"THE HYPER EXPERT COLLABORATIVE AI ASSISTANT"

D6.4

REPORT ON DISSEMINATION & COMMUNICATION ACTIVITIES – M24

Lead partner	Alpha Consult
Dissemination level[1]	PU
Type of deliverable	Report
Actual delivery date	30/09/2025

The PEER project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101120406.

Deliverable ID	D6.4	Title	Report on Dissemination & Communication activities
Work Package	WP6	Title	Impact, Exploitation and Sustainability

[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

Author	Organisations
Massimo Facchinetti	ALPHA Consult
Elizabeth A. Nerantzis	ALPHA Consult

Reviewed by (if applicable)	
Anca Florea	VUB
Mehrdad Asadi	VUB

Disclaimer
This document reflects the authors' views only and neither the Agency nor the Commission are responsible for any use that may be made of the information contained.

Revision and history chart:

VERSION	DATE	AUTHOR/EDITOR	COMMENTS[2]
01	21|08|2025	ALPHA	First draft shared to peer review partners
0.2	09|09|2025	ALPHA	Implementation of comments of peer review partners
0.3	25|09|2025	ALPHA	Final delivery to VUB for Submission
1.0	30|09|2025	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

[2] Creation, modification, final version for evaluation, revised version following evaluation, final.

Table of Contents

Table of Contents 4

1. Introduction 8

1.1 PEER project overview 8

1.2 Aims and objectives 8

1.3 Relations to other activities in the project 9

1.4 Contribution of partners 9

2. The approach used to maximise impact 9

2.1 Identification of main users and stakeholder target groups 10

2.2 Dissemination, exploitation and communication type of actions 12

2.3 Role of partners 14

2.4 Dissemination and communication plan - Overview 17

2.5 Open access publications 17

3. PEER promotion strategy 18

4. Dissemination actions for awareness 21

4.1 Logo 21

4.2 Colour palette and Font 22

4.3 Website 24

4.4 Traditional printing project leaflets/brochures/banners 25

4.5 Press releases and publications 27

4.5.1 Scientific publications LINK 29

4.6 Conferences and events 31

4.6.1 Events since the project kick-off: 32

4.7 Newsletter 35

4.8 Dissemination for user and stakeholder involvement 36

4.8.1 Contact database 36

4.8.2 Workshops 36

4.8.3 Clustering activities 37

4.8.4 Established synergies: 39

4.9 Final Event 42

4.10 Dissemination activities update 42

5. Communication actions 43

5.1 Exploitation of the website for other promotion activities 43

5.2 Social media posts 45

5.3 Promotional videos *48*
5.4 Other communication channels *49*
6. Gender issues in project dissemination and communication activities **50**
7. Conclusions and expected results **52**

List of Figures

FIGURE 1 - OUTLOOK OF PEER PROMOTION ACTIVITIES 14
FIGURE 2 - GANTT OF PEER DISSEMINATION AND COMMUNICATION ACTIVITIES 17
FIGURE 3 - PEER LOGO 21
FIGURE 4 - COLOUR PALETTE 22
FIGURE 5 - EXAMPLE OF PEER FONT USAGE AND DISPLAY 23
FIGURE 6 - EXAMPLE OF PEER LOGO USAGE AND DISPLAY 23
FIGURE 7 - PEER WEBSITE: HOMEPAGE 25
FIGURE 8 - PEER FLYER 25
FIGURE 9 - PEER BROCHURE 26
FIGURE 10 - PEER BANNER 26
FIGURE 11 - PEER PROJECT PRESENTATION 27
FIGURE 12 - WP2'S HUMAN-AI COLLABORATION CARDS 27
FIGURE 13 - PEER NEWSLETTER 35
FIGURE 14 - HORIZON RESULTS BOOSTER 42
FIGURE 15 - WEBSITE EXPLOITATION (NEWS) 44
FIGURE 16 - WEBSITE LINK ON SOCIAL MEDIA 45
FIGURE 17 - SOCIAL MEDIA GUIDE 47
FIGURE 18 - PEER VIDEOS 49

List of Tables

TABLE 1 - STAKEHOLDERS IDENTIFICATION FOR THE DISSEMINATION ACTIVITIES AND LIST OF RELEVANT STAKEHOLDERS 11
TABLE 2 - OVERVIEW OF DISSEMINATION, EXPLOITATION, AND COMMUNICATION TYPES OF ACTIVITIES 13
TABLE 3 - ROLE OF PARTNERS 17
TABLE 4 - DISSEMINATION STRATEGY PHASES 19
TABLE 5 - DISSEMINATION STRATEGY CHART 20
TABLE 6 - LIST OF RELEVANT OPEN-ACCESS JOURNALS 29
TABLE 7 - LIST OF POTENTIAL EVENTS RELEVANT FOR THE PROJECT 32
TABLE 8 - LIST OF EVENTS 34
TABLE 9 - PEER NEWSLETTER ACTIVITY 36
TABLE 10 - PEER SIMILAR PROJECT DATABASE FOR CLUSTERING ACTIVITIES AND POTENTIAL SYNERGIES 39
TABLE 11 - ESTABLISHED SYNERGIES 41
TABLE 12 - COMMUNICATION STRATEGY CHART 43
TABLE 13 - PEER SOCIAL MEDIA CHANNELS 45
TABLE 14 - TONE OF VOICE FOR SOCIAL MEDIA PLATFORMS 46
TABLE 15 - PEER SOCIAL MEDIA ACTIVITY 48
TABLE 16 - SUMMARY OF PEER DISSEMINATION AND COMMUNICATION TOOLS AND EXPECTED RESULTS 54

References

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 “D6.4 REPORT ON DISSEMINATION & COMMUNICATION ACTIVITIES”.
The main objective of this document is to provide an overview of the promotional activities carried out by the PEER consortium to date. It offers a comprehensive view of all the actions undertaken.

A targeted promotional strategy has been designed and implemented to support dissemination, exploitation, and communication 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. These are just a few examples to illustrate how different communication activities are strategically combined in PEER to enhance outreach, engagement, and impact.

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. The engagement of all partners is being ensured by close collaboration and monitoring by ALPHA and the Coordinator (VUB)
The PEER project embodies significant technological advancement, which originate from tangible proprietary intellectual property of its technical partners. This necessitates cares and the confidentiality of some of the content involved.

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 “Report on dissemination & Communication activities M24” conducted and organised by ALPHA, leader of Task 6.3 “Dissemination and Communication” for the PEER project. In the following text an overview of all communication and dissemination actions carried out to date is available.

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.

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 its stages of progress.

1.4 Contribution of partners

All Consortium partners are involved and should contribute to the Dissemination and Communication activity. In particular, the project 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 to ensure that we engage and involve the key actors of the project 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	• Scientific dissemination on human-AI initiatives for human empowerment • Ad-hoc communication • Exploitation actions • Cross-domain collaborations cooperation at national, EU and international level	• 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	• CLAIRE – Confederation of Laboratories for AI Research in 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	• Exploitation actions • Technology transfer • Customized services • Ad-hoc communication	• SMEs and companies' suppliers for verticals domains as healthcare, mobility, manufacturing, retail • European Digital innovation hub in manuf. industry	• 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) • Filuta AI
Policy Makers	• Scientific dissemination • Ad-hoc communication • Exploitation actions • Activities focused on standards and protocols	• Governments/Institutions at European and international level • Tech governmental agencies • Standardisation and regulatory bodies • Civil servants	• ECAT EU • V&OR (traffic and public spaces) directorate at the City of Amsterdam
End-users	• Ad-hoc communication • Awareness • Involvement in the project activities • Cost-benefits presentation	• Users of AI technology • Users of scientific and industrial tools and serviced developed in the project • Technology providers	• Cliëntenbelang Amsterdam
Citizens	• Ad-hoc communication • Awareness • Cost-benefits presentation • Engagement through data collection and sharing	• Citizens and local stakeholders involved in co-creation processes • General public • Associations/NGOs focused on ELSE	• 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 are tailored according to the type of stakeholder. Such key messages are integrated in all communication materials and activities.

It is necessary to maximize the coverage of information and news without ever taking for granted the level of preparedness of the target audience because anyone external to the project has little to no knowledge not only of the project itself but sometimes also of the technologies involved and the possible specific uses and benefits that will derive from them. In the later stages of the project, defined methods of deployment (real-world applications) and demos will be available (PU level). These contents have a strong impact because they are perceived as "concrete". Communication

strategies will be implemented, and the contents will be used to create tailored messages for engagement of the target audience.

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).

The table below is an **overview** of the overall strategy.

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	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	• Logo; • Website; • Social media publications; • Project leaflets/ brochures (traditional printing);

	project/developed technologies.	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.	• 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).	• 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.	• 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.	• 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

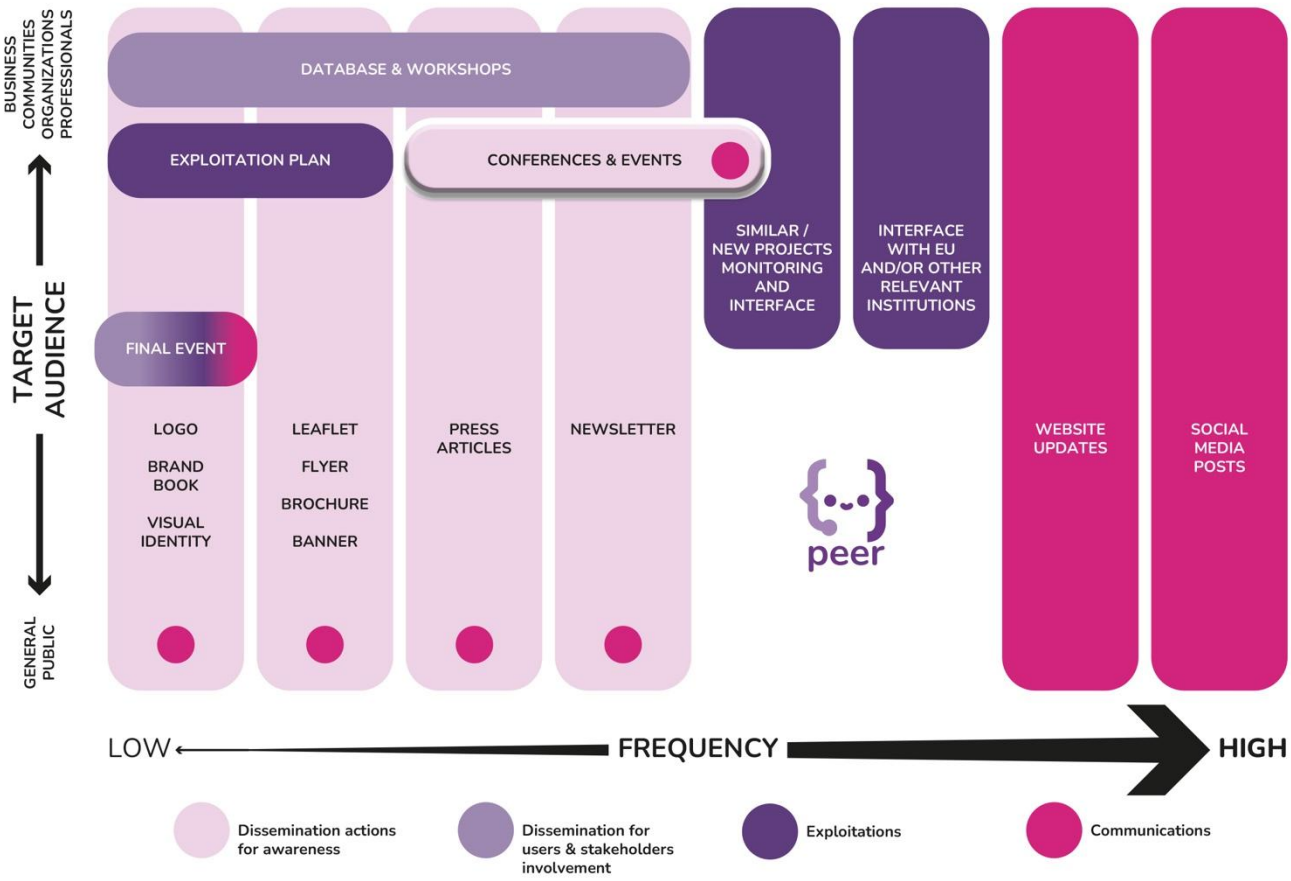


Figure 1 - Outlook of PEER promotion activities

2.3 Role of partners

According to the Description of the Action (DoA), all of the partners are called to contribute to the dissemination, communication and exploitation of the 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 centre 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.	✓	✓	✓
DATACATION	Datacation is a technology agency that offers data infrastructure, machine learning and AI to statistical analysis services. Datacation brings together an enthusiastic team of Econometricians and Data Scientists, dedicated to data. By using big data, mathematical models and the latest algorithms, the Company helps organizations to create substantial and long-lasting value so that they become even more successful. Datacation's mission is to make Artificial Intelligence and data-driven working accessible to all organizations.	✓	✓	✓
GEMEENTE AMSTERDAM	Urban Innovation and R&D department focused on making Amsterdam (European capital city counting 820K	✓	✓	✓

	inhabitants) a “future-proof city”. Technological and research expertise in AI, design and development expertise tailored to people with mobility issues, as well as data and existing software regarding the state of sidewalks in their city and their network of special interest groups for people with mobility issues in the region (to co-organise workshops with) It can contribute to the dissemination and communication actions, as well as contribute to the engagement of stakeholders.			

Table 3 - Role of partners

This table will be updated along with the project as the extent of interest of partners may variate, in terms of exploitation of PEER results. Nevertheless, it must be stressed that, according to the DoA (see also [RD01]), **all of the partners are called to contribute to the dissemination, communication, and exploitation of the project**.

2.4 Dissemination and communication plan - Overview

The table below provides a **general timeline overview** of all the PEER dissemination and exploitation activities preliminarily foreseen and possible communication actions that could be undertaken.

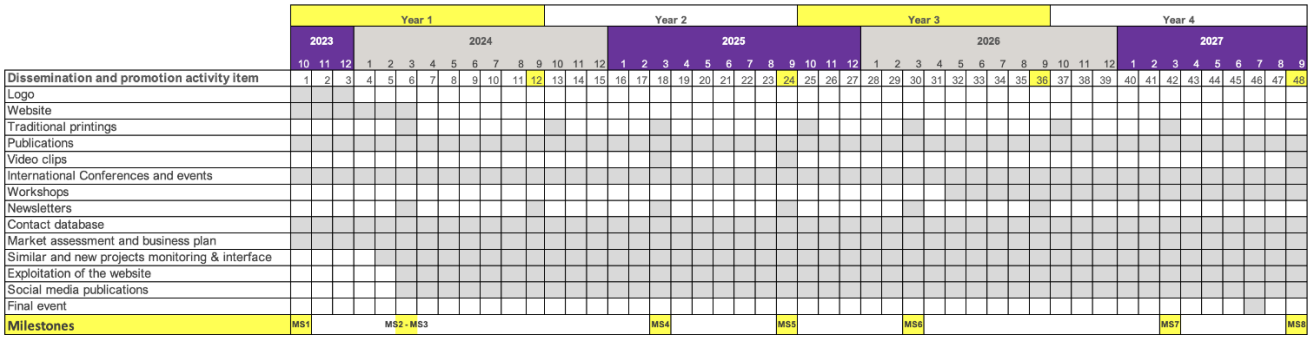


Figure 2 - GANTT of PEER Dissemination and communication activities

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.
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 and downloadable through:

- PEER webpage, in the section “OUTCOMES” devoted to “Scientific publications”, " Deliverables".
- Social media (LinkedIn, X) with a devoted post/tweet
- Newsletter (link)

In relation to the PEER reports and documents, the public deliverables will be shared freely with all relevant stakeholders.

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.

Open access publications :
Deliverables LINK
Deliverables of the PEER project, public deliverables can be downloaded.

- **D2.2 - AI co-creation representations**
  The aim of task 2.2 is to develop representations of AI systems so that parts of the AI system become design materials in workshops with end-users.
  LINK

- **D4.1 - Measurement scales and metrics for trustworthy AI**
  T4.1 focused on identifying reliable measurement scales for evaluating trustworthy AI, forming the foundation of the AIA index. This deliverable (D4.1) defines key concepts of trust and acceptance and compiles measurement tools to support the AIA index development.
  LINK

- **D6.3 - Dissemination & Communication plan**
  The dissemination and communication plan is the main guideline for the execution of the D&C activities. It gives an overview of the whole D&C activities foreseen throughout the project.
  LINK

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.

Dissemination plan - Overview

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.

The dissemination strategy is 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
Phase 2: Increase impact	Create a target awareness of project results and outcomes to interested stakeholders	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
Phase 3: Adoption	Promote the project results for adoption and creating change. Pave the way for exploitation and on-market trajectory	Engage with relevant stakeholders in a more personalized and targeted approach. Organize workshops with relevant stakeholder groups Link closely with exploitation task

Table 4 - Dissemination strategy phases

We are here – Phase 2: 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.
Particular attention will be dedicated to increasing the target audience and establish links with them.

Next steps – Phase 3: 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, trough 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 form 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 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	• Dissemination actions for awareness; • Dissemination actions for users and stakeholder's involvement;	
Activities / Tools	**Dissemination actions for awareness**	• Logo; • Website; • Traditional printing; • Press releases and publications; • International conferences and events; • Newsletters; • Social media • Publication of audio-visual material
	Dissemination actions for users and stakeholders' involvement	• Set up and regular update of contact database; • Workshops; • Final Conference.

Table 5 - Dissemination strategy chart

4.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.

4.1 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.

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.

4.2 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".

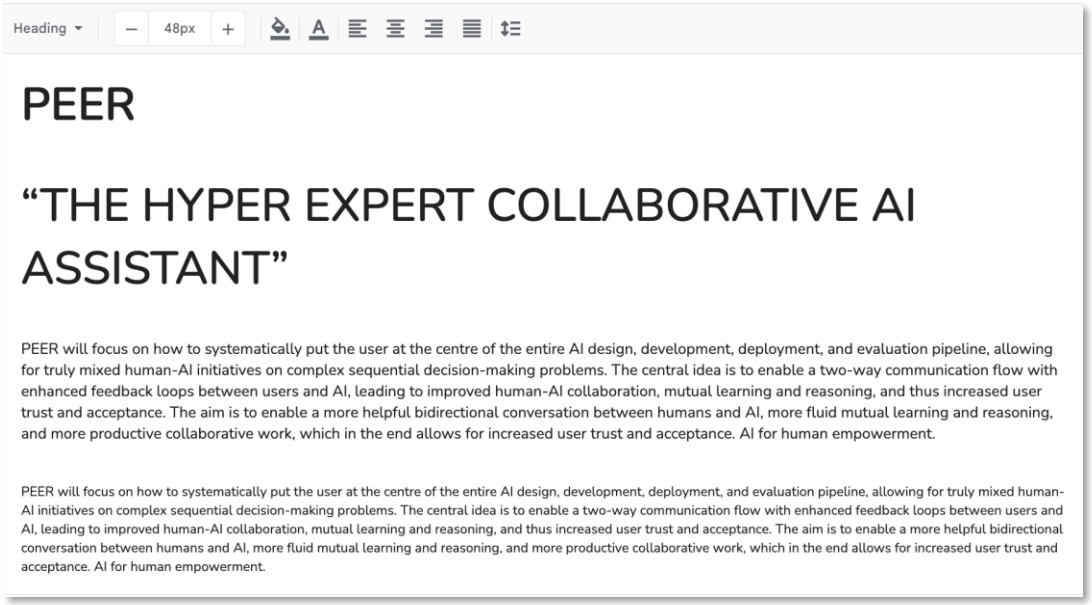


Figure 5 - Example of PEER font usage and display

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

4.3 Website

The website is being structured in six main sections:

- Home
- About
- Methodology
- Use cases
- Partners
- News & Events
- FAQ
- Contacts
- Outcomes

www.peer-ai.eu

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

The website design is clean and clear to communicate project information in a simple and understandable manner. The design aligns with the product image through visually appealing layouts and coordinated graphics.

The navigation menu is 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 has 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 upgrades.

To maintain user interest and improve online visibility, we keep the site updated with relevant content, news about live events, and important project developments.
In the “Contacts” section, contact and subscription forms are provided, allowing users to get in touch with us or subscribe to the newsletter to stay updated.

The website has a personalized email addresses to streamline and optimize communications, which will also be useful for setting up and managing the newsletter effectively. The newsletter is also an effective way to foster interactions and build relationships. We will ensure the site complies with privacy policies, terms and conditions, and web accessibility standards. On all pages, there is a links to SM channels and the option to subscribe to the Newsletter.
We have integrated social media by linking all corporate social media profiles to, increasing visibility, and facilitating content sharing.

All pages have a header and footer.
The HEADER 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 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.

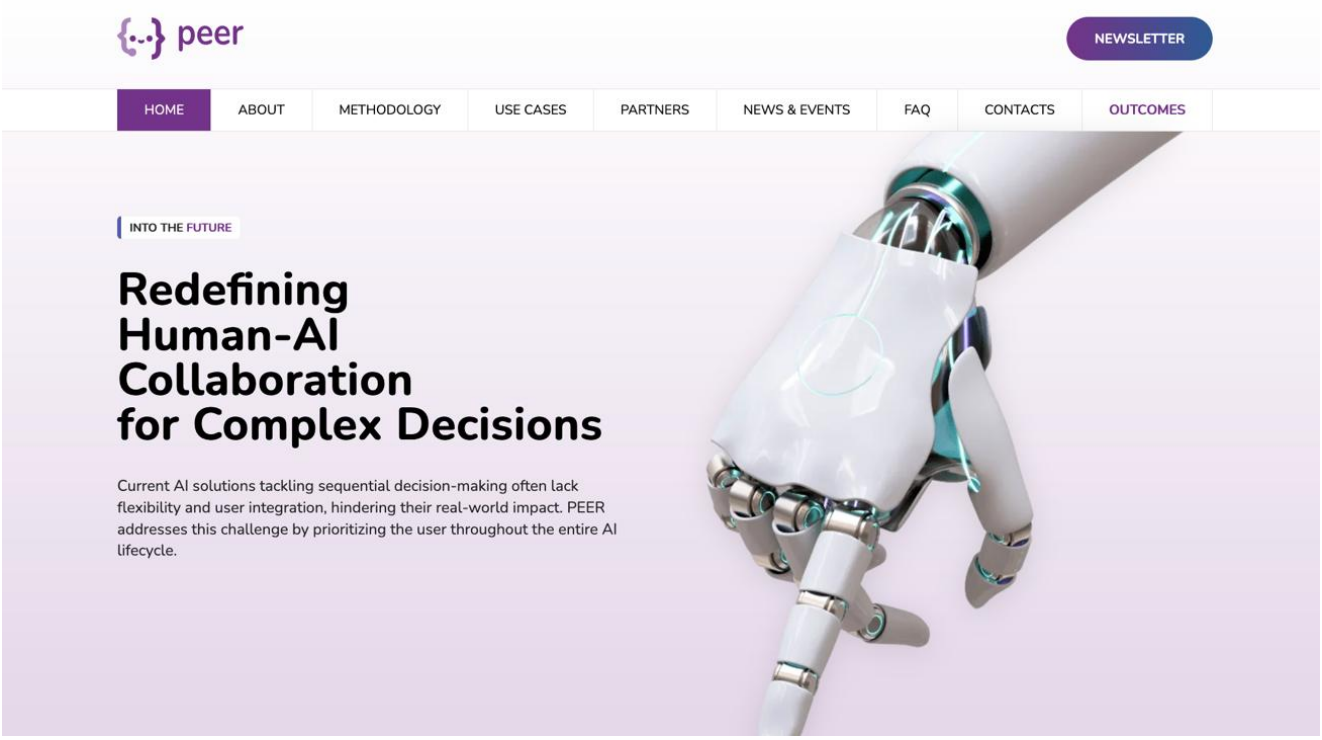


Figure 7 - PEER website: Homepage

4.4 Traditional printing project leaflets/brochures/banners

All content can also be shared in file format. We always aim to limit printed materials, prioritizing other means of communication.

PEER flyer



Figure 8 - PEER Flyer

PEER Brochure



Figure 9 - PEER Brochure

PEER banner



Figure 10 - PEER banner

PEER project presentation



Figure 11 - PEER project presentation

PEER AI Collaboration Cards

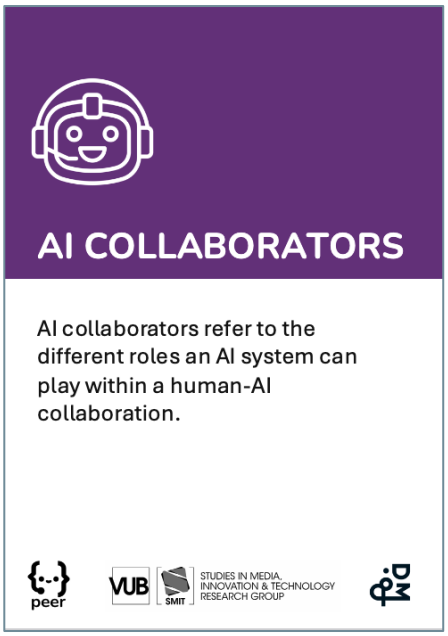


Figure 12 - WP2's Human-AI Collaboration Cards

These cards are developed by imec-SMIT, Vrije Universiteit Brussel for task T2.2 'Co-creation with representations of AI systems' of the PEER project. The aim is to develop representations of AI systems so that parts of the AI system become design materials in workshops with end-users. With these representations, users can co-create their ideal human-AI collaboration form. **LINK**

4.5 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 relevance to the project topics is provided. These represent possible venues where the PEER publications may be released.

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
Expert Systems with Applications	Springer: https://www.sciencedirect.com/journal/expert-systems-with-applications
Autonomous Agents and Multi-Agent Systems	Springer: https://link.springer.com/journal/10458
Neural Networks	Elsevier: https://shop.elsevier.com/journals/neural-networks/0893-6080
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 - AAAI
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 and stored on the project SharePoint where they can report any new relevant publishing channels for the project.

4.5.1 Scientific publications LINK

A collection of peer-reviewed research articles and conference proceedings from PEER project.

No	Title	Authors	Title of the journal or equivalent (conferences)	Rank/ IF
1	Enabling MCTS Explainability for Sequential Planning Through Computation Tree Logic	Ziyan An, Hendrik Baier, Abhishek Dubey, Ayan Mukhopadhyay, Meiyi Ma	27th European Conference on Artificial Intelligence (ECAI 2024)	A
2	MOMAland: Benchmarking Multi-Objective Multi-Agent Reinforcement Learning	Florian Felten, Umut Ucak, Hicham Azmani, Gao Peng, Willem Röpke, Hendrik Baier, Patrick Mannion, Diederik M Roijers, Jordan K. Terry, El-Ghazali Talbi, Gregoire Danoy, Ann Nowé, Roxana Radulescu	Multi-Objective Decision Making Workshop at ECAI 2024 Conference	A
3	Model-Based Reinforcement Learning in Multi-Objective Environments with a Distributional Critic	Willem Röpke, Diederik M Roijers, Ann Nowé, Roxana Radulescu, Hendrik Baier	Multi-Objective Decision Making Workshop at ECAI 2024 Conference	A

4	Where (not) to Cross the Street	Leah van Oorschot, Dimitris Michailidis, Niek IJzerman, Shayla Jansen, Diederik Roijers	BNAIC/BeNeLearn 2024 (Conference)	N/A
5	Learning efficient in-store picking strategies to reduce customer encounters in omnichannel retail	Fábio Neves-Moreira and Pedro Amorim	International Journal of Production Economics	Q1
6	Learning symbolic expressions to solve multi-period time slot pricing vehicle routing problems	Fábio Neves-Moreira, Daniela Fernandes, Miguel Lunet, Pedro Amorim	XAI Workshop at IJCAI 2024	A
7	Towards Differentiating Between Failures and Domain Shifts in Industrial Data Streams	Natalia Wojak-Strzelecka, Szymon Bobek, Grzegorz Nalepa, Jerzy Stefanowski	Embracing Human-Aware AI in Industry 2024 at ECAI 2024	A
8	The Contribution of Social Sciences Driven User Studies to the Development of Human-Centered Artificial Intelligence	Magdalena Wójcik	Intelligent Data Engineering and Automated Learning – IDEAL 2024	B
9	Decision Making in Non-Stationary Environments with Policy-Augmented Search (Extended Abstract)	Ava Pettet, Yunuo Zhang, Baiting Luo, Kyle Wray, Hendrik Baier, Aron Laszka, Abhishek Dubey, Ayan Mukhopadhyay	23rd International Conference on Autonomous Agents and Multiagent Systems (AAMAS 2024)	A
10	Language Models Speed Up Local Search for Finding Programmatic Policies	Quazi Asif Sadmine, Hendrik Baier, Levi H. S. Lelis	Transactions on Machine Learning Research	N/A
11	Planning for Human-Robot Collaboration Scenarios with Heterogeneous Costs and Durations	Silvia Izquierdo-Badiola*, Gerard Canal, Guillem Alenyà, Carlos Rizzo, Andrew Coles	27th European Conference on Artificial Intelligence (ECAI 2024)	A
12	PlanCollabNL: Leveraging Large Language Models for Adaptive Plan Generation in Human-Robot Collaboration	Silvia Izquierdo-Badiola; Gerard Canal; Carlos Rizzo; Guillem Alenyà	2024 IEEE International Conference on Robotics and Automation (ICRA)	A1

13	Symbolic Pricing Policies for Attended Home Delivery - the Case of an Online Retailer	Miguel Lunet, Daniela Fernandes, Fábio Neves-Moreira, Pedro Amorim	GECCO '25: Proceedings of the Genetic and Evolutionary Computation Conference	
14	Explainable AI Based Diagnosis of Poisoning Attacks in Evolutionary Swarms	Mehrdad Asadi, Roxana Rădulescu, and Ann Nowé	GECCO '25: Proceedings of the Genetic and Evolutionary Computation Conference	
15	InnateCoder: Learning Programmatic Options with Foundation Models	R. O. Moraes, Q. A. Sadmine, H. Baier, L. H. S. Lelis		
16	Algorithm Configuration in Sequential Decision-Making	L. Begnardi, B. Meijenfeldt, H. Baier, W. Jaarsveld, Y. Zhang	22nd International Conference, CPAIOR 2025	
17	Combining LLMs with a Logic-Based Framework to Explain MCTS	Z. An, X. Wang, H. Baier, Z. Chen, A. Dubey, T. T. Johnson, J. Sprinkle, A. Mukhopadhyay, M. Ma		

4.6 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.

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

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



List of suggested conferences: T.B.A. We kindly ask all partners to keep the document updated.

Event name *	Start date *	End date *	Location *	Link *	(+ person responsible if
World Summit AI	8 Oct 2025	9 Oct 2025	Amsterdam, Netherlands	World Summit AI Amsterdam	Municipality of Amsterdam (Maike)
International Conference on Agents and Artificial Intelligence (ICAART)	23-2-2025	25-2-2025	Porto, Portugal	https://icaart.scitevents.org/	
The 39th Annual AAAI Conference on Artificial Intelligence	25-2-2025	04//03/25	Philadelphia, Pennsylvania, USA	https://aaai.org/conference/aaai/aaai-25/	
European Robotics Forum (ERF)	25-3-2025	27-3-2025	Stuttgart, Germany	https://erf2025.eu/	Eurecat
Tech Summit Europe	3-4-2025		Amsterdam	https://techsummit.tech/europe/?srsltid=AfmBOormA4KO-rKW-aswJ-VDvF3pyXYj0r2978HP6pf4kQqLnu4_f-t2	
International Conference on Learning Representations (ICLR)	24-4-2025	28-4-2025	Singapore EXPO	https://iclr.cc/	
CHI Conference on Human Factors in Computing Systems	26-4-2025	1-5-2025	Yokohama, Japan	https://chi2025.acm.org/	
Data Innovation Summit	7-5-2025	8-5-2025	KISTAMÄSSAN, STOCKHOLM	https://datainnovationsummit.com/	
Autonomous Agents and Multiagent Systems (AAMAS)	19-5-2025	23-5-2025	Detroit, Michigan, USA	https://aamas2025.org/	Maybe: Diederik, Paolo,
International Conference on Robotics and Automation (ICRA)	19-5-2025	23-5-2025	Atlanta, USA	https://2025.ieee-icra.org/	
The International FLAIRS Conference	20-5-2025	23-5-2025	Daytona Beach, Florida, USA	https://www.flairs-38.info/	
International Communication Association conference (ICA)	2-6-2025	16-6-2025	Denver, Colorado, USA	https://www.icahdq.org/mpage/ica25-theme	
International Association for Media & Comm. Research annual conference (IAMCR)	13-7-2025	17-7-2025	Singapore, Nanyang Technological University	https://iamcr.org/singapore2025	
The International Symposium on Combinatorial Search (SoCS)	12-8-2025	15-8-2025	University of Glasgow, Scotland, United Kingdom	https://socs25.search-conference.org/	
International Joint Conference on Artificial Intelligence					

Dissemination activities | Publications | Synergies and networking | Planned activities | List of suggested conferences | NEWS and SUGGESTIONS

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.

4.6.1 Events since the project kick-off:

No	Ben.	Conference	Date	Location	Presentation/poster topic
1	VUB	Launch ADRA event	22/02/2024	Online	General presentation of PEER vision and concept
2	SMIT	Shifting AI Conference	29/01/2024	Berlin, DE	Socio-technical imaginaries about ideal AI system
3	VUB	Flanders Technology & Innovation Days	20/22/03/2024	Bruxelles	PEER presentation
4	AMS	Data Dilemma's: Data and AI for an accessible Amsterdam	26/09/2024	Amsterdam, NL	Data and AI for an accessible Amsterdam
5	AMS	AI en Data in Publieke Administraties - FTI Brussel Event	22/03/2024	Brussels, BE	Enhancing transparency and trust in government using AI and digital technology
6	TUE	Dagstuhl research seminar	09/09/2024	Dagstuhl, DE	Explainable sequential decision making
7	TUE	Kickoff event of "GameTable" COST Action	31/01/2024	Leiden, NL	The PEER project as an example of explainable sequential decision-making research
8	TUE	ENFIELD & EAISI event: Human Centric AI	12/09/2024	Eindhoven, NL	Overview of the PEER project and its XAI aspects
9	TUE	Vanderlande Tech Day	16/11/2023	Veghel, NL	Relating the XAI aspects of the PEER project to challenges in logistics

10	VUB	AAMAS conference	10/05/2024	Auckland,NZ	Trustworthy Reinforcement Learning: Opportunities and Challenges
11	InT	XAI Workshop at IJCAI 2024 conference	05/08/2024	Jeju, South Korea	Presentation and poster on learning explainable symbolic policies for solving a real-world Time Slot Pricing Vehicle Routing Problem
12	EUT	Advanced Factories Expo & Industry 4.0 Congress	10/09/2024	Barcelona, ES	Discussing reliable embodied AI agents in human-centric environments, highlighting how generative AI based decision making could be controlled by means of a hybrid neurosymbolic approach.
13	EUT	ROSCon España 2024	19/09/2024	Sevilla, ES	Discussing the use of Behavior Trees to create adaptive, scalable robots that enhance human-AI interaction and respond dynamically to uncertainty.
14	VUB	ADRA Forum	4-5/11/2024	Eindhoven, NL	A joint workshop with project cluster (AI4REALNET, THEMIS 5.0, TANGO, HumAIne) on the topic "From Algorithms to Assurance: Designing Human-Centric AI to Enhance Collaboration, Trust, and Acceptance".
15	TUE	ECAI conference	19-24/10/2024	Santiago de la Compostela, ES	Ran a workshop on "Trustworthy Sequential Decision-Making and Optimization"
16	DAT	ADRA Forum	4-5/11/2024	Eindhoven, NL	Joined as a participant of the Forum
17	EUT	ADRA Forum	4-5/11/2024	Eindhoven, NL	Joined as a participant of the Forum
18	EUT	ICAPS	15-19/07/2024	Delft, NL	Presented research on the use of LLMs for Behavior Tree Generation, improving human-AI interaction for plan generation.

19	EUT	ICRA	13-17/05/ 2024	Yokohama, Japan	Presented research on the use of LLMs for Collaborative Plans, improving human-AI interaction for plan generation.
20	EUT	ECAI	19-24/10/ 2024	Santiago de la Compostela, ES	Presented research on improved classical planning techniques for human-robot collaboration.
21	VUB	ADRA-F	18-19/02/ 2025	Brussels, BE	PEERs role in Trustworthy AI and evaluation of systems
22		Mobile World Congress (MWC) 2025 – Eurecat Booth	03–06/03/2025	Barcellona, Spain	PEER was showcased as a key applied R&D European project, focused on enabling more human-centric and explainable AI.
23	EUT	AIM-NET Workshop	13/03/2025	Online	The session focused on how advanced AI technologies, such as Multimodal LLMs, Reinforcement Learning, and AI Planning, can enable systems to reason and act in dynamic, uncertain environments, supporting transformation across various industrial domains.
24	EUT	European Robotics Forum (ERF) 2025 – Workshop & Talk	24–27/03/2025	Stoccarda, Germany	Magí Dalmau Moreno, Head of the Cognitive Robotics Unit at Centre Tecnològic de la Química a Catalunya, presented the PEER project.
25	CU	ECAI	19-24/10/ 2024	Santiago de la Compostela, ES	Ran a Workshop on Composite AI
26	CU	ADRA Forum	23-24/09/2025	Stavanger, NO	A joint workshop with project cluster (AI4REALNET, THEMIS 5.0, TANGO, HumAIne) on the topic "AI, Your Way: Trusted, Scalable, and Ready for to Deliver ".

Table 8 - List of events

4.7 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 project solutions in the addressed sectors, being a key platform for promoting the project.
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.
We will utilize all available communication channels to create a mailing list and gather subscribers.

At a more advanced stage of the project, we will consider using the LinkedIn integrated newsletter. During testing, we observed good results in terms of engagement and the number of users reached.

Currently, two issues have been released and are available for download in the dedicated section of the website. **LINK**



PEER Newsletter - Issue 1 | April 24

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101120406.

The official website is online !

LINK

PEER project is up and running!

We are happy to announce the launch of PEER!
An EU-funded project that aims to develop an AI system that will redefine human-AI collaboration for complex decision-making. This collaborative approach extends beyond theoretical research. PEER will translate into practical applications that will empower individuals and organizations in real-world scenarios.

Check out snapshots from our team in action at the kick-off meeting for the launch of the four years Horizon Europe PEER project at Vrije Universiteit Brussel, Brussels, Belgium.

Is this email not displaying correctly? View it in your browser.

PEER Newsletter - Issue 2

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101120406.

In this newsletter, you will find a recap of the activities performed by PEER.

PEER - public deliverables

You can now find three downloadable deliverables in the "Outcomes" section of the official PEER website:
D2.2 - AI co-creation representations
The aim of task 2.2 is to develop representations of AI systems so that parts of the AI system become design materials in workshops with end-users.

D4.1 - Measurement scales and metrics for trustworthy AI
T4.1 focused on identifying reliable measurement scales for evaluating trustworthy AI, forming the foundation of the AIA index. This deliverable (D4.1) defines key concepts of trust and acceptance and compiles measurement tools to support the AIA index development.

D6.3 - DISSEMINATION & COMMUNICATION PLAN
The dissemination and communication plan is the main guideline for the execution of the D&C activities. It gives an overview of the whole D&C activities foreseen throughout the project.

DOWNLOAD

ADRA 2025: Future-Ready: On-Demand Solutions with AI, Data, and Robotics with sister projects in BXL and ADRA Forum in Eindhoven, NL

PEER had yet another successful participation at the recent ADRA event, where we joined forces with our sister projects to tackle some of the most pressing innovation questions in AI. Questions were addressed such as:
How can trustworthiness and transparency in AI systems be balanced with technical complexity to maintain user empowerment?
What frameworks or methodologies are you considering to evaluate the societal impact of your AI systems?
How does human feedback shape your project's AI lifecycle, and what mechanisms ensure its effective integration?
We shared strategies that have proven effective in fostering collaboration across disciplines, while also acknowledging the challenges that remain.
We further proposed scalable solutions in ethical AI design. Practical steps were proposed to address ethical concerns such as bias, privacy, and misuse in AI design, ensuring our systems are both fair and secure.

Figure 13 - PEER newsletter

NEWSLETTER 1		NEWSLETTER 2	
Item	**#**	**Item**	**#**
Total emails delivered (subscribers)	21	**Total emails delivered (subscribers)**	34
Opened	80,95%	**Opened**	54,55%
Unique Clicks	33%	**Unique Clicks**	21%

Table 9 - PEER newsletter activity

4.8 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.

4.8.1 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.

4.8.2 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. We expect these to take place in the final year of the project. 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.
Testing workshops with end-users have already taken place withing the second year of the project for the evaluation of the current solution. In this sense the end-users of the solutions are kept aware and involved throughout the project and solutions development. (Link with D5.6 (CAT))

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).

4.8.3 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 available.
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 request new knowledge through the interaction with humans and the environment. IntelliMan further	Communication will be established to seek for potential synergies. Meeting, Shared workshops

	investigates how such AI-powered manipulation systems are perceived by the users and what factors enhance human acceptability. **Link: N/A**	
TRUST-AI	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. **Link: https://cordis.europa.eu/project/id/952060**	Meetings, Shared workshops, Methodology trials, Paper Collaborations
AI Planner of the Future	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. **Link: https://escf.nl/ai-planner-of-the-future/**	Meetings, Shared workshops, Methodology trials, Paper Collaborations
COOMEP	The goal of the COOMEP 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 selection of data sources or socio-technical coordination mechanisms are taken into consideration.	Meetings, Paper Collaborations

	Link: https://smit.vub.ac.be/project/coomep	
Serendipity Engine	The Serendipity Engine project sets out to address and support societal stakeholders in designing recommender systems to foster serendipity in public contexts. **Link: https://smit.vub.ac.be/project/serendipity-engine**	Sharing insights
EDIH Dihnamic	**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. **Link: https://www.dihnamic.eu/**	Sharing insights
SUaaVE	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. **Link: https://www.catie.fr/en/ep-suuave/**	The results of SUaave will directly benefit the project thanks to a better knowledge of AI and Human interaction and collaboration.
TAILOR	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. **Link: https://tailor-network.eu**	Direct exploitation of some results of TAILOR (such as Strategic Research and Innovation Roadmap and The TAILOR Handbook of trustworthy AI)

Table 10 - PEER similar project database for clustering activities and potential synergies

4.8.4 Established synergies:

Name	Description	Website	Social media
TANGO	TANGO is a €7M EU-funded Horizon Europe project that aims to develop the theoretical foundations and the	https://humaine-horizon.eu/	https://www.facebook.com/humainep roject/

	computational framework for synergistic human-machine decision making. The 4-year project will pave the way for the next generation of human-centric AI systems. The goal is to fully develop the enormous potential that AI holds in terms of positive impact on individuals, society and economy by establishing a symbiosis between humans and machines: people should feel they can trust the systems they interact with, in terms of reliability of their predictions and decisions, capacity of the systems to understand their needs, and guarantees that they are genuinely aiming at supporting them rather than some undisclosed third party. TANGO focuses on developing the theoretical foundations and the computational framework for synergistic human-machine decision making, framework that will be tested on four real-life case studies.		https://x.com/HumAIne_project https://www.linkedin.com/company/humaine-project/ https://www.youtube.com/@HumaineProject/videos
HumAIne	HumAIne researches, develops, validates, and promotes a novel Operating System for Human-AI collaboration. This system facilitates advanced decision-making applications in dynamic, unstructured environments across various industrial sectors. By leveraging cutting-edge technologies such as Active Learning (AL), Neuro-Symbolic Learning (NL), Swarm Learning (SL), and eXplainable AI (XAI), all integrated into the HumAIne OS platform, HumAIne empowers AI solution integrators to create collaboration systems that surpass the capabilities of AI and humans working independently.	https://ai4realnet.eu/	https://github.com/AI4REALNET https://www.linkedin.com/company/ai4realnet-project/ https://x.com/AI4REALNET https://www.youtube.com/@AI4REALNET
AI4REALNET	HumAIne researches, develops, validates, and promotes a novel Operating System for Human-AI collaboration. This system facilitates advanced decision-making applications in dynamic, unstructured environments	https://www.themis-trust.eu/	https://www.linkedin.com/company/themis-5-0/ https://x.com/THEMIS_50

	across various industrial sectors. By leveraging cutting-edge technologies such as Active Learning (AL), Neuro-Symbolic Learning (NL), Swarm Learning (SL), and eXplainable AI (XAI), all integrated into the HumAIne OS platform, HumAIne empowers AI solution integrators to create collaboration systems that surpass the capabilities of AI and humans working independently.		https://www.youtube.com/@THEMIS5.0
THEMIS 5.0	THEMIS 5.0 is making AI decisions easier to understand. We are accelerating the shift towards more trusted AI-enabled services by helping people unpack the 'black box' that are AI algorithms to better understand what data is used, and how decisions are reached, so they can influence improvements. Using a risk-based approach, our AI trustworthiness framework and intelligent coach will create an ecosystem through which AI-driven hybrid decision making occurs in accordance with the needs and moral values of specific users. Our co-creation, development and testing processes are taking place across three use case domains - healthcare, port logistics and journalism.	https://humaine-horizon.eu/	https://www.facebook.com/humaineproject/ https://x.com/HumAIne_project https://www.linkedin.com/company/humaine-project/ https://www.youtube.com/@HumaineProject/videos

Table 11 - Established synergies

A strong collaboration has been established with the projects above (Table 11) with a number of workshop and events already organized. Together with these projects an application for a workshop for ADRA-e that took place on 4-5 November 2024 in Eindhoven, Netherlands has been submitted, which was accepted, despite the high competition. At this event on “European Sovereignty in AI, Data and Robotics” a workshop entitled “From Algorithms to Assurance: Designing Human-Centric AI to enhance Collaboration, Trust, and Acceptance” was held with participants from sister projects (link to workshop objectives available here). Furthermore, the project was represented in synergy with these projects at the “Future Ready: On Demand Solutions with AI, Data, and Robotics” taking place on 18-19 February 2025, Sparks Meeting, Brussels, with the aim to discuss results and identified challenges, to explore opportunities for future collaborations. Constant interaction with these sister projects are taking place to identify synergies, common goals and activities towards communication and dissemination.

4.9 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.

4.10 Dissemination activities update

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. The key exploitable results will be identified starting with the next reporting period as the developments advance and we foresee to have them more defined in the final year of the project once the solutions are in a more advanced state of development.

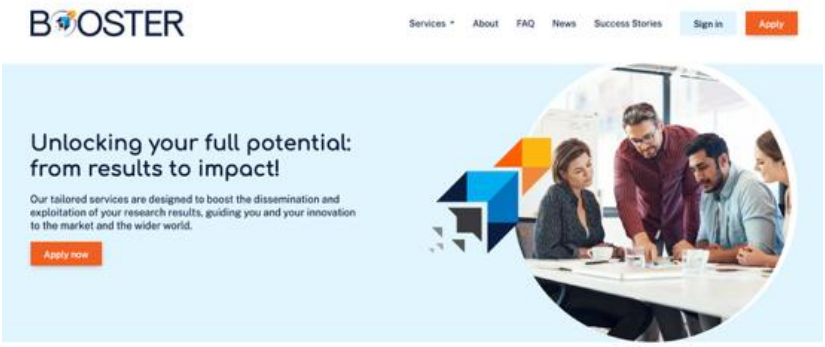


Figure 14 - Horizon Results Booster

5. Communication actions

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	• Exploitation of the website for promotion activities • Social media publications • Promotional Videos • Other communication channels (e.g., podcasts, radio, media etc).

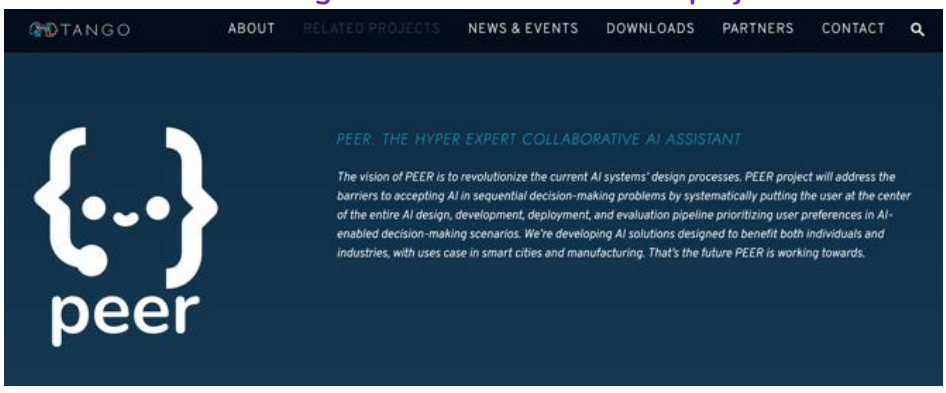
Table 12 - Communication strategy chart

5.1 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.

Cross-linking between PEER and other projects



https://tango-horizon.eu/related-projects/



https://humaine-horizon.eu/synergies/



https://ai4realnet.eu/cluster-projects/

- Publication of relevant news on the PEER website related to the project and/or the work of consortium members.

Website exploitation

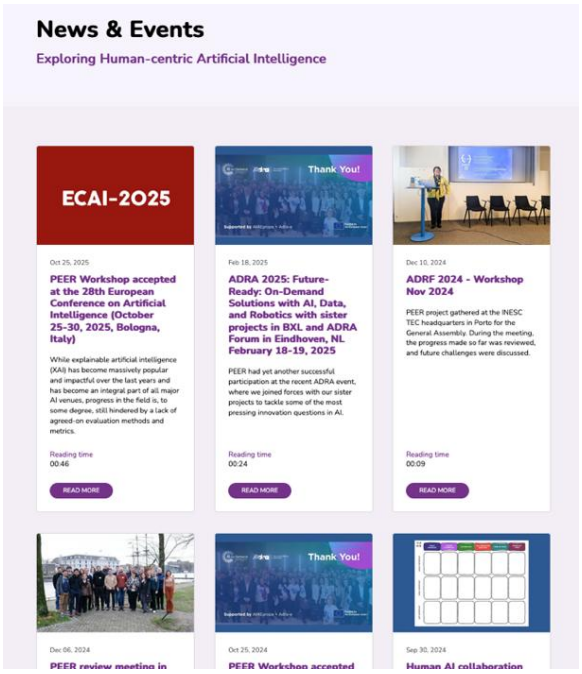


Figure 15 - Website exploitation (news)

- A link to the website is always shared through social media channels (either PEERS' or others'), thereby increasing the number of visitors, improving the project's visibility and online presence, and fostering interaction across different platforms.
-

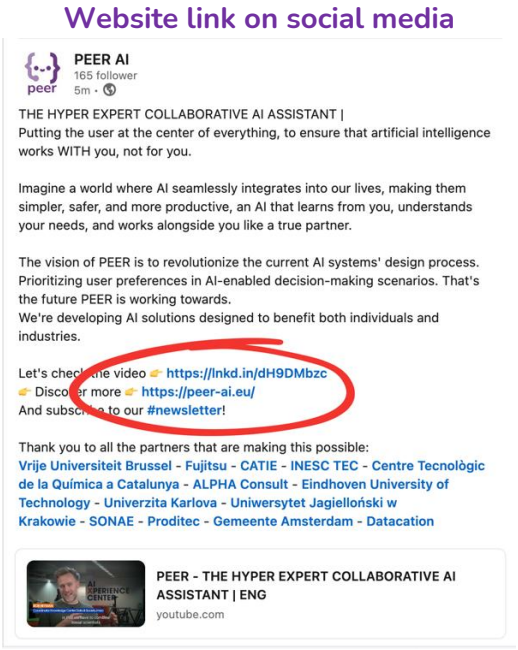


Figure 16 - Website link on social media

5.2 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

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

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.

Social media are also containers and launchpads for other chosen forms of communication, such as sharing documents, videos, events, photos, and website links to generate organic traffic, and more. They act as showcases to present all available information to a broad audience and serve as a cohesive platform connecting with other media.
In this way, we are creating a communication "ecosystem" in which all media—both traditional and non-traditional—are interconnected, ensuring that users are not missing any information. This approach can extend the lifespan of other traditional forms of communication. The project is reaching a wider audience through various channels, optimising the content creation and communication process. By tagging and mentioning partners, individuals involved, facilities, etc., and leveraging their user networks, we are facilitating reposts and shares, which are helping drive traffic to our page and optimise the reach of our communications.

All posts and content aim to present the PEER project to audiences beyond the consortium. We are developing different types of content for different social media platforms, to diversify the channels and keep the audience engaged. By tailoring the content to each platform, we are maximising our reach. The content follows a clear editorial line and includes dedicated visuals aligned with the defined visual identity.
Because of the use of social media channels, shared a set of suggested main hashtags and keywords with the PEER partners.
In this context, we highlight that the proper use of tags and hashtags can help increase PEER's social media presence and improve indexing, as it makes the content visible to anyone interested in those hashtags or tags—beyond just PEER's followers.

It doesn't matter whether the sites or sources are reliable or not. **The average user is not interested in verifying the news. Fact-checking is rare. Fake news has a very high dissemination rate. Any bias or potential negative comment, if broadcast on a large scale, is harmful to the image and makes any communications (about the project) less effective. One of our goals is to prevent the spread of negative publicity.**

We provided 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).

Social media guide LINK

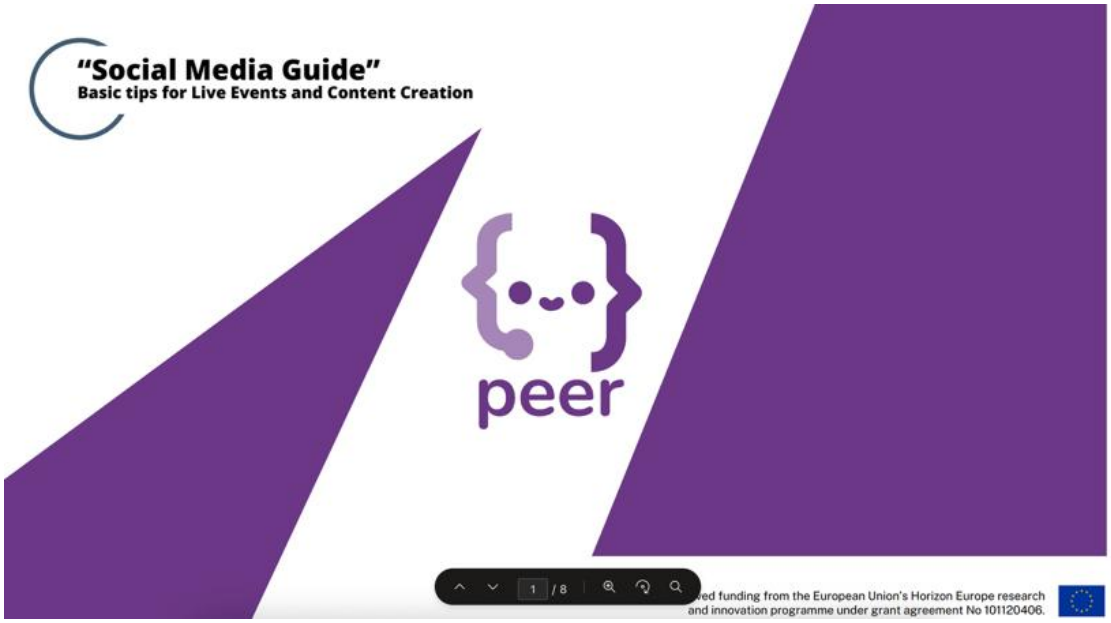


Figure 17 - Social media guide

e.g., of hashtag use:
#PEERai THE HYPER EXPERT COLLABORATIVE #AI ASSISTANT

PEER SUGGESTED HASTAGS
#HORIZONEUROPE #Technology #Sustainability #AI #AIassistant #ArtificialIntelligence #PEERai #HumanEmpowerment #PEERproject

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

Social media activities and statistics.

X	
Item	**#**
Followers	14
Impressions	2k
Likes	23

LinkedIn	
Item	**#**
Followers	165
Impressions	21.k
Likes	788

YouTube	
Item	**#**
Videos	10
Subscribers	9
Video views	364

Reposts	6
Comments	0
N° of post	34

Reposts	5
Comments	6
N° of post	83

Average view duration (h)	0,48

Table 15 - PEER social media activity

5.3 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).

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
The kick-off consortium meeting in Brussels and the following consortium meeting were used to record short videos about the project, which were complemented by explanatory graphic elements.

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

VIDEO OPTIMIZED FOR SOCIAL MEDIA
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.**

VIDEOS

Ten videos have been produced and uploaded to the project's YouTube channel.

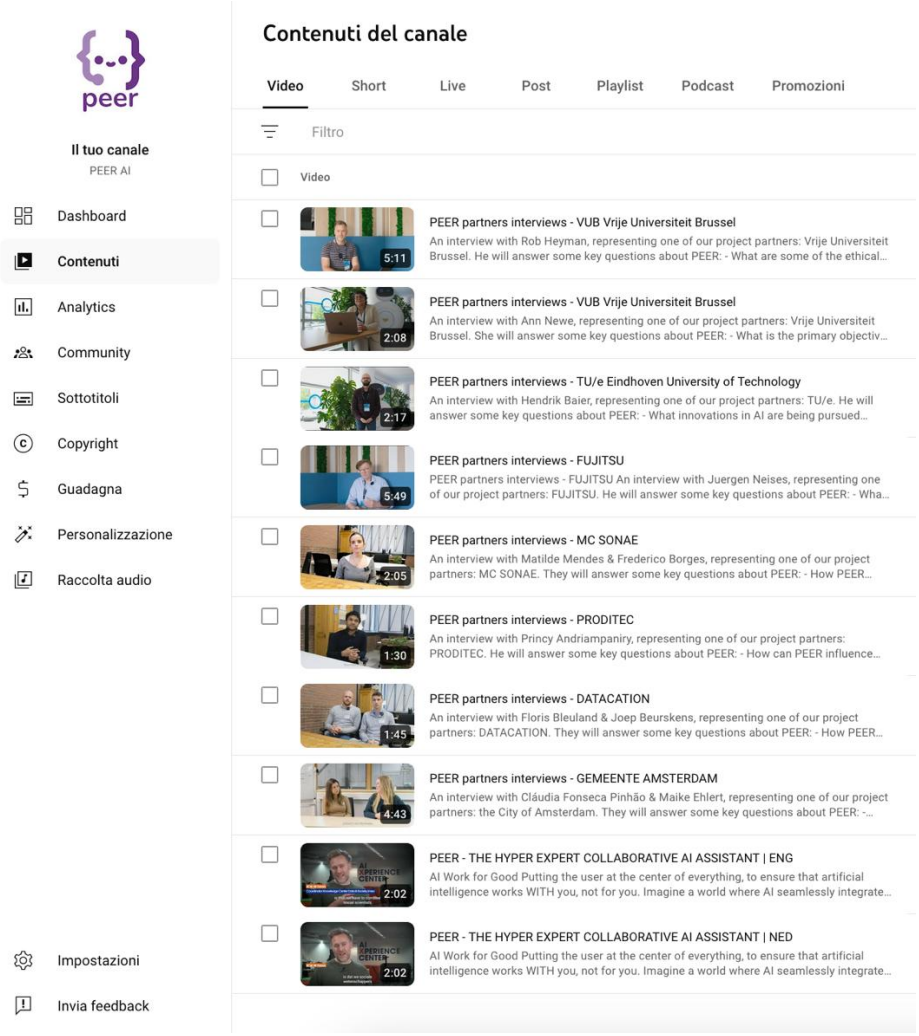


Figure 18 - PEER videos

5.4 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.

6. 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 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.

7. Conclusions and expected results

Considering the current geopolitical landscape and the increasing importance and relevance of AI based tools and secure, European-based AI systems, PEER is well-positioned to serve not only its initially identified stakeholders but also to expand its relevance to additional domains.

In alignment with the proposal, PEER continues to pursue its key performance indicators (KPIs). Future communication and dissemination events and actions will be considered, planned, and implemented in accordance with the guidelines outlined. These efforts aim not only to validate the technological outputs of the project but also to maximise impact, uptake, and potential long-term exploitation.

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.

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 networking activities/events	7	2 Brochures 1 updated banner 1 project presentation 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

	Item	Goal	#	KPI
	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	34 people 2 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+	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 knowledge sharing and potential synergies	5+	Contact/ liaise with project coordinators
	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	50,000 42	6.715 page views 15 news on the website

	Item	Goal	#	KPI
		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), 179 followers
	Videos	Diffusion to widest audience	3	10 videos 364 viewers
	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.





This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101120406.