
- Industries / SMEs in need for an easily-accessible dis/misinformation tool.
- International CSOs and further networks (e.g. European Digital Media Observatory) active in the dis/misinformation field.



- EC and other EU Institutions and Agencies, who are responsible for the future legislation both on AI and on dis/misinformation.

## ○ 2.2 Key objectives

The key objectives of dissemination in AI4TRUST are twofold. Firstly, there are the standard expectations of all Horizon Europe projects to actively promote widespread awareness of the Project objectives, consortium, progress and benefits for stakeholders in AI4TRUST countries. Secondly, the goal is to maximise visibility of project’s results and achievements.

The key objectives are the following:

- Creating synergies and collaboration agreements with other Horizon Europe projects and initiatives as well as with other projects on the same topics under various European funding programmes (e.g. CERV, ISF);
- Expanding the outreach of the Project by enlarging the pool of users of the AI4TRUST platform as much as possible;
- Engaging key stakeholders of the fact-checking and media sector to give more visibility to the platform.

## ○ 2.3 Key messages

Table 1 - Target Groups

Target Groups	Messages for Target Groups
<b>Target group A: journalists and fact-checkers</b>	To analyse the accuracy of sources (journalists) and information outputs (fact-checkers)
<b>Target group B: policy-makers</b>	To ensure the accuracy of the data on which to build new policies. To verify the messages of lobbyists and the accuracy of reports
<b>Target group C: scientific community</b>	To allow them to discern correct sources of information from untrustworthy ones as well as get informed of what open data and open code scientists can employ to perform research
<b>Target group D: civil society organisations</b>	Civil society organisations aiming to ensure the factuality of media sources will be able to



	use the platform to distinguish fake media from the ones to consider accurate. Through civil society organisations, individual citizens will be made aware of the mechanisms through which disinformation spreads.
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## ○ 2.4 KPIs

Table 2 - KPIs

DEC activity	KPI/Target
<b>Website and newsletter</b>	Yearly page views: 1,000 / At least 5-10% of referrals to the website via social media and newsletter   Newsletter: 1,000 subscriptions.
<b>Dissemination kit</b>	2,000 leaflets/brochures printed and distributed at events
<b>Multimedia activities</b>	Social media accounts: Twitter: 1,000 followers; Facebook: 900 followers; YouTube: 500 followers   Twitter chats: 75,000 (25,000 each)   Sustained editorial coverage and content exchange: 40 articles - 34 for the editorial coverage, 3 data vis. & 3 event articles. Monthly article views in total: 100,000. Monthly article visitors in total: 90,000 (av. of whole website)   Video explainers: 15,000 in total (5,000 per video)
<b>Scientific publications</b>	No. of journal articles and/or conference papers in total > 15
<b>AI4TRUST events</b>	Kick-off Policy conference: 100 participants (EURACTIV)   Stakeholder Workshop: 30-35 participants (EURACTIV)   Final 1-Day Policy Workshop (UCAM): 50 participants   Final Stakeholder Forum   70-80 participants (EURACTIV)   Further external events such as those with 'sister projects' of the same or related EU programmes
<b>AI4TRUST online campaign</b>	SKYTG24 will organise 3 TV shows in studio with guests + online and 3 related articles in the SKY digital area (e.g., video, infographics), both spread through SKY social media (Twitter: 3 million followers; Facebook: 1,5 million followers, Instagram: 840,000 followers)



## ○ 2.5 AI4TRUST visual identity

A strong visual identity and brand story of the Project was the first step to ensure consistency and familiarity in internal and external communications. The visual identity was designed by FBK and includes a logo, colour palette, templates on various tools and primary font, and Project posters to be used in external communication.

### ■ 2.5.1 AI4TRUST logo



### ■ 2.5.2 AI4TRUST colour palette

The chosen palette includes blue, black and light blue as main colours, and purple, red, and yellow as secondary colours. Below are the main reasons for choosing this palette:

1. On the one hand, the main colours are those typically associated in branding with the sphere of 'safety', given their calming power and the feeling of protection given by their short wavelength. Furthermore, the choice of the colours blue, black and light blue, in the context of so-called colour psychology, is ideal for the technology and web sector.
2. On the other hand, the choice of secondary colours such as red, violet and yellow is primarily determined by the fact that they are among the most perceptible. Secondly, these colours generally elicit a passionate response and attract attention in those who see them. Lastly, they seem to motivate and stimulate creative thinking and energy.

### ■ 2.5.3 AI4TRUST templates

Templates were created to ensure consistency in external visibility of the Project. The chosen font is Nunito Sans with varying degrees of boldness. The Templates include:

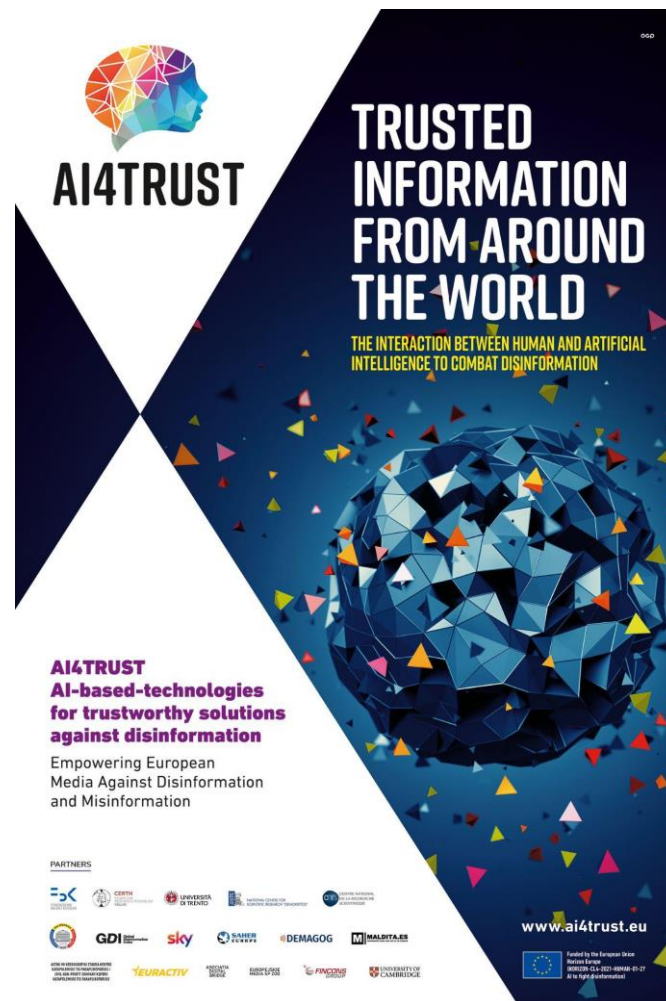
- White Paper Template/Letterhead Template
- Public Deliverable Template
- Event Programme Template
- PowerPoint Template



## ■ 2.5.4 AI4TRUST project posters

Although in Task 7.1 of WP7, the creation of a rollup banner is envisaged as part of the Dissemination Kit managed by FBK as Project Coordinator, it was preferred to opt for the creation of paper posters (applicable to different formats, depending on the needs of the events), for the following reasons 1) the new policy starting in 2023 (i.e. after the Grant Agreement has been signed) of FBK's Communication and External Relations Department prefers to opt for the paper poster rather than the rollup banner for reasons of environmental sustainability and cost-effectiveness; 2) posters can be printed directly by the partner hosting the event in its Member State, without having to transport the banner(s) by plane or ship them, and therefore the choice was also made for reasons of economy; 3) from experience in other projects, roll-up banners, being project-specific, then remain unused at the end of the project remaining in the hands of the coordinator or DEC leader.

Having specified this, the poster prepared and adaptable to the needs of different events is shown in the figure below:





## ○ 2.6 Dissemination tools and channels

In order to achieve the key objectives of the dissemination, a variety of paths will be taken. EURACTIV will aim to explain in depth the most recent trends and advancements when it comes to the European policy angle of disinformation and AI, through Data Visualisations and video explainers. EURACTIV will also cover the most recent news in these fields through its continual editorial coverage. Twitter chats and the 3 Events of the Project will instead stimulate the stakeholders to exchange views and help trigger policy improvements in the field (see Annex 1 for a more detailed description of the activities).

### ■ 2.6.1 AI4TRUST website

The website (domain: [www.ai4trust.eu](http://www.ai4trust.eu)) was created by the coordinating partner FBK to deliver regular content and disseminate research objectives, plans and results. The overall purpose of the website is to ensure public awareness and provide readily available introduction, updates and contact details to any interested party in the ultimate hope that it will help provide on-going coverage on the topic of AI in the media and a platform to promote the use of AI in fact-checking while providing dissemination examples throughout the lifecycle of the Project.

The website’s working language is English. All public deliverables are made available on the Project website, which is continuously updated with Project outputs, publications (i.e., research papers, conference papers, policy documents), dissemination materials (i.e., newsletters, videos, editorial), multimedia. The website will be using WordPress as a backend, an easy-to-use website builder with the flexibility to adapt the content throughout the Project. Users have the possibility of downloading for free all the public outputs produced throughout the Project’s duration. A specific section of the website contains information about past and future events and relevant activities undertaken by the various beneficiaries. Moreover, the website includes a contact information section to facilitate communication between AI4TRUST and any interested parties.

The website is structures as followed:

Table 3 - Website Structure

Website Section	Sub-sections/Description
Home	About/Consortium/Platform/Publications/News/Contact
About	Description of the primary objectives and key messages of AI4TRUST
Consortium	List of Beneficiaries



Platform	Description of AI4TRUST platform
<b>Publications</b>	Public Deliverables/Media Resources/Policy Makers Resources/Scientific Publications/Data Repository/Code Repository
<b>News</b>	Ongoing relevant editorial coverage linked to AI in the media
<b>Contact</b>	Contact information

## ■ 2.6.2 Partners' websites

All partners have their own websites, on which mentions of the most recent activities of the Project can be included, as well as updates on the ongoing progress with the creation of the AI4TRUST platform.

Table 4 - Partners' websites

Website Section	Sub-sections/Description
Fondazione Bruno Kessler	<a href="http://www.fbk.eu/en/">www.fbk.eu/en/</a>
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	<a href="http://www.certh.gr">www.certh.gr</a> ; <a href="http://www.iti.gr">www.iti.gr</a>
Università degli Studi di Trento	<a href="http://www.unitn.it">www.unitn.it</a>
National Centre for Scientific Research Demokritos	<a href="http://www.iit.demokritos.gr/el/">www.iit.demokritos.gr/el/</a>
University of Cambridge	<a href="http://www.crassh.cam.ac.uk">www.crassh.cam.ac.uk</a>
University of Cambridge	<a href="http://www.cnrs.fr">www.cnrs.fr</a>
University Politehnica of Bucharest	<a href="http://www.upb.ro">www.upb.ro</a>
Fincons Group AG	<a href="http://www.finconsgroup.com">www.finconsgroup.com</a>
SAHER (Europe) OÜ	<a href="http://www.saher-eu.com">www.saher-eu.com</a>
GDI Global Disinformation Index gUG	<a href="http://www.disinformationindex.org">www.disinformationindex.org</a>
Demagog Association	<a href="http://www.demagog.org.pl">www.demagog.org.pl</a>
Fundación Maldita.es contra la desinformación: periodismo, educación, investigación y datos en nuevos formatos	<a href="http://www.maldita.es">www.maldita.es</a>



<b>Ellinika Hoaxes</b>	<a href="http://www.ellinikahoaxes.gr/">www.ellinikahoaxes.gr/</a>
<b>EURACTIV Media Network</b>	<a href="http://euractiv.com">euractiv.com</a>
<b>Sky Italia S.r.L</b>	<a href="http://www.sky.it">www.sky.it</a>
<b>ASOCIATIA DIGITAL BRIDGE</b>	<a href="http://www.euractiv.ro">www.euractiv.ro</a>
<b>Europejskie Media Sp. z o.o.</b>	<a href="http://www.euractiv.pl">www.euractiv.pl</a>

### ■ **2.6.3 AI4TRUST social networks**

More importantly than their websites, the social networks of the Project partners will give further visibility to the Project and to the continuous communication and dissemination activities of the partners. The Project has created a dedicated Project Hashtag #AI4TRUST to monitor the social media posts - both by Project partners and multipliers.

### ■ **2.6.4 AI4TRUST outreach capacity**

All partners will contribute to AI4TRUST's outreach by promoting content on their own social media channels using the hashtag #AI4TRUST, however AI4TRUST will also utilise the well-established media in the consortium to ensure the highest outreach - by publishing Project content on the websites of the 4 communication partners: EURACTIV, SKYTG24, EURACTIV Romania (ADB) and EURACTIV Poland (EMS).

#### **2.6.4.1. EURACTIV Statistics:**

As WP7 leader, EURACTIV can count on the following usage figures for its 3 main websites (the ones employed in this Project) and their relative social media channels (example taken from the month of March 2023):

- Page views EURACTIV.com homepage: 3,249,349
- Users EURACTIV.com homepage: 1,621,799
- Newsletters subscribers (EURACTIV Daily and Weekly) EURACTIV.com: 42,589
- Page views EURACTIV.fr: 1,197,770
- Users EURACTIV.fr: 581,852
- Newsletters subscribers (L'Expresso) EURACTIV.fr: 21,637
- Page views EURACTIV.de: 765,265
- Users EURACTIV.de: 370,788
- Newsletters subscribers (Tägliche News and Wöchentliche News) EURACTIV.de: 28,034





Social media figures of the websites involved are the following as of 12/04/2023:

- Facebook followers EURACTIV.com: 59,524
- Twitter followers EURACTIV.com: 152,885
- YouTube subscribers EURACTIV.com: 55,500
- Instagram followers EURACTIV.com: 10,266
- Facebook followers EURACTIV.fr: 7,151
- Twitter followers EURACTIV.fr: 11,828
- Facebook followers EURACTIV.de: 5,588
- Twitter followers EURACTIV.de: 6,084

#### **2.6.4.2. SKYTG24 Statistics**

- SKYTG24 users: about 21 million visitors (average month of the year)
- SKYTG24 page views: about 130 million pages viewed (average month of the year)
- SKYTG24 video view: about 20 million Video viewings (average of the month year)
- Facebook followers: about 1,9 million followers
- Twitter followers: about 3.7 million followers
- Instagram followers: about 1 million followers
- TikTok followers: 46,000 followers
- YouTube followers: 33,000 followers

#### **2.6.4.3. EURACTIV ROMANIA Statistics**

- Page views EURACTIV.ro homepage: 105,000
- Users EURACTIV.ro homepage: 67.000
- Facebook followers: 18,000
- Twitter followers: 4,808

#### **2.6.4.4. EURACTIV POLAND Statistics**

- Page views EURACTIV.pl homepage: 163,439
- Users EURACTIV.pl homepage: 80,205
- Facebook followers: 5,900
- Twitter followers: 3,595

### ■ **2.6.5 Editorial coverage**

Starting from month 5, EURACTIV will dedicate 1 monthly article to the latest developments in the field of European AI legislation, but also exploring the link between generative AI and disinformation, to give relevance and visibility to the topics addressed by the Project, as well as the ones that could influence it. The editorial coverage will continue until the end of the Project.



### ■ **2.6.6 3 Video explainers**

To further expand on the angles addressed by the editorial coverage EURACTIV will, throughout the Project, publish 3 video explainers. The aim of the video explainers is to allow the broader audience to understand the facets of the AI and/or dis/misinformation sector through catchy animations and images, but still with the direct inclusion of one of the journalists. The videos are scheduled to be published once every 6 months during the first half of the Project.

### ■ **2.6.7 3 Data visualisations**

One multimedia article will be published on the EURACTIV website each year, containing maps, graphs, and charts. The contents presented will range from the nature of fake news debunked thanks to the fact-checking tool, to a comparison between AI laws/media policies in different countries, to an analysis of the spatial distribution of users posting fake news and investigations on the prevalence of fake news in different media sources (social media, printed press, TV/Radio, online news websites).

### ■ **2.6.8 3 Twitter chats**

Twitter chats are an innovative form of debate on social media, which engages a large audience that can be reached regardless of their location. Stakeholders will have the opportunity to build on the knowledge they have acquired in the first half of the Project and express their opinions on the role of AI in the media industry as well as on the benefits and risks of employing AI-based solutions to aid the work of media professionals. Twitter Chats will be monitored by using the designated #hashtag (#eaDigitalEU) and moderated by a journalist to ensure a respectful and high-quality debate.

### ■ **2.6.9 AI4TRUST clustering and collaboration activities across EU**

These activities aim at: i) creating a community of practice, collaboration and implementation that will be involved in the AI4TRUST replicability, scaling, and transferability actions (T7.2); ii) opening up the debate across local, national, and international stakeholders on how AI technologies can be employed to combat misinformation and disinformation; iii) facilitate a cross-border exchange among media industries and professionals, policy makers and academia, who will have the chance to share practices and competences as well as networking and establishing new collaborations. The task will start with the communities that have already manifested an interest in our project (including the partners' networks and AB members), and then extend beyond those.

AI4TRUST will draw on other projects, in order to exploit and properly extend tools and methods already experimented within similar settings. In the 2nd phase stakeholders will be offered opportunities for increasing their knowledge, skills, and competencies thanks to the AI4TRUST



solutions. This will be performed through a sustained and continuous stakeholder engagement, as well as the organisation of a series of events managed by EURACTIV (a Kick-off Policy Conference at M5; a Stakeholder Workshop at M20; and a Final Stakeholder Forum at M38), as well as a Final 1-Day Policy Workshop managed by UCAM and involving the Cambridge Centre on Science and Policy (M38).

- **Policy Kick-off Conference “AI in media and communication” (M5)**

This will take place in Brussels on 13 June 2023, host to the European Union's key institutions and the heart of EU policy decisions. Up to five speakers will be invited among stakeholders (i.e. media professionals, policymakers, members of EU institutions, researchers and academia, industries and SMEs) and the discussion will be moderated by EURACTIV. The conference will act as Curtain Raiser and open by outlining the state of play of digital technologies in newsroom and media outlets and, particularly by examining the impact of AI-based solutions on freedom of expression.

- **Stakeholder Workshop (M20)**

A roundtable debate hosted in Brussels/online gathering +/-30 national and local policy stakeholders, and 4-5 high-level speakers representing EU institutions, media industry and practitioners, civil society, and academia. The event will be moderated by journalists belonging to relevant Project partners' organisations and highlighted by an article published by a EURACTIV journalist.

- **Final 1-Day Policy Workshop (M38)**

This final workshop with policy makers will be hosted by University of Cambridge Centre for Science and Policy.

- **Final Stakeholder Forum (M38)**

It will take place in Brussels/online and will gather 70 policy stakeholders and 4-5 high-level speakers including EU officials, policymakers, representatives from the media industry, media practitioners and independent journalists, as well as academia. Policy highlights, positions of relevant stakeholders, and key Project milestones will be discussed through a debate moderated by journalists belonging to the partner organisations.

## ■ **2.6.10 Participation in external events**

The Project will be presented at up to 5 external events every year, to help boost its outreach. The visibility of the activities of the Project will be further enhanced through clustering with up to 10 other EU Projects and initiatives. An example of the first external event follows below:



- **Meet the Future of AI: Countering Sophisticated & Advanced Disinformation (M6)**

Co-organised by the new Horizon Europe projects (i.e. 'sister projects') vera.ai, AI4TRUST, and TITAN as well as by the H2020 project AI4Media, this hybrid event focuses on all relevant issues and challenges around generative AI and tackling disinformation and will be held in Brussels (BE) on 29 June 2023.

- **2.6.11 AI4TRUST newsletter**

The aim of the AI4TRUST Newsletter is to make potential and existing website users aware of news about project's activities and special events but also to acquire and keep new users interested in the project. The target audience identified for the AI4TRUST newsletter includes (see Section 2.4 - Table 1): Target group A: journalists and fact-checkers; Target group B: policy-makers; Target group C: scientific community; Target group D: civil society.

Since the target audience is heterogeneous, it could be useful to segment users by project activities of possible interest. In this way, it could be possible to send more relevant and personalised emails to recipients. Open rate and click rate are good performance indicators for the success of the newsletter campaigns and they are a reflection of how well the email strategy is performing.

The Newsletters will be published biannually, from August/September 2023 (M8/M9) onwards. The best time to send out emails could be identified by analysing the project target groups and carrying out various tests. Google Analytics tools could also be used.

To build the AI4TRUST email list and see it grow, the starting point will be the project partners' network of contacts. Moreover, registrations will also be driven by social media promotion and project events. Mailchimp is the technical infrastructure chosen for newsletter management. A template was created by FBK according to the project visual identity.

Although as specified in the Task 7.1 "Interactive Dissemination" of WP7 the leader of the activity related to the Newsletter is the project coordinator FBK, contributions for the creation of the Newsletter will be requested from all partners (as they are all participants in the above mentioned task) and especially from: a) EURACTIV, as WP7 leader, leader of Task 7.4 "Clustering and collaboration activities across EU", and responsible for the Project editorial coverage; b) SKYTG24, as leader of Task 7.3 "AI4TRUST online programme campaign"; b) SKYTG24, as leader of Task 7.3 "AI4TRUST online programme campaign".

- **2.6.12 SKYTG24 online programme campaign**

An online campaign (please see Annex 1 for a detailed description of outputs) will be created to raise stakeholders' and citizens' awareness on disinformation and fake news and empower them in understanding and countering this kind of phenomena. AI4TRUST experts, researchers and interested audiences in the domain will be involved. This online campaign is implemented under the assumption that if audiences can utilise necessary critical thinking skills while consuming online



and traditional media content, it will increase their ability to differentiate between factual and misleading or fake content. Stories and lessons learnt from experience will also be presented and compared with the suggested responses of the project. A website dedicated section will be created to allow users to deepen the topic of disinformation with extra content, full interviews with experts and verified references of scientific articles.

### ■ **2.6.13 Exploitation strategy**

The Exploitation Strategy and Innovation Management' aims at:

- (1) handling of legal and IPR issue;
- (2) identifying exploitation opportunities for the AI4TRUST solutions;
- (3) integrating relevant feedback from stakeholders for the exploitation/marketability of the results.

The main goal of this task is the development of detailed and coherent business cases, including economic, strategic and commercial analysis of the exploitable assets developed during the project, aiming at creating value from the project results and bridging the gap between research and route to market. As a key activity for Innovation Management, the Consortium will define and evaluate the sustainability and viability of possible IP exploitation, including licensing schemes, royalties, third party access rules, etc. Systematic internal and external web-surveys will be employed including qualitative analysis of asset prospects towards their potential market launch beyond the project's lifetime.

Within the limits of GDPR regulations, ethical boundaries set by WP5 and the data licencing of the primary sources gathered, the data processed by the AI4TRUST Project will be made available through ad hoc API which will facilitate their reuse for the research community and media practitioners. The creation of active links with the EU network of policy-makers, media practitioners, as well as International CSOs and existing clusters is of paramount importance to maximise impacts.



## 3. Monitoring and Evaluation

The communication activities of the Project will be kept under a close eye. As WP7 leader, EURACTIV will track the performance of the various deliverables through platforms such as Google Analytics (for page views and unique users), Facebook for Business and Twitter Ads (for the social media promotion of activities).

Furthermore, to ensure a high quality of the specific communication and dissemination activities organised by the Project’s dedicated partner, EURACTIV, a specialised team will supervise quality, on-time and efficient performance of actions and teams.

### ○ 3.1 Quantitative monitoring

To quantify the larger footprint of published stories, as well as the other various activities, EURACTIV will use specialised tools for tracking media mentions online. Google analytics will be useful to look into the figures related to the success of the editorial coverage, videos, and data visualisations in terms of page views across the EURACTIV websites involved in the Project. To track the outreach on the social media channels, Facebook for Business and Twitter Ads will be used. These allow users to collect figures related to impressions and engagements with the various posts (impressions being the total number of times users see a given post on their screen, with engagements being the number of times users interact with the given post, through link clicks, likes, or comments). Below is the suggested list of parameters for the monitoring of the proposed activities:

Table 5 - Monitoring Parameters

Online activities	Offline activities (i.e., events)	Countries/Regions and media partners
Number of articles covered by the Project’s editorial coverage	Number of speakers participating	Number of EU Member States and beyond involved in the Project (e.g., attending events, featured in articles or videos)
Number of page views of articles related to the Project	Type of organisations’ categories represented within the speakers’ panel	Number of media partners involved in the Project and their impact (readership, article publication)



Number of unique visitors of the selected website, engagement with the website	Number of participants attending AI4TRUST events	Number of content retakes from media outside the network
Number of video views on the websites as well as on social media	Number of organisation categories' taking part in AI4TRUST events	
Number of social media shares, page comments/replies, mentions, retweets, likes (Twitter, Facebook, Instagram)	Number of external events where AI4TRUST results are disseminated	

### ○ 3.2 Qualitative monitoring

EURACTIV's Project Management Team will ensure coordination through accurate tools and methods (planning tables, briefing each department). Once the Project has begun, the dedicated team will also monitor the qualitative element of the Project, while maintaining a clear channel of communication with each of the teams and WP7 partners, as well as receiving feedback from the Project's target audiences, through:

- Quality independent, clarity and objective journalism;
- Increased level of awareness about dis/misinformation and the role played by AI in general and its impact at national and local level;
- Number of content retakes from media outside the network





## Annex 1 – Outputs and Expected Results

Table 6 - Dissemination Outputs and Expected Results


Actions	Outputs	Quantitative results	Qualitative results
<p><b>Editorial coverage</b> Section: <a href="https://www.euractiv.com/sections/artificial-intelligence/">https://www.euractiv.com/sections/artificial-intelligence/</a></p>	<p>1+ articles per month in English, French, or German</p>	<p>Total versions: 34</p>	<p>Readers are able to <b>better understand the current updates in EU law related to AI and mis/disinformation</b>. Besides, thanks to the almost 3-year duration of the coverage, readers can continue being kept up to date with the most recent developments</p>
<p><b>Video Explainers</b> Example: <a href="https://www.euractiv.com/section/energy-environment/video/explaining-risk-versus-hazard/">https://www.euractiv.com/section/energy-environment/video/explaining-risk-versus-hazard/</a></p>	<p>3 Video Explainers In English</p>	<p>Total versions: 3 Estimate: Total page views: 1000 Total users: 500</p>	<p>Viewers <b>become more aware of AI</b>, dis/misinformation and their European dimension, through the use of animation to simplify complex topics</p>
<p><b>Infographics</b> Example: <a href="https://www.euractiv.com/section/health-consumers/infographic/whats-footballs-carbon-footprint/">https://www.euractiv.com/section/health-consumers/infographic/whats-footballs-carbon-footprint/</a></p>	<p>3 Infographics in English</p>	<p>Estimate: Total page views: 500 Total users: 350</p>	<p>Graphs and images help convey more complicated subjects in an easily-digestible way</p>
<p><b>Twitter Chats</b> Example: <a href="https://events.euractiv.com/event/info/eagreen-twitter-chat-forestry-and-climate-change">https://events.euractiv.com/event/info/eagreen-twitter-chat-forestry-and-climate-change</a></p>	<p>3 Twitter chats in English</p>	<p>Estimated live participants: 30</p>	<p>A Twitter hashtag is used to offer the users the chance to discuss and compare views on a specific subject</p>





<p><b>Policy Kick-off Conference</b> Example: <a href="https://events.euractiv.com/event/info/the-ai-act-what-costs-for-smes">https://events.euractiv.com/event/info/the-ai-act-what-costs-for-smes</a></p> 	<p>1 Stakeholder Workshop in Brussels</p>	<p>Gathering around 20-40 live high-level participants.</p> <p>EURACTIV's teams will invite at least 100 people, which includes stakeholders and the general public.</p> <p>Due to the event being in a hybrid format, the event will also provide a networking opportunity between relevant actors. Many more participants will also join both online and watch the event video published afterwards</p>	<p>The discussion and debate provide participants with greater <b>awareness on the dis/misinformation aspect of media</b>, and on what the EU is doing about it/what can be done better. Attendees interact with other European, national and regional actors. This event will include an event article and event video published on EURACTIV's website</p>
<p><b>Stakeholder Workshop</b> Examples: <a href="https://events.euractiv.com/event/info/boosting-civic-engagement-the-role-of-participatory-budgeting">https://events.euractiv.com/event/info/boosting-civic-engagement-the-role-of-participatory-budgeting</a></p> 	<p>1 Stakeholder Workshop in Brussels/online</p>	<p>Gathering around 30 participants.</p> <p>EURACTIV's teams will invite at least 100 people, which includes stakeholders and the general public.</p> <p>This event will most likely be virtual - allowing both speakers and participants from</p>	<p>The benefit of organising an event at the midpoint of the Project is to allow the Project partners to <b>unveil the current results</b>. In addition to raising awareness of the Project and its results, the conference will also inform the public about <b>the available technologies to fight dis/misinformation</b>. This event will include an event article and event video published on EURACTIV's website</p>



		all over Europe to join the debate	
<p><b>Final Stakeholder Forum</b> Examples: <a href="https://events.euractiv.com/event/info/shaping-the-cap-how-to-ensure-food-security-and-green-ambitions-in-times-of-crisis">https://events.euractiv.com/event/info/shaping-the-cap-how-to-ensure-food-security-and-green-ambitions-in-times-of-crisis</a></p> 	<p><b>1 final conference</b> in Brussels</p>	<p>At least 250 people are invited to the final forum, and we estimate to gather at least <b>70 participants</b>.</p> <p>Due to the event being in a hybrid format, the event will also provide a networking opportunity between relevant actors. Many more participants will also join both online and watch the event video published afterwards</p>	<p>Thanks to the conference and the debate, participants are aware of some of the <b>best practices</b> regarding how to fight dis/misinformation through AI. Attendees <b>interact</b> with other European and national actors, as well as those active in the scientific/media community thanks to the questions they can <b>ask speakers</b> on the topics of the discussion. This event will include an event article and event video published on EURACTIV's website</p>
<p><b>Online TV programmes</b> Example: <a href="https://video.sky.it/news/tecnologia/video/intelligenza-artificiale-tra-potenzialita-e-disinformazione-833337">https://video.sky.it/news/tecnologia/video/intelligenza-artificiale-tra-potenzialita-e-disinformazione-833337</a></p>	<p>A set of 3 tv programmes about disinformation and AI which will be available for online streaming, on demand on <a href="http://www.skytg24.it">www.skytg24.it</a>, and widely promoted through SKY social media channels</p>	<p>3 programmes of ca. 20-30 mins</p>	<p>This awareness-raising activity will help with understanding audiences' consumption and in framing audiences' needs in order to build their resilience to false information, primarily targeting disinformation that aims to create divisions between citizens</p>
<p><b>Web site (<a href="http://www.skytg24.it">www.skytg24.it</a>) dedicated section</b> Examples: <a href="https://tg24.sky.it/tecnologia/2023/03/13/ai4trust-">https://tg24.sky.it/tecnologia/2023/03/13/ai4trust-</a></p>	<p>Web site dedicated section linked to the AI4TRUST project where users can access</p>	<p>At least 1 news per week.</p> <p><b>Website statistics</b> (monthly average):</p>	<p>Users will gain a deeper understanding of the different topics covered during this project and be</p>



<p><u><a href="https://tg24.sky.it/argomenti/disinformazione">intelligenza-artificiale-disinformazione</a></u> <u><a href="https://tg24.sky.it/argomenti/informazione">https://tg24.sky.it/argomenti/informazione</a></u> <u><a href="https://tg24.sky.it/argomenti/intelligenza-artificiale1">https://tg24.sky.it/argomenti/intelligenza-artificiale1</a></u> of around 15 minutes</p>	<p>multimedia content and interviews with experts to deepen their knowledge about:</p> <ul style="list-style-type: none"> <li>- AI4TRUST project</li> <li>- disinformation</li> <li>- artificial intelligence</li> <li>- regulation of AI</li> <li>- media and data literacy in the fight against disinformation</li> </ul>	<p>- <b>SKYTG24 users:</b> 21 million visitors</p> <p>- <b>SKYTG24 page views:</b> 130 million pages viewed</p> <p>- <b>SKYTG24 video view:</b> 20 million video viewings</p>	<p>kept up to date on new developments</p>
<p><b>Social miniseries</b> Example: <u><a href="https://www.tiktok.com/@skytg24/video/7237429415020449050?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7239075144966161947">https://www.tiktok.com/@skytg24/video/7237429415020449050?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7239075144966161947</a></u></p>	<p>Social (TikTok) miniseries about stories from experience and how to fact check disinformation</p>	<p>At least 5 videos. <b>SKYTG24 TikTok</b> followers: 46k</p>	<p>Since Tik Tok is mainly employed by young users, this activity will help them gain a deeper understanding of how to navigate the information they are exposed to</p>
<p><b>Live in SKYTG24</b> Examples: <u><a href="https://video.sky.it/news/tecnologia/video/intelligenza-artificiale-tra-potenzialita-e-disinformazione-833337">https://video.sky.it/news/tecnologia/video/intelligenza-artificiale-tra-potenzialita-e-disinformazione-833337</a></u></p>	<p>News channel's event live tv and online which will host a panel discussion about the topic disinformation/AI4TRUST project</p>	<p>1 Live of around 15 minutes</p>	<p>During the live panel discussion, experts will delve into the topic of disinformation and how AI can contribute to tackle this issue</p>
<p><b>SKYTG24 podcast</b></p>	<p>SkyTg24 podcast episode about AI and Dis/Misinformation.</p>	<p>1 podcast of around 5 mins</p>	<p>Listeners will have the chance to gain deeper knowledge about topics such as Generative AI and AI fact checking tools.</p>



## Annex 2 – Provisional Timetable

Table 7 - Provisional Timetable first year

Month	Editorial Coverage	Social media promotion	Video explainers	Data Visualisations	Twitter Chats	Events	SKYTG24 Online Campaign
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