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# AI4TRUST

## COMMUNICATION AND DISSEMINATION REPORT

### D7.3 : Communication and Dissemination Report v1





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## Summary of modifications

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1	14/10/2024	Serena Bressan (FBK), Josephine Hannay & Judith Baars (Euractiv)	First draft
2	23/10/2024	Josephine Hannay & Judith Baars (Euractiv), Andrea Dambrosio, Nicola Bruno & Tommaso Spotti (SKYTG24), Manuela Proteasa (ADB), Karolina Zbytniewska (EMS)	Addition of contributions from WP7 partners and consolidation of the deliverable
3	29/10/2024	Manuela Proteasa (ADB), Diana Celmare (ADB)	Review of the first semi-final version of the deliverable
4	30/10/2024	Serena Bressan (FBK), Josephine Hannay (Euractiv), Judith Baars (Euractiv)	Finalisation of the deliverable according to the internal review
5	31/10/2024	Riccardo Gallotti & Serena Bressan (FBK)	Final review of the deliverable text by the coordinator and deliverable leader before submission



## Executive Summary

**Deliverable D7.3 “Communication and Dissemination Report v1”** has been produced by FBK as the Deliverable Leader, with the support of Euractiv, SKYTG24, EMS, and ADB, within the framework of **Work package 7 (WP7) “Communication, Dissemination and Exploitation”** of the **“AI4TRUST - AI-based-technologies for trustworthy solutions against disinformation”** (AI4TRUST) project. WP7 is coordinated by Euractiv and is dedicated to promoting the project’s activities, results, and goals to a wide range of stakeholders.

This deliverable (M22) outlines the **key communication and dissemination activities carried out during the first phase of the AI4TRUST project** (i.e., January 2023-September 2024). Specifically, it includes the results achieved within **Task 7.1** (T7.1), which focuses on interactive dissemination, stakeholder engagement, and communication, **Task 7.3** (T7.3), mainly dedicated to the online programme campaign led by SKYTG24, and the clustering and collaboration activities of **Task 7.4** (T7.4).

Additionally, the report describes the **major events organised to date**, such as the project’s conferences, seminars, and workshops held till month 21 (M21 - i.e., October 2024). It also highlights the **reach and impact of the first SKYTG24 miniseries**, which aims to raise awareness on disinformation and empower audiences with critical thinking skills.

**D7.3 sets the groundwork for continuing communication and dissemination efforts** in the second phase of the project and provides insights into the strategies employed to ensure effective outreach and engagement across various channels and stakeholders.



# 1. Introduction

## ○ 1.1 Purpose and Scope

The purpose of D7.3 is to provide an **overview of the communication and dissemination activities** conducted during the first phase of the **AI4TRUST project**, covering progress **up to M21**. This report will highlight key findings and insights, showcasing the effectiveness of our strategies in engaging stakeholders. By documenting these efforts, we aim to establish a **solid foundation for future initiatives as the project progresses**.

In this report, we will summarise the **initial communication activities and their results** (T7.1-T7.3), including **clustering efforts** within T7.4 that have enhanced collaboration and knowledge-sharing among stakeholders. We will also reflect on **significant events**, focusing on participant engagement and feedback received.

Furthermore, we will describe our initiatives to **build a community of practice** that supports collaboration related to the project's replicability, scaling, and transferability actions. This includes **fostering discussions** among stakeholders about how AI technologies can prevent and combat disinformation, as well as **facilitating cross-border exchanges** among media professionals, fact checkers, policymakers, researchers, and academia to encourage the sharing of best practices and the establishment of new collaborations.

Finally, we will **evaluate the activities carried out and the stakeholder engagement strategies** that have been implemented by M21 to connect with partners and enhance their knowledge and skills. To do this, we will use the **KPIs** presented in Annex I of the AI4TRUST Grant Agreement. Overall, this deliverable will serve as a valuable resource for **tracking our progress in communication and dissemination**, providing insights and guidance for stakeholders to continue their involvement in the AI4TRUST project.

## ○ 1.2 Objectives of the Deliverable

**General objective of D7.3:** To provide a comprehensive overview of the interim status of communication and dissemination activities (WP7) within the AI4TRUST project as of M21, highlighting the key achievements and outlining the strategies employed to engage stakeholders and promote the project's objectives.



### Specific objectives of D7.3:

- 1. Document Dissemination and Communication Activities:** To detail the dissemination and communication activities conducted during the first part of the project, including the strategies implemented to foster awareness and understanding of AI4TRUST's goals among diverse stakeholders (T7.1-T7.3).
- 2. Showcase Clustering Activities:** To present the clustering activities carried out within T7.4, emphasising the collaborative efforts and methodologies applied to strengthen the project's outreach and impact.
- 3. Establish A Community Of Practice:** To describe efforts made to create a community of practice that supports collaboration and implementation in relation to the replicability, scaling, and transferability actions outlined in T7.2.
- 4. Foster Dialogue on AI Technologies to Prevent and Tackle Disinformation:** To outline initiatives aimed at opening up debates among local, national, and international target stakeholder groups regarding the potential of AI technologies in combating disinformation.
- 5. Facilitate Cross-Border Exchange:** To highlight the facilitation of cross-border exchanges among media professionals, fact-checkers, policymakers, researchers, and academics, including the sharing of best practices and the establishment of new collaborations.
- 6. Engage Stakeholders Continuously:** To report on sustained and continuous stakeholder engagement efforts, including the organisation of events such as face-to-face (F2F) and online events such as conferences, seminars, and workshops.
- 7. Enhance Knowledge And Skills:** To outline opportunities provided to key stakeholders to increase their knowledge, skills, and competencies through AI4TRUST solutions and resources.

By achieving these objectives, the deliverable will provide a clear picture of the **progress made in the first phase of communication and dissemination activities**, as well as the **foundation for ongoing engagement and collaboration** in the AI4TRUST project.



## 2. Project Communication and Dissemination Activities

This section provides an **overview of the communication and dissemination efforts** conducted during the first phase of the AI4TRUST project up to M21, with a particular focus on Tasks T7.1 and T7.3. These tasks play a critical role in ensuring that the project's objectives, activities, and results reach a broad audience, including stakeholders, experts, policymakers, and the general public.

**Section 2.1** covers **Task T7.1**, which focuses on "**Interactive Dissemination, Stakeholder Engagement, and Communication**". Task T7.1 is dedicated to the development and implementation of an interactive and strategic communication and dissemination plan. Coordinated by Euractiv, this task has two primary objectives: first, to design a comprehensive dissemination strategy (Deliverable D7.1) that identifies the tasks, responsible partners, target audiences, and timeline for communication activities, and second, to carry out a flexible, multi-channel approach to engage with stakeholders effectively.

The **dissemination strategy** established in **D7.1 (M5)** has been built around a combination of traditional and innovative tools, ensuring a broad reach and lasting awareness of the AI4TRUST project. Key components of this strategy include the creation of a Dissemination Kit, which contains the project's visual identity (logo, templates, and brochures) and is supported by a series of multimedia activities. These multimedia efforts include social media promotion, editorial coverage, video explainers, and data visualisations, all designed to raise awareness and foster engagement across diverse platforms. Furthermore, Task T7.1 supports the publication of scientific papers and participation in academic conferences, with the aim of disseminating AI4TRUST findings within the research community and contributing to the academic discourse on AI-based technologies for combating disinformation.

**Section 2.2** addresses **Task T7.3**, which focuses on **the first phase of the "AI4TRUST Online Programme Campaign"**. Task T7.3 is focused on delivering an online programme campaign, led by SKYTG24 with the support of the other WP7 participant partners, aimed at raising awareness on the societal risks of disinformation and empowering audiences to critically engage with media content. As part of this task, SKYTG24 has developed a series of mini-programmes that are specifically designed to help viewers understand and counter disinformation. The miniseries involves AI4TRUST experts, researchers, and other relevant stakeholders, offering a platform for knowledge sharing and real-world experiences.

Promotion of these mini-programmes is carried out via SKYTG24's and AI4TRUST partners' social media channels and websites, ensuring broad visibility and access to the content. Additionally, supplementary material, such as expert interviews and verified references, is made available on a dedicated section of the SKYTG24 website, enhancing the campaign's reach and providing in-depth



resources for audiences. The campaign has effectively engaged a range of stakeholders, from media professionals to citizens, in discussions about disinformation and the role of AI in addressing it.

## ○ 2.1 Interactive Dissemination, Stakeholder Engagement, and Communication

### Overview and Objectives

The **key objectives** of dissemination in AI4TRUST are twofold. Firstly, there are the standard expectations of Horizon Europe 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 **specific objectives** are the following:

- **creating synergies and collaboration** agreements with other European and Horizon projects and initiatives;
- **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 AI4TRUST platform.

### Summary of the Dissemination and Communication Plan

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

1. **Promotion:** aimed at raising 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:** 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:

1. **Communication at the Project Scale:** a) Ensure all partners have a common understanding of what should be done in terms of communication, including roles and responsibilities; b) Ensure that all partners speak with one voice providing the same information to external stakeholders; c) Facilitate collaboration between the project partners.
2. **Communication at the National Level:** a) Generating positive media coverage where the activities will be implemented; b) Promote the project's events; d) Promote the project to specific target groups through publications, meetings, and presentations; e) Highlight the financial support from the EU.



3. **Communication at the European and International Scale:** a) Widely and effectively promote the project; b) Raise awareness on the EU objective to tackle disinformation through AI; c) Promote the project in international settings; d) Highlight the financial support from the EU.

### **Target audience**

The project targets a diverse range of end-users, including **researchers and academics, journalists and media professionals, and policy makers** from national and EU authorities, all of whom require effective tools to address dis/misinformation. Additionally, it serves **civil society organisations (CSOs) and non-governmental organisations (NGOs)** focused on misinformation, as well as **industries and SMEs** seeking accessible solutions. Finally, the platform aims to assist **citizens** looking for reliable fact-checking resources and **EU institutions** involved in shaping future legislation on AI and misinformation.

### **Dissemination KIT**

**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.



### **Communication activities**

**Editorial Coverage:** Starting from month three, Euractiv has published one monthly article focusing on the latest developments in European AI legislation and the relationship between generative AI and disinformation. 17 articles in total have been published, covering a wide variety of topics from the AI Act to how AI can be used in journalism and fact-checking. This initiative aims to enhance the relevance and visibility of these critical topics throughout the duration of the Project.

**Video Explainers:** Throughout the Project, Euractiv will produce three video explainers, scheduled for release every six months during the first half of the project. Two video explainers were produced and released in March, and May 2024, respectively, with a total reach of 245,000 and the third will be scheduled for the next months. These videos used engaging animations and visuals to make

complex topics in AI and misinformation accessible to a broader audience, featuring direct insights from journalists. Euractiv published the following videos:

- [AI4TRUST Promotional Video](#)
- [Deepfakes and the possible risks for the EU elections](#)
- [General Purpose AI Models can't ignore copyright in the EU](#)

**Data Visualisations:** During the first period of the project, Euractiv published 2 multimedia articles that included maps, graphs, and charts. These visualisations covered various topics, such as the nature of fake news debunked by fact-checking tools and comparisons of AI laws across different countries:

- [Generative AI puts trust in the news media to the test](#)
- [Media literacy, fact-checking investment needed to counter disinfo pollution](#)

**AI4TRUST Events:** The AI4TRUST project has planned a series of key events to engage stakeholders and disseminate findings on AI in media and communication. During the first period of AI4TRUST, Euractiv organised 2 Stakeholder Workshops:

- [Generative AI - What is the cost for the information industry?](#) which reached an audience of 2,579 through the live streamed video, event article, and podcast. 140 people joined the event live.
- [Tech and the new mandate – What are the opportunities and challenges?](#) which reached an audience of 4,512 through the live streamed video, event article, and podcast. 212 people joined the event live with over 2k people having watched the video on YouTube.

**Scientific Papers and Conferences:** A total of 16 scientific publications were created for AI4TRUST averaging 31 views and 22 downloads on [Zenodo](#). Some examples: One key study, "When You Doubt, Abstain," addresses the challenges of automated fact-checking in Italian, proposing a new categorization of claim ambiguity and demonstrating the benefits of model abstention when evidence is lacking. Another significant contribution, "Putting Context in Context," explores how contextual factors can improve text classification, revealing that structural information can enhance classification accuracy under specific conditions. Additionally, "Decoding the News Media Diet of Disinformation Spreaders" employs network science to analyse the behaviour of social media users, uncovering patterns that indicate a higher likelihood of sharing unreliable content among specific user groups.

Further advancing the field, publications like "Weakly-supervised Deepfake Localization" and "Towards Quantitative Evaluation of Explainable AI Methods for Deepfake Detection" tackle the growing threat of deepfakes by proposing innovative detection methods. The research highlights the importance of understanding user activity patterns and their correlation with misinformation spread, as demonstrated in "Early Morning Hour and Evening Usage Habits Increase Misinformation Spread." Collectively, these works not only provide valuable insights into the dynamics of misinformation but also offer practical frameworks and tools for developing effective



interventions and strategies to enhance digital literacy and media integrity in an increasingly complex information landscape.

**External High-profile Events:** The AI4TRUST consortium played a significant role in fostering discussions on AI and its impact on society through over 10 high-profile events across Europe. For example: at the Wired Festival in Rovereto (Italy), AI4TRUST representatives likely discussed algorithmic solutions to fake news and the quest for the "perfect algorithm," highlighting the consortium's focus on developing responsible AI technologies. The NEM Summit 2023 in Zagreb (Croatia) offered another opportunity to showcase the consortium's work on using social media to combat disinformation.

The consortium's participation in events like the ACM International Conference on Multimedia Retrieval and the World Summit on the Information Society in Thessaloniki, Greece underscores its dedication to advancing AI research and its applications in detecting deepfakes and preserving democratic values in the digital age. Through these diverse engagements, AI4TRUST has played a crucial role in shaping the discourse on AI governance and its implications for society, media, and democracy across Europe.

## ○ 2.2 Online Programme Campaign

### Overview and Objectives

Dissemination activities have focused - in addition to spreading knowledge of the AI4TRUST project - on the effort of enabling a wider audience to better understand the main challenges, opportunities and development of artificial intelligence and its possible role in both spreading and fighting disinformation.

To achieve this target, Sky TG24's activities have been based on a multi-platform approach in order to produce and disseminate contents specifically designed for website, social media platforms and television. With this in mind, the AI4TRUST online programme campaign is underway, with the first of **3 mini-programmes and several TV segments**, as well as numerous dissemination and information activities on social media and the Sky TG24 website. Moreover, while reporting on air on topics related to AI4TRUST, Sky TG24 has shown on the side of the screen a QR code directly sending to its special section on website to allow viewers to easily access all related contents **published online**.

To disseminate the project and the topics related to it, Sky TG24 has published on its website a special section on AI4TRUST. Since its publication, this section has been updated in order to link the latest news and research on disinformation, artificial intelligence and the AI4TRUST project. From this special section it's also possible to visit all the news and videos published by Sky TG24 on these topics, as briefly summed up as it follows. Sky TG24 has also created a playlist on its



video platform, in order to collect and make it easier to find all video news published on AI4TRUST and on related topics.

### **SKYTG24 Miniseries: Concept and Goals**

At the core of Sky TG24's multi-platform approach to AI4TRUST dissemination campaign lay three miniseries, designed to deepen the challenges and opportunities posed by emerging technologies in the fight against disinformation. The first of these miniseries aired on July the 1st 2023 (and available on streaming on Sky TG24 website - [www.skytg24.it](http://www.skytg24.it)), widely promoted through SKY social media channels, with the remaining two expected to air in the next months.

**The first miniseries “Challenge of AI, the European project against disinformation”** - introduced by a video-insight on disinformation and artificial intelligence, and the project itself - was focused on disseminating the existence and the goals of AI4TRUST. During the episode **Andrea Dambrosio from Sky TG24 and Riccardo Gallotti from FBK** (who is also the project coordinator) explained to the audience what the AI4TRUST project is, what is the context in which the project is developing and what is the final goal of AI4TRUST.

During the episode, with the help of expert **Nicola Bruno**, challenges and opportunities of the current landscape were discussed too, in order to help the audience better understand the context in which AI4TRUST is operating. Among the topics discussed, there were also the impact of disinformation generated by AI, existing tools to identify AI-generated content and the main challenges ahead for the creation of AI4TRUST platform.

The first episode was disseminated on multiple social media platforms. The video of first of the three miniseries was also published on Sky TG24's video platform. Moreover, it was realized a news article on the episode, allowing people to read about what was discussed.

### **Promotion and Outreach: Social Media and Website**

Since the beginning of the project Sky TG24 has regularly reported on the main topics faced by AI4TRUST, such as generative AI or disinformation. Throughout this period Sky TG24 has covered with its **multi-platform approach** not only the most relevant news on these topics, but also the latest research, technology developments and normative changes. Since the beginning of the project Sky TG24 has published hundreds of pieces of content on its **website, video platform and social media**.

For example, Sky TG24 website has reported on research to build an AI-chatbot able to reduce conspiracy beliefs; research on disinformation that points out how misleading news headlines can be more dangerous than completely false news. Sky TG24 has also reported on specific research and scientific publications coming from the consortium itself - such as the **white paper on disinformation & AI produced by AI4TRUST alongside sister projects Vera.ai, TITAN and AI4MEDIA** - and interviewed prominent figures among our partners.

For what it concerns online videos, since the beginning of the project Sky TG24 has published on its web site and social media the **promo video** of the project both in native English and with Italian



subtitles. It has also reported - with an on-air video also published on its website - on a conference held at the Italian Parliament, where project coordinator **Riccardo Gallotti** was among the lecturers. Moreover, Sky TG24 has dedicated a **full episode of “Idee per il Dopo”** - a tv program hosted by editor-in-chief **Giuseppe De Bellis** and **Luciano Floridi**, Professor and Founding Director of the Digital Ethics Center (Yale University) - to deepen the relation between artificial intelligence and information. During the show - aired on TV, published online and disseminated via social media - it was presented and discussed, among other related topics, the AI4TRUST project and its importance in the fight against disinformation.

Sky TG24 has also realised specific contents on disinformation and artificial intelligence, interviewing for the website - and then posted on social media and/or broadcasted on television - experts both from within and outside the consortium.

**Sky TG24's dissemination activities** have been brought out through all its **social media platforms**. Almost all website news and the most relevant videos aired on tv and published on our video-portal have been shared on **X, Facebook or Instagram, YouTube**, in order to maximize their exposure to a wider audience. Often the more relevant contents have been shared on multiple platforms, to further disseminate the vast number and type of contents published on website and video-platform. Sky TG24 has also published specific tutorials designed for social media, with social miniseries about stories from experience and how to fact check disinformation (more than 5 videos published on TikTok and Instagram). These contents are aimed to help users navigate in a fast-changing online world, in which disinformation and AI-generated contents have increasingly become an issue to face. Sky TG24 has also published on its YouTube channel more than twenty videos related to the AI4TRUST project, and created a playlist to better assort these contents and made them easy to find through the platform's search bar.

### **Engagement with Experts and Stakeholders**

The wide and continuous dissemination activities have enabled partners to share expertise and help each other in understanding complicated matters and disseminated contents to a broader audience. To better discuss the topics related to AI4TRUST project, **a large number of experts have been interviewed by Sky TG24, both from inside and outside the consortium**. From inside the consortium, partners have shared expertise in interviews and in-depth analysis. For example, as mentioned before, Sky TG24 has interviewed (tv, web, social media) **Gina Neff** (Minderoo Centre for Technology and Democracy), **Riccardo Gallotti** (FBK, project coordinator), **Elisa Ricci** (Università di Trento), **Carlos Hernández-Echaverría** (Maldita.es), and **Symeon Papadopoulos** (CERTH).

Dissemination activities have also been carried out providing interviews and comments from experts outside the consortium: for example, Sky TG24 has interviewed or talked to **Vera Jourová** (vice-president of European Commission), **Oren Etzioni** (professor at Washington University), **Nina Jankowicz** (vice-president of Centre for Information Resilience), and **Brian Brokaw** (consultant for California governor Gavin Newsom).



### 3. Clustering and Collaboration Activities

D7.3 "Communication and Dissemination Report v1" presents the outcomes of the first phase of communication and dissemination activities carried out within the AI4TRUST project. Also, it provides **an overview of the clustering activities within Task 7.4**. This section focuses on the actions taken up to M21 of the project, aiming to **foster a collaborative and engaged community around AI4TRUST**. The activities described in this section aim at:

1. **Establishing a community of practice, collaboration, and implementation** that will be actively involved in AI4TRUST's efforts related to replicability, scaling, and transferability (Task 7.2 of WP7);
2. **Stimulating discussions among local, national, and international stakeholders** on the role of AI technologies in tackling disinformation;
3. **Facilitating cross-border exchanges** among media professionals, policymakers, and academics, enabling them to share best practices, competences, and build new collaborations.

The activities began by engaging communities that have already shown interest in AI4TRUST, including **networks from project partners and members of the Advisory Board**. Later it expanded its reach, **drawing on other related projects** to leverage and adapt existing tools and methods that have proven effective in similar contexts. In a second phase, **stakeholders have been provided with opportunities to enhance their knowledge, skills, and competencies** through AI4TRUST outputs. This has been and will be achieved via **continuous stakeholder engagement** and the organisation of **key events**, as described below. These efforts will ensure **sustained interaction and knowledge-sharing** throughout the project's lifecycle.

#### ○ 3.1 Objectives and Scope of Clustering Activities

In the initial phase, activities focused on **engaging communities closely connected to the AI4TRUST project**, including partners' networks and Advisory Board members, before expanding outreach efforts further. In the second phase, AI4TRUST leveraged **collaboration with other projects**, and stakeholders were provided with opportunities for knowledge and expertise exchange through **engagement activities and a series of events** organized by Euractiv and promoted by the partners. This report presents the outcomes of the first half of the project's communication and dissemination efforts, including **i) clustering activities under T7.4, and ii) the Kick-off Conference and Stakeholder Workshop**.



## ○ 3.2 Creation of a Community of Practice

The dissemination and communication activities were **collaborative efforts among the AI4TRUST partners** rather than isolated actions. Consortium members have engaged in various initiatives to create a community of practice, such as organizing relevant events and conducting interviews with key consortium members.

**Sky TG24** conducted multiple interviews with experts, including some project partners, which were broadcast on TV and shared across social media and on Sky TG24's website in both article and video formats. This multi-platform strategy maximizes audience reach across traditional and digital media, effectively spreading the expertise of the consortium and AI4TRUST's key themes.

**Euractiv and its partners, EMS and ADB**, have tailored their content for specific European audiences, particularly policymakers, media professionals, and NGO representatives. Focusing on EU policies, their multi-channel dissemination approach was adapted to each region's platform preferences (Twitter, Instagram in Italy and Poland, and Facebook in Poland and Romania). The community of practice was further fostered around key events organized with relevant stakeholders (details in section 4).

**Collaborations with fact-checking organizations** outside the project, such as Funky Citizens - Factual in Romania, were strengthened through information exchange on new initiatives, invitations to participate in pilot testing focus groups (scheduled for M22), and by disseminating debunked articles on Euractiv.ro in the "Facts, not Fake" section.

**Cross-visibility was also established with other academic and public initiatives.** One example is the partnership with Languagematters.ro, a project by the Aspen Foundation in collaboration with the University of Bucharest's Faculty of Philosophy, aimed at promoting critical thinking.

## ○ 3.3 Collaboration with Other EU Projects

This subsection begins by describing the **collaboration with communities that have already expressed interest in our project**, including partners' networks and Advisory Board members, before expanding outreach efforts further. AI4TRUST has leveraged insights from other projects to effectively adapt and enhance tools and methods previously tested in similar contexts.

**ADB Clustering - Synergies with Similar Projects:** ADB's experts were invited to share their expertise and experience gained within AI4TRUST with similar projects:



- FAITH meeting with media experts, 25.09.2024 project: “Fostering Artificial Intelligence Trust for Humans towards the optimisation of trustworthiness through large-scale pilots in critical domains (FAITH)” - Horizon (consortium of 17 universities, technology companies and specialized research organisations from 9 countries);
- Participation as an expert in the AI-CODE exploratory phase (<https://AI-CODE-project.eu>), 13.03.2024 and in the co-creation workshops;
- Facilitating the connection between AI4TRUST and PROMPT (July 2024);
- Introducing a short presentation of the AI4TRUST in the first meeting of the PROMPT project (July 2024).

Visibility in the academic environment: 4-5 July 2024, conference “Public communication and artificial intelligence: impact and consequences”, held in Bucharest (Romania), by the Faculty of Journalism and Communication Studies, University of Bucharest (Romania). Presentation *Disinformation in social media: Recurrent Narratives and Techniques - Content Analysis of 600 Social Media Posts distributed in Three Languages* by Dr. Manuela Preoteasa (ADB)

**EMS Clustering - Synergies with Similar Projects:** Similar to the ADB, the EMS were also invited to share their expertise and experience gained within AI4TRUST project:

- March 2024, explorative interview with EMS expert to understand the media about generative AI (AI-CODE project);
- September 2, 10 & 30, 2024, co-creation workshops (AI-code project).

**AI-CODE:** The AI4TRUST and AI-CODE projects (Euractiv and FBK are involved in both) have demonstrated significant synergies in their efforts to combat misinformation and enhance AI technologies for societal benefit. Both projects have contributed to advancing research and developing tools in the field of AI-driven fact-checking and disinformation detection.

AI4TRUST aligns closely with AI-CODE's focus on developing AI systems for content verification. The projects have shared insights and methodologies, particularly in areas such as natural language processing and machine learning for text analysis.

Both projects have contributed to the broader goal of creating more robust and trustworthy AI systems for media integrity. Their combined efforts in areas such as deepfake detection, cross-modal networks for news image matching, and the development of explainable AI methods have likely accelerated progress in these critical areas. The synergies between AI4TRUST and AI-CODE have undoubtedly strengthened the European Union's position in the global effort to combat disinformation and promote responsible AI development.



**Meet the Future of AI:** In an era where technology is reshaping our societal landscape, understanding the implications of AI on democratic processes is paramount. Generative AI (GenAI), a subset of artificial intelligence that aims to create new content, poses both promises and perils for democratic processes around the world.

This **collective of several EU funded projects** focuses on relevant issues and challenges around generative AI for the public good and democracy. The Horizon Europe projects involved are: **vera-ai, AI4TRUST, TITAN, AI-CODE, AI4DEBUNK and the H2020 project AI4Media**, which develop novel AI techniques to counter online disinformation, particularly in light of the recent advances in generative AI. Moreover, the collaboration has been developing a growing collaboration with EDMO.

Within this network of projects, **FBK, Euractiv, CERTH and UCAM** are actively collaborating in the writing of placement papers and the organisation of **multiple events in Brussels** highlighting the rapid evolution of AI technology and the pressing needs of the EU media and institutions in facing the consequent evolution of the mediatic sphere. In details, two events have been held so far:

- Meet the future of AI: Countering sophisticated & advanced disinformation, 29th June 2023, Karabiniersplein, Auguste Reyerslaan 52 B, 1043 Brussels
- Meet the future of AI: Generative AI and Democracy, 19th June 2024, Belgian Institute for Postal Services and Telecommunications, Boulevard du Roi Albert II, 1030, Brussels

## ○ 3.5 Stakeholder Engagement

The AI4TRUST partners have been actively **raising awareness**, particularly among their key stakeholders, about the spread of disinformation in European and global politics. This effort has led to the launch of **information campaigns**, with regular articles published on the project and partners' websites and social media channels. The following **target groups** are engaged through these communication and dissemination activities:

Target Groups	Messages for Target Groups
<b>Target group A:</b> Journalists and Fact-Checkers	To analyse the accuracy of sources (journalists) and information outputs (fact-checkers)
<b>Target group B:</b> Policy-Makers	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>	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.

The project's progress was communicated at various stages to the target groups (A, B, C, D), culminating in the **focus-group phase of WP6**. During this phase, representatives from target groups A, C, and D were directly invited to provide valuable feedback, test, and pilot the AI4TRUST platform and tools (with some focus groups held in M21 and others in M22). In addition to **media professionals, fact-checking and media organizations, academic representatives from journalism departments** in select countries were also invited to participate in the **piloting and testing phase of the AI4TRUST platform (WP6)**.



## 4. Key Events

Since its inception, the AI4TRUST project has organized **pivotal events aimed at fostering dialogue on generative AI, policy, and technology governance within the EU**. These events have gathered influential stakeholders from the European Commission, Parliament, think tanks, and tech companies, focusing on the societal impacts of AI, regulatory needs, and the future of technology policy. The following provides an overview of these significant gatherings up to M21 of the project, including agendas or reports available in Annex I.

**The Euractiv Hybrid Conference on the 13th of June 2023**, aimed to discuss the benefits and risks of generative AI, particularly its impact on the information industry. The event brought together experts from various sectors, including the European Commission, European Parliament, think tanks, and tech companies, to explore critical questions surrounding generative AI's place in society, its repercussions for journalism and content creation, potential safeguards and regulations, and the adequacy of the European Commission's AI Act in addressing the technology's drawbacks. The conference featured opening remarks, panellist statements, a discussion and Q&A session, and closing statements, providing a comprehensive examination of generative AI's role and implications in the modern information landscape. An agenda and event report was created, and can be found in Annex I.

**The Euractiv Virtual Conference on the 25th of September 2024** on "Tech and the new mandate" addressed the challenges and opportunities for the tech sector in the EU from 2024 to 2029, focusing on the implementation of the AI Act and the establishment of the European AI Office. Key discussions included the impact of a rightward shift in the European Parliament on tech policies, large-scale disinformation campaigns, and legislative priorities for AI and technology. The panel featured experts from various sectors, highlighting the need to balance innovation with regulation while navigating emerging risks and opportunities in AI governance. An agenda and event report was created, and can be found in Annex I.

EMS and ADB supported promotion of the September 2024 Event: "Tech and the new mandate – What are the opportunities and challenges?" on their own social media channels. To boost the conference's reach, EMS published its own Event Report on the website, specifically designed for the Euractiv Poland audience. ADB promoted on euractiv.ro and in social media the September event and planned to publish in M22 a **series of articles based on the presentations held during the September 2024 Event**.



## 5. Reach and Impact of Communication and Dissemination Activities

All partners contributed and will contribute to **AI4TRUST's outreach** by promoting content on their own social media channels, 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)**. More importantly than their websites, the social networks of the **project partners** gave 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.

An **overview of the reach and engagement for the executed activities** will be shown here:

No.	Activity	Title	Date	Link	Total Reach	Total Engagement
1	Promotional Video	Tackling disinformation in Europe: AI4TRUST	27/07/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/video/tackling-disinformation-in-europe-ai4trust/">https://www.euractiv.com/section/artificial-intelligence/video/tackling-disinformation-in-europe-ai4trust/</a>	5,853	2,026
2	Video explainer 1	Deepfakes and the possible risks for the EU elections	7/3/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/video/deepfakes-and-the-possible-risks-for-the-eu-elections/">https://www.euractiv.com/section/artificial-intelligence/video/deepfakes-and-the-possible-risks-for-the-eu-elections/</a>	50,758	22,545
3	Video explainer 2	General Purpose AI Models can't ignore copyright in the EU	7/5/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/video/general-purpose-ai-models-cant-ignore-copyright-in-the-eu/">https://www.euractiv.com/section/artificial-intelligence/video/general-purpose-ai-models-cant-ignore-copyright-in-the-eu/</a>	194,874	22,219



4	<b>Data Visualisation 1</b>	Generative AI puts trust in the news media to the test	1/12/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/infographic/generative-ai-puts-trust-in-the-news-media-to-the-test/">https://www.euractiv.com/section/artificial-intelligence/infographic/generative-ai-puts-trust-in-the-news-media-to-the-test/</a>	28,942	350
5	<b>Data Visualisation 2</b>	Media literacy, fact-checking investment needed to counter disinfo pollution	24/07/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/media-literacy-fact-checking-investment-needed-to-counter-disinfo-pollution/">https://www.euractiv.com/section/artificial-intelligence/news/media-literacy-fact-checking-investment-needed-to-counter-disinfo-pollution/</a>	998,834	4,470
6	<b>Event 1</b>	Generative AI - What is the cost for the information industry?	13/06/2023	<a href="https://events.euractiv.com/event/info/generative-ai-what-is-the-cost-for-the-information-industry">https://events.euractiv.com/event/info/generative-ai-what-is-the-cost-for-the-information-industry</a>	233,469	521
7	<b>Event 1 Article</b>	The outstanding concerns surrounding generative AI	14/06/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/the-outstanding-concerns-surrounding-generative-ai/">https://www.euractiv.com/section/artificial-intelligence/news/the-outstanding-concerns-surrounding-generative-ai/</a>	2,158	50



8	<b>Event 2</b>	Tech and the new mandate – What are the opportunities and challenges?	25/09/2024	<a href="https://events.euractiv.com/event/info/tech-and-the-new-mandate-what-are-the-opportunities-and-challenges">https://events.euractiv.com/event/info/tech-and-the-new-mandate-what-are-the-opportunities-and-challenges</a>	98,538	118
9	<b>Event 2 Article</b>	Tech and the new mandate, Europe's AI opportunities and challenges	8/10/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/tech-and-the-new-mandate-europe-s-ai-opportunities-and-challenges/">https://www.euractiv.com/section/artificial-intelligence/news/tech-and-the-new-mandate-europe-s-ai-opportunities-and-challenges/</a>	145,839	602
10	<b>Editorial coverage 1</b>	French data protection authority lays out action plan on AI, ChatGPT	16/05/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/french-data-protection-authority-lays-out-action-plan-on-ai/">https://www.euractiv.com/section/artificial-intelligence/news/french-data-protection-authority-lays-out-action-plan-on-ai/</a>	151,845	484
11	<b>Editorial coverage 2</b>	Consumer organisations call for regulators' actions on generative AI	20/06/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/consumer-organisations-call-for-regulators-actions-on-generative-ai/">https://www.euractiv.com/section/artificial-intelligence/news/consumer-organisations-call-for-regulators-actions-on-generative-ai/</a>	385,389	866
12	<b>Editorial coverage 3</b>	Google launches generative AI model Bard in Europe	13/07/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/google-launches-generative-ai-model-bard-in-europe/">https://www.euractiv.com/section/artificial-intelligence/news/google-launches-generative-ai-model-bard-in-europe/</a>	4,971	107



13	<b>Editorial coverage 4</b>	Several French media block OpenAI's GPTBot over data collection concerns	29/08/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/several-french-media-block-openais-gptbot-over-data-collection-concerns/">https://www.euractiv.com/section/artificial-intelligence/news/several-french-media-block-openais-gptbot-over-data-collection-concerns/</a>	54,425	221
14	<b>Editorial coverage 5</b>	AI Act: EU countries mull options on fundamental rights, sustainability, workplace use	16/10/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/ai-act-eu-countries-mull-options-on-fundamental-rights-sustainability-workplace-use/">https://www.euractiv.com/section/artificial-intelligence/news/ai-act-eu-countries-mull-options-on-fundamental-rights-sustainability-workplace-use/</a>	68,394	172
15	<b>Editorial coverage 6</b>	AI Act: EU Parliament's legal office gives damning opinion on high-risk classification 'filters'	19/10/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/ai-act-eu-parliaments-legal-office-gives-damning-opinion-on-high-risk-classification-filters/">https://www.euractiv.com/section/artificial-intelligence/news/ai-act-eu-parliaments-legal-office-gives-damning-opinion-on-high-risk-classification-filters/</a>	87,834	401



16	<b>Editorial coverage 7</b>	Spanish presidency pitches obligations for foundation models in EU's AI law	7/11/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/spanish-presidency-pitches-obligations-for-foundation-models-in-eus-ai-law/">https://www.euractiv.com/section/artificial-intelligence/news/spanish-presidency-pitches-obligations-for-foundation-models-in-eus-ai-law/</a>	153,232	656
17	<b>Editorial coverage 8</b>	European Union squares the circle on the world's first AI rulebook	9/12/2023	<a href="https://www.euractiv.com/section/artificial-intelligence/news/european-union-squares-the-circle-on-the-worlds-first-ai-rulebook/">https://www.euractiv.com/section/artificial-intelligence/news/european-union-squares-the-circle-on-the-worlds-first-ai-rulebook/</a>	3,149	246
18	<b>Editorial coverage 9</b>	EU prepares to push back on private sector carve-out from international AI treaty	10/1/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/eu-prepares-to-push-back-on-private-sector-carve-out-from-international-ai-treaty/">https://www.euractiv.com/section/artificial-intelligence/news/eu-prepares-to-push-back-on-private-sector-carve-out-from-international-ai-treaty/</a>	2,833	123
19	<b>Editorial coverage 10</b>	EU countries give crucial nod to first-of-a-kind Artificial Intelligence law	2/2/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/eu-countries-give-crucial-nod-to-first-of-a-kind-artificial-intelligence-law/">https://www.euractiv.com/section/artificial-intelligence/news/eu-countries-give-crucial-nod-to-first-of-a-kind-artificial-intelligence-law/</a>	2,415	158
20	<b>Editorial coverage 11</b>	YouTube's algorithm promoted right-wing content in the 2024 Finnish elections	13/03/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/youtubes-algorithm-promoted-right-wing-content-in-the-2024-finnish-elections/">https://www.euractiv.com/section/artificial-intelligence/news/youtubes-algorithm-promoted-right-wing-content-in-the-2024-finnish-elections/</a>	14	73



21	<b>Editorial coverage 12</b>	Viral deepfake videos of Le Pen family reminder that content moderation is still not up to par ahead of EU elections	16/04/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/viral-deepfake-videos-of-le-pen-family-reminder-that-content-moderation-is-still-not-up-to-par-ahead-of-eu-elections/">https://www.euractiv.com/section/artificial-intelligence/news/viral-deepfake-videos-of-le-pen-family-reminder-that-content-moderation-is-still-not-up-to-par-ahead-of-eu-elections/</a>	1,059	21
22	<b>Editorial coverage 13</b>	Staffing questions swirl around EU Commision's AI Office	24/05/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/staffing-questions-swirl-around-commisions-ai-office/">https://www.euractiv.com/section/artificial-intelligence/news/staffing-questions-swirl-around-commisions-ai-office/</a>	22,408	105
23	<b>Editorial coverage 14</b>	The European Commission's assessment of how to define high-risk products relative to sectoral rules	4/7/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/the-european-commissions-assessment-of-how-to-define-high-risk-products-relative-to-sectoral-rules/">https://www.euractiv.com/section/artificial-intelligence/news/the-european-commissions-assessment-of-how-to-define-high-risk-products-relative-to-sectoral-rules/</a>	17,810	108
24	<b>Editorial coverage 15</b>	European Commission is moving ahead with 'AI Factories'	2/8/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/european-commission-is-moving-ahead-with-ai-factories/">https://www.euractiv.com/section/artificial-intelligence/news/european-commission-is-moving-ahead-with-ai-factories/</a>	476,210	1,233
25	<b>Editorial coverage 16</b>	EU, UK, US, Israel sign world's first AI Treaty	5/9/2024	<a href="https://www.euractiv.com/section/artificial-intelligence/news/eu-uk-us-israel-sign-worlds-first-ai-treaty/">https://www.euractiv.com/section/artificial-intelligence/news/eu-uk-us-israel-sign-worlds-first-ai-treaty/</a>	384,193	1,075
<b>Total</b>					<b>3,575,446</b>	<b>58,950</b>



Moreover, ADB published 79 articles as of the end of M21, consisting in sustained editorial coverage in the AI - ITC (<https://www.euractiv.ro/infosociety>), project activities dissemination, and a series of debunking pieces in the dedicated section “Facts, not fake” (<https://www.euractiv.ro/facts-not-fake>).

## 6. Conclusions

In this deliverable, we have outlined the **communication and dissemination activities conducted during the first phase of the AI4TRUST project**, aimed at preventing combating disinformation at the EU level. By focusing on the specific objectives set for D7.3, we have documented our efforts to raise awareness and understanding of the project's goals among various stakeholders. Key achievements include: a) **having surpassed the targets set for traditional and online communication**, primarily due to the multi-channel and multi-modal dissemination efforts of Euractiv and the television and online activities of SKYTG24; b) showcasing **clustering activities** that foster collaboration; c) establishing a **community of practice**; and d) **facilitating constructive dialogues around the role of AI technologies in addressing disinformation**.

### Summary of Key Achievements

The communication and dissemination activities of AI4TRUST have **successfully raised awareness and engagement** regarding the project's objectives and achievements. Through a multi-channel approach, including social media promotion, editorial coverage, and multimedia content like videos and data visualisations, **the project reached over 3.5 million individuals**. Key initiatives included the **creation of a dedicated project hashtag #AI4TRUST**, to monitor social media engagement, and partnerships with prominent media outlets such as Euractiv and SKYTG24 to amplify outreach. Notable events, such as **hybrid conferences and targeted online campaigns**, facilitated discussions on disinformation and AI's role in addressing it, effectively engaging diverse stakeholders from journalists to policymakers and civil society organisations.

The summary of key achievements indicates that, despite being only at M21, **the KPIs established for this phase have been substantially exceeded**. This demonstrates not only our commitment to achieving the project's objectives but also the enthusiasm and engagement of key stakeholders across different sectors. Our initiatives have successfully **opened up debates and facilitated cross-border exchanges** among media professionals, fact-checkers, policymakers, researchers, and academics, fostering a **vibrant environment for collaboration**.



Looking ahead, we recognise the importance of **sustaining this momentum** in our communication and dissemination efforts. Key next steps include **strengthening key stakeholder engagement** through **collaboration with sister projects in the "Meet the Future of AI" events**, which will provide a platform for shared learning and networking. We will also continue our **media outreach**, including television and online communication through partnerships with platforms such as SKYTG24, to **ensure our message reaches a broader audience**.

Additionally, we are preparing for the **Final Stakeholder Forum** scheduled for M38, which will serve as a crucial opportunity to consolidate our efforts and gather feedback from stakeholders. Furthermore, the **Final Policy Workshop**, managed by UCAM and involving the Cambridge Centre on Science and Policy, will be instrumental in discussing policy implications and recommendations based on our findings.

### **Next Steps for Communication and Dissemination**

Next steps regarding communication activities include: 17 articles, 1 data visualisation, 3 twitter chats, 1 final forum, social media promotion, continuation of the online campaign, production of scientific articles and more conferences.

In conclusion, the progress made thus far positions AI4TRUST strongly for continued engagement and collaboration in the fight against online disinformation. We look forward to **building on these achievements** as we move into the next phases of the project, ensuring that our stakeholders remain informed and actively involved in **shaping the future of AI in this critical area**.



## Annex I

Annex I provides an **overview of three key documents** related to **major events organized within the AI4TRUST project from its inception through M21**. These documents are presented in chronological order.

The first document is a report on the **hybrid conference held in Brussels (Belgium), on June 13, 2023**, organized by the Dissemination Leader, Euractiv, under the title "**Generative AI - What is the Cost for the Information Industry?**" This event aimed to foster discussions on the benefits and risks of generative AI, with a particular focus on its implications for the information sector.

The second document includes a brief description and agenda of the "**Meet the Future of AI**" event, held as a **hybrid conference on June 29, 2023, in Brussels (Belgium)**. This launch event was part of a **coalition of "sister projects" within the AI4TRUST network**, including Horizon Europe projects **vera.ai, AI4TRUST, and TITAN**, alongside the H2020 project **AI4Media**. It brought together stakeholders to address generative AI's critical issues and its role in combating online disinformation. The event focused on policy and innovation, exploring how new AI techniques are being developed to counter online disinformation amid the rapid evolution of generative AI.

The third document is a report on the **virtual conference "Tech and the New Mandate – What Are the Opportunities and Challenges?"** held online by Euractiv **on September 25, 2024**. This event aimed to spark discussions around the legislative agenda for the 2024-2029 term and to examine the expected challenges and opportunities for the tech sector in light of new policy directions.

Together, these documents encapsulate the **collaborative and strategic communication efforts undertaken by AI4TRUST** to engage with stakeholders on generative AI and its regulatory and societal impacts.



Hybrid Conference Report | 13 June, 2022

# Generative AI - What is the cost for the information industry?

*Supported by*



# Content

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- Article

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- Social media visibility
- Social media impact
- Supporter visibility

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V. Contact



# Overview

'Generative AI - What is the cost for the information industry?' was an event organised by EURACTIV with the support of AI4TRUST to facilitate a discussion around the benefits and risks of generative AI.

The event took place on 13 June 2023. Below are the key figures and statistics from the event.

**26,435**

Total audience  
(total views, listens,  
and article  
readership)

**2,579**

Total views  
(of the article and  
the event page)

**19,333**

Social media reach

# Attendance

The list of participants on Vimeo (attendees in green) can be found in the annex.

Some registered participants not able to join on EURACTIV's video platform (Vimeo) most likely joined via YouTube where we live-streamed the debate. However, we cannot confirm the names of those who joined via this channel.

\* YouTube, Twitter, Facebook, LinkedIn

25,329	140
Total audience number	Total in-person and Vimeo live stream views
25,095	94
Total social media views*	Podcast listens

# Speakers

## Panellists

### **Yordanka Ivanova**

Legal and Policy Officer, Artificial Intelligence Policy Development and Coordination, DG CNECT, European Commission

### **Dan Nechita**

Head of Cabinet, MEP Dragos Tudorache, European Parliament

### **Andrea G. Rodríguez**

Lead Digital Policy Analyst, European Policy Centre

### **Matthias Spielkamp**

Executive Director, Co-Founder & Shareholder, Algorithm Watch

### **Jeremy Rollison**

Senior Director, Head of EU Policy, European Government Affairs, Microsoft

### **Gina Neff**

Executive Director, Minderoo Centre for Technology & Democracy, University of Cambridge

with opening remarks from

### **Serena Bressan**

Project Manager, AI4TRUST

## Moderator

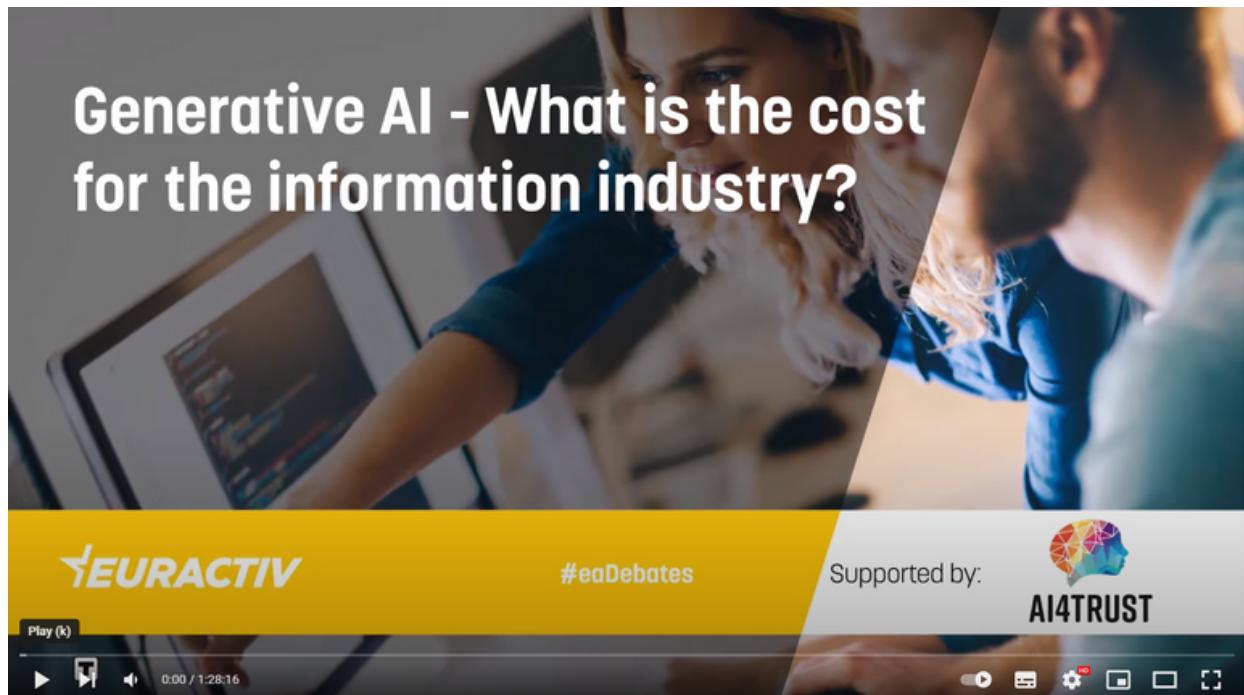
### **Mariam Zaidi**

Journalist, EURACTIV

# Multimedia coverage

## Video

The full video of the Hybrid Conference is available [here](#).



## Podcast

An audio-only podcast version of the event was created and published on EURACTIV. It was also distributed on [Amazon music](#), [Apple Podcasts](#) and [Spotify](#).

94

Total listens

EURACTIV EVENTS • EPISODE 129 • SEASON 1  
**Generative AI - What is the cost for the information industry?**

00:00 / 01:30:39

SUBSCRIBE SHARE MORE INFO

Transistor

 Listen to the podcast

# Online coverage

## Article

On 14 June, we published an article related to the event. On 29 June, the article had recorded:

[Read the article.](#)

1,106

Page views on the event's article page



## Event page

A dedicated page was created on the EURACTIV events website. The page acted as a central hub with information about the event, including the programme, speakers and supporter, and was listed in the official EURACTIV events calendar.

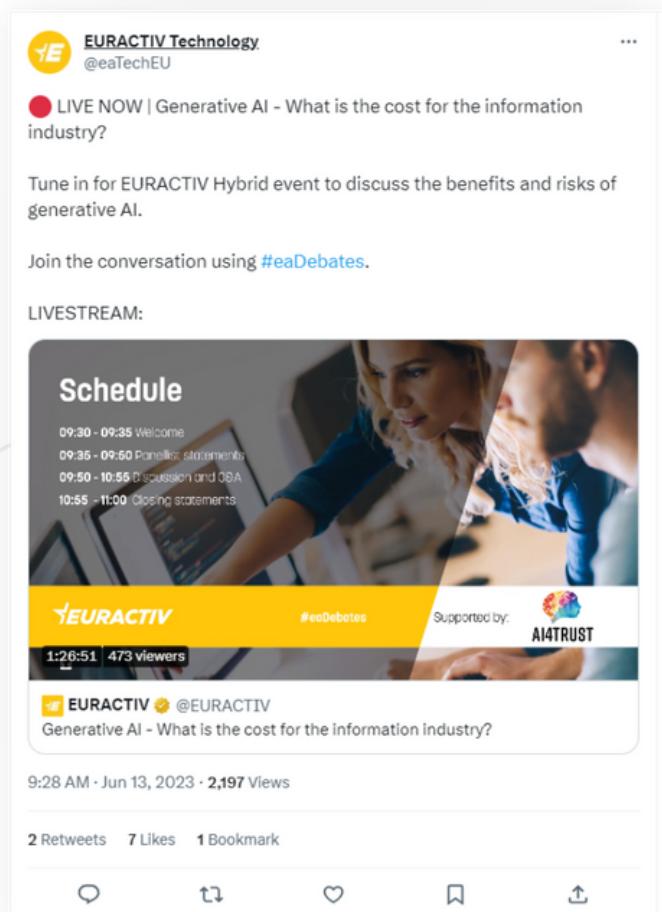
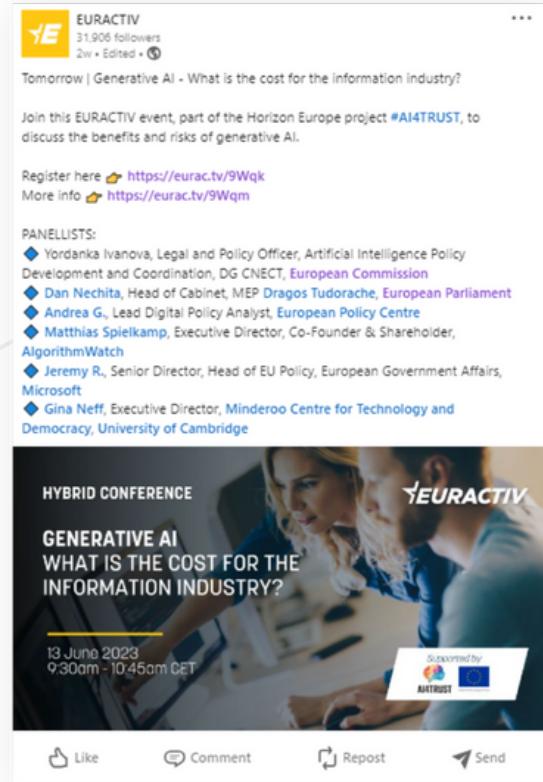
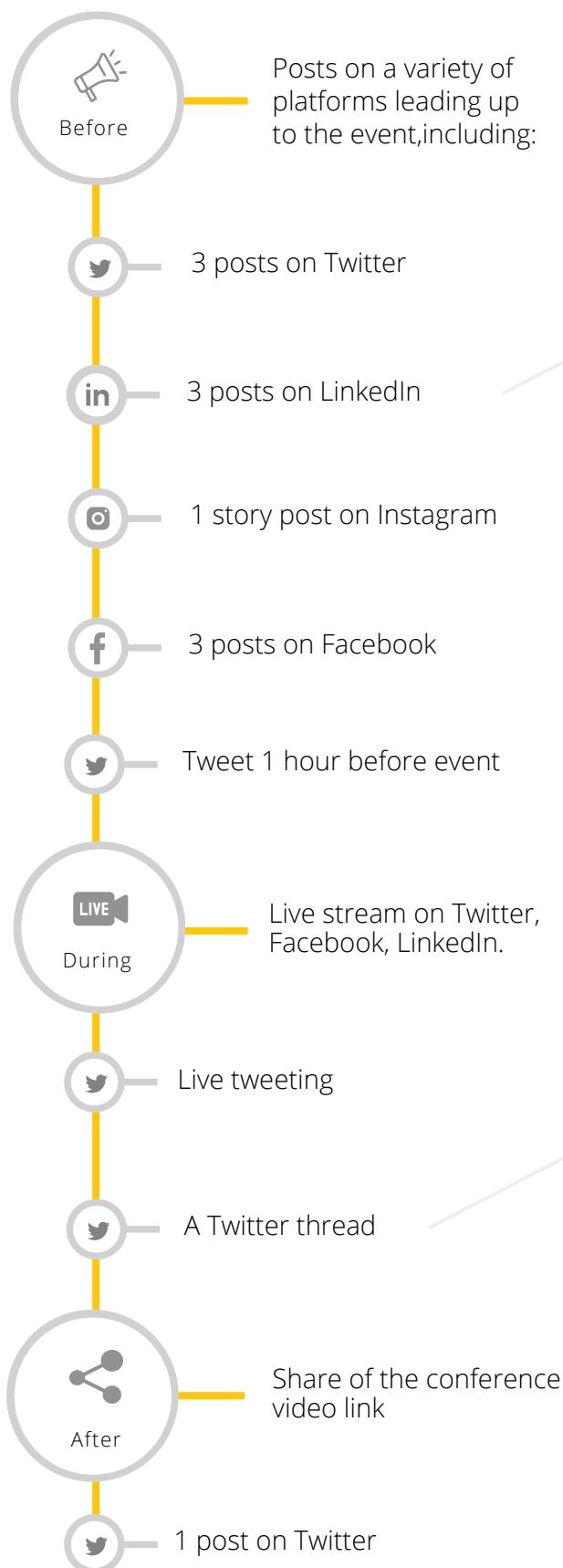
A link to the video, as well as the article, and the top tweets were published on the page. The page will remain online as a point of reference for the debate.

1,473

Page views on the event's page

 [Visit the page.](#)

# Social media visibility



# Social media impact

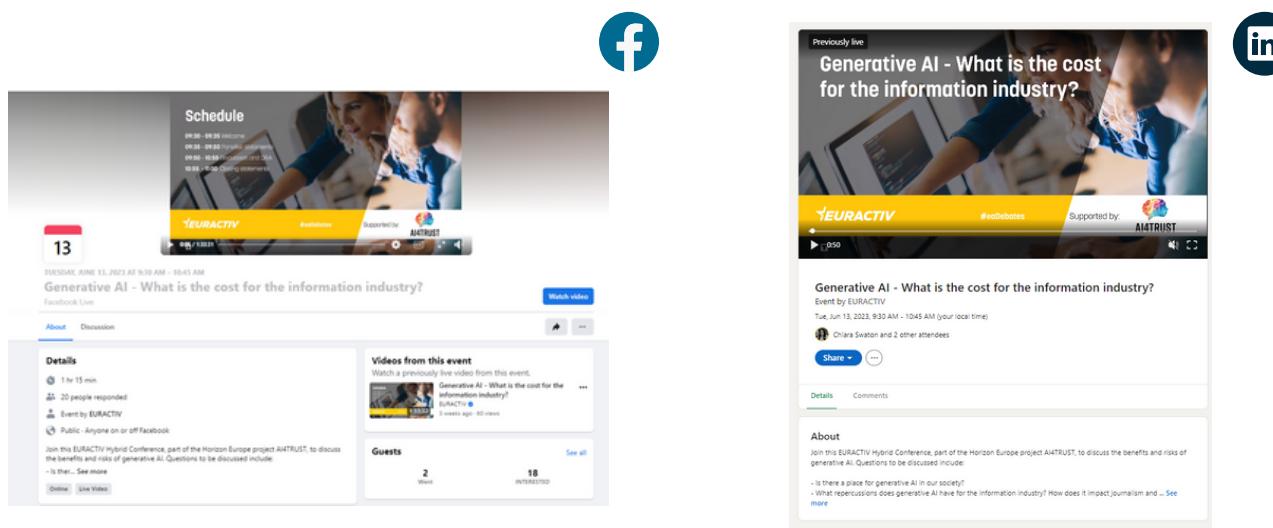
Before, during and after the event, all information shared on EURACTIV social media channels was measured. Detailed below are the total social media metrics, as well as the metrics for the platforms used: Facebook, Twitter, and LinkedIn.

4,132  
Interactions

15,201  
Impressions

A dedicated social media event page was created on the EURACTIV Facebook and LinkedIn channels. The pages included information on the programme, speakers and supporter.

Visit the [Facebook Event page](#) and [LinkedIn Event page](#).



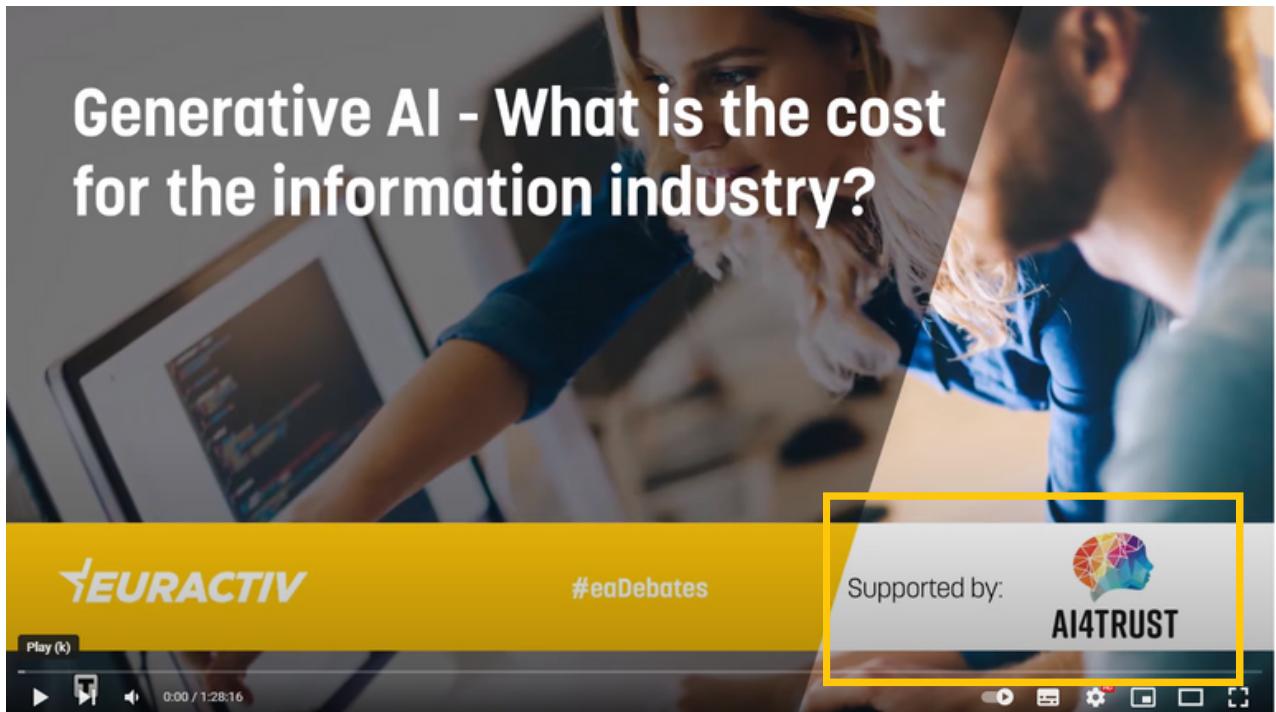
On Twitter, we used the account [@eaTechEU](#) and [#eaDebates](#) to streamline the interactions.

Metric	Twitter	Facebook	LinkedIn
Impressions	12,835	1,512	854
Interactions	339	3,774	19
Views (of the event video)	473	60	344

# Supporter visibility

The logo of the event supporter was clearly visible on all promotional material, from the event programme, to social media, to invitations. This helped boost the image of the supporter and increased awareness of its activities amongst our target audience.

Below are some examples:



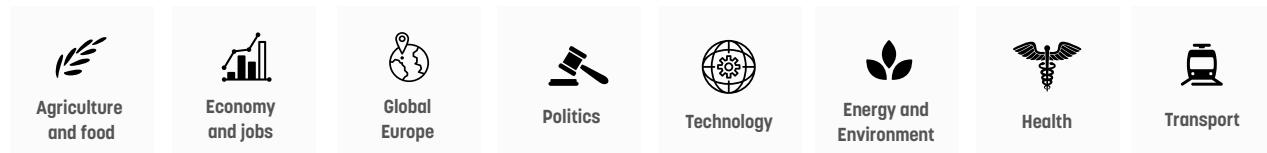
A screenshot of the EURACTIV event page for the 'Generative AI - What is the cost for the information industry?' event. It shows the event title, date (Tue, Jun 13, 2023, 9:00 AM - 10:45 AM), and a list of panelists. The AI4TRUST logo is highlighted with a yellow box in the 'Supported by' section.

A screenshot of a social media post for the EURACTIV event. It includes the event title, date, and a 'HYBRID CONFERENCE' banner. The AI4TRUST logo is highlighted with a yellow box in the 'Supported by' section.

Like Comment Repost Send

# EURACTIV at a glance

EURACTIV is an independent pan-European media network reporting on EU policy. EURACTIV provides free EU policy news in 12 languages. Together with our media partners, we reach over 1.7 million users across Europe and beyond - every month. We have eight main policy hubs, each one with its own editor, translator, social media account and newsletter.



## Pan-European newsrooms

Our team of 100 professionals, including more than 50 journalists, produces content from 13 newsrooms across the continent.

## Audience

EURACTIV reports on EU policy in Brussels and national capitals. Our target audience is influential stakeholders, extending to 100,000 policy actors based in Brussels, and another 500,000 across Europe. Our reach spills over to the US and other regional policy capitals.

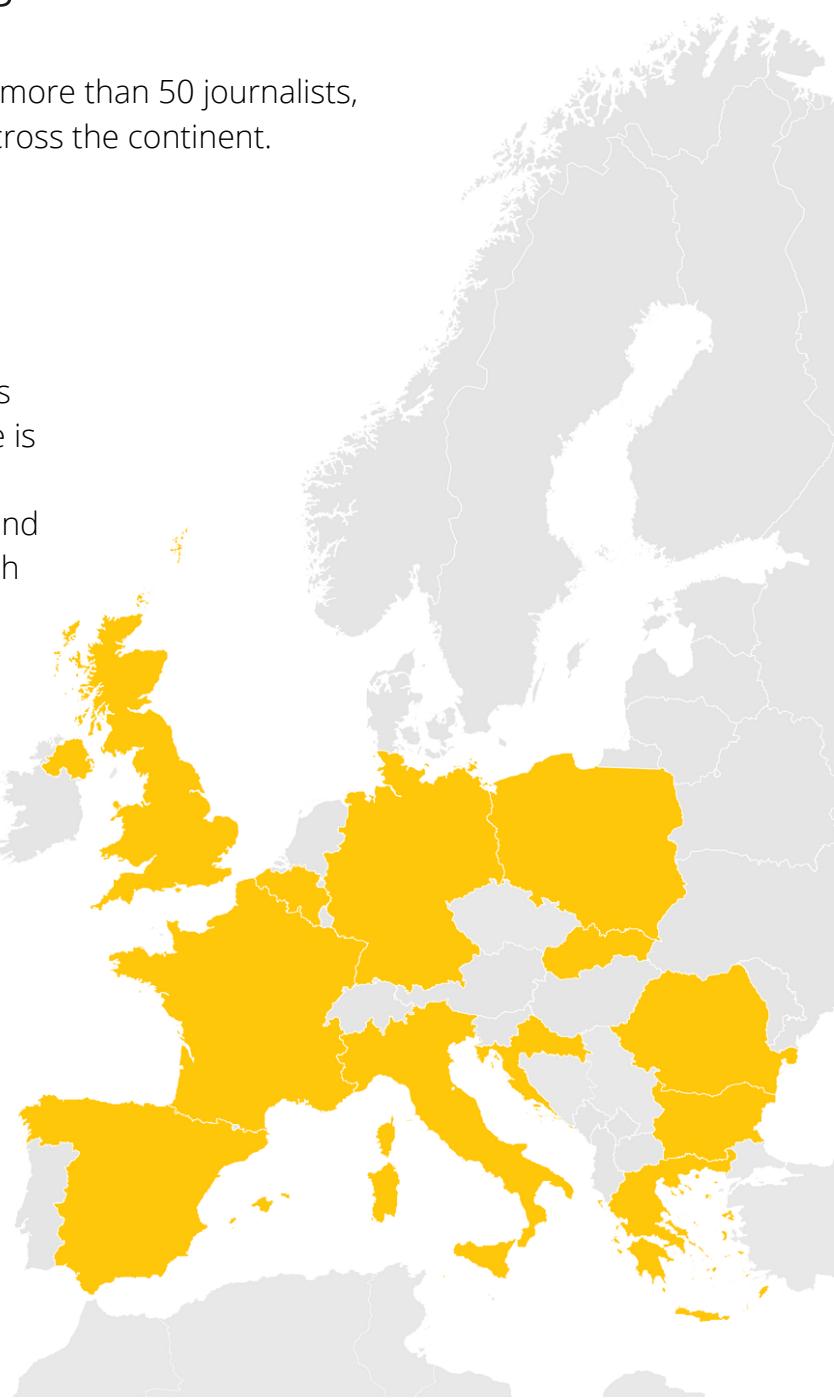
**2.5 M+** Page views monthly average\*

**1.3 M+** Unique readers monthly average\*

**500K+** Newsletter subscribers

**383K+** Social media followers

\*EURACTIV website 2022 monthly average





## Our team

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EURACTIV Media Network  
Boulevard Charlemagne 1, 1041 Brussels, Belgium

# Meet the Future of AI

Countering sophisticated & advanced disinformation

**Hybrid conference | 29 June 2023**

VRT, Karabiniersplein, Auguste Reyerslaan 52 B, 1043 Brussels

Artificial Intelligence-generated content (Generative AI, for example, ChatGPT, DALL.E, or Midjourney) has garnered significant attention recently due to its ability to create cheaply and at scale credible-looking artificial content, including text, deep fake images and videos, art, and music. Generative AI systems are capable of creating highly convincing content at low cost, which could then be harnessed by bad actors in online disinformation and abuse, and is difficult to detect.

Another drawback of generative AI is that the models are trained on datasets that have been found to reflect implicit societal biases on issues such as gender and race. On the positive side, generative AI models also provide opportunities for countering online abuse and disinformation, by becoming useful companions to media professionals, engaged citizens, and debunkers.

This event focuses on all relevant issues and challenges around generative AI and tackling disinformation. We cordially invite you to join this policy & innovation conference co-organised by the new Horizon Europe projects Horizon Europe projects **vera.ai**, **AI4TRUST**, and **TITAN** and H2020 project **AI4Media**, which develop novel AI techniques to counter online disinformation, in particular in light of the recent advances on generative AI.

## Preliminary Programme

9:00–9:30 **Networking and Registration**

9:30–9:45 **Welcome**

9:45–11:00 **Session 1: Threats and opportunities of Generative AI**

*Coffee Break*

11:30–12:15 **Session 2: Policy Implications and Challenges to Fight Disinformation**

12:15–12:45 **Session 3: Critical thinking to support fighting disinformation (Titan)**

*Lunch Break*

14:00–16:15 **Session 4: Interdisciplinary approach to detecting and countering AI-generated content**

16:15–16:30 **Cross-cutting conclusions and close**

16:30–17:30 **R&I networking session + nibbles/drinks**

Horizon Europe Policy and Innovation Event organised by:

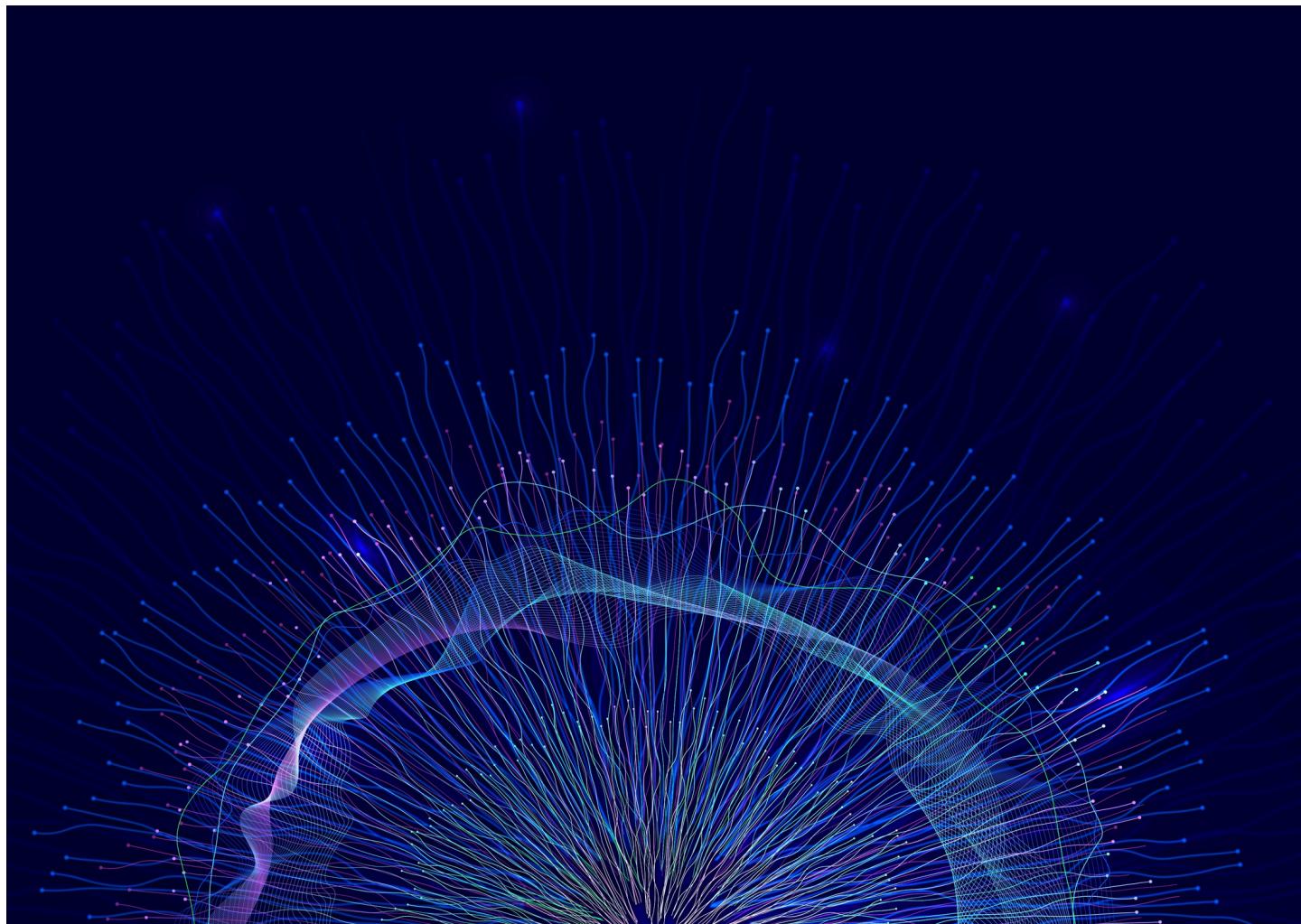


Funded by  
the European Union

Virtual Conference Report

# Tech and the new mandate - What are the opportunities and challenges?

25 September 2024



*Supported by*



# Content

I. Overview

II. Attendance

III. Coverage

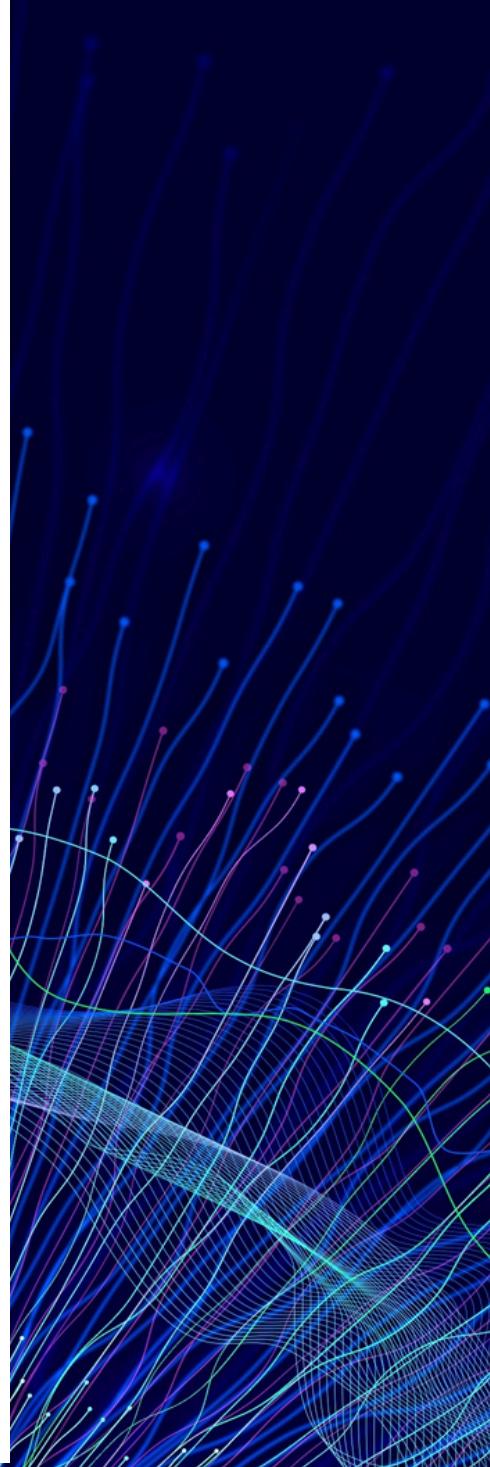
- Multimedia
- Article

IV. Visibility

- Event page visibility
- Social media visibility
- Social media impact
- Supporter visibility

IV. Euractiv at a glance

V. Contact



# Overview

'Tech and the new mandate – What are the opportunities and challenges?' was an event organised by Euractiv with the support of AI4TRUST to facilitate a discussion around the new legislative agenda for 2024 to 2029 and explore the anticipated challenges and opportunities for the tech sector.

The event took place on 25 September 2024. Below are the key figures and statistics from the event.

**1,287**

Total audience  
(total views and  
listens)

**1,433**

Total views  
(of the article and  
the event page)

**2,619**

Social media reach

# Attendance

The list of participants on Vimeo (attendees in green) can be found in the annex.

Some registered participants not able to join on Euractiv's video platform (Vimeo) most likely joined via YouTube where we live- streamed the debate. However, we cannot confirm the names of those who joined via this channel.

**1,287**

Total audience number

**212**

Total Vimeo live stream views

**100**

Podcast listens

**975**

Total social media views\*

\* YouTube, X and LinkedIn

## Speakers



Brando Benifei MEP  
Rapporteur, AI Act,  
European Parliament



Alexandre de Strel  
Academic Director,  
Digital Research  
Programme, CERRE



Maryant Fernández Pérez  
Head of Digital Policy,  
BEUC



Stephen Crisp  
Senior Policy Director,  
Data Economy,  
Sustainability & Mobility,  
DIGITALEUROPE



Tea Mustac  
Legal Expert &  
Privacy Professional  
(CIPP/E), Spirit Legal



Jennifer Baker  
Euractiv

**PANELISTS**

**MODERATOR**

# Multimedia coverage

## Video

The full video of the Virtual Conference is available [here](#).

316

Total views



## Podcast

An audio-only podcast version of the event was created and published on Euractiv. It was also distributed on [Amazon music](#), [Apple Podcasts](#) and [Spotify](#).

100

Total views



 [Listen to the podcast](#)

# Online coverage

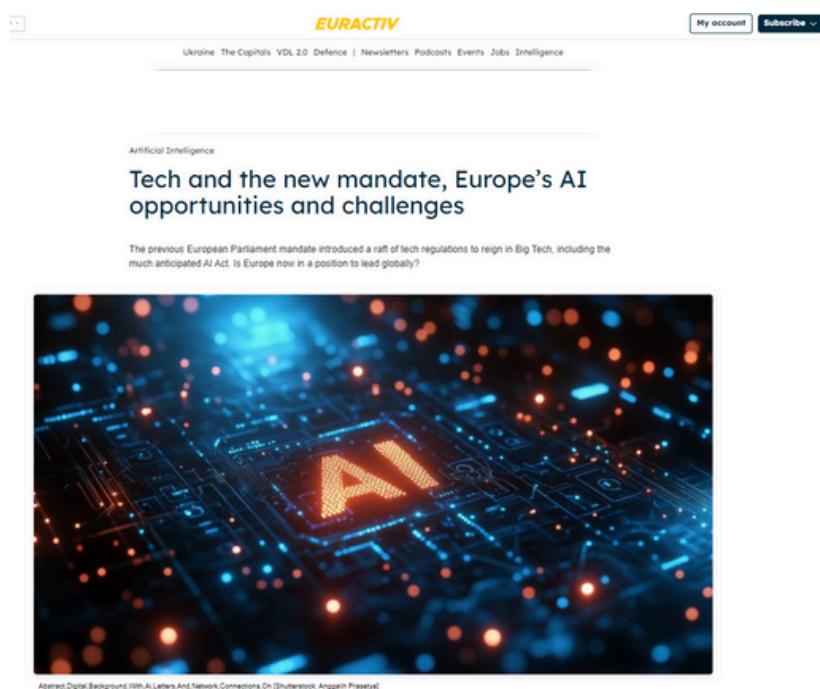
## Article

On 8 October, we published an article related to the event. On 16 October, the article had recorded:

[Read the article.](#)

297

Page views on the event's article page



The screenshot shows the Euractiv website with the article 'Tech and the new mandate, Europe's AI opportunities and challenges' highlighted. The article title is in bold blue text. Below the title is a sub-headline: 'The previous European Parliament mandate introduced a raft of tech regulations to reign in Big Tech, including the much anticipated AI Act. Is Europe now in a position to lead globally?' Below the sub-headline is a large, abstract digital background image featuring a glowing orange 'AI' text on a circuit board with blue and orange lights. At the bottom of the image, there is a small caption: 'Abstract Digital Background With AI Letters And Network Connections On [Shutterstock, Anggara Prawira]'

## Event page

A dedicated page was created on the Euractiv events website. The page acted as a central hub with information about the event, including the programme, speakers and supporter, and was listed in the official Euractiv events calendar.

1,136

Page views on the event's page

A link to the video, as well as the article, and the top tweets were published on the page. The page will remain online as a point of reference for the debate.

 [Visit the page.](#)

# Social media visibility

## Before the event



3 posts on X  
+ 1h before event



3 posts  
on LinkedIn



3 posts  
on Facebook

## During



Live stream on  
LinkedIn and X



Live tweeting  
and an X thread



Euractiv

41,608 followers

3w • 0

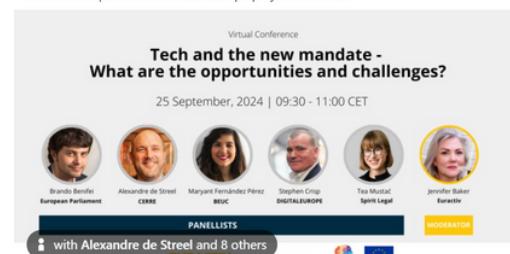
TOMORROW | Tech and the new mandate - What are the opportunities and challenges?

Join this Euractiv Virtual Conference to discuss the new legislative agenda for 2024 to 2029.

Register here: <https://eurac.tv/9Xd1>

More info here: <https://eurac.tv/9XeB>

This event is part of the Horizon Europe project #AI4Trust.



Example post



Conference  
recording available



LinkedIn  
roundup post



Publish the  
podcast

## Event photos



# Impact analytics

## Social media

Before, during and after the event, all information shared on Euractiv social media channels was measured.

Detailed below are the total social media metrics, as well as the metrics for the platforms used: Facebook, X and LinkedIn.

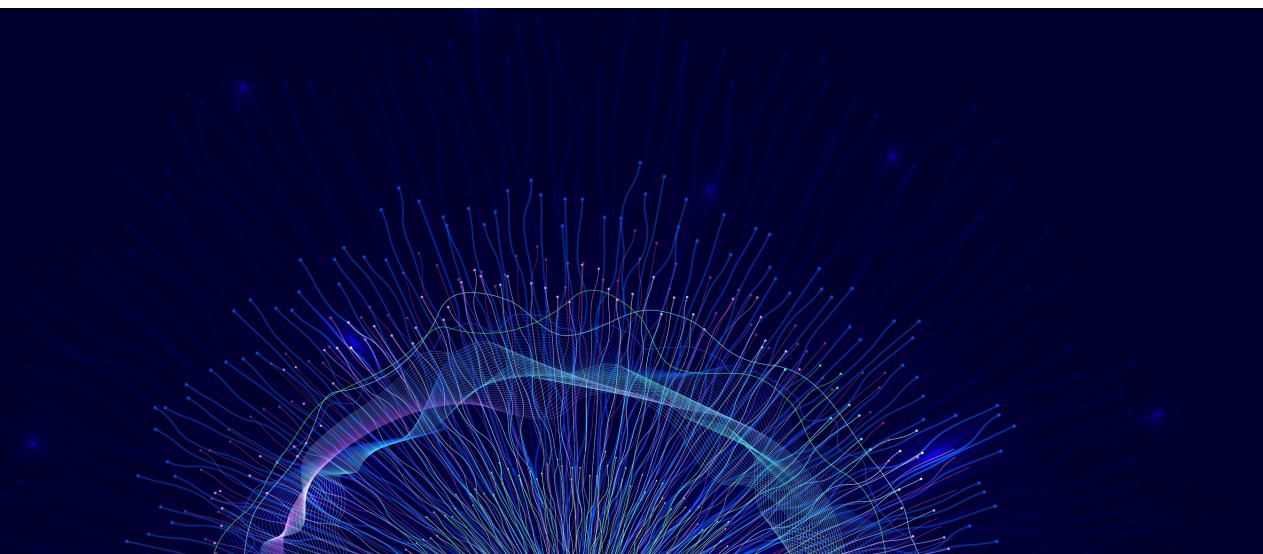
157  
Interactions

2,462  
Impressions

A dedicated social media event page was created on the Euractiv Facebook and LinkedIn channels. The pages included information on the programme, speakers and supporter.

Visit the [Facebook Event page](#) and [LinkedIn Event page](#).

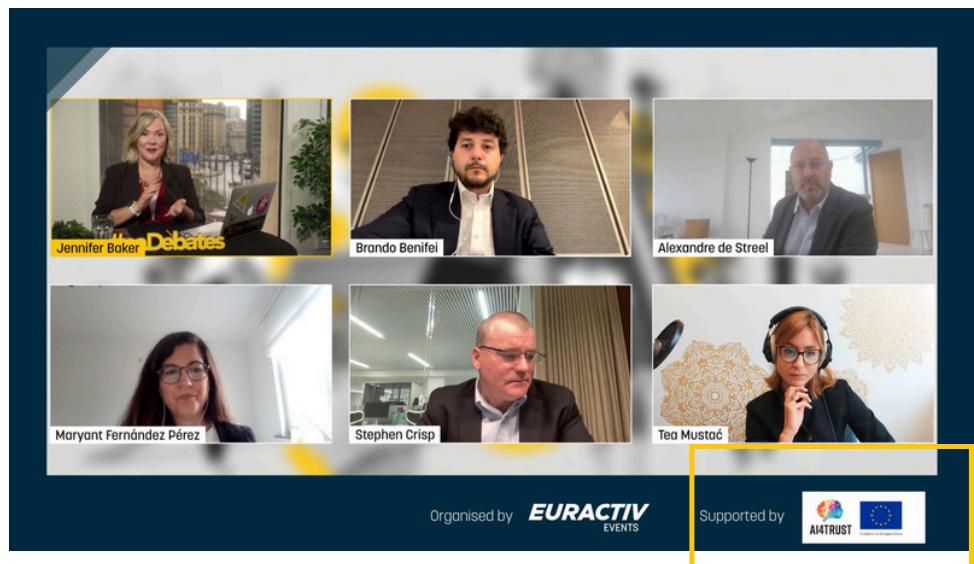
Metric	X	Facebook	LinkedIn
Impressions	346	73	2,043
Interactions	24	1	132
Views (of the event video)	587		51



# Supporter visibility

The logo of the event supporter was clearly visible on all promotional material, from the event programme, to social media, to invitations. This helped boost the image of the supporter and increased awareness of its activities amongst our target audience.

Below are some examples:



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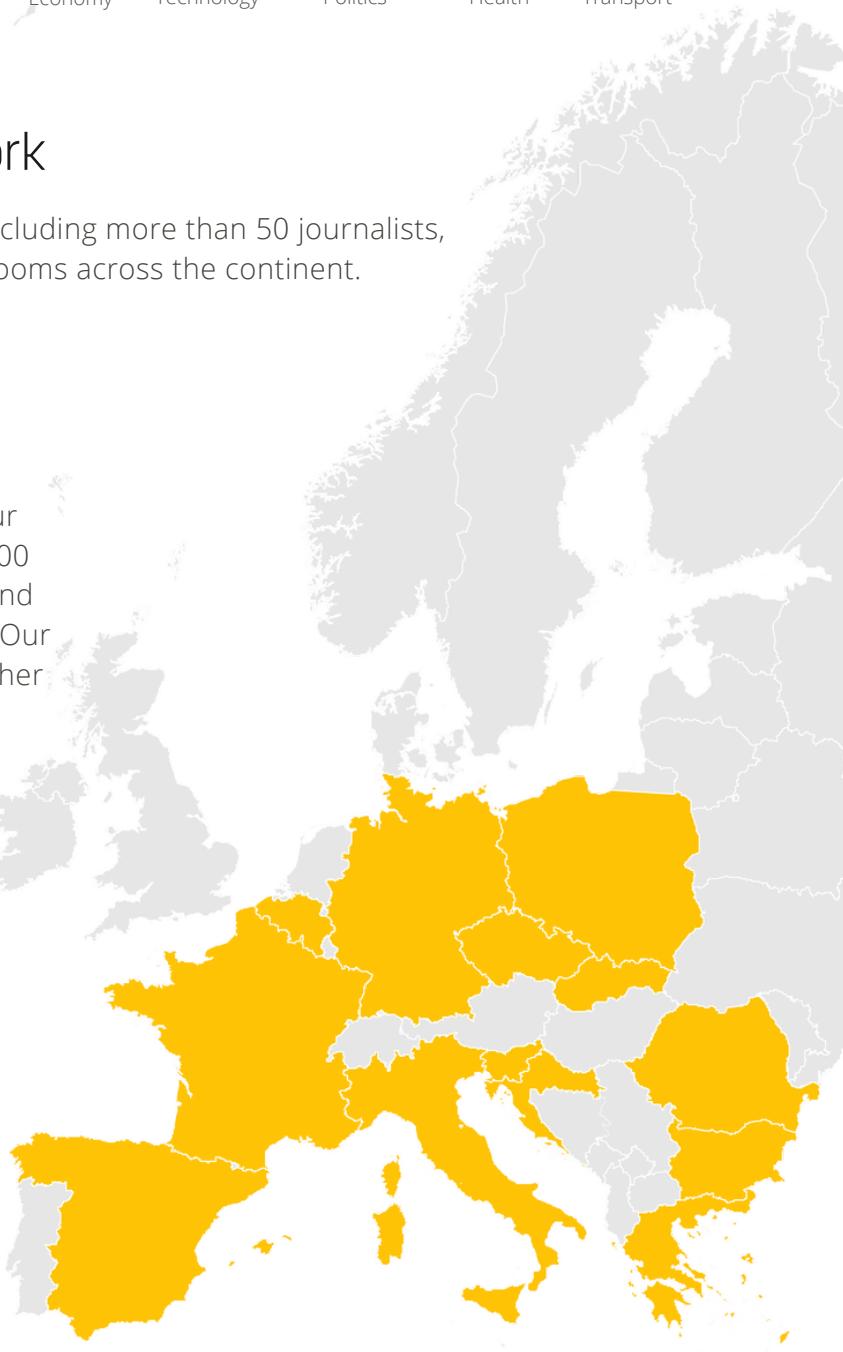
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\*Euractiv website 2023 monthly average Q4



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