



A European Positive Sum Approach towards AI tools in support of Law Enforcement and safeguarding privacy and fundamental rights

D5.6: Communication and Dissemination plan - final

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Executive Summary

The aim of this document is to outline the dissemination and communication activities that were undertaken in accordance with the DoA of the popAI project during the second half of its duration (October 2022 - September 2023). This deliverable follows the dissemination and communication plan which was laid out in deliverable 5.5 Communication and Dissemination plan - Interim.

The document covers the full spectrum of activities undertaken in the reporting period acting as a comprehensive report of visual and editorial elements produced by partners involved in WP5 so as to reach the identified target audiences according to the strategy and meet the Key Performance Indicators (KPIs).

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List of Terms & Abbreviations

Abbreviation	Definition
WP	Work Package
DoA	Description of Action
SAB	Stakeholder Advisory Board
EAB	Ethics Advisory Board
GDB	Gender Diversity Board
GDPR	General Data Protection Regulation
DMP	Data Management Plan
EC	European Commission

1. Introduction

Making information available and easily accessible is an important contribution to the dissemination of results of any EU-funded project. In the popAI project, the dissemination and communication activities unfold within *Work Package 5 (WP): Dissemination, Communications and Sustainable Community Engagement* with the aim to provide appropriate visibility of the project to carefully selected target audiences by creating suitable visual and editorial material, and by ensuring a steady flow of information on the project's ongoing progress and results obtained. To boost the impact and improve the impact potential of popAI, a communication and dissemination plan has been developed (Deliverable 5.5 Communication and Dissemination Plan - Interim) with the objective to raise general awareness about the project, attract interest, target important audiences and stakeholders, generate discussion, and assist the release of scientifically and commercially significant results. As this document (Deliverable 5.6 Communication and Dissemination plan - final) is submitted at the end of the project, and most of the planned activities have already been realised, this document stands as a dissemination and communication report.

1.1 Purpose and Scope of this document

This deliverable aims to provide a comprehensive overview of the different dissemination, communication, and awareness activities WP5 has undertaken during the second half of the project's duration. The purpose and Scope of D5.6 is reflected in Tasks 5.3, the objectives of which are specified in the DoA as shown below:

T5.3 Communication and dissemination activities [M1-24]

This task establishes the foundation for all communication and dissemination activities that will take place in the project. It is a strategic reference tool that will be used by the project team to identify, plan, execute and measure communication, dissemination and exploitation activities. The task started in the beginning of the project and is based on popAI target groups (civil society, LEAs, policy makers and the scientific community). In the course of this task an initial communication and dissemination plan was created outlining the key messages to be communicated, communication tools (website, targeted newsletters, publications in media, social media coverage, etc.) and channels to be used and the scheduled timing for each of the activities. Finally, a set of indicators have been developed to effectively and realistically measure the impact from the actions carried out.

1.2 Relationship with other documents

This deliverable is part of WP5 Dissemination, Communications and Sustainable Community Engagement. The overarching aim of this WP is twofold: it aims to co-ordinate the development of the project ecosystem and platform, as well as to create an inclusive and dynamic community that engages a broad and diverse range of stakeholders on implementation and use of human-centred and socially-driven AI tools in support of Law Enforcement, fostering a European conversation in the area and exchange best practices between LEAs to feed a continuous learning process that will build trust in AI systems use.

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This deliverable is the dissemination plan (final version) reporting on the activities of the project (within T5.3) following deliverable D5.5.

This WP also ensures that key messages from the project will be effectively communicated and results will be widely disseminated while at the same time ensuring that the project's results are fully exploited.

The activities carried out within T5.3 are therefore closely interrelated with the activities conducted in the other WP5 tasks, as summarised in D5.5 (page 7).

1.3 Methodology and Structure of the Deliverable

This deliverable is a public report documenting the various dissemination, awareness and outreach activities and results for the respective period of the final 12 months into the project.

To reach the objectives set in the frame of this task, the partnership needed to reach a wide - but also very specific - audience, so as to maximise the impact and successfully exploit popAI's results. In this respect, a set of communication and dissemination activities have been deployed throughout these past twelve months.

In this dissemination report are included all the activities conducted - conferences, workshops, communication activities, and social media, videos and publications - that have already helped in raising awareness about popAI for both communication and dissemination purposes.

The M12-M24 reporting period (inclusively up to 30 September 2023) is successfully marked with several participations in various events to present popAI as a project and popAI's preliminary results.

A summary of Dissemination & Communication activities performed during the reporting period is available in section 3 and more specifically the engagement activities with the Ecosystem are outlined in deliverable 5.2 Final Community building and ecosystem engagement activities plan 3.7-3.9, whilst in Section 5, future planning is outlined and in section 6 conclusions are drawn.

2. Dissemination & Communication Plan & Report

2.1 Overall Strategy and Objectives

The general objectives of every dissemination and communication plan are to make potentially interested parties and stakeholders aware of the project’s technologies and results, as well as share best practices of the project which may result in increased uptake of the outcome produced. Specifically, the popAI identified and formulated the main goals of the dissemination and communication activities, covering three key strategic directions:

- (a) Raising public awareness and ensuring maximum visibility of the project key facts, outputs and findings amongst the public.
- (b) Supporting the transfer of project results and engagement from key stakeholders in academia, industry and the European Institutes.
- (c) Enhancing the commercial potential of the results and users’ reception.

For these objectives to be satisfied, each partner was committed to the dissemination of results across the ecosystem of stakeholders. Dissemination and communication took place at multiple levels and all partners contributed via the routes that are most appropriate to their operational model and expertise.

In addition, in the proposal phase, the popAI consortium has delineated three core phases for the implementation of the dissemination and communication activities. The activities started in the early project phases and were actively pursued during the course of the project. Table 1 below describes the three phases and the main activities that were carried out during them. Phases 2 and 3, which we are now, overlap in the final stages.

Table 1: popAI Dissemination & Communication phases

PHASE 1 PROJECT LAUNCH	PHASE 2 CONTINUOUS COMMUNICATION	PHASE 3 DISSEMINATION OF FINAL RESULTS
M0-M6	M7-M24	M19-M24
<ul style="list-style-type: none"> ● Visual identity ● Social media ● Communication tools ● Mapping communication activities ● Identification of stakeholders and target groups ● Tracking Partners Activities 	<ul style="list-style-type: none"> ● Documentation of C&D channels ● Execution of communication activities ● End user workshops ● Tracking Partners Activities ● Stakeholder engagement ● Publication of scientific journals 	<ul style="list-style-type: none"> ● Promotion and exploitation of results ● Implementation of dissemination activities ● Final Info Day Event ● Publication of results ● C&D insights for planning of project continuation

A Phase 4 is also envisaged, starting after the completion of the project at M25, which will include a plan, which is described in section *Future Plans* of this document, for C&D resources maintenance after the project ends. This plan, will help ensuring that the results achieved and the work carried out during popAI 24 months will be further exploited and used to support the establishment of a European AI hub.

2.2 Defining Target Audiences – Internal & External

As mentioned in the previous deliverable 5.5 (page 11-12) the target groups were divided in external and internal audiences. Additionally, the key stakeholder, which were addresses through WP5 activities can be found extensively in deliverable 3.1 Map of AI in policing innovation ecosystem and stakeholders.

The exploitation strategy (as describe in deliverable 5.7 Sustainability and exploitation plan) will come into effect so as to engage stakeholders and organisations seeking to utilise the popAI project results.

2.3 Key Performance Indicators (KPIs) of popAI Dissemination Activities

For popAI partners and EC officials to be able to measure and evaluate the impact of the dissemination and communication strategy, a set of measurable success indicators have been established setting a basis for verifying objectives' achievement. To gather online dissemination data, Matomo was chosen to be used as an alternative to Google Analytics, while for all other social media, available analytics tools are being used (e.g.: Twitter Analytics etc.).

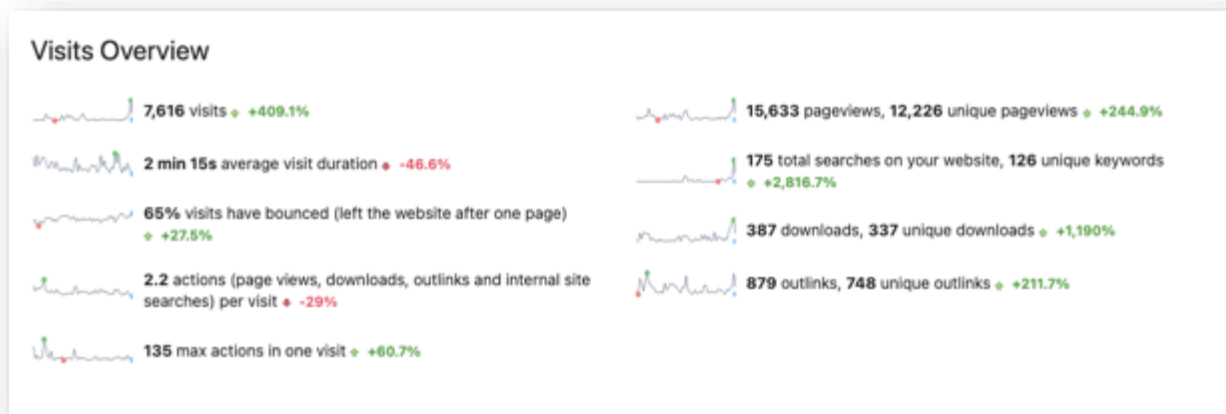


Figure 1: Website Analytics (reporting period Oct 2022 - Sept 2023)

The following table provides measurable indicators of the project's dissemination and communication activities and sets a basis for verifying whether the project dissemination objectives have been met along the way (accomplished results).

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Table 2: popAI KPIs for Dissemination & Communication activities (Oct 2022 - Sept 2023)

Online communication activities	Target groups	Expected Indicators	Accomplished results
<u>Project Website:</u> The dedicated popAI website will be the main dissemination reference with information about the project, its objectives, partners, results etc.	All stakeholder groups	- AVG yearly visits: >10,000 - Material downloads (yearly): 100	7.616 visits 337 Unique downloads
<u>Social Media:</u> Accounts will be created on the major social media networks to disseminate information about the project, its updates, form communities of interest and interact with stakeholders. Social media content strategy will be part of the popAI dissemination plan	All stakeholder groups	- >1,000 Twitter followers in total - >300+ members on LinkedIn	137 Twitter followers 319 LinkedIn members
<u>Project Video:</u> will communicate the popAI concept and approach in a simplified and direct style appropriate to all target groups, including non-technical stakeholders	All stakeholder groups	2 videos	2 videos
<u>Project eNewsletter:</u> will be emailed to interested recipients and be published online on the project website and social media. The newsletter will include project updates, inform and engage with end-users in the project activities	All stakeholder groups	No. of recipients: > 500 (per newsletter)	4 Newsletters 568 recipients
Publications	Target groups	Success Indicators	
<u>Press releases & articles:</u> Relevant publications will be prepared for all stakeholder communities including press releases and articles that describe project outcomes	All, including media	8 in total (4 per year)	20
<u>Policy Briefs:</u> popAI policy briefs (WP1) will provide evidence-based analysis and include practical policy recommendations for the implementation and usage of AI tools in support of Law Enforcement that are human-centred, socially-driven ethical and secure-by-design	Policy Makers, European Commission staff, LEAs and security domain experts, Civil Society and Media	No. of policy briefs: 2 (1 per year)	2 Policy Briefs
<u>Peer-reviewed scientific journals and conference publications:</u> Partners from the research, academia and industry will engage in scientific publications in journals and conferences. Open tools such	Academia & researchers, industrial partners	≥ 6 in total	5

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as Google Scholar & Research Gate will be used to disseminate scientific and technical achievements			
Participation in events	Target groups	Success Indicators	
Key related events will be attended by popAI partners. These events include conferences, workshops, exhibitions, congresses	Civil society, End-Users, Industry, Researchers, European Commission staff, Policy Makers	> 8 in total	12
<u>popAI workshops</u> : The consortium will organise three workshops dedicated to the project activities, involving external stakeholders from the end user groups, industry and policy or decision makers	All stakeholder groups	> 3 in total	2

3 Dissemination & Communication Activities

As mentioned above, to achieve popAI goals and objectives, partners have identified key stakeholders who needed to be kept up to date with the progress and outcomes of the project. The dissemination and communication activities scheduled and realised by WP5 have dedicated target audiences which are widely separated in two groups: internal and external. In the sections below the distinction between the two shows the diversity of the ways of communication, the channels utilised as well as the conveyed messages.

3.2 Internal Communication Activities

The popAI partnership and the project’s Stakeholder Advisory Board are classed as internal audiences whilst all other stakeholders are classed as external audiences (which is the biggest part of this WP). For reference, a comprehensive outline of the audiences is available in deliverable 3.1 and in deliverable 5.6.

Communication with partners: As mentioned in the previous section, partners, aka the internal audiences, require easy to use, daily communication within the partnership mainly via digital means. To ensure smooth interaction and safe exchange of information within the consortium, partners have agreed, and the WP5 lead partner together with the coordinator partner, have established, internal communication channels -as early as the kick-off meeting- which include dedicated project mailing list; specialised WP-related mailing lists; A shared virtual partner space has been set-up (Alfresco folder acting as a repository) for exchange and sharing of material (documents, meeting minutes, templates, presentations, deliverables, video recordings, visual material) and accessibility of information from all partners. A detailed report can also be found at deliverable 5.3 popAI platform – first version; dedicated Zoom account to facilitate partner discussions and meetings, and face-to-face plenary meetings every six months to provide partners with the opportunity to meet and discuss in more detail and agree next steps for each WP.

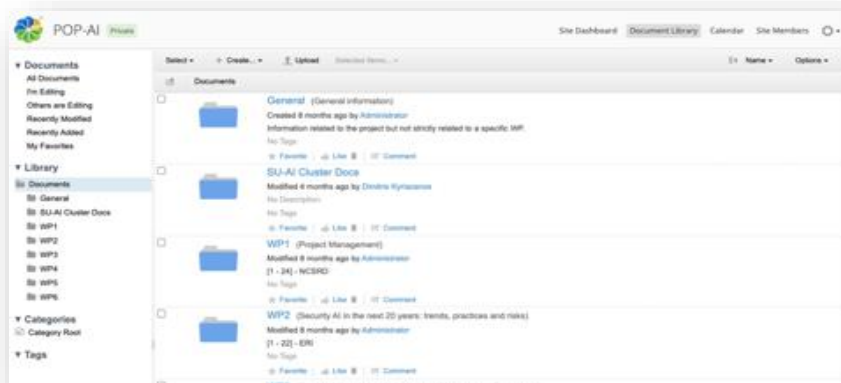


Figure 2: Internal Communication Management & Repository

Communication with the Advisory Board: To ensure the validity of the popAI project results, the partnership has advocated the creation of a Stakeholder Advisory Board (SAB). A group of domain experts has been selected to form the popAI’s Stakeholder Advisory Board, providing invaluable feedback to the partnership in regular meetings and via email. The SAB has been invited to participate in various physical plenaries organised by popAI and also had access to deliverables’ shared folders to provide early feedback. popAI’s SAB has also filled in provided questionnaires aiming at external validation and additional representation of respective stakeholder category: Law Enforcement, Civil Society, Technical, Research & Academia. The Stakeholder Advisory Board besides the external guidance on its strategic objectives is assisting in developing relationships with other key stakeholders and the ecosystem across Europe. The persons consisting of the popAI’s Stakeholder Advisory Board are listed in the table below.

Table 3: Members of popAI’s Stakeholder Advisory Board

#	Members of the Stakeholder Advisory Board	
1	Donatella CASABURO	KU Leuven Centre for IT & IP Law (CITIP)
2	Eleftherios CHELIOUDAKIS	Civil Society Expert
3	Michael COOKE	Head of Department of Psychology & Director of Edward M. Kennedy Institute for Peace and Conflict Intervention Maynooth University
4	Philip ENGSTRÖM	Research and development coordinator at Swedish National Forensic Centre
5	Ezgi EREN	KU Leuven Centre for IT & IP Law (CITIP)
6	Philippe PULIGNIER	Research Center of the French National Police Academy (CRENSP)

A dedicated section on popAI’s website has been created in order to give more visibility to the group that is contributing to the achievements of the project, under the *About* category and the *popAI ecosystem*, titled *Stakeholder Advisory Board*. In this dedicated webpage, all SAB members are listed including short bio and a photo, while an electronic banner including all members, was also created for further dissemination.



Figure 3: popAI SAB electronic banner



Figure 4: dedicated page on the popAI website

Additionally, popAI project has formed an Ethics Advisory Board (EAB) which is responsible - as described in DoA- for providing consultation and suggested rulings in the circumstance that project activities involved Ethics, Privacy and relevant Regulation implications. The committee oversaw relevant informed consent procedures as well as ethical and data protection authorisations required for the project. The EAB helped define the Project Baseline for Research Ethics (D1.4) against which all project activities and deliverables have been checked to ensure compliance with all relevant standards for responsible research. The EAB is chaired by Professor Lilian Mitrou. A respective webpage has been created on popAI website.



Figure 5: EAB dedicated webpage on popAI's website

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In addition, popAI has formed a Gender Diversity Board (GDB) aligned with its commitment to apply the founding and fundamental values of the European Union, which are respect for human dignity and human rights, freedom, democracy, equality and the rule of law, the popAI Gender Diversity Board provided consultation and recommendations so as to ensure that popAI activities grant no discrimination based on gender, age, race, belief, ethnicity, disability, sexual orientation and religion, with a particular focus on gender equality at all project activities, both research oriented activities, as well as general project activities and community participation and engagement. popAI has already integrated the gender dimension in the popAI approach and methodologies, and the Gender Diversity Board foresaw that gender diversity and diversity in general are also sufficiently integrated into the project's outcomes. The Gender Diversity Board provided consultation for the popAI synergetic network with relevant initiatives that already exist in the network such as: AI4EU gender group, Women in AI, Diversity Charters across Europe among others. The Gender Diversity Board is chaired by Dr. Xenia Ziouvelou and is consisted of members of the popAI consortium.

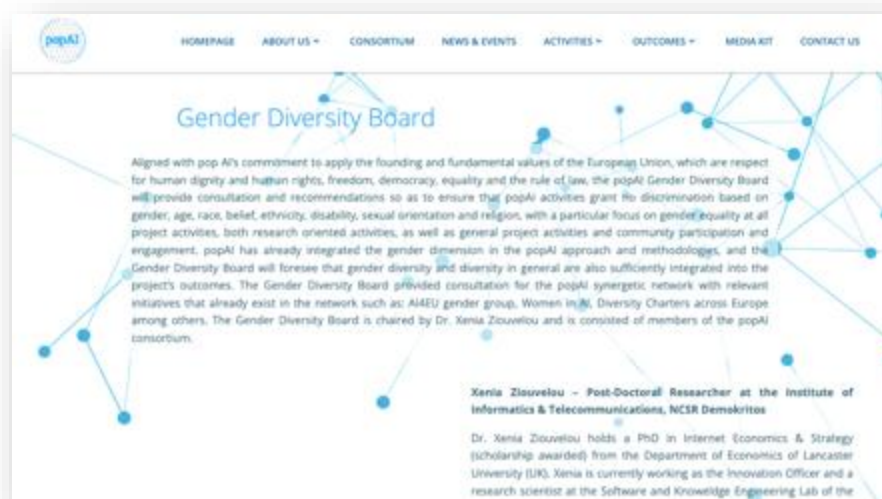


Figure 6: Gender Diversity Board on popAI website

The Gender Diversity Board was also uploaded on the website with a dedicated page under the *popAI ecosystem* subcategory.

3.3 External Communication & Dissemination Activities

Communication with external audiences was the biggest part of work of this WP as it included the activities performed by all project partners, to reach the identified target groups so as to meet the objectives set. In this section, we report all employed communications activities using a breadth of tools and channels.

3.3.1 Project website

The official project website was the most important online tool of communication as it allowed the partnership to structure information as required so as to connect with the ecosystem that it was

reached out. The popAI project website has been made publicly available on 20 January 2022 and is available under the URL <https://www.pop-ai.eu/>.

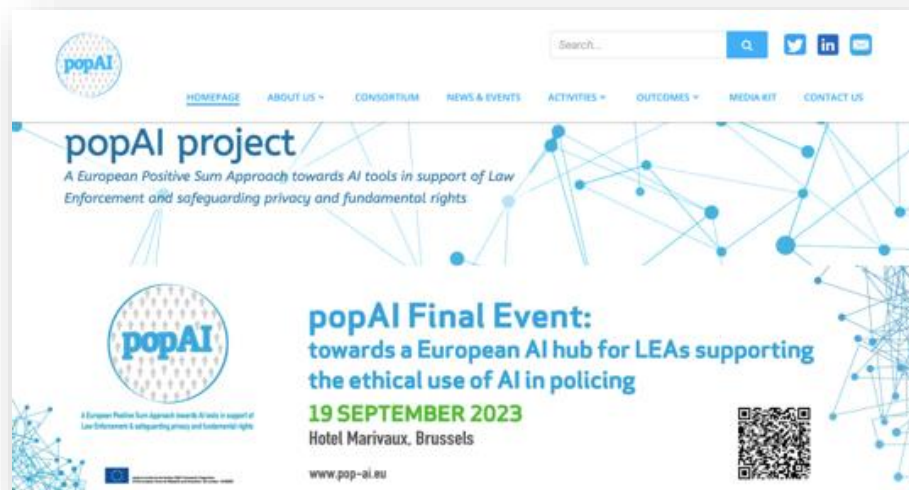


Figure 7: popAI project website

The project website played a key role in the project's communication strategy as it provided an online platform accessible by the public, showcased the project, held all project achievements and updates, as well as its social channels in one place. An extensive analysis of the website and its sections is provided in deliverable 5.3 popAI platform – first version and deliverable 5.4 popAI platform – final version.

The popAI website was updated regularly to reflect the state of the project. Coordinating partner NCSR-D together with WP5 lead partner Z&P were responsible for the maintenance and content update of the website, by sourcing content from all popAI partners.

3.3.2 Social Channels

As mentioned in previous deliverable 5.5 (page 20-21) the choices regarding the social media channels were planned and realised early in the project. The project has a LinkedIn page and a Twitter account. As indicated from analytics, LinkedIn brings the highest traffic on popAI website, while Twitter follows.

Twitter: The creation of a Twitter account was decided in January 2021 ([@popaiproject](https://twitter.com/popaiproject)) which has a gradually increasing follower base with currently 137 followers.

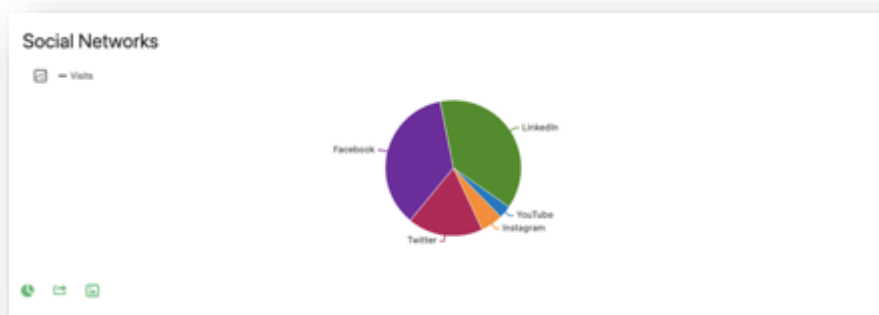


Figure 8: popAI social media traffic

The account shared consortium and project updates, as they happen, but also aimed to build a wider community around the areas of Artificial Intelligence and Law Enforcement, privacy and fundamental rights, which is the main areas of research of the popAI project. Tweets were shared regularly by project partners as outlined above to keep followers updated and interested.



Figure 9: Indicative social media posts

LinkedIn: A LinkedIn page has been created under this URL: <https://www.linkedin.com/company/popai-project> with currently 319 followers on the page.

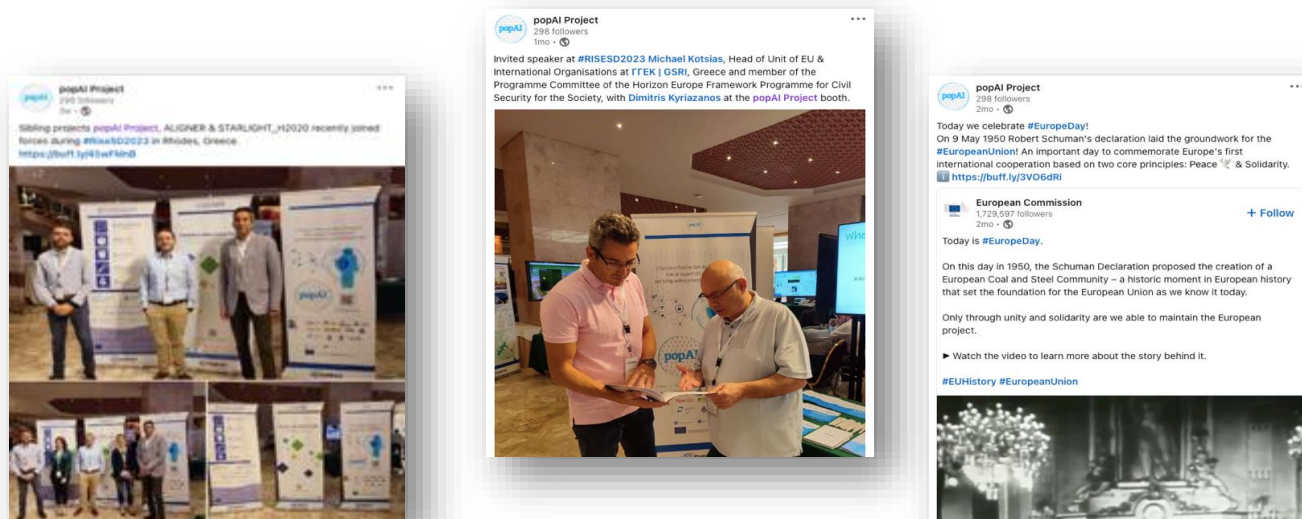


Figure 10: Indicative popAI LinkedIn posts

3.3.3 popAI branding - Promotional Materials Produced

Following the production of numerous promotional materials from the start of the project (see in more details in deliverable 5.5, page 17-19), we continued to create promotional material to raise awareness and optimise the visibility of the popAI project.

eNewsletters were scheduled, informing about events and highlighting project progress. In total 4 newsletters were produced in the duration of the project. The first three electronic newsletters have been disseminated to users who have subscribed to the project newsletter through the relevant section on the website which is linked to a secure database. Additionally, a subsection has been created under the *Media Kit* category on the website, where all project's newsletters are being uploaded and available to all interested parties. Additionally, a fourth newsletter will be released which will present the results and success stories of the project.



Figure 11: Media Kit subsection for project's newsletters

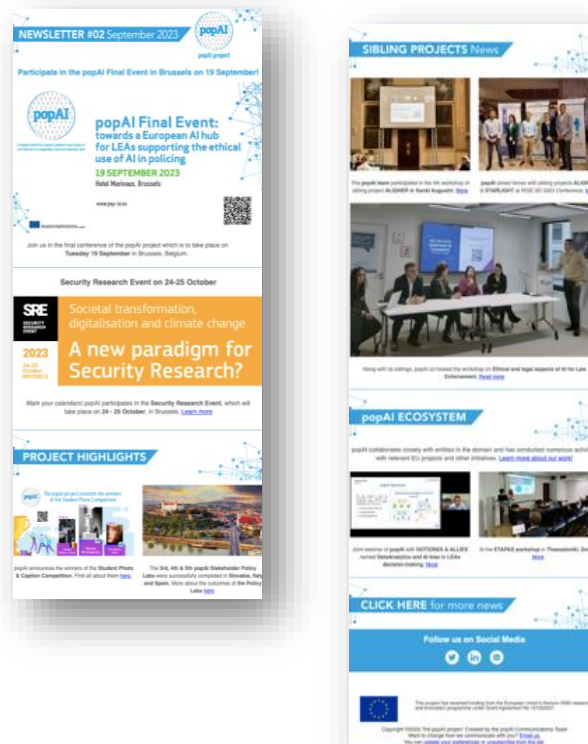


Figure 12: popAI eNewsletter #2

Multimedia material has been produced and distributed through the project website, social media and broadcast platforms such as YouTube. NCSR-D partner has created a dedicated playlist *popAI project* under its Institute of Informatics and Telecommunications YouTube channel (counting more than 350 subscribers), where all created videos have been uploaded.

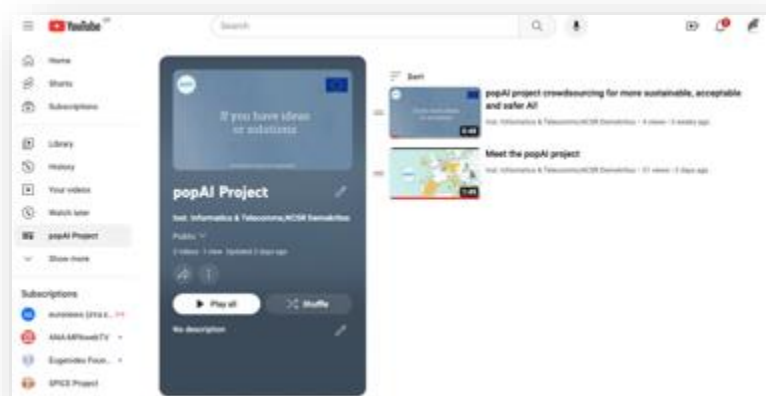


Figure 13: popAI YouTube playlist

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To provide a coherent and appealing overview of popAI project, a promotional video has been created by a professional production company, which has been presented at the popAI Final Event: towards a European AI hub for LEAs supporting the ethical use of AI in policing but also has been placed on the landing page of the popAI website.



Figure 14: popAI's promotional video

Promotional gifts: Additional to the brochure that was created during the first year of the project (more details in the deliverable 5.5, page 24), there were created further promotional materials, such as notepads, power banks, umbrellas, tote bags, pens, which were distributed to physical events. The materials were branded with the popAI logo, tagline, consortium and EU acknowledgment, to help increase the visibility and establish the project's brand. All merchandise materials have been chosen based on a sustainable approach and eco-friendly materials (recycled paper, bamboo, recycled PET).



Figure 15: popAI merchandise

Event participation: Conferences | Workshops | Meetings | Webinars

From October 2022 until September 2023, popAI was very active regarding events participation and organisation. PopAI partners participated in various events at European level mostly in a physical level but also in online events, presenting popAI's results, as this is a key mechanism of engaging with the community.

Table 4: *popAI list of events*

Events organised & attended (in chronological order)	Date	Location
Tools for the Ethical and Trustworthy Adoption of AI in the Service of Public Administrations (workshop)	12 October 2022	Greece
popAI 2nd Plenary & Review meeting	25 October 2022	Dublin (organisation)
ALIGNER 4th Workshop	30 November - 1 December 2022	Online
popAI 3rd Policy Lab	13 December 2022	Slovakia – online (organisation)
Ethical and Legal Aspects of AI for Law Enforcement (joint conference)	25 - 26 January 2023	Brussels (co-organisation)
popAI Physical Plenary Meeting	13 - 14 March 2023	Italy (organisation)
TechEthos Ethical Issues Outline	31 March 2023	online
popAI 4th Policy Lab	20 April 2023	online
Data Analytics and AI bias in LEAs decision-making (joint webinar)	19 May 2023	online
RISE SD 2023 Conference	29 - 31 May 2023	Greece
popAI Physical Plenary Meeting	7 - 8 June 2023	Greece (organisation)
ALIGNER 5th public workshop	21 - 22 June 2023	Germany
EDIH Working Group on Public Administration	30 June 2023	online
NOTIONES Matchmaking virtual event	15 September 2023	Online (co-organisation)
popAI final conference	19 September 2023	Brussels
Security Research Event (SRE) 2023	24 - 25 October 2023	Brussels



Figure 16: popAI participation in events

3.3.4 Press releases and coverage

The aim of creating and disseminating a Press Release (PR) to the Media is to gain Press coverage. The first PR about the project was written and disseminated to the Media after the launch of the project with introductory information. Additional PRs were also drafted on the basis of important milestones reached and in line with key developments of the project such as the Policy Labs occurring in each country. At the end of the PR a standard “*Note to editors*” section is placed with

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information about the project, its partners and social media accounts. All created PRs are made available under the [Media Kit section](#) of the website.

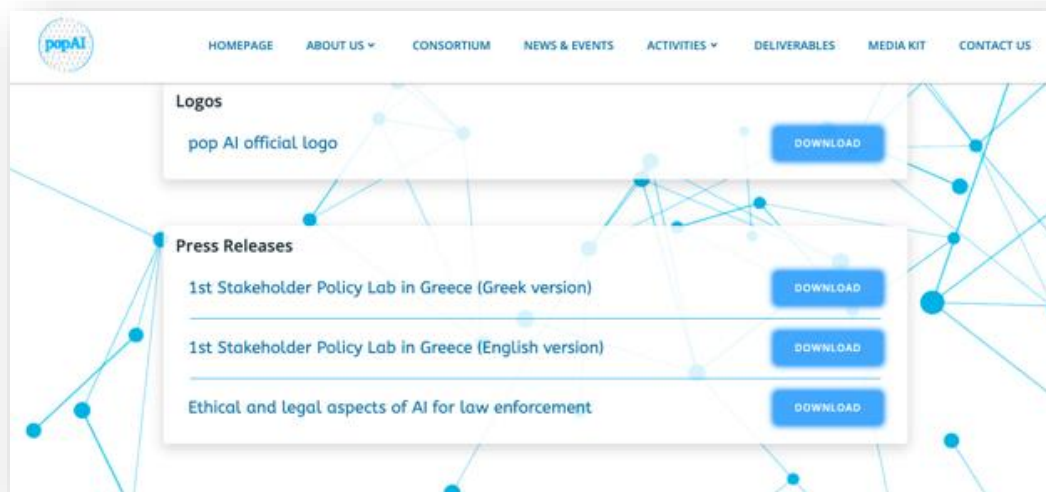


Figure 17: popAI Press Releases hosted in the relevant Media kit section of the website

3.4 Deliverables and Publications

Deliverables: The public deliverables produced by the popAI project are uploaded on the project website under the dedicated sub-section in the *Resources* menu upon review by the EC and approval.



The screenshot shows the 'Deliverables' section of the popAI website. It features a table with columns for 'Name and description', 'WP', 'Leader', 'Type', 'Dissemination', 'Date', and 'Download'. The table lists several deliverables, including 'D2.1 - Functionality taxonomy and emerging practices and trends', 'D2.2 - Legal case work taxonomy, emerging trends and scenarios', 'D3.1 - Map of AI in policy innovation ecosystem and stakeholders', 'D3.2 - Report on citizen discourses and attitudes towards controversies', 'D5.1 - Initial community building and ecosystem engagement activities plan', and 'D5.5 - Communication and Dissemination plan - interim'.

Name and description	WP	Leader	Type	Dissemination	Date	Download
D2.1 - Functionality taxonomy and emerging practices and trends Report on the findings of TCC 1.	WP1	ICTSD	R	Pr	7	
D2.2 - Legal case work taxonomy, emerging trends and scenarios Report on the findings of TCC, including an index on internet data work	WP1	ISL	R	Pr	12	
D3.1 - Map of AI in policy innovation ecosystem and stakeholders Report on mapping of AI in policy innovation ecosystem and stakeholders	WP3	ISL	R	Pr	06	
D3.2 - Report on citizen discourses and attitudes towards controversies A summary on citizen discourses and attitudes towards controversies	WP3	ISL	R	Pr	11	
D5.1 - Initial community building and ecosystem engagement activities plan The deliverable describes the community building, raising and promotion engagement activities as well as the popAI platform.	WP5	ICTSD	R	Pr	09	
D5.5 - Communication and Dissemination plan - interim The deliverable presents the initial and final communication and dissemination plan and activities of the project.	WP5	ICTSD	R	Pr	09	

Figure 18: dedicated sub-section for popAI's deliverables

Publications: The major tool to reach one of our key audiences, the scientific community, is that of disseminating the scientific publications stemming from the results of the project itself. To keep track of the publications, a methodology has been established along with an online spreadsheet to keep records of all the required details, i.e., type of publication, reference, official link, repository, link to repository, authoring partners etc. This online spreadsheet acted as a guide for the WP5 partner who leads the communication and dissemination activities to plan further actions such as disseminating the publications further through the project website and social media. In keeping with the European Commission’s guidelines on open access publications, all publications are made openly available through the dedicated area on the popAI project website as well as through official repositories such as OpenAIRE.



Figure 19: Publications page on website

3.4.1 Access to Deliverables and Publications

The intention of the popAI project was to disseminate its results as widely as possible using all the tools outlined in this document. Following EU guidelines for open access of research results, public deliverables and publications of the project were made available via the project website as well as through the OpenAIRE platform.

More specifically:

- Publication in open access journals.
- Publication via the ‘gold’ route, whereby authors pay a fee to publish the material as open access immediately. Most high-level journals offer this option.
- Publication via the ‘green’ route, whereby authors archive the material in a disciplinary, institutional or public repository. To this end, we will submit project outcomes to OpenAIRE or the Zenodo repository and provide a copy through institutional repositories in line with the involved partners’ customary practices and institutional requirements.

3.5 Supporting popAI activities

3.5.1 Crowdsourcing Platform

Within the popAI mission to create trust and awareness around the use of AI in the security domain, the consortium was committed to investigate doubts, challenges and concerns related to the use of AI-based application by police and LEAs. Consequently, it becomes crucial to understand perspectives from different actors and societal sectors. Active social engagement is, hence, encouraged to achieve a twofold aim: i) understanding perspectives, challenges and opportunities in other sectors; ii) bringing together consolidated spheres of knowledge from theoretical and empirical levels.

The ECAS Crowdsourcing Platform contributed to achieving this aim. Indeed, the (open source) Crowdsourcing Platform by ECAS created a space for the wider public to engage with the content discussed in the project, thus safely collecting ideas, thoughts and views on a specific topic. It also included voting mechanisms so that users can decide on the best answers.

The login was possible with a specific account for this platform or via third-party logins (Facebook, Twitter). The platform was available in seven languages (Dutch, English, German, Greek, Italian, Slovak, and Spanish). It also included some gamification elements to motivate users to respond and invite others to do so.

The crowdsourcing platform, hence, allowed to:

- share input on the main controversies and experiences (step 1),
- put forward solutions (step 2), and
- vote on the ideas proposed (step 3).

Five main topics were discussed on the crowdsourcing platform:

1. Biometric identification;
2. AI systems used to prevent crime (predictive policing);
3. AI systems used in cyberoperations;
4. Police hacking;
5. Justice decision-making tools.

For each of the five topics, citizens were asked to rate their level of agreement on eleven aspects of their implication and management:

1. Respect to human rights
2. Human oversight
3. Accuracy
4. Reliability
5. Respect to privacy
6. Legitimate access to people's data
7. Transparency
8. Prejudice and discrimination
9. Benefit to society
10. Sustainability
11. Accountability

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189 responses were gathered. Upon completion of phase 1, another step opened where citizens were asked to put forward solutions to tackle the controversies mapped during the previous step. 84 people contributed to phase 2. The goal of the third phase was to vote for the best ideas submitted by citizens during phase 2. There were 95 respondents for Phase 3.

Overall, the countries of residence of participants to the crowdsourcing platform can be listed as follows: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Egypt, Estonia, Ethiopia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Netherlands, Philippines, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Tanzania, UAE, United Kingdom, USA.

To better communicate and enhance the crowdsourcing activity, a dedicated webpage was created on popAI website, under the *Activities* category. The webpage was frequently updated depending on the activity's phase.



Additionally, this activity was supported by frequent social media posts on popAI channels, introducing every phase, while an explanatory video -to better attract and engage the audience- and a series of visuals were created. The video was also uploaded on a dedicated popAI YouTube playlist.



Figure 21: created banner that was disseminated through social media

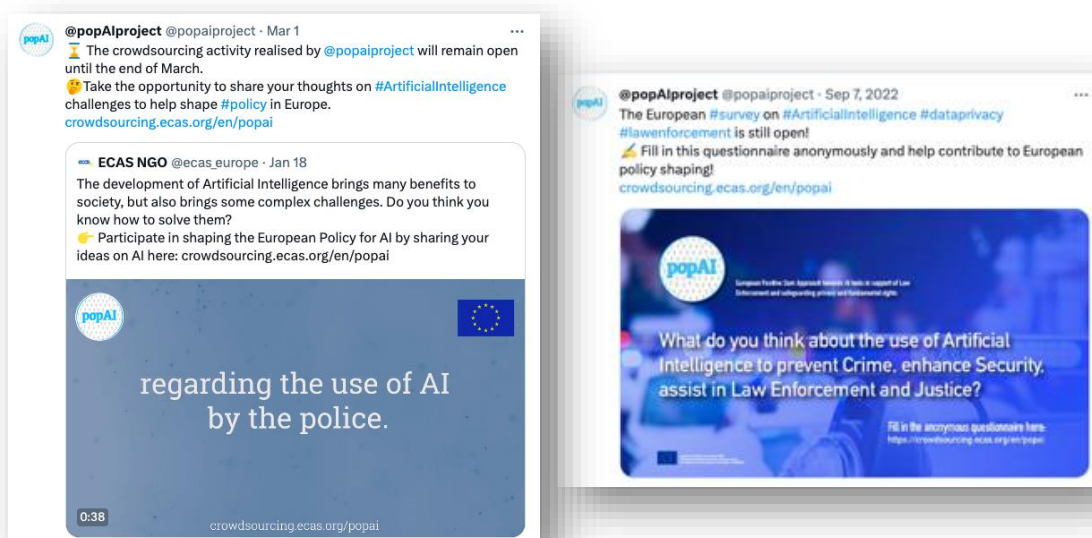


Figure 22: Social media posts in support of the Crowdsourcing Platform

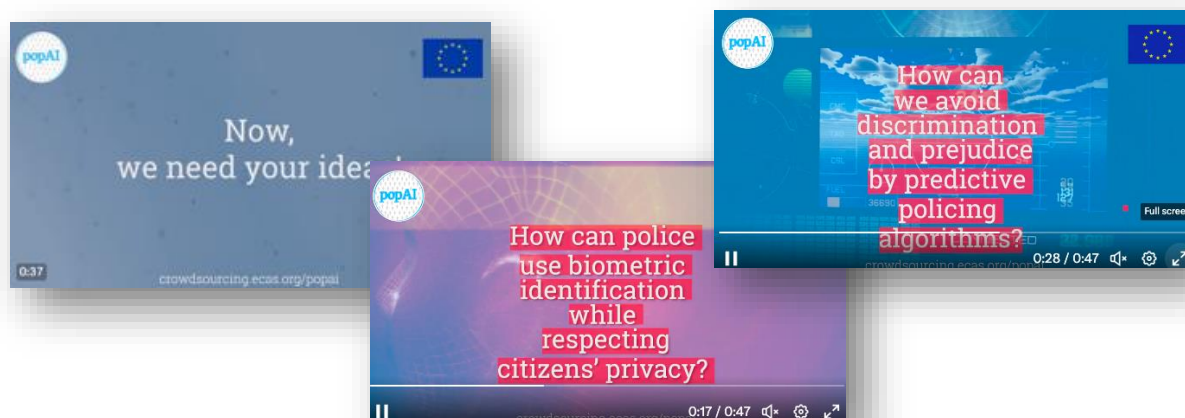


Figure 23: Stills from the created video

3.5.2 Stakeholder Policy Labs (SPL)

popAI planned the organisation of 5 Stakeholder Policy Labs to facilitate exchange between relevant LEAs and related experts. The goal was to develop ideas for smart policies and test the solutions to identified controversies in experimental models. A more detailed description of the Stakeholder Policy Labs can be found in deliverable 5.5, page 26.

The outputs of the five Stakeholder Policy Labs held at local level are all gathered on the [dedicated page on popAI website](#) and have been further discussed during the final popAI event in Brussels titled popAI Final Event: towards a European AI hub for LEAs supporting the ethical use of AI in

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policing, which took place during the last month of the project in Brussel, Belgium, on Tuesday 19 September 2023.

WP5 supported this activity technically, coordinating the meeting’s needs that took place through the zoom platform. Dissemination both on the popAI website and on social media have supported the Labs’ visibility, hence attracting a higher number of participants.

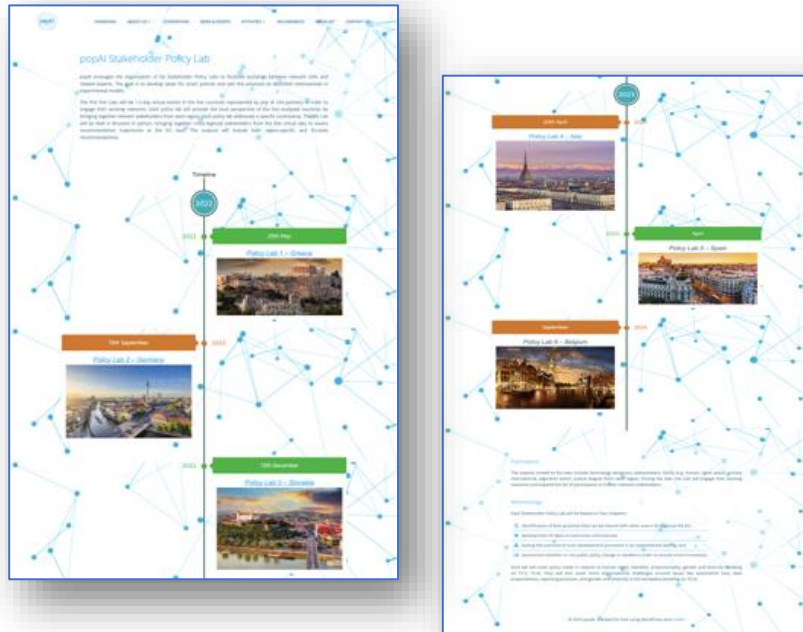


Figure 24: Policy Labs on popAI website

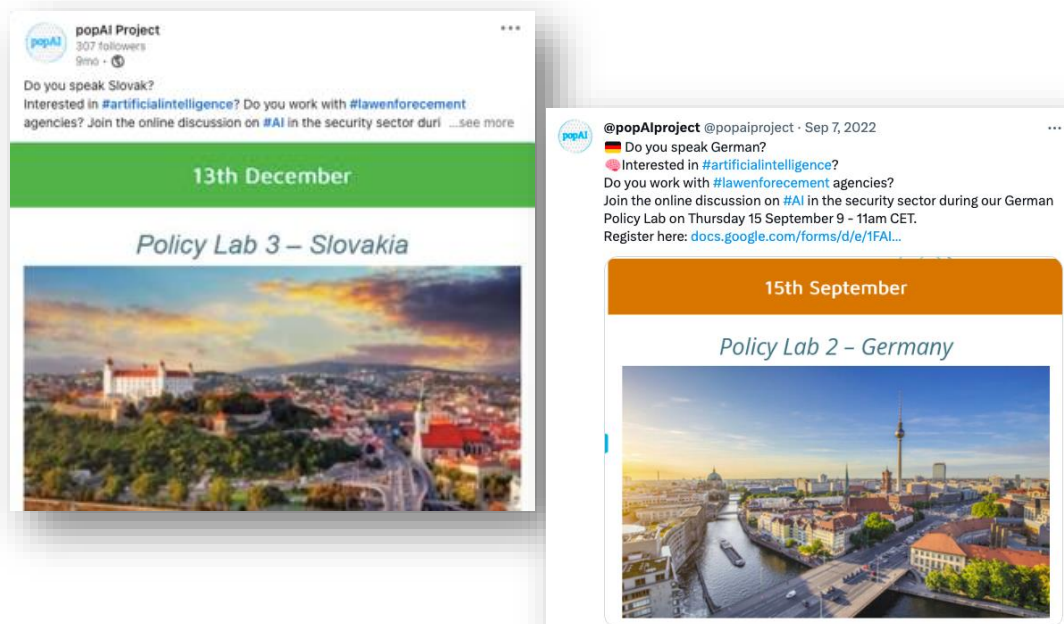


Figure 25: Indicative social media posts for the Policy Labs

3.5.3 Photo Competition

Photo competitions have demonstrated that are valuable in raising awareness about the controversies of AI in policing among citizens, whose voices are often missing from such networking endeavours. popAI held a **Student Photo and Caption Competition** in order to bring in the voices of new citizens and increase their awareness and activity in this domain. Further details regarding the Photo Competition can be found in deliverable 3.6 Photo Competition Results.

The webpage of the photo competition was made available on the popAI website under this section: <https://www.pop-ai.eu/photo-competition/>.

The competition was organised and managed by the Centre for Research and Technology Hellas (CERTH) while it was widely disseminated through campaigns by partners engaged in WP5, using the social media channels, the mailing list and website to attract as many entries as possible. The competition remained open to the public from October 2022 until 28 February 2023.

Following the promotional campaign for the photo competition (more details in deliverable 5.5 page 28-29), an additional visual banner was created to announce and congratulate the winners of the competition, which was communicated through posts on popAI’s social media channels, website and newsletter, and also was placed on the top of the dedicated photo competition webpage.

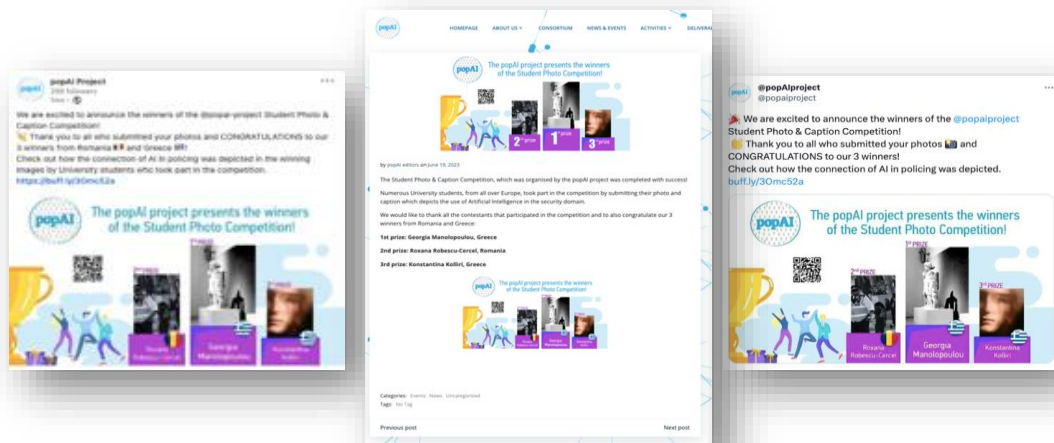


Figure 26: social media campaign for photo competition



Figure 27: Photo competition page on the popAI website

3.5.4 Foresight Scenarios

The foresight scenarios activities delivered five different scenarios, each of them addressing challenges in domains of law enforcement, namely, crime prevention/predicting policing, crime investigation, cyber operations, migration, asylum, and border control, and administration justice.

A [dedicated subpage](#) was created on popAI website under the *Activities* category of the website's menu to communicate this activity and its results to the wider audience.



Figure 28: Foresight scenarios dedicated page on popAI website

3.5.5 Social Listening

In popAI project, the European Citizen Action Service (ECAS) was in charge of bringing the citizens' perspective in understanding how people perceive AI tools being employed by law enforcement agencies (LEAs). To achieve this goal, ECAS employed a multi-layered approach, combining both proactive tools (the crowdsourcing platform) and passive ones, like the social listening.

In the context of popAI, ECAS conducted social listening in order to gather and assess the diverse citizen attitudes towards AI and policing. It should be noted that ECAS made use of ethical social listening, which did not collect any data about the individuals, but was only interested in the content of the messages or conversations themselves. This prevented any possible biases about the data and respects the privacy of the people who voiced the opinions.

A [dedicated subpage](#) was created on popAI website including two subcategories *Social Listening* and *Social Media Listening*, under the *Activities* category of the website's menu to communicate this activity and its results to the wider audience.

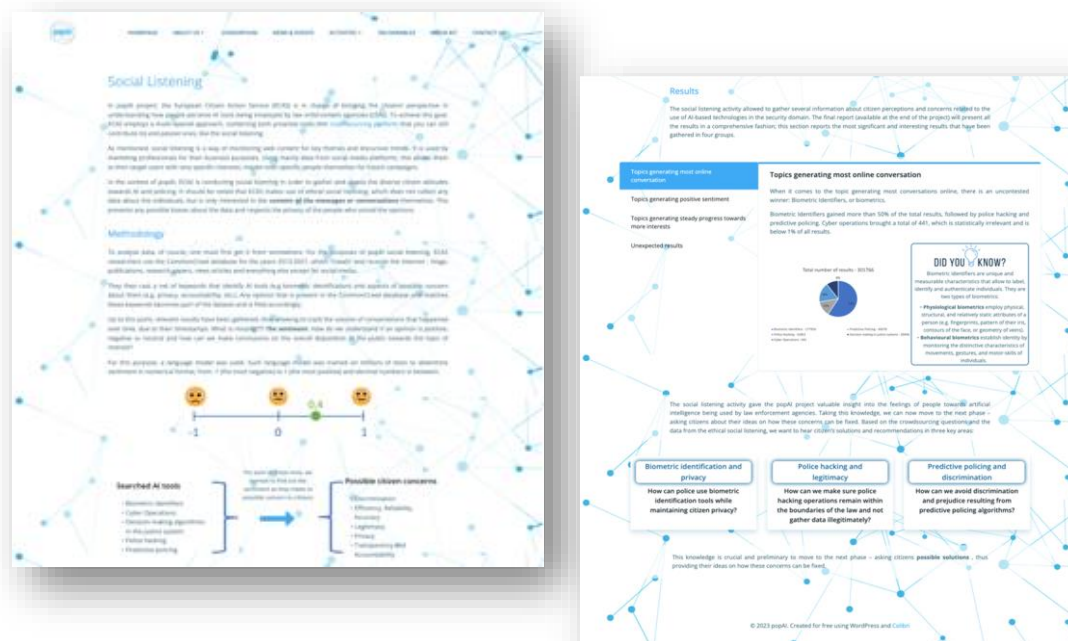


Figure 29: Social Listening section on popAI website

3.5.6 Ethics Toolbox

The Practical Ethics Toolbox respond to the crucial necessity of AI introduced in Law Enforcement with the potential to generate benefits in efficiency and accuracy, bringing positive change to European Law Enforcement Agencies’ (LEAs) operational capacity. However, at the same time, AI generates also great risks for fundamental rights and democracy. To mitigate risks and create a just, sustainable and inclusive European AI culture for Law Enforcement, it is important to understand what AI ethics is and how it applies these institutions.

The Toolbox comprises three resources that integrate the multiple perspectives of ethics and AI through LEAs' space. The first resource is a collection of educational videos exploring the intricate relationship between AI and ethics within the context of policing. The second resource constitutes three ethics cases that explore AI in law enforcement, providing awareness of the ethical implications and information about AI's applications, potential benefits and risks in policing. The third resource is an interactive visualisation of four groups of taxonomies. In the taxonomies, users can find specific terms and documents of the work accomplished under the four popAI project thematics.

On the popAI website, a dedicated page under this URL <https://www.pop-ai.eu/ethics-toolbox/>, was created to include all relevant information regarding the Ethics Toolbox under the *Activities* category. The Ethics Toolbox will be also included in the last popAI newsletter which will outline the outcomes of the project.

The educational videos aim to provide valuable insights and enhance comprehension of the ethical considerations regarding AI's use in law enforcement. Each video tackles various aspects of AI in

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policing, answering crucial questions and providing clarity on its implications. With these videos, viewers can gain fundamental knowledge to understand the ongoing debates in the field, participate in well-informed conversations, and contribute to the discussion on AI's role in law enforcement. These videos are available on website in the dedicated page of the Ethics Toolkit.

The Ethics Toolbox was also thoroughly presented at the popAI Final Event: towards a European AI hub for LEAs supporting the ethical use of AI in policing that was held on 19 September 2023, in Brussels.

3.5.7 European Hub for an Ethical Use of AI

The popAI European AI hub for LEAs will rely on the work and the activities performed within popAI project while aiming to last also beyond the duration of the project. The hub, indeed, gathers the exploitable results of the project and represents a way to “keep alive” the results of the work and activities performed within the project.

The hub is intended to be a modular system that could be expanded and extended in the future with new services and tools. This would ensure the continuation of the work, while opening up opportunities for establishing new partnerships with other projects.

The European AI Hub for LEAs consists of three main pillars: the network, the tools, and the services. Further details can be found in deliverable 5.7 Sustainability and exploitation plan.

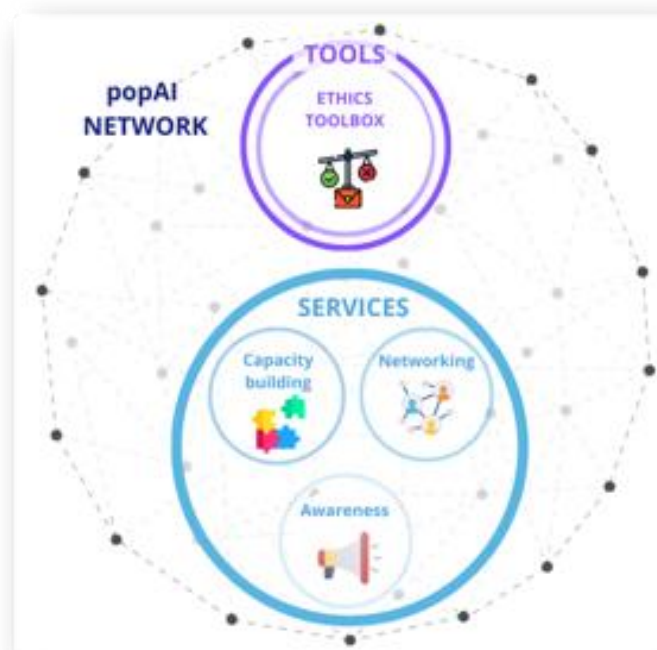


Figure 30: Key structure of the European AI Hub

A dedicated **main category** has been created on the website under this URL: <https://www.pop-ai.eu/european-ai-hub/>, to distinguish the Hub from all of the other outcomes / activities of the project. Additionally, a brief presentation of the Hub will also be included in the last newsletter, which will summarise the outcomes of the project. The creation of the European AI Hub is also being mentioned and highlighted in the promotional video of the project as a crucial point of it.

Lastly, the Hub has been presented at the popAI Final Event: towards a European AI hub for LEAs supporting the ethical use of AI in policing, which was held in Brussels and was attended by stakeholders and policy makers.

3.6 popAI Ecosystem - Collaboration with related research initiatives

The popAI partnership invested heavily on creating strong bonds with the ecosystem aiming to be a part of the Artificial Intelligence and Law Enforcement and safeguarding privacy and fundamental rights communities. All the activities regarding the community building and ecosystem engagement activities are extensively elaborated in the deliverable 5.2 – Final community building and ecosystem engagement activities plan.

4 Alignment with EU Policy & Direction

European Commission research dissemination resources and networks were exploited as well as local country networks. There was a planned participation in EU research conferences and workshops. EC recommendations on dissemination have been examined and implemented (e.g., Communicating EU Research and Innovation – a guide for project participants).

In that context, as described in the DoA, a set of two policy briefs (one every 12 months) were composed. Each brief had an in-depth evidence-based analysis and included practical policy recommendations, based on the work of WP2, WP3, WP4 activities, for the design and usage of AI tools in support of Law Enforcement that are human-centred, socially-driven ethical and secure-by-design. These policy briefs were aligned with popAI's aim towards the creation of a European AI Hub for LEAs; a hub that will foster a dynamic, ongoing dialogue in Europe between civil society and public authorities, fostering trust in AI systems for Law Enforcement. Policy briefs addressed “why and how” of policy across the implementation and usage of ‘trusted’ AI tools in the domain of security. The popAI policy briefs provided recommendations both by the popAI stakeholder-community (civil society, LEAs, experts, etc) and member of the popAI ecosystem (bottom-up policy recommendations) as well as by the popAI partners based on their significant background in the area and experience throughout the project (top-down policy recommendations). The topic as well as the timing of the briefs was based on the European policy calendar, in order to achieve maximum impact. Each brief was accompanied by a related high level, a social media campaign and press release (aligned with WP5 activities).



Figure 31: Policy Brief No1 printed version

To disseminate the Policy Briefs further a dedicated webpage under the *Outcomes* category was created, where both of the documents were uploaded. Corresponding visuals for the cover, inner cover and back cover were created to make the document easier to read and more appealing to interested parties.



Figure 32: Policy Briefs webpage

4.2 Data Management Plan (DMP)

Detailed information can be found in deliverable 1.3 Data and Risk Management Plan – Interim, which presents a DMP drafted to ensure that all issues related to the management, treatment and preservation of the information and data collected and analysed are performed respecting the ownership and IPR-related issues while being in compliance with the privacy and GDPR regulations. The interim DMP (D1.3) is further elaborated and finalized within deliverable 1.4 Data and Risk Management Plan – Final. Lastly, the popAI project follows the Open Research principles.

5 Future Planning

The communication activities that are planned for the coming period, after the end date of the project, will be targeting wider audiences, project outcomes will be widely promoted in popularised articles and through other activities, such as the newsletter.

All communication channels of the project, namely social media accounts Twitter and LinkedIn, as well as the popAI website, will remain active and updated frequently communicating the activity of the project for at least two more years after the ending of the project.

In the context of the sibling projects collaboration, popAI together with the sibling projects ALIGNER and STARLIGHT will keep the frequent communication and will aim to jointly participate in future events organised by stakeholders and the wider community.

Following the strong collaboration with the sibling projects held for the past two years, popAI will share a joint booth with them at the Security Research Event in Brussels on 24th and 25th October. Despite the project will be officially closed by that day, popAI partners aim to keep the project “alive” by being involved in similar activities and keep following the sibling projects’ work through the participation to their event as part of their advisory board.

Further exploration of work on policy-related activities will be aimed, while popAI will strive to expand its ecosystem with relevant projects and initiatives.

Finally, WP5 will focus as required in assisting partners in the exploitation of the project which will come into full effect in the coming months. More information can be found in deliverable 5.7 Sustainability and exploitation plan.

6 Conclusion

The present document summarises the dissemination and communication activities that have been realised during the last 12 months of the popAI project (M13-24). These activities follow on the footsteps of the communication and dissemination strategy as outlined in the related deliverable 5.5 Dissemination and Communication Plan - Interim (M12). As demonstrated, most of the activities are progressing well and according to plan, thus meeting the dissemination and communication objectives and KPIs. Regarding popAI's KPIs, in most sections, the project has managed to achieve its total goals.

During the reported period, increased engagement has been sought and achieved with the Ecosystem, the strong collaboration with the siblings will continue and will aim to work further for establishing a strong communing.