



“THE HYPER EXPERT COLLABORATIVE AI ASSISTANT”

Deliverable D6.3

DISSEMINATION & COMMUNICATION PLAN

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¹ Dissemination level: **PU** = Public, **SEN** = Sensitive, **R-UE/EU-R** = EU classified, **C-UE/EU-C** = EU classified, **S-UE/EU-S** – EU classified

² Nature of the deliverable: deliverable: **R** = Document, report; **DEM** – Demonstrator, pilot, prototype; **DEC** – Websites, patent, filings, videos etc; **DATA** – data sets, microdata, etc; **DMP** – Data Management Plan; **ETHICS**; **SECURITY**; **OTHER**

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0.3	25 03 2024	ALPHA	Final delivery to VUB for Submission
1.0	29 03 2024	VUB	Final delivery to EC

Acronyms

AI	Artificial Intelligence
D	Deliverable
D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
DoA	Description of the Action
EC	European Commission
EU	European Union
HE	Horizon Europe
KPI	Key Performance Index
OA	Open Access
PEER	the hyPER expERt collaborative AI assistant
R&D	Research and Development
RRI	Responsible Research and Innovation
U&S	Users and Stakeholders
WP	Work Package

³ Creation, modification, final version for evaluation, revised version following evaluation, final.

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Identifier	Title
[RD01]	PEER Grant Agreement No 101120406
[RD02]	EC Funding & tender opportunities SEDIA: what is the difference between dissemination, exploitation and communication, link

Executive summary

This document is the “Dissemination and Communication Plan (DCP)” for PEER.

The main objective of this document is to provide the guidelines for the promotional activities to be carried out by the PEER Consortium throughout the whole duration of the project. This document will be updated/fine-tuned in line with project implementation phases and needs.

To achieve such objective, the document provides the approach that will be used to maximize impact by identifying key promotion audiences, outlining the types of actions together with the role of PEER Consortium partners in the set of activities foreseen in this DCP.

Thus, a promotion strategy has been designed and set in place targeting dissemination, exploitation, and communication activities. The different activities and actions are described in detail in Section 4, while the table below provides an overview of the overall strategy.

Target Audience	Activity	Objective	Outputs
SCIENTIFIC COMMUNITY AND PROJECTS, INDUSTRY, END-USERS, CITIZENS	Dissemination	Actions for awareness	Set of activities aimed at promoting the project activities and results towards stakeholders and aimed at improving awareness of user on project/developed technologies. Here are included the more “traditional” dissemination activities. <ul style="list-style-type: none"> • Logo; • Website; • Social media publications; • Project leaflets/ brochures (traditional printing); • Press releases and publications; • Conferences and events; • Newsletters
		Actions for Users and Stakeholders (U&S) involvement	Engagement and involvement of relevant users and stakeholders in different phases of the project in relation to the different objectives and activities. <ul style="list-style-type: none"> • Set up and regular update of contact database; • Workshops; • Clustering activities; • Final Conference
INDUSTRY, POLICY MAKERS	Exploitation	Activities aimed at the market uptake of the proposed solutions.	<ul style="list-style-type: none"> • Project exploitation; • Similar and new project monitoring and interface;

			<ul style="list-style-type: none"> • Interface with EU institutions and other relevant institutions
All target groups and beyond	Communication	Additional actions to communicate the project results not only to the main stakeholders, end users and general public.	<ul style="list-style-type: none"> • Exploitation of the website for other promotion and activities; • Social media publications; • Publication of audio-visual material; • Other communication channels

Dissemination and Communication overall strategy

Moreover, the activities' outputs foreseen can be segmented according to:

- Frequency of release (i.e. how often they are released); and
- Target audience (which target audiences are addressed).

In this context, the dissemination activities represent the core part of the overall strategy, given the innovative solution proposed by PEER and its final products stemming from the R&D are currently not known for most U&S. Hence, the website, social media posts, publication on relevant sector journals and the participation to international conferences and events are the key channels.

Also, the exploitation of results is of a great importance for the market awareness and further adoption of final solution. Moreover, specific communication actions are foreseen to reach a wider audience, when relevant and possible.

For all previously mentioned activities, gender-neutral and gender-sensitive language is predefined and a gender specific action plan related to communication and dissemination has been set in place. This allows to ensure that the gender dimension is integrated as a transversal issue in the PEER project activities.

Finally, as a result from all DCP activities, the project' achievements and outcomes activities are foreseen to go beyond the lifetime of the project reaching wide audiences and promoting the market uptake of the developed solutions.

To measure the expected results of DCP, these have been outlined and presented in Section 5 in terms of goals and key performance indicators (KPIs). An update of the DCP proposed actions with a KPIs progress report will be performed in the "Report on Dissemination and Communication activities", planned for M24, and M48.

1. Introduction

1.1 PEER project overview

The EU has identified the need for adopting a human-centric approach for digital technologies including artificial intelligence (Industry 5.0), and governments and other non-profit actors are setting themselves similar goals to empower people through technology. However, in complex application domains like those involving sequential decision-making problems - meaning close interaction and collaboration of humans and AI systems over many decision steps (human-in-the-loop) - realising these goals is still a considerable interdisciplinary challenge.

A significant, highly complex class of artificial intelligence applications are sequential decision-making problems, where a sequence of actions needs to be planned and taken to achieve a desired goal. Examples include routing problems, which involve a sequence of steps from source to destination; the control of manufacturing processes, which consist of a variable sequence of operations; or active learning problems, in which machine learning algorithms query human users for a sequence of inputs.

The PEER project addresses the compelling scientific and technological goal of tackling users' lack of trust in AI, which currently often hinders the acceptance of AI systems. Breaking down this problem into two complementary aspects. First, users do not understand current AI systems well, with a lack of transparency leading to misinterpretations and mistrust. Second, current AI systems do not understand users well, offering solutions that are inadequately tailored to the users' needs and preferences.

PEER will focus on how to systematically put the user at the centre of the entire AI design, development, deployment, and evaluation pipeline, allowing for truly mixed human-AI initiatives on complex sequential decision-making problems. The central idea is to enable a two-way communication flow with enhanced feedback loops between users and AI, leading to improved human-AI collaboration, mutual learning and reasoning, and thus increased user trust and acceptance. As an interdisciplinary project between social sciences and artificial intelligence, PEER will facilitate novel ways of engagement by end-users with AI in the design phase; will create novel AI planning methods for sequential settings which support bidirectional conversation and collaboration between users and AI; will develop an AI acceptance index for the evaluation of AI systems from a human-centric perspective; and will conduct an integration and evaluation of these novel approaches in several real-world use cases.

1.2 Aims and objectives

The following document is the “Dissemination and Communication Plan” conducted and organised by ALPHA, leader of Task 6.3 “Dissemination and Communication” for the PEER project. In the following text aims and objectives of the plan, relations to other activities in the project and report structure are presented.

Dissemination and communication are essential elements in any project. **Dissemination** presents sharing research results with potential users – peers in the research field, industry, other commercial players and policymakers. Sharing research results with the rest of the scientific community, enriches the contribution to the progress of science. **Communication** presents the actions of the beneficiaries that promote actions and results, by providing target information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

The aim of Dissemination and Communication is to ensure that the project objectives, activities, and outcomes will reach the relevant target groups (such as Scientific, Industrial and Large audience) in and beyond the demonstrator and test campaign.

The main objectives of this report are to:

- Describe the approach adopted to define the main project promotion actions aimed at addressing the different Users and Stakeholders (U&S) clusters identified.
- Set up and present the DCP for using and disseminating the knowledge in the context of the PEER project, through various means.
- Provide main expected outcomes, mainly in terms of expected results related to different promotion actions.

This DCP describes the plan made at the beginning of the project foreseen for the consortium as a whole for the dissemination of the project concepts and outcomes, according to the provisions of the Description of the Action (DoA), and the work foreseen under WP6 [RD01].

In addition, this document also goes beyond the DoA in line with the promotion opportunities that already have emerged during the first stage of the project or with some potential actions that the team will further evaluate if useful and will undertake accordingly. In this sense, the document specifies the methodology to be followed for the design, implementation, coordination, and monitoring of all project activities aiming at achieving not only the dissemination but more broadly the promotion objectives of the PEER project. Moreover, the DCP has also set some achievement indicators (KPIs) to evaluate the effectiveness and the success of these activities.

1.3 Relations to other activities in the project

Spreading awareness of the project's achievements to relevant audiences via dissemination/communication channels, reaching as many people/ organizations as possible and increasing project visibility, is the main aim of the Dissemination and Communication (D&C) activity.

To achieve such objective all partners of the PEER consortium will be engaged to participate. Indeed, being a cross action, the dissemination and communication plan activities are interlinked with all the achievements of the project, at all of its stages of progress.

1.4 Report structure

The document is organised according to the following structure:

- **Section 1** is the introduction with the description of the main aims and objectives of the document itself;
- **Section 2** presents the approaches used to maximize the impact by means of identification of main users and stakeholders target groups, outlining the main identified actions and role of PEER partners;
- **Section 3** is devoted to the PEER promotion strategy throughout dissemination, exploitation of results and communication including possible gender issues;
- **Section 4** illustrates how gender issues are managed in the context of the D&C activity;
- **Section 5** reports the main conclusions and expected results outlining the key achievements indicators.

1.5 Contribution of partners

In order to maximise the reach of PEER all Consortium partners are involved and should contribute to the Dissemination and Communication activity. In particular, the PEER team composition will allow different but complementary expertise and know-how, all relevant, to maximize the project impact and results.

2. The approach used to maximise impact

This section is focused on the approach adopted to identify key promotion audiences, stakeholders and users clustered in different target groups.

In detail, this section will:

- Identify the main U&S target groups for the PEER project dissemination, exploitation and communication;
- Describe the meaning of dissemination, exploitation and communication and related type of actions;
- Define the role of PEER partners in relation to these actions;
- Present the PEER dissemination and awareness plan, enlarging its original scope with key insights on all main promotion actions.

2.1 Identification of main users and stakeholder target groups

For an effective realisation of each strategy, it is crucial to know who the subjects for the promotion are. For this reason, key audiences have been identified as the potential PEER U&S [RD01].

Moreover, the identified U&S were clustered in different target groups in order to ensure that we engage and involve the key actors of the PEER value chain. In general, target groups are entities and/or individuals that can potentially benefit from the project results.

Target Audience	Motivation	Examples	KEY U&S
Scientific community and projects	<ul style="list-style-type: none"> • Scientific dissemination on human-AI initiatives for human empowerment • Ad-hoc communication • Exploitation actions • Cross-domain collaborations cooperation at national, EU and international level 	<ul style="list-style-type: none"> • Researchers in AI & Digital technologies • Researchers on Ethical, Legal, Social, Economic AI (ELSE) • Researchers in scientific & industrial tools co-development in the project • Educational & Research Institutions 	<ul style="list-style-type: none"> • CLAIRE – Confederation of Laboratories for AI Research in Europe • AAAI Association for the Advancement of Artificial Intelligence • Fari Institute — AI for the Common Good • euRobotics European Robotics & More • AI, Data and Robotics Association (Adra)
Industry	<ul style="list-style-type: none"> • Exploitation actions • Technology transfer • Customized services • Ad-hoc communication 	<ul style="list-style-type: none"> • SMEs and companies' suppliers for verticals domains as healthcare, mobility, manufacturing, retail • European Digital innovation hub in manuf. industry 	<ul style="list-style-type: none"> • Mistral AI • GVB (bus company in Amsterdam, which also uses route planning and accessibility info in their planning) • 9292 public transport planner • Google (Someone)

			whom we'd like to reach) <ul style="list-style-type: none"> Filuta AI
Policy Makers	<ul style="list-style-type: none"> Scientific dissemination Ad-hoc communication Exploitation actions Activities focused on standards and protocols 	<ul style="list-style-type: none"> Governments/Institutions at European and international level Tech governmental agencies Standardisation and regulatory bodies Civil servants 	<ul style="list-style-type: none"> ECAT EU V&OR (traffic and public spaces) directorate at the City of Amsterdam
End-users	<ul style="list-style-type: none"> Ad-hoc communication Awareness Involvement in the project activities Cost-benefits presentation 	<ul style="list-style-type: none"> Users of AI technology Users of scientific and industrial tools and serviced developed in the project Technology providers 	<ul style="list-style-type: none"> Clëntenbelang Amsterdam
Citizens	<ul style="list-style-type: none"> Ad-hoc communication Awareness Cost-benefits presentation Engagement through data collection and sharing 	<ul style="list-style-type: none"> Citizens and local stakeholders involved in co-creation processes General public Associations/NGOs focused on ELSE 	<ul style="list-style-type: none"> ROVER (travellers interest group, who have a panel of citizens) Citizens of, visitors to, and businesses in Amsterdam

Table 1 - Stakeholders identification for the dissemination activities and list of relevant stakeholders

Key messages will be tailored according to the type of stakeholder. Such key messages will be integrated in all communication materials and activities and reviewed with the project results during the implementation.

2.2 Dissemination, exploitation and communication type of actions

The European Commission (EC) sets a clear distinction among dissemination, exploitation and communication. These activities shape the core part of a comprehensive promotion system, but with three different scopes and objectives [RD02]:

- **Dissemination** is the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research

results known to various stakeholder groups in a targeted way, to enable them to use the results in their own work.

Dissemination is considered the set of actions aimed at increasing awareness and involving key user and stakeholder groups in a targeted way.

- **Exploitation** is the use of the results during and after the project’s implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

Exploitation of results is considered here the set of actions aimed at reaching key actors in the market, such as for examples decision makers or European institutions, to foster the solution adoption.

- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Communication is considered here the set of actions aimed at reaching the general public (and not only specific user groups) with traditional and new tools. Moreover, communication actions are considered mainly “two-way” actions, activities aimed at creating a flow of information, comments and exchange between Consortium and multitude of audiences and at encouraging discussion with general public (e.g. through social media).

Dissemination, exploitation of results and communication activities will be undertaken both at consortium and at partner’s level, as a part of an overall strategy composed by four types of actions in relation to their objective. The different types of actions are described in detail in section 4, while in the table below a preliminary overview of the overall strategy is provided.

Type of action	Objective	Description	Activities
Dissemination actions for awareness	Set of activities aimed at promoting the project activities and results towards stakeholders and aimed at improving awareness of user on project/developed technologies.	The majority of these actions start immediately after preliminary results. It is strictly connected with the project outcomes. The dissemination actions aimed at improving awareness should be considered the most relevant activities for PEER project, given it is important to make U&S aware of how PEER works and how the final product could benefit them.	<ul style="list-style-type: none"> • Logo; • Website; • Social media publications; • Project leaflets/ brochures (traditional printing); • Press releases and publications; • Conferences and events; • Newsletters

Dissemination for user and stakeholder involvement	Engagement and involvement of relevant users and stakeholders in different phases of the project in relation to the different objectives and activities.	This type of action starts early in the project and could last until the end of the project. It is strictly connected with specific WPs and/or Task objectives (e.g. mailing list for the Newsletter).	<ul style="list-style-type: none"> • Set up and regular update of contact database; • Workshops; • Final Conference.
Exploitation	Activities aimed at the market uptake of the proposed solution.	This type of action is linked to the last part of project activities aimed at commercial exploitation of the project results.	<ul style="list-style-type: none"> • Project exploitation; • Similar and new project monitoring and interface; • Interface with EU institutions and other relevant institutions
Communication	Additional actions to communicate the project results not only to the main stakeholders, end users or scientific community but also mainly general public.	Communication actions through traditional media, and online media, website and social media channels (e.g. X, LinkedIn, YouTube) will be undertaken throughout the PEER project.	<ul style="list-style-type: none"> • Exploitation of the website for other promotion and activities; • Social media posts • Publication of audio-visual material • Other communication channels. (e.g., podcasts, radio, media etc)

Table 2 - Overview of dissemination, exploitation, and communication types of activities

Activities can interconnect and sometimes overlap. For example, to maximize the media coverage of a “traditional media” such as a brochure, we will share the file on social media and/or make it downloadable on the website. To gather data, dedicated posts with Calls to Action (CTA) aimed at acquiring contacts can be made to create a mailing list. A conference, an event, or a workshop can be turned into live streaming events, and the created videos can become content for social media pages or the website.

To optimize communications and amplify the message, collaboration from all partners is **necessary** through constant feedback on PEER's progress, sharing files, posts, and communications across all their available media channels, and engaging with all the project communication content.

Linking, liking, sharing, commenting, reposting - repeat.

The activities listed above can be segmented according to:

- Frequency of release (i.e. how often they are released); and
- Target audience (which target audiences are addressed).

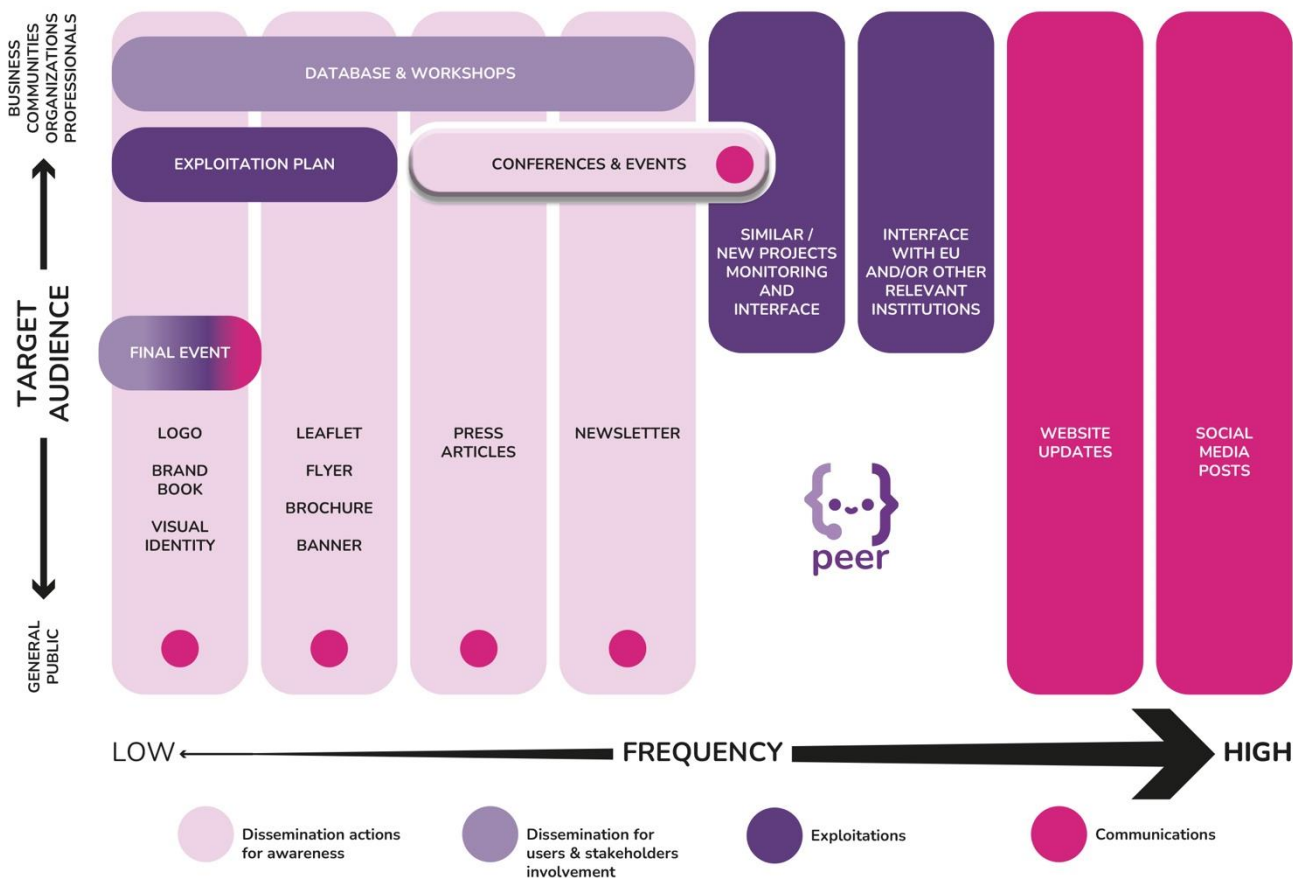


Figure 1 - Outlook of PEER promotion activities

2.3 Role of PEER partners

The PEER' team composition will allow different but complementary expertise and know-how, all relevant, to maximize the project impacts and results.

According to the Description of the Action (DoA), all of PEER partners are called to contribute to the dissemination, communication and exploitation of the PEER project results [RD01].

The role of key supporting partners in terms of impact maximisation are presented in the table below.

Partner	Role of partners in terms of impact maximisation	Dissemination	Exploitation	Communication

Responsible for action's coordination				
ALPHA	Expertise in: Dynamics of institutional communication and dissemination activities, in the frame of dissemination, communication and lobbying activities to the EC. Overall business strategy aspects in various domains, in particular providing expertise in market analyses, competitive environment assessments, business plans, costs benefits analyses as well as financing strategies.	✓	✓	✓
Partners involved for support and inputs				
VUB	Renowned AI Lab (founded 1983) with expertise in machine learning and reinforcement learning. 850+ publications in AI research. Expertise in multi-objective optimisation and user modelling. It can provide dissemination and communication actions within their network of stakeholders and also academic circles.	✓	✓	✓
FUJITSU	Contributing to PEER project with AI-powered solutions for sustainable manufacturing and data integration. Focuses on human-centric collaboration and interconnecting data processing. Expertise in sustainable Manufacturing, Consumer Experience and Healthy Living. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓
CATIE	French research center offering expertise in Cognitive and Behavioural Assessment and Analysis for Human beings, human-robot interaction. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓
INESC TEC	Portuguese research institute specializing in R&D, technology transfer, and training. Offers expertise in development and testing of AI algorithms and integrating sensing devices and perception systems with AI systems. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓
EURECAT	Leading technology center in Catalonia with over 800 professionals. Expertise in cognitive robotics, human-robot interaction and advanced perception. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓

TU/E	Dutch research university specializing in engineering and technology. Expertise in explainable and adaptable AI systems for sequential decision-making problems. It can provide dissemination and communication actions within their network of stakeholders and also academic circles.	✓		✓
UNIVERZITA KARLOVA	Oldest and largest university in Czech Republic, established in 1348. Houses a strong research faculty specializing in physics, mathematics, and computer science. Expertise in explainable and adaptable AI systems for sequential decision-making problems. It can provide dissemination and communication actions within their network of stakeholders and also academic circles.	✓		✓
UNIWERSYTET JAGIELLONSKI	Poland's oldest university, founded in 1364. Renowned for its research and academic programs. Expertise in methods of intelligent data analysis and knowledge modelling, explainable machine learning models as well as explainers integrating domain knowledge and affective computing. It can provide dissemination and communication actions within their network of stakeholders and also academic circles.	✓		✓
SONAE	Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, real estate and telecommunications. (owning hypermarkets & convenience supermarkets, electronics stores, fashion stores, cafeteria and restaurants, book shops & stationery, health & wellbeing stores). It provides PEER with its SIGA app which covers the complete shopping journey of its clients. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓
PRODITEC	European leader in automatic inspection machines for the pharmaceutical industry. Brings its expertise as AI algorithms user in industrial environments with direct interactions with operators. It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.	✓	✓	✓
CONTINENTAL ENGINEERING SERVICES	The second largest tire producer in Europe and 4th largest worldwide. Their Engineering Services team is involved in much more than only the manufacturing of tires (sensors, antennas, textiles etc) and can offer the consortium expertise in deploying AI solutions in the cloud or on the shop floor, and a scalable infrastructure to develop the pilots on. It can contribute to the	✓	✓	✓

2.5 Open access publications

It must be stressed that, in the frame of the dissemination and communication plan and foreseen related actions, Open Access (OA) is guaranteed to scientific publications resulting from the publicly funded project, in accordance with Regulation (EU) No 1290/2013.

Indeed, as indicated in [RD01], the partners have committed themselves to provide OA to all scientific publications (free of charge online access for any user) using 'green' OA and 'gold' OA. Therefore, PEER will ensure open access to all peer-reviewed publications and seek it on other types of scientific publications, where project outcomes are published, using Open Access Infrastructure for Research in Europe (OpenAIRE) compliant repository (i.e., Zenodo⁴). Specific budget has been considered for publishing the most important scientific papers using Open Access. It is envisaged that “gold” open access will be the preferred option, whereby the partners will publish in peer reviewed scientific journals that, already, are committed to solely open access methods or that can foresee (under payment) this option. The public technical reports and other communicative documents will be archived within the project website, in the repository section “Documents and reports”, with free access (“green” open access).

In this context, as the partners of the PEER consortium have envisaged a set of publications upon their work, an assessment of publications and publications intentions has been performed. To this end, an editorial plan for the project’s publication has been drafted.

However, generated confidential test data, protocols, or validation the partners will share only with each other, when appropriated for different validations. Commercially sensitive data declared as confidential will be stored in private servers or the private area of the website accessible to the partners.

This strategy does acknowledge that future activities built on previously funded efforts and should be based on openness and sharing of results. The Consortium fully adheres to the principle “as open as possible, as closed as necessary” set by the European Commission to allow the outcomes to reach the society whilst protecting the Intellectual Property Rights (IPRs) of the companies involved in the co-development of the technical solutions.

- The list of publications items is monitored and updated on a regular basis. When these papers for publications are finalized and are finally public, they will be available through: PEER webpage, in the section “News” devoted to “publications”, "Open-access publications" & "Downloads"
- Social media (LinkedIn, X) with a devoted post/tweet
- Newsletter

Additionally, it is worth to note that when opportunities for publications arise, these are flagged from timely by the communication team to the PEER Consortium to maximize the opportunities for

⁴ Zenodo, <https://zenodo.org/>

publications of relevant papers related to the work and/or specific aspects that are being developed within the project.

As per GA and CA, each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The PEER website and zenodo.org will serve as a platform to enable open access of the project outputs. Before submitting a publication, each beneficiary should ensure no sensitive or confidential data is shared. The process to be followed, according to the Consortium Agreement and D1.1 Project handbook, section 8, is:

- Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication.
- Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice.
- If no objection is made within the time limit stated above, publication is permitted.
- If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis.
- The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection.
- After 90 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.
- Please ensure that all publications include the acknowledgement of the EC (as per section 9.4 of this handbook)
- Please refer to art. 8.4 of the Consortium Agreement for more details on the publication process.
- In addition, each beneficiary must ensure open access to the scientific publications and data sets via the PEER website and zenodo.org: i. Immediately upon publication if a free electronic version is available via the publisher, or ii. Within six months of publication in any other case that involves delayed access. For data sets sharing please refer to D1.4. DMP.

2.6 Publication of deliverables

In relation to the PEER reports and documents, the public deliverables will be shared freely with all relevant stakeholders (research community, industry and regulators). Moreover, for those deliverables that are considered confidential will be shared with stakeholders (if relevant) after signing a Non-Disclosure Agreement (NDA).

In addition, for Confidential reports a non-confidential version, or an extract from the executive summary of such deliverables, may be released after agreement from all partners to widen the sharing of knowledge and reach the highest impacts.

3. PEER promotion strategy

A carefully fine-tuned dissemination strategy was developed towards the attainment of the following goals: i) the creation of public awareness and the generation of scientific interest; ii) the engagement of stakeholders interested in the PEER project; iii) the maximization of the impacts of the project findings.

PEER dissemination strategy will focus on promoting the project by:

- Assuring scientific dissemination of our results and activities;
- Undertaking technical actions such as organizing training, workshops etc;
- Engaging stakeholders.

In this context, scientific dissemination of our results is of key importance for generating awareness. Such awareness, will be leveraged to generate interest in the usage of PEER. We will ensure that the PEER project is well represented in the scientific community and at key events.

This section outlines the specific PEER dissemination, exploitation of results and communication approaches describing each of them according to the strategy and tools adopted. In detail, this section will:

- Present the dissemination strategy and details on activities/ tools (Section 3.1);
- Provide main inputs on exploitation strategy and activities/ tools (see Section 3.2);
- Present the communication strategy and potential actions/ tools (see Section 3.3).

3.1 Dissemination

Each partner is required to promptly disseminate their results with the public through appropriate channels, as per GA and CA, including scientific publications and the PEER website. At the same time each partner has the responsibility to safeguard results, maintain confidentiality, adhere to security protocols, or protect personal data. Each beneficiary is responsible for ensuring open access (free online accessibility for all users) to all peer-reviewed scientific publications related to their findings (zenodo.org, linking to the PEER project).

Dissemination objectives

In particular, the dissemination plan is structured to address a full range of potential actors playing different roles in the value chain. These groups will be discussed in further detail in the coming chapters.

The PEER dissemination strategy will always reflect and serve the objectives of the project, therefore we defined the following dissemination objectives:

- Create awareness of PEER and its goals and impact within the defined target groups
- Identify other stakeholder that may benefit from the project's results
- Seek out opportunities for collaboration with other projects and initiatives
- Promote collaborations that may result in new projects

- Raise societal awareness about PEER impact and the added value of science and innovation at EU level in improving the lives of the citizens.

The objectives and activities related to dissemination will likely develop further as the project progresses and results become available. Initially, the emphasis is on introducing the project to raise awareness of the project, its goal and impact. As the project advances, the focus will shift to instigating change, proposing ideas to relevant stakeholders and policymakers, or advocating for the adoption of specific solutions, etc.

Dissemination principles

To ensure clarity and elevate the quality of presented material, the consortium agrees to adhere to several crucial principles in all dissemination activities:

- Uphold the Intellectual Property Rights (IPR) of each partner.
- Acknowledge and respect the contributions of all partners by appropriately referencing all relevant parties directly or indirectly referenced in the proposed publication.
- Foster transparency in procedures.
- Safeguard confidential results diligently.
- Coordinate actions to prevent overlapping or duplication of dissemination activities.
- Establish clear criteria to distinguish between results suitable for dissemination and those exploitable.
- Target the appropriate audiences.
- In accordance with Article 38.1.2 “Information on European Union (EU) funding – Obligation and right to use the EU emblem,” all dissemination material must mention the project name PEER and GA number, alongside acknowledgment of Horizon Europe financial support and the EU emblem.
- Incorporate the project visual identity where applicable.
- Unless it conflicts with their legitimate interests, each beneficiary must promptly disseminate its results by appropriate means to the public.
- Each beneficiary must ensure open access (free of charge, online accessibility for any user) to all peer-reviewed scientific publications related to its findings, as well as open access to research data.
- Any dissemination of results must clarify that it reflects solely the author's view, and that the EC bears no responsibility for any use of the contained information.

The dissemination strategy will be divided in three phases, as illustrated in the table below:

Time	Objective	Approach
Phase 1: Analysis & initial awareness	Create a roadmap and agree upon future dissemination activities Raise awareness on PEER objective and scope	Press release Visual identity toolkit Project website Social media channels Brochures, posters List of journals List of events List of stakeholders

<p>Phase 2: Increase impact</p>	<p>Create a target awareness of project results and outcomes to interested stakeholders</p>	<p>Newsletters and mailing campaign to stakeholders about PEER results Initiate collaborations Create synergies with other projects Disseminate results at conferences and events Publish papers in high ranked journals</p>
<p>Phase 3: Adoption</p>	<p>Promote the project results for adoption and creating change. Pave the way for exploitation and on-market trajectory</p>	<p>Engage with relevant stakeholders in a more personalized and targeted approach. Organize workshops with relevant stakeholder groups Link closely with exploitation task</p>

Table 4 - Dissemination strategy phases

Analysis and initial awareness phase

In the first phase of dissemination the PEER Consortium will analyse the project’s framework, with special attention to the ethical considerations relating to technological progress and the gender dissemination, aligning the priorities for the first year of the project with the stakeholder needs, announcing that the project has started and creating general awareness about the project’s objectives and expected results and impact. The first promotional material kit produced in the PEER DCP frame will be prepared and adapted for dissemination activities as need. The aim in this first phase is also to encourage interested parties—especially those engaged in related projects and initiatives—to delve deeper into the project's daily operations.

This will be done via the project website, social media channels, initial launch events, press release and a mailing campaign. Brochures and poster will also be prepared as part of this.

This hinges on effective internal dissemination of information to ensure that all PEER partners have a comprehensive understanding of the project as a whole, including their respective tasks and missions. To facilitate and streamline this process, a special session on DCE was integrated in the KO event to ensure alignment. This will be a recurring agenda item on all consortium meetings.

A Dissemination toolbox will be developed and regularly updated. This toolbox will include:

- Info sheet on Open Access publishing
- List of relevant stakeholders (Table 1)
- List of relevant journals (Table 6)
- List of relevant events (Table 7)
- PEER PowerPoint templates, word templates, brochure, poster, roll-up, short videos, infographics, official logo etc.

Increase impact phase

During this phase, external dissemination efforts to target stakeholders’ groups will intensify to promote the first results. The work initiated in the first phase will be continued and extended, with a more target dissemination approach to the different stakeholder groups.

Efforts will be allocated for participation in events and conferences in the field, and disseminate results via presentations, posters, and brochures. Based on results available, the existing promotional materials from phase 1 will be updated.

Particular attention will be dedicated to increasing the target audience and establish links with them.

Adoption phase

In the last phase dissemination activities will focus on promoting the project results for adoption to selected target groups and creating change. Significant effort will be dedicated to support exploitation and on-market trajectory.

In this phase PEER will push relevant stakeholders towards testing the developed solutions in workshops, through targeted e-mail and invitations to presentations and collaboration. PEER will also encourage relevant stakeholders to adopt the framework through promotion during international conferences and events and by inviting the in-training workshops with the final framework.

The awareness of the policymakers on the project progress and implications for adoption of the project output is essential. The support of the policymakers in a range of institutions at national and international levels will be ensured in this phase. The project will seek to engage with policy makers in Brussels and collaborate with actors from the European Parliament and other national institutions from beneficiary countries.

In the context of PEER, the dissemination strategy has been designed as a forerunner component to communication activities regarding a future PEER commercial development. This activity will run throughout the project lifetime and addresses the coordination of the dissemination actions and resulting deliverables, their planning, monitoring, and reporting. The approach adopted (see also Section 2) is briefly summarised in the table below.

Dissemination actions are divided in two groups:

- (i) Dissemination actions for awareness and
- (ii) Dissemination actions for user and stakeholder involvement.

Dissemination strategy chart			
Type of action	Dissemination		
Objectives	Strengthen the impact of the PEER project		
Target groups	Scientific community and projects, industry, end-users, citizens		
Description	The content of dissemination will be primarily focused on the awareness of the public benefits PEER could provide. In this context, the dissemination actions for awareness are the core part of this activity. For this reason, the PEER website, with the publication of press releases / news, the publications in social media services (LinkedIn), the publication of six newsletters during the project and the participation to relevant international conferences and events are considered the key activities in the overall promotion strategy. Furthermore, the dissemination will also touch issues related to the market introduction of the tools developed within the project.		
Actions	<ul style="list-style-type: none"> • Dissemination actions for awareness; • Dissemination actions for users and stakeholder's involvement; 		
Activities / Tools	<table border="1"> <tr> <td>Dissemination actions for awareness</td> <td> <ul style="list-style-type: none"> • Logo; • Website; • Traditional printing; </td> </tr> </table>	Dissemination actions for awareness	<ul style="list-style-type: none"> • Logo; • Website; • Traditional printing;
Dissemination actions for awareness	<ul style="list-style-type: none"> • Logo; • Website; • Traditional printing; 		

		<ul style="list-style-type: none"> • Press releases and publications; • International conferences and events; • Newsletters; • Social media • Publication of audio-visual material
	Dissemination actions for users and stakeholders' involvement	<ul style="list-style-type: none"> • Set up and regular update of contact database; • Workshops; • Final Conference.

Table 5 - Dissemination strategy chart

3.1.1 Dissemination actions for awareness

The dissemination actions aimed at improving U&S awareness should be considered the most relevant activities for the project, given it is important to make U&S aware of how the proposed technologies work and how the final product could benefit from them.

To achieve this, a set of actions described in the following chapters have been presented and they are Logo, Website, social media, Newsletters, Traditional printing, Press releases and publications, international conferences and events, Workshops.

3.1.1.1 Logo

The PEER logo has been designed by ALPHA's communication team to provide an immediate and visual indication of the forming blocks of the project.

Based on these concepts, a **logo and visual identity** for the PEER project have been developed.

Short:

"PEER will focus on how to systematically put the user at the center of the entire AI design, development, deployment, and evaluation pipeline, allowing for truly mixed human-AI initiatives on complex sequential decision-making problems. The central idea is to enable a two-way communication flow with enhanced feedback loops between users and AI, leading to improved human-AI collaboration, mutual learning and reasoning, and thus increased user trust and acceptance. The aim is to enable a more helpful bidirectional conversation between humans and AI, more fluid mutual learning and reasoning, and more productive collaborative work, which in the end allows for increased user trust and acceptance.

AI for human empowerment."

Some KEYWORDS have been selected and outlined:

Expert, Collaborative, Collaboration (between humans and AI systems), Interaction, Assistant, ARTIFICIAL INTELLIGENCE, Human-centric, Trustworthy, Trust, Acceptance, Safety, Security, Conversation, Learning, Reasoning, Understanding, App, Application, Everyday use, Help, Answer, Support, Environmentally Friendly, Friendly, Partner, Team, Teamwork, Knowledge, Human empowerment, Adapt.

FINAL OUTPUT

The PEER logo (see Figure 3 below) has been designed by ALPHA and agreed with the Consortium during the K.O. meeting.

It has also been defined that the phrase "**THE HYPER EXPERT COLLABORATIVE AI ASSISTANT**" is particularly illustrative of the project and can be used as a **claim or headline** on certain occasions and across various communication channels. It's not necessary to include or use it all the time. If chosen, it's better to accompany it with the logo.



Figure 3 - PEER logo

THE HYPER EXPERT COLLABORATIVE AI ASSISTANT

A document has been created with guidelines for the proper use of the PEER image. The guide will be made available to all partners.

3.1.1.2 Colour palette and Font



Figure 4 - Colour palette

PEER Purple (dark): #6b3786 - PEER Purple (light): #a686b8

The use of the colour purple associated with technology and artificial intelligence can be an interesting choice for several reasons.

It's important to note that the colour associated with a specific field can vary depending on cultural context and individual preferences.

Purple is often considered a colour that evokes a sense of innovation. It can suggest mystery and complexity. Artificial intelligence is often seen as advanced and complex technology that operates in ways not always immediately understandable. The colour purple can be used to reflect this complexity.

It is a less common colour compared to others. PEER will rely on a unique approach to solve complex problems, which could be symbolically represented by this colour.

Purple can have positive psychological connotations such as creativity and wisdom.

Using purple as a distinctive colour can help differentiate products, brands, or campaigns. It can contribute to better recognition and branding.

Font
Nunito
(sans serif typeface)

Open Font License. Can be commercially used, and even included in a product that is sold commercially.

Sans-serif fonts are specifically designed for a web usage. A "sans-serif" typeface is especially useful for reading on screens, which can be more fatiguing for the human eye.

To improve text legibility, it's better to use a straight font. Rounded shapes provide a greater sense of "security".

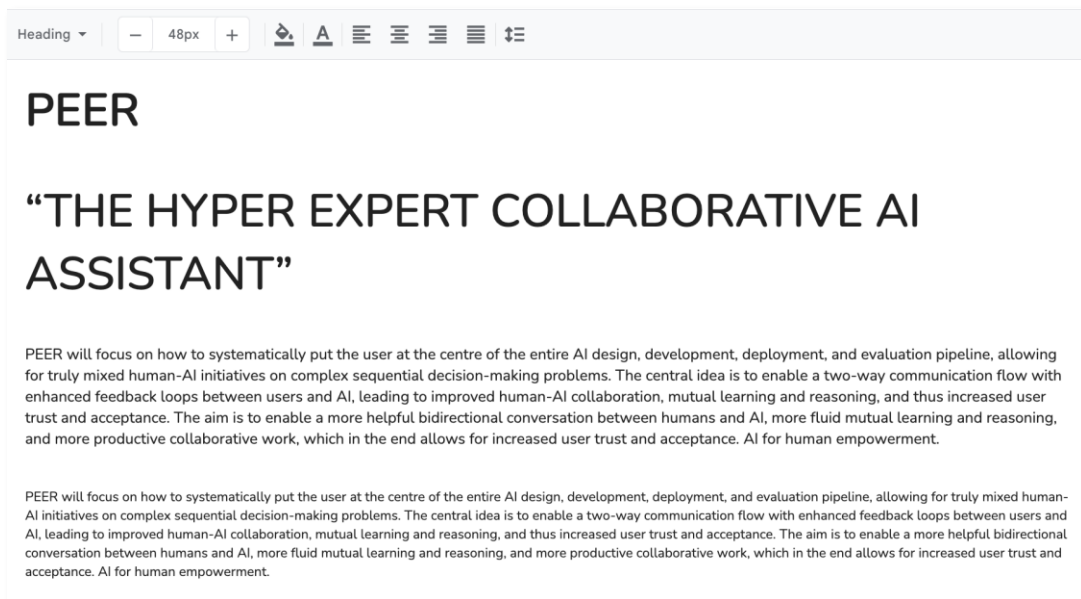


Figure 5 - Example of PEER font usage and display

The PEER logo was designed considering its various applications in different forms of communication (web, social networks, apps, traditional prints, etc.).



Figure 6 - Example of PEER logo usage and display

3.1.1.3 Website

The official PEER website will include all the general information and the institutional description of the project. Adhering to the guidelines outlined in the brand book to maintain a consistent look-and-feel in production, and aligning with the defined communication objectives, we will create a web portal that will include project progress, results, news, and contact information (links to social media, newsletters, email). Each month a news-blog is foreseen and will be based on the editorial plan.

Content, including text, videos, and photos, will be created to populate all pages while adhering to the rules for proper search engine indexing.

The website will incorporate all the necessary information and data, including contact forms, news, blogs, and social media links.

The navigation menu will be clear and simple, allowing users to easily find the information they need. We will maintain fast loading times to prevent user frustration and site abandonment.

The site will have a responsive web design, optimized for mobile devices, ensuring easy accessibility and usability on smartphones and tablets. We will also ensure cross-browser compatibility, making the site function correctly on different web browsers. It will also be connected to major search engines. In the “Contacts” section, we will provide contact or subscription forms, allowing users to get in touch with us or subscribe to the newsletter to stay updated. The website will have personalized email addresses to streamline and optimize communications, which will also be useful for setting up and managing the newsletter effectively.

We will ensure the site complies with privacy policies, terms and conditions, and web accessibility standards. On all pages, there will be links to SM channels and the option to subscribe to the Newsletter. We will integrate social media by linking all corporate social media profiles to, increasing visibility and facilitating content sharing.

Design Preferences short:

Clear and simple colors, large lettering, Keywords |data | infographics | interactive information, images | videos, short texts, flat icons, social network contact links.

The name for the web domain of the official project site has been proposed and approved during the kick-off meeting (KoM).

www.peer-ai.eu

The website is being structured in six main sections:

HOME PAGE

ABOUT

PARTNERS

UPDATES & EVENTS (NEWS, RESOURCES, OUTCOMES, DOWNLOADS)

FAQ

CONTACTS

All previously mentioned pages will have header and footer.

The HEADER will contain the logo, the page menu (including the dropdown menu), and, in case the need for additional languages arises during the project's lifespan, it will be possible to add them.

The FOOTER will contain social media icons (with redirecting link to each social media page), Newsletter subscription, menu overview and details about the funding.

Additional pages can be added based on the expressed needs and the progress of the project.

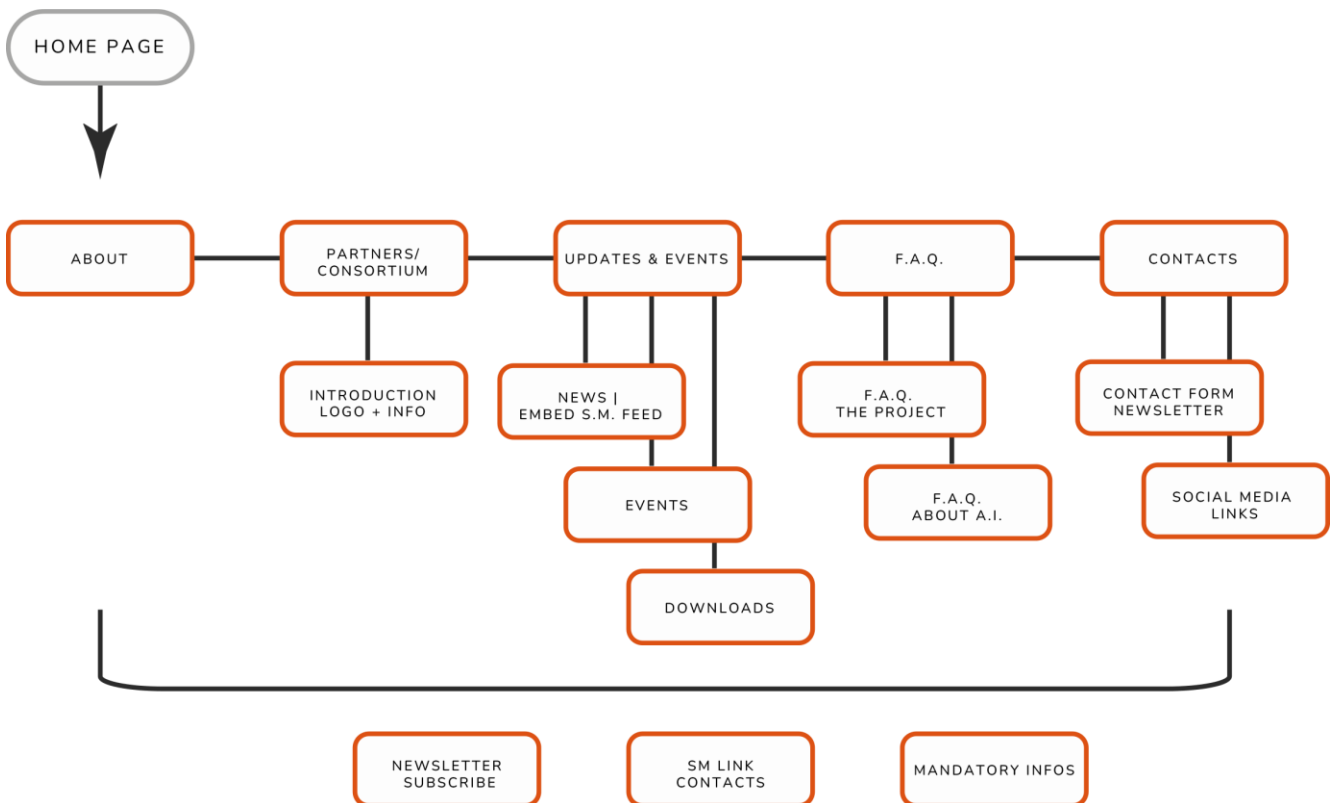


Figure 7 - PEER Website basic structure

The PEER website will play a prominent role in the dissemination strategy. We will use the website as a key channel to promote the overall project and all relevant achievements, providing downloadable informational content in a dedicated section. Additionally, the website will highlight all events attended by PEER throughout the project, maximizing the project's impact in terms of user and stakeholder interest and awareness.

3.1.1.4 Traditional printing project leaflets/brochures/banners

Taking into account the specific characteristics of the identified user persona, the guidelines set forth by the brand book created to maintain a unique look-and-feel in the production, and the defined communication objectives, 4 project leaflets and 3 updated banners [RD01] will be generated with information about the project to be distributed by the partners and in networking activities (the same materials will also be shared in digital format through all the other available channels).

Leaflets and banners are useful for synthesizing information and creating networking opportunities during live events. Being a physical object, it has a longer lifespan compared to other communication methods.

This will allow to support the overall project's dissemination activities by providing information about the PEER objectives, achievements and expected results, and will be updated accordingly throughout the whole duration of the project.

In detail, these will be made available to the PEER Consortium partners for the workshops, for participation at conferences and events, and they will also be available on the project's website in the "Download" section.

To optimize the dissemination of this type of traditional media, the files will also be distributed through the available social media channels.

We will determine the format of the leaflets/flyers, such as a tri-fold, bi-fold, or single-page. In the graphic design of all printed material, there will be a cover with the logo, website, and tagline (if necessary).

Basic structure:

Outside - (1) Project name, logo, pay-off webpage; (2) Brief description of the project; (3) Contact.

Inside - (1) The service/product offered, (2) Benefits that end-users/ stakeholders can have; (3) Explanation of the technology used/Facts and statistics about the challenge that solution should overcome.

Even though parts of the content will vary, some elements will follow the defined frame (e.g., **Outside:** (1) Project name, logo, pay-off webpage and (3) Contact).

The first PEER flyer has been prepared and will be released by the end of M6. This will be used as a shareable material for social media, and for dissemination purposes during events, as well as downloadable from the website.

The first PEER banner has been prepared and will be released by the end of M6. This will be used during events.

3.1.1.5 Press releases and publications

In view of the dissemination activity, PEER will target the production of high impact contributions to be disseminated through a peer-reviewed publication.

A list of journals and e-magazines that are of particular relevance to the project topics is provided. These represent possible venues where the PEER publications may be released.

Deliverables with a public scope (i.e., public deliverables) will include their respective executive summaries, to bring out the most pertinent items for key stakeholders and, more in general, for the interested reader. As these summaries represent an additional dissemination tool, such executive summaries will be prepared to be easy to read and “user-friendly”, providing a snapshot of the key findings to assure maximum adoption by the relevant users.

Once approved, the PEER public deliverables will be made available throughout the project’s website and social media channels. When they are published, especially on the website, a brief description explaining the content of the document in a few lines will be provided.

It is important to point out that any other high-rated journal, special issue, and magazine related AI may be a proper venue to disseminate PEER results.

Journal name	Website
Journal of Artificial Intelligence Research	www.jair.org
Information Fusion Journal	Information Fusion All Journal Issues ScienceDirect.com by Elsevier
IEEE Transactions on Artificial Intelligence	IEEE Xplore: IEEE Transactions on Artificial Intelligence
Artificial Intelligence	AIJ Artificial Intelligence Journal ScienceDirect.com by Elsevier
Decision Support Systems	Decision Support Systems Journal ScienceDirect.com by Elsevier
AI Magazine	AI Magazine - AAI
AI and Society	Home AI & SOCIETY (springer.com)
Philosophy & Technology	Home Philosophy & Technology (springer.com)
Science, Technology, & Human Values	https://journals.sagepub.com/home/sth
Big Data & Society	https://journals.sagepub.com/home/bds
Convergence	https://journals.sagepub.com/home/con
Computer Supported Cooperative Work (CSCW) — The Journal of Collaborative Computing and Work Practices	https://link.springer.com/journal/10606

IEEE Transactions on Robotics (T-RO)	https://www.ieee-ras.org/publications/t-ro
International Journal of Robotics Research, Robotics and Autonomous Systems	https://journals.sagepub.com/toc/IJR/0/0
IEEE Robotics and Automation Letters	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=7083369
International Journal of Production Economics (IJPE)	https://www.sciencedirect.com/journal/international-journal-of-production-economics
European Journal of Operations Research (EJOR)	https://www.sciencedirect.com/journal/european-journal-of-operational-research
Omega	https://www.sciencedirect.com/journal/omega
Manufacturing Services and Operations Management (MSOM)	https://pubsonline.informs.org/journal/msom
Management Science (MS)	https://pubsonline.informs.org/journal/mnsc
IEEE Transactions on Knowledge and Data Engineering	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=69
The Knowledge Engineering Review	https://www.cambridge.org/core/journals/knowledge-engineering-review

Table 6 - List of relevant open-access journals

The list will be updated constantly. A file will be provided to all partners where they can report any new relevant publishing channels for the project.

3.1.1.6 Conferences and events

PEER project presentation during relevant international conferences and events is considered a key dissemination channel to improve awareness on the developed PEER solutions and results.

For this reason, dissemination activities will be conducted also through the participation to conferences, summits, exhibitions, seminars, workshops, and other events related to AI. These are important opportunities in which the project's outputs can be widespread to the proper audience.

A preliminary list of past and future conferences/ events relevant for PEER project is provided below. The effective participation will be evaluated on a case-by-case basis.

Name event	Date and place	Website
ACADEMIA		
Association for the Advancement of Artificial Intelligence (AAAI)	Yearly Vancouver, Canada 20.02 -27.02 2024 2025/2026, TBD	AAAI-24 - AAAI
International Conference on Agents and Artificial Intelligence (ICAART)	Yearly Rome, Italy 24.02 – 26.02 2024 Porto, Portugal 23.02 - 25.02 2025	https://icaart.scitevents.org/
Autonomous Agents and Multiagent Systems (AAMAS)	Yearly Auckland, New Zealand 06.05 - 10.05 2024 2025/2026, TBD	The 23rd International Conference on Autonomous Agents and Multi-Agent Systems AUCKLAND, NEW ZEALAND, 6 – 10 MAY 2024
International Conference on Learning Representations (ICLR)	Yearly Vienna Austria 07.05 – 11.05 2024	https://iclr.cc/
CHI Conference on Human Factors in Computing Systems	Yearly Hawaii 10.05 - 16.05 2024, 2025-2026 TBD	CHI 2024 – May 11-16, 2024 in Honolulu, Hawai`i (acm.org)
CHI conference (ACM Conference on Human Factors in Computing Systems)	Yearly Honolulu, Hawaii 11.05 -26.05 2024 2025/2026, TBD	CHI 2024 – May 11-16, 2024 in Honolulu, Hawai`i (acm.org)
International Conference on Robotics and Automation (ICRA)	Yearly Yokohama, Japan 13.05 – 17.05 2024.	https://2024.ieee-icra.org/
The International FLAIRS Conference	Yearly Miramar Beach, Florida, USA 19.05 – 21.05 2024	https://www.flairs-37.info/home
International Conference on Automated Planning and Scheduling (ICAPS)	Yearly Banff, Alberta, Canada 01.06 – 06.06 2024	https://icaps24.icaps-conference.org/
ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT)	Yearly Rio de Janeiro, Brazil 03.06 – 06.06 2024	ACM FAccT Conference 2024

The International Symposium on Combinatorial Search (SoCS)	Yearly Kananaskis, Alberta, Canada 06.06 - 08.06 2024	https://socs24.search-conference.org/
International Communication Association conference (ICA)	Yearly Australia 20.06 - 24.06 2024, 2025-2026 TBD	International Communication Association (icahdq.org)
International Association for Media & Comm. Research annual conference (IAMCR)	Yearly New Zealand 30.06 - 4.06 2024, 2025-2026 TBD	Home IAMCR
European Association for the study of Science and Technology (EASST)	Yearly Making Doing Transformation 16.07 - 19.07 2024	Conferences - EASST
International Joint Conference on Artificial Intelligence (IJCAI)	Yearly Jeju, South Korea 03.08 - 09.08 2024 2025/2026, TBD	IJCAI 2024 – Jeju (ijcai24.org)
Society for Social Studies of Sience Conference	Yearly Seattle, Washington, Sheraton Grand Hotel 03.09 -07.09 2025	4S Conference
International Conference on Intelligent Robots and Systems (IROS)	Yearly Abu Dhabi ,UAE. 14.10 – 18.10 2024	https://iros2024-abudhabi.org/
European Conference on Artificial Intelligence (ECAI)	Yearly Santiago de Compostela 19.10 – 24.10 2024 2025/2026, TBD	https://www.ecai2024.eu/
The International Conference on Knowledge Representation and Reasoning (KR)	Yearly Hanoi, Vietnam 02.11 – 08.11 2024	https://kr.org/KR2024/
Conference On Robot Learning (CORL)	Yearly Munich, Germany 06.11 – 09.11 2024.	https://www.corl.org/
European Conference on Machine Learning (ECML)	TBD	ECMLPKDD Main / About
Fari Brussels Conference	TBD	
The IEEE International Conference on Tools with Artificial Intelligence (ICTAI)	TBD	https://ictai.computer.org/2023
INDUSTRY		

Tech Summit Europe	Yearly Amsterdam 18.04 2024 2025-2027 TBD	Tech Summit Europe 2024 (digitalagencynetwork.com)
Data Innovation Summit	Yearly Stockholm 24.04 – 25.04 2024	Data Innovation Summit 2024 (digitalagencynetwork.com)
Big data expo Europe	TBD 2025-2026	AI and Big Data Expo Europe 2024 (digitalagencynetwork.com)
EUROPEAN COMMISSION RELATED INITIATIVES		
ADRA Launch event	Online webinar 22.02 2024	Launch Event: showcasing the future of innovation in AI, Data, and Robotics Adra-e
ADRA clustering event	TBD	Events Adra-e
European AI alliance events	TBD	https://futurium.ec.europa.eu/en/european-ai-alliance
OTHER		
Privacy Camp Conference	<u>End of January 2025, 2026, 2027</u>	https://privacycamp.eu/

Table 7 - List of potential events relevant for the Project

The list will be updated constantly. A file will be provided to all partners where they can report any new relevant event for the project.

3.1.1.7 Newsletter

A newsletter is a cost-effective mean for building relationships and maintaining regular contact with engaged stakeholders as well as wider public.

The main aim of the newsletter is to inform about the project progress, events, and relevant news. This will allow to establish the grounds for adoption of the PEER solutions in the addressed sectors, being a key platform for promoting the PEER project.

In order to report on the project's achievements and technical developments, a newsletter will be produced starting from the M6 and it is supposed to finish on the last project's month M36 (6 total).

The Newsletter allow to build relationships with a specific / targeted / interested audience and to segment it. They are cost and time effective, boost other digital efforts and can be useful to measure (brand) awareness. Other types of contents can be leveraged, e.g., videos, infographics, brochures. The main aim of the newsletter is to inform about the project progress, events, and relevant news. This will allow to establish the grounds for adoption of the PEER system and solutions in both the public and the private sectors, being a key platform for promoting the use and uptake.

Moreover, this marketing tool will be specifically addressed to potential end-users, governments and most importantly industry partners with potential interest in purchasing the PEER developed solutions. Citizens with particular interest for the topic can subscribe to this newsletter on the project's website.

We will use sender.net as provider (a European company based in Vilnius, Lithuania).



A mailing list will be created. We will utilize all available communication channels to create a mailing list and gather subscribers.

The mailing list could be segmented into categories, allowing to send the right communication to the appropriate target audience while tracking feedback and maximizing the reach of the message. The mailing list will also serve as a database to collect user information in compliance with GDPR regulations.

3.1.2 Dissemination for user and stakeholder involvement

Dissemination also implies the process of sharing information and knowledge with relevant stakeholders and users in different phases of the project and in relation to the different objectives and activities. In the context of user and stakeholder involvement, dissemination serves as a means of facilitating communication and collaboration between these groups and the project team. Dissemination strategies presented in the following chapters ensure that information is communicated clearly and efficiently, and that stakeholders are engaged in the project.

3.1.2.1 Contact database

To ensure end-users and stakeholder engagement and involvement within the PEER project various activities have been set in place starting from the very beginning. A contact database to identify and address the relevant target groups has been set up to collect inputs of key actors.

Prior explicit consent, general information of these contacts (e.g., first and last name, e-mail contacts, organization / company where they work, position covered in the organization / company and related country) will be collected in this database.

The PEER database will be regularly updated throughout the project to ensure that all interested and new stakeholders and / or final users are identified and addressed.

3.1.2.2 Workshops

International workshops will be organized around the topic addressed within PEER for face-to-face contact of the partners.

The workshops organized by PEER may also be open to interested third parties, stakeholders, outside researchers, and students.

Workshops with the stakeholders will be organized in the final stage in which the developed solution will be presented and can be tested. A testing/training session will also be part of the PEER final conference to be held in Brussels at M48.

Before organizing the workshops, the main stakeholder will be reached via a mailing campaign. The workshops can be conducted either online or offline. In the case of offline events, to optimize the content and maximize the reach of communications, we could consider online dissemination through live streaming and the creation of audio/video content on-site.

Number of workshops attended/organized: At least 3 per user case.

The generated content can also be disseminated through other channels such as social media posts, website, and newsletters.

We will provide a guide a simple and quick guide that may be useful if some partner creates audio/visual contents to share for example during a live event (e.g., a conference).

3.1.2.3 Clustering activities

As results will become available PEER will participate in clustering events with other projects. Based on Table 8 and other relevant projects at least 1 clustering event will be organized by PEER. Moreover, PEER will participate in clustering events organized by other projects and initiatives. Relevant industry events (Table 7) will also be targeted to present the project scope and outcomes. Brochures and leaflet will also be disseminated at these events.

PEER aims to leverage on the experience from similar and complementary EU-funded projects. A database of relevant EU projects for PEER is currently being created.

Through various channels, consortium members will establish contacts with project coordinators to establish collaborations and share knowledge and experiences.

Name	Description	Foreseen Interaction
Intelliman	This project is focusing on the question of “How a robot can efficiently learn to manipulate in a purposeful and highly performant way”. IntelliMan will range from learning individual manipulation skills from human demonstration, to learning abstract descriptions of a manipulation task suitable for high-level planning, to discovering an object’s functionality by interacting with it, to guarantee performance and safety. IntelliMan aims at developing a novel AI-Powered Manipulation System with persistent learning capabilities, able to perceive the main characteristics and features of its surrounding by means of a heterogeneous set of sensors, able to decide how to execute a task in an autonomous way and able to detect failures in the task execution to	Communication will be established to seek for potential synergies. Meeting, Shared workshops

	<p>request new knowledge through the interaction with humans and the environment. IntelliMan further investigates how such AI-powered manipulation systems are perceived by the users and what factors enhance human acceptability.</p> <p>Link: N/A</p>	
TRUST-AI	<p>This project is coordinated by INESC TEC and focuses on obtaining symbolic expressions to solve predictive and prescriptive problems. The research team has developed a framework that is showcased on a software platform where symbolic expressions can be derived using a guided-empirical learning process. The human has the possibility to change operators, terminals, and symbolic expressions to perform iterative learning loops. The methodologies adopted are mainly based on Genetic Programming, which evolves a population of symbolic expressions that can be combined to obtain models with different size and complexity (i.e., explainability metrics are controlled through expression size and operator complexity). The project is validating its the main results under 3 Use Case in Healthcare, Online Retail, and Energy.</p> <p>Link: https://cordis.europa.eu/project/id/952060</p>	<p>Meetings, Shared workshops, Methodology trials, Paper Collaborations</p>
AI Planner of the Future	<p>The AI (Artificial Intelligence) PLANNER OF THE FUTURE ambitious research program focuses on the increasing intertwining of technology and human aspects in the context of AI planning for supply chains and logistics. The European Supply Chain Forum (ESCF), the department Industrial Engineering and Innovation Sciences (IE&IS), the Eindhoven Artificial Intelligence Systems Institute (EAISI), and the Logistics Community Brabant signed a long-term collaboration agreement.</p> <p>Link: https://escf.nl/ai-planner-of-the-future/</p>	<p>Meetings, Shared workshops, Methodology trials, Paper Collaborations</p>
COOMEPEP	<p>The goal of the COOMEPEP project is to co-create a socio-technical distributed coordination mechanism based on proxies that is fair towards its users and the community, while not being manipulative, enhancing rather than diminishing the agency of those concerned. A specific objective is to actively involve users in the design of the socio-technical coordination mechanism so that they have an understanding of the most important choices. Where possible users are involved not only in choices but as constructive conversation partners for AI designers, voicing their concerns that risk being unaccounted for when only a</p>	<p>Meetings, Paper Collaborations</p>

	<p>selection of data sources or socio-technical coordination mechanisms are taken into consideration.</p> <p>Link: https://smit.vub.ac.be/project/coomep</p>	
Serendipity Engine	<p>The Serendipity Engine project sets out to address and support societal stakeholders in designing recommender systems to foster serendipity in public contexts.</p> <p>Link: https://smit.vub.ac.be/project/serendipity-engine</p>	Sharing insights
EDIH Dihnamic	<p>Dihnamic is a hub of innovation, training and technology transfer players in the Nouvelle Aquitaine that offers companies, particularly SMEs, a range of services designed to promote access to artificial intelligence-based technologies to accelerate and guide digital and sustainable transitions in industry.</p> <p>Link: https://www.dihnamic.eu/</p>	Sharing insights
SUaaVE	<p>SUaaVE follows a Human-Driven Design, where the user actively contributes and even leads the definition of concept, development of technology and participates in its testing. It focuses on the human side, improving more “intangible” aspects such as safety perception, attitudes and, in general, emotional appraisal of CAVs.</p> <p>Link: https://www.catie.fr/en/ep-suuave/</p>	The results of SUaave will directly benefit the project thanks to a better knowledge of AI and Human interaction and collaboration.
TAILOR	<p>TAILOR is an EU project with the aim build the capacity to provide the scientific foundations for Trustworthy AI in Europe. TAILOR develops a network of research excellence centres, leveraging and combining learning, optimisation, and reasoning (LOR) with the key concepts of Trustworthy AI (TAI). These systems are meant to provide descriptive, predictive, and prescriptive systems integrating data-driven and knowledge-based approaches.</p> <p>Link: https://tailor-network.eu</p>	Direct exploitation of some results of TAILOR (such as Strategic Research and Innovation Roadmap and The TAILOR Handbook of trustworthy AI)

Table 8 - PEER similar project database for clustering activities and potential synergies

PEER will search for exploitable synergies (potential projects of interest have been mapped in above).

3.1.2.4 Final Event

A final conference on EU-level for PEER will be organised in a key location to showcase the project outputs at the end of the project (M48).

The aim of the final event will be to present PEER achieved results oriented to citizens but also to disseminate target audiences and raising awareness.

The Final Event will bring together partners, stakeholders, and citizens, to show the project's achievements and showcase the strength of the network. It will be an open event held in a hybrid form, and directed to a wider public where also external speakers will give their views on the topic to show the outcomes of the project.

The project final conference (M48) will be a central element for project dissemination to a wide audience towards the end of the project lifetime. Key outcomes will be presented. The promotion of this final conference will be made in advance via all PEER channels to reach the main stakeholders in all EU countries.

3.1.3 KPIs for Dissemination

To quality and track the effectiveness of dissemination activities, some Key Performance Indicators (KPIs) have been identified, in line with [RD01]:

Item	Goal	#	KPI
Logo	To grab attention and make a strong first impression and reach the widest audience	1	Logo ready
Website	Create a user-friendly website	1	+50,000 visits
Project flyer / brochures	To reach a large audience. These include flyers, brochure/leaflets and banners, for distribution at conferences and trade shows as well as networking activities/events	7	4 project leaflets 3 updated banners Expected to reach 1000+
Scientific publications	Articles in scientific journals and posters, spreading PEER scientific results to the widest audience. (Impact factor of publications higher than 2.0)	12 journals and 20 conference papers	2000+ readers
Presentations of results in academic conferences and events	Participation in key events, international conferences.	8+ (2 per year)	200+ people per event
Newsletter	Engagement with target groups	6	200+ people/newsletter
Contact Database	Database with key contacts for dissemination purposes	1	Updated regularly

Organisation of dedicated events/ workshops	To showcase the project results	3	At least 3 per user case
Organisation of Stakeholder meeting	Engage with relevant stakeholders and receive feedback from main stakeholders	10	At least 10 follow-up meetings with entities interested in knowing more about PEER
Clustering activities	Promotion of network and active cluster with European and National Technology Clusters and platforms	1+	At least 1
Final Event	Organisation of a final event	1	300+ people

Table 9 - KPIs for Dissemination

Furthermore, dissemination opportunities will be evaluated on a time-to-time basis and whenever possible the activity will be used to support the exploitation activity. This could be done by leveraging **the Horizon Result Platform** and **Horizon Result Booster**. In this context, the key exploitable results will be identified and disseminated via such platforms boosting the exploitation activities.

3.2 Exploitation of results

The consortium expects to commercialise PEER project's results firstly in Europe and then beyond once the tools demonstrate their advantages competitive with the worldwide concurrent. In this direction, the exploitation plan will leverage on key results of the project to define a detailed action plan to enter the market (including identification of the right value proposition, the key activities to undertake, the KPIs to measure, etc.).

It is important to mention that the objective of defining the exploitation activities in this deliverable is to recap on what is planned for the market uptake of the proposed solutions. It is useful to have a clear overview on the overall promotion system, which certainly includes exploitation activities.

The content of the exploitation activity will be focused on the exploitation plan, reporting on the results of the business assessment tasks carried out during the project to support the commercial exploitation of the project results at European scale.

Exploitation strategy chart	
Type of action	Exploitation of results
Objectives	Exploitation of PEER results in Europe and worldwide
Target groups (Preliminary)	AI market in particular targeting: healthcare, Pharma, manufacturing, retail, "Smart cities" (Accessibility & mobility) (main customer segments)
Description	The content of exploitation will be - first of all - focused on the Exploitation Strategy and Business Plan, reporting on the results of the business assessment

	tasks carried out during the project in order to support the commercial exploitation of the project results in Europe and beyond. One specific task i.e., T6.1 “Exploitation strategy and business plan” in WP6 is dedicated to this activity.
Actions	Exploitation
Activities	<ul style="list-style-type: none"> • Project exploitation • Similar and new projects monitoring and interface

Table 10 - Exploitation strategy summary

3.2.1 Project exploitation

To guarantee the transfer of project results beyond its life, an all-inclusive exploitation strategy is planned for the end of the project.

The initial strategy will be contained in “Exploitation strategy and business plan – issue 1” (D6.1, delivered in M24), and will be defined and carried out in a close relation with the dissemination activities. While the final exploitation report, “Exploitation strategy and business plan – issue 2” (D6.2, to be delivered in M36) will form the basis for further development of the project’s outputs and will include measures to ensure that the benefits of the project will endure beyond its lifetime.

3.2.2 Similar and new projects monitoring and interface

PEER aims to leverage on the experience from similar and complementary EU-funded projects. Thus, through different venues the members of the consortium have established contacts with project coordinators to establish collaborations and share knowledge and experiences. In addition, a database of relevant EU projects for PEER is currently being created (**see Table 8**). Communication will be established to seek for potential synergies.

3.2.3 KPIs for Exploitation

To quality and track effectiveness of exploitation activities, some Key Performance Indicators (KPIs) have been identified, in line with [RD01]:

Item	Goal	#	KPI
Exploitation strategy and business plan	Detailed Exploitation Plan	2	Identified economic and financial data for the project D6.1 Exploitation strategy and business plan - Issue 1 (CO) M24 D6.2 Exploitation strategy and business plan - Issue 2 (CO) M36
Similar and new project monitoring and interface	Engage with Horizon Europe projects, seeking opportunities for knowledge sharing and potential synergies	5+	Contact / liaise with project coordinators

Table 11 - KPIs for Exploitation

3.3 Communication

As explained, communication has the strategic value of providing the basis for and supporting potential-users engagement, especially in the co-creation process of the project. Moreover, communication is also understood as a fundamental support to convince key target groups of the societal and economic benefits generated by PEER. Therefore, a communication strategy has been set in place.

Communication strategy chart	
Type of action	Communication
Objective	PEER Project promotion towards all stakeholders, end-users, scientific community but also society as a whole
Target groups	All target groups and beyond
Description	A mix of communication actions focused on main project results to reach the overall target audience and promote project in different contexts
Actions	Communication
Activities / Tools	<ul style="list-style-type: none"> • Exploitation of the website for promotion activities • Social media publications • Promotional Videos • Other communication channels (e.g., podcasts, radio, media etc).

Table 12 - Communication strategy chart

3.3.1 Exploitation of the website for other promotion activities

The PEER website could be leveraged as a tool not only for project dissemination, but also for project promotion, for example through the:

- Websites cross-linking to exchange site links and increase Google rank/ positioning, providing a mutual advantage to both the PEER and the partners' websites.
- Publication on the PEER website of external press releases that are relevant to the project and/ or the work of the consortium members, with the possibility to comment them and open discussions related to them; and
- Website ads campaigns: a PEER banner could be shown on related websites.

A link to the website can also be shared through social media channels (either PEER's or others), thus increasing the number of visitors, enhancing project visibility and online presence, and fostering interaction across various platforms.

3.3.2 Social media posts

To achieve general communication of the project, some key social media channels have been identified to ensure that activities and achievements of the projects are publicized and broadcasted in various formats.

As foreseen by [RD01], within M6, a PEER project account has been created in the following social media platforms:

Name of platform	Link	Type of Audience
X (Twitter)	https://twitter.com/Peer_Ai_	General public
LinkedIn	https://www.linkedin.com/company/peer-ai	General public, Researchers and professionals
YouTube	https://www.youtube.com/@PEER-AI	General public

Table 13 - PEER social media channels

Social media platforms are an open communication line to customers, they have billions of active users, providing an extensive audience reach.

We can connect with potential customers, partners, and stakeholders from around the world. It allows us to tap into a diverse and global audience that may not be accessible through traditional communication channels.

Content and Editorial Calendars will be created, and thematic content will be developed following the guidelines outlined in the communication kit.

The social media profiles will also serve as containers and launchpads for other chosen forms of communication, such as sharing documents, videos, events, photos, website links to generate organic traffic, and more. They will act as showcases to present all available information to a broad audience and serve as a cohesive platform connecting with other media.

This way, we will create a communication "ecosystem" in which all media, both traditional and non-traditional, are interconnected, ensuring the user does not miss any information. This reuse extends the lifespan of other traditional forms of communication. The project will reach a wider audience through various channels optimizing the content creation/communication process. By tagging and mentioning partners, involved individuals, facilities, etc., and leveraging their user networks, we will facilitate reposts and shares, thereby driving traffic to our page and optimizing the reach of our communications.

Having the profiles set up, the following social media strategy has been defined outlining the goals, messaging, and tactics to be used on each platform. The proposed social media strategy applies to X (Twitter) and LinkedIn as a platform where frequent content posting is planned. Generally speaking, the content will cover the latest activities, workshops and trainings organized, events attended, publications and results achieved. **Of course, all posts and contents will aim to present the PEER project to audiences outside the consortium.** Though different content is planned for different social

media platform, to diversify the channels and keep audience engaged. By tailoring the content to each platform, it is possible to maximize the reach. The content will follow an editorial line and will have dedicated graphics suitable for the defined visual identity. Different “tone of voice” will be used for different platforms as presented below. (The Tone of Voice could change depending on the cases and the information to be communicated).

Name of platform	Tone Of Voice	Type of Audience
X (Twitter)	Brief, clear and simple language.	General public
LinkedIn	Scientific approach, long text with a focus on more technical issues (clear and simple language is always recommended)	General public, Researchers and professionals
YouTube	Brief, clear and simple language.	General public

Table 14 - Tone of voice for social media platforms

In general, the "tone of voice" used will reflect the values of the PEER project and encourage conversation and engagement with the audience. Gender-neutral and gender-sensitive content is predefined during social media postings. We will strive to respond to feedback, comments, and engage with the audience in a positive and constructive manner. Additionally, we will leverage trending hashtags on special occasions (e.g., Artificial Intelligence Appreciation Day every year on July 16th) by creating dedicated posts for relevant international days related to the project, which will be shared on LinkedIn and X (Twitter). Furthermore, we plan to publish columns with in-depth insights and partners presentation.

Moreover, in view of the utilisation of social media channels, some suggestions on the main hashtags and key words to be used are shared with the PEER partners.

In this context, it must be highlighted that a proper use of tag and hashtags will help increase PEER social media presence and better indexing, as they make the content viewable by anyone who has an interest in the proposed hashtag/tag as it goes beyond just the followers of PEER.

e.g., of hashtag use:

#PEERai THE HYPER EXPERT COLLABORATIVE #AI ASSISTANT

PEER SUGGESTED HASTAGS

#HORIZONEUROPE #Technology #Sustainability #AI #Aassistant #ArtificialIntelligence #PEERai #HumanEmpowerment #PEERproject

We will provide a simple and quick guide that may be useful if some partner creates audio/visual contents to share for example during a live event (e.g., a conference). It will include all the necessary tags, the correct company hashtags to use, and tips on how to create an effective post without errors that the various platforms' algorithms favour. **Especially in the initial phase, without sponsorships, we must tag and share as much as possible to keep the profiles active and generate organic traffic. This is the best method to maximize reach.**

Tagging consortium partners could increase the reach and foster the networking as well. Nevertheless, all Consortium partners are actively invited to share PEER project development and results to their own communication office to maximise the reach of the communication activities.

In this sense, to optimize communications and promote the dissemination of information, as well as the growth of channels, we ask all partners to follow all of PEER's social media channels (both with their corporate and personal accounts) and to engage with the content to maximize post coverage through shares, likes, comments.

LINKEDIN TAG

Vrije Universiteit Brussel - Fujitsu - CATIE (Centre Aquitain des Technologies de l'Information et Électroniques) - INESC TEC - EURECAT - ALPHA Consult - Eindhoven University of Technology - Univerzita Karlova - Uniwersytet Jagielloński w Krakowie - SONAE - Proditec - CONTI ENGINEERING LTD - City of Amsterdam

X TAG

@VUBrussel - @Fujitsu_DE - @CATIE_AQ - @INESCTEC - @Eurecat_news - @TUeindhoven - @UniKarlova - @JagiellonskiUni - @SONAE - @proditec - @AmsterdamNL - @Conti_Press - @Fujitsu_Global

3.3.3 Promotional videos

Audio-visual material can be a powerful tool for communication, as it combines two sensory inputs (audio and visual) to create a more engaging and impactful experience for the viewer or listener. This type of dissemination actions can cover different topics and events of the project (e.g., animation video, interview, coverage of in-field demonstrations etc).

Videos have a high visual impact and tend to have high engagement rates. In case of interviews by showcasing real individuals and their personal narratives, we can engage the audience on a deeper level, making information more relatable, and leave a lasting impression. They allow for visual cues, facial expressions, body language, and other non-verbal communication, enhancing the overall impact and conveying messages more effectively.

Videos are a powerful element for explaining a project in a comprehensive and engaging way, as they allow for the development of various formats, are shareable and provides easily consumable content in today's digital landscape. They can be shared across various platforms and social media channels, reaching a wider audience, and increasing engagement.

The idea behind this communication material is to explain in a short and simple way the project and foster the interest of the people inside and outside the sector. Videos will be produced based on the core concepts of the project. They will have a friendly and educational approach, and **Consortium partners will be directly involved.**

Different types of data visualisation material and videos will be produced, taking into consideration the original data products delivered by the project.

Short consortium meetings videos

Each WP leader will be asked to share tasks and findings from the different WPs of the project in a short explanatory video. The kick-off consortium meeting in Brussels and the coming consortium

meeting will be used to record short videos about the project, which will be complimented by explanatory graphic elements.

In the first phase a short video introducing the vision behind PEER, its objectives and impact will be created and disseminated via social media channels. A video presenting the project kick-off will also be created and disseminated via social media channels.

Throughout the project other videos presenting outcomes, besides the vision, will be developed and disseminated. Future materials will focus on results communication and demonstration of the project activities.

It is important to point out that gender-neutral and gender-sensitive content is predefined during the material creation. Subtitling videos is also an extremely important and necessary step to maximize the distribution of the message, including 100% of the target audience (considering categories of individuals with hearing impairments). Equally important is the fact that 90% of users watch videos on social media platforms in "mute" mode.

A video has already been filmed and edited during the PEER kick-off meeting in Brussels. This video will be used in appropriate settings, distributed through our available channels, and made available to all partners (if possible).

VIDEO OPTIMIZED FOR SOCIAL MEDIA

As said before videos tend to capture users' attention more effectively than static images or text, many social media platforms prioritize video content in their algorithms, meaning your videos are more likely to reach a larger audience compared to other types of content.

We will optimize the video production by creating outputs suitable for use on the relevant social networks. Creating high quality video as shareable content across all compatible social channels, with the appropriate characteristics (length, colors, tone of voice, aspect ratio) that effectively explain the projects achieved results and their societal benefits using simple and easy-to-understand language. **Those contents will be suitable for each social media platform on which they will be shared.**

3.3.4 Other communication channels

The project will be communicated to the public also at large scale using other more traditional communication channels e.g., via press releases and participation in radio, newspapers, magazines, TV. **Special attention will be given to podcasts, as they are a growing communication trend and a form of communication that can easily interact or merge with other widely used media (e.g., social media, the web in general).** The content will cover general information, latest news, and PEER features.

3.3.5 KPIs for Communication

Item	Goal	#	KPI
Exploitation of website	Reaching the widest audience possible, by using the website for promotional activity and regularly	50,000 42	50,000+ unique views 42 news on the website (from M6) 200+ viewers each

	update it with news related to the project development and achievements		
Social media channels	Channels/ profiles to increase exposure of the project and create a large online community of interested parties.	2	LinkedIn, X (Twitter), 5,000 followers
Videos	Diffusion to widest audience	3	200+ viewers each (M18, M24, M48)
Other communication channels	Spreading PEER results via press releases, radio, newspapers, magazines, TV, podcasts	TBD	1.5M people (C. 50,000 people impacted per media appearance is estimated for traditional mass media channels)

Table 15 - KPIs for Communication

4. Gender issues in project dissemination and communication activities

Gender issues in European project dissemination and communication activities are a complex and multifaceted problem that requires a comprehensive approach to overcome. The EU has made significant progress in promoting gender equality in various fields, including research and innovation. However, gender inequalities still persist in project dissemination and communication activities, which can negatively impact the effectiveness of these activities.

One of the significant challenges in overcoming gender issues in project dissemination and communication is the persistent gender stereotypes and biases that exist in society. These biases can affect the language, visuals, and messaging used in project dissemination and communication, leading to the perpetuation of gender stereotypes and biases. To overcome such biases, in PEER, we follow the “gendered innovation” approach, defined by the EC by integrating the sex and gender perspective in the knowledge generation and the development of the strategies and guidelines and by considering the differential impacts of the actions developed on different population groups including men and women.

When it comes to the dissemination and communication activities, to make sure that all processes are inclusive, a specific action plan with main procedures have been set in place to address possible gender issue(s). In carrying out the activities we specifically pay attention to:

Gender-neutral / sensitive wording:

- Gender-impartial language is implemented in the communication and dissemination activities. Our messages are structured to possibly avoid any bias towards a particular sex or social gender.
- When reporting informative data, this is reported in a gender-sensitive way.

Gender-neutral images:

- As images can speak louder than words, we are attentive in selecting appealing images (especially for communication purposes). This means that the images used in our communication materials do not reinforce gender stereotypes and include a wide mix of people in different environments.

Once both these criteria are met, the dissemination and communication processes are allowed to move forward.

Additionally, it is worth to note that, any gender specific results such as gender sensitive policies that provide visibility for the inclusion of gender perspective into research and projects results, will be specifically disseminated and highlighted.

Moreover, as per DoA [RD01], the Responsible Research and Innovation (RRI), overviews all project activities under the Responsible Research and Innovation’ key aspects - that are extremely relevant in PEER - (i.e., Ethics, Gender Equality, Governance, Open access, Science Education, Stakeholder engagement). The RRI’s overview combined with the specific action plan in terms of communication and dissemination, allows to ensure that all the documents developed within the PEER project guarantee that the gender dimension is integrated as a transversal issue in the project activities.

In conclusion, overcoming gender issues in project dissemination and communication activities requires a comprehensive approach that addresses gender stereotypes and biases, promotes gender-sensitive language and visuals, and evaluates project dissemination and communication activities from a gender perspective.

By taking these steps, we can create more inclusive and effective activities that promote gender equality and advance the EU's goals of innovation and sustainability.

5. Conclusions and expected results

This document has illustrated the plan for the dissemination, exploitation, and communication in the context of the PEER project, both covering activities already performed during the first months and those planned for the rest of the project. Most of these activities have been already presented in [RD01], in particular in WP6.

As seen, the focus of PEER promotion is dissemination, which forms the basis of the overall strategy. The key channels for dissemination are the website/social media and the participation in international conferences and events. If relevant and feasible, specific communication activities will be implemented to reach a wider audience (communication activities are not less important).

It is to be noted that for all these activities, gender-neutral and gender-sensitive language is utilised and a specific action plan related to communication and dissemination has been set in place. This allows to ensure that the gender dimension is integrated as a transversal issue in the PEER project activities.

Finally, about the dissemination, exploitation and communication tools and materials suggested in the previous sections, the expected results are summarised, in terms of goals and key performance indicators (KPIs).

	Item	Goal	#	KPI
Dissemination	Logo	To grab attention and make a strong first impression and reach the widest audience	1	Logo ready
	Website	Create a user-friendly website	1	Website ready
	Project flyer / brochures	To reach a large audience. These include flyers, brochure/leaflets and banners, for distribution at conferences and trade shows as well as	7	4 project leaflets 3 updated banners Expected to reach 1000+

	Item	Goal	#	KPI
		networking activities/events		
	Scientific publications	Articles in scientific journals and posters, spreading PEER scientific results to the widest audience. (Impact factor of publications higher than 2.0)	12 journals and 20 conference papers	2000+ readers
	Presentations of results in academic conferences and events	Participation in key events, international conferences.	8+ (2 per year)	200+ people per event
	Newsletter	Engagement with target groups	6	200+ people/newsletter
	Contact Database	Database with key contacts for dissemination purposes	1	Updated regularly
	Organisation of dedicated events/ workshops	To showcase the project results	3	At least 3 per user case
	Organisation of Stakeholder meeting	Engage with relevant stakeholders and receive feedback from main stakeholders	10	At least 10 follow-up meetings with entities interested in knowing more about PEER
	Clustering activities	Promotion of network and active cluster with European and National Technology Clusters and platforms	1+	At least 1
	Final Event	Organisation of a final event	1	300+ people
	Item	Goal	#	KPI
Exploitation	Exploitation strategy and business plan	Detailed Exploitation Plan	2	Identified economic and financial data for the project D6.1 Exploitation strategy and business plan - Issue 1 (CO) M24 D6.2 Exploitation strategy and business plan - Issue 2 (CO) M36
	Similar and new project monitoring and interface	Engage with Horizon Europe projects, seeking opportunities for	5+	Contact/ liaise with project coordinators

	Item	Goal	#	KPI
		knowledge sharing and potential synergies		
	Item	Goal	#	KPI
Communication	Exploitation of website	Reaching the widest audience possible, by using the website for promotional activity and regularly update it with news related to the project development and achievements	50,000 42	50,000+ unique views 42 news on the website (from M6) 200+ viewers each
	Social media channels	Channels/ profiles to increase exposure of the project and create a large online community of interested parties.	2	LinkedIn, X (Twitter), 5,000 followers
	Videos	Diffusion to widest audience	3	200+ viewers each (M18, M24, M48)
	Other communication channels	Spreading PEER results via press releases, radio, newspapers, magazines, TV, podcasts	TBD	1.5M people (C. 50,000 people impacted per media appearance is estimated for traditional mass media channels)

Table 16 - Summary of PEER dissemination and communication tools and expected results

PEER will focus on how to systematically put the user at the centre of the entire AI design, development, deployment, and evaluation pipeline, allowing for truly mixed human-AI initiatives on complex sequential decision-making problems. The central idea is to enable a two-way communication flow with enhanced feedback loops between users and AI, leading to improved human-AI collaboration, mutual learning and reasoning, and thus increased user trust and acceptance. As an interdisciplinary project between social sciences and artificial intelligence, PEER will facilitate novel ways of engagement by end-users with AI in the design phase; will create novel AI planning methods for sequential settings which support bidirectional conversation and collaboration between users and AI; will develop an AI acceptance index for the evaluation of AI systems from a human-centric perspective; and will conduct an integration and evaluation of these novel approaches in several real-world use cases.





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