

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

D5.5: Communication and Dissemination plan - Interim

Grant Agreement ID	101022001	Acronym	popAI
Project Title	A European Positive Sum Approach towards AI tools in support of Law Enforcement and safeguarding privacy and fundamental rights		
Start Date	01/10/2021	Duration	24 Months
Project URL	www.pop-ai.eu		
Contractual due date	30/09/2022 [M12]	Actual submission date	30/09/2022
Nature	R = Document, report	Dissemination Level	PU = Public
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Executive Summary

It is widely accepted that good communication and broad dissemination of the objectives and outcomes of an EU-funded project with key stakeholders are of paramount importance and contribute to the success of a project.

The aim of this document is to outline the dissemination and communication plan to be employed for the duration of the popAI project and the activities planned for awareness raising of the project's research findings. The document covers a wide range of areas, sets target audiences for both internal as well as external communication, the dissemination and communication plan of activities and channels to be utilised throughout the project. This plan uses dissemination to refer to information sharing with professionals and scientists and communication to refer to information sharing with wider audiences.

The plan outlined in this document provides the framework of activities and channels which will be utilised to disseminate project results to the defined target audiences, thus supporting the work undertaken across other work packages in the popAI project.



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List of Terms & Abbreviations

Abbreviation	Definition
WP	Work Package
DoA	Description of Action
SAB	Stakeholder Advisory Board
GDPR	General Data Protection Regulation
DMP	Data Management Plan

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 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 is submitted midway the project, and several of the planned activities have already been realised, part of it also stands as a dissemination and communication report.

1.1 Purpose and Scope of this document

This document will act as reference material for the popAI partnership as it outlines dissemination and communication plans and awareness activities for the duration of the project.

Efforts to be developed are directed at three levels: (i) Dissemination to public authorities and policy makers; (ii) Scientific and technical dissemination; and (iii) Communication to the wider public and stakeholders. Additionally, it aims to:

- Inform the research community of the latest developments taking place within the project and how the project may affect various research fields.
- Raise awareness of the project, its objectives, and its achievements.
- Communicate project progress, technologies, and results (outside the consortium and research community) to the social and technical communities as well as the general public and how it may affect them in the future.
- Ensure the widest dissemination possible of the project's results to all potentially interested parties and share best practices stemming from the project via various channels.
- Help to establish liaisons / synergies with other related projects to exchange knowledge and best practices.
- Help create new leads for successful exploitation of project results at a later stage.

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 outlining the activities of the project (within T5.3) and is the predecessor of D5.6, which will be the updated plan.

This WP also ensure 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, whose main objectives are briefly summarised in the below table.

Table 1: An overview of popAI's defined main objectives

Task	Main objectives
T5.1 Community building & ecosystem engagement activities [M1-24]	<ul style="list-style-type: none"> • Community building and engagement activities with the popAI ecosystem. • Interaction with a variegated range of stakeholders (civil society, LEAs, policy makers, scientific community among others) on the implementation and use of human-centred and socially driven AI tools in support of Law Enforcement. • Continuous dialogue and exchange of knowledge and best practices among the different stakeholders, adopting <i>ad hoc</i> strategies for the engagement • Synergies with other EU-funded projects • Engagement and collaboration with the popAI SAB
T5.2 popAI platform [M1-24]	<ul style="list-style-type: none"> • Design and development of the popAI platform to be used as a central access and collaboration point of the popAI project members (internal community) and broader ecosystem (external community)
T5.4 Sustainability and exploitation plan [M12-24]	<ul style="list-style-type: none"> • Creation of a sustainability and exploitation plan (including IP management issues) for the popAI project • The plan would support and facilitate the creation of a European AI hub for LEAs, thus exploiting the results and findings from the project while fostering a dynamic European conversation between civil society and public authorities
T5.5 popAI roadmaps [M14-24]	<ul style="list-style-type: none"> • Definition of a popAI compliance and certification roadmap (short-term future) of AI technologies in support of Law Enforcement, with relevant actions for LEAs and supporting actions for policy officers, following the project completion. • Definition of a popAI Roadmap for 2040 (long-term future), highlighting potential scenarios and futures, risks and strategies to get there. The roadmap will constitute a policy and practice-oriented resource to support the EU in building responsible, ethical and value-based AI tools for LEA use.

2 Project Overview

2.1 Project Ambition and Vision

The core vision of popAI is to **foster trust in AI for the security domain via increased awareness, ongoing social engagement, consolidating distinct spheres of knowledge** (including theoretical & empirical knowledge by academics & non-academics) and **offering a unified European view across LEAs, and specialised knowledge outputs** (recommendations, roadmaps, etc), while creating an **ecosystem** that will form the structural basis for a sustainable and inclusive European AI hub for Law Enforcement. popAI approaches the call requirements under a sustainable ecosystem perspective, aiming to create a cross disciplinary ecosystem of AI-LEA ethics hubs. First, we aim to utilise existing knowledge, but also an extensive set of studies, to identify and record the direct and indirect stakeholders of the "security and AI" setting, as well as their respective points of view (concerns, perceived opportunities, challenges). This way popAI will tap into the rich knowledge of security practitioners, civil society organisations, and citizens, as well as Social Sciences and Humanities experts, empowering a positive sum viewpoint when participating in innovation processes related to security and AI (from idea inception to product development and application).

2.2 Project Objectives

The ambitious vision of popAI will be achieved by following specific objectives:

- Provide a holistic taxonomy mapping of AI functionalities in the Law Enforcement domain, legal, ethical, social and organisational aspects, including inter-correlations through trans-disciplinary analysis;
- Provide a practical Ethics Toolbox for the use of AI by LEAs;
- Engage civil society and raise awareness to the general public for a European positive-sum approach for use of AI in the security domain and safeguarding of fundamental rights;
- Facilitate knowledge exchange, improve and consolidate knowledge among EU LEAs across all relevant aspects;
- Facilitate advances in implementation of human-centered, socially-driven ethical- and secure by design AI in support of Law Enforcement;
- Provide recommendations across stakeholder segments and AI roadmap to 2040 for policymakers, LEAs and the security domain ecosystem stakeholders;
- Ensure and promote gender-diversity for assessment and implementation of AI tools across all aspects in the current and future usage of AI systems in support of Law Enforcement;
- Pave the path for the establishment of an EU AI innovation hub for LEAs and the broader Community.

2.3 The Partnership

The popAI partnership consists of key technology providers, well known research centres, influential industry players, and user partners with international coverage.

The 13 consortium partners come from eight different EU member states, possessing different cultures, needs and diverse communication infrastructures favouring the exchange of know-how and experiences that are most useful for the successful completion of the project.



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The National Centre for Scientific Research Demokritos is the coordinator of this project, with Dr. Dimitris M. Kyriazanos, Associate Researcher and the Head of Secure Societies Unit in [Integrated Systems Laboratory \(ISL\)](#) of the [Institute of Informatics & Telecommunications](#), being the Scientific Responsible.

The partnership consists of: the [National Centre for Scientific Research Demokritos](#) (Greece), [Trilateral Research Ltd](#) (UK), [Eticas Research & Innovation](#) (Spain), [Centre for Security Studies- KEMEA](#) (Greece), [Centre for Research & Technology – CERTH](#) (Greece), [Eindhoven University of Technology](#) (The Netherlands), [Zanasi & Partners – Z&P](#) (Italy), [ECAS: EU Citizenship Rights Non-Profit Organisation](#) (Belgium), [Hellenic Police](#) (Greece), [University of Applied Sciences for Public Administration and Legal Affairs in Bavaria](#) (Germany), [Ertzaintza – Departamento de Seguridad – Gobierno Vasco](#) (Spain), [Academy of the Police Force in Bratislava](#) (Slovakia) and [Comune di Torino](#) (Italy).

2.4 The popAI Stakeholder Advisory Board

popAI is in the process of setting up a Stakeholder Advisory Board (SAB) to facilitate and extend cooperation with stakeholders of the project. The SAB will be composed of experts and organisations that will provide additional expertise in land border security, law enforcement human rights organisations and other projects with related user requirements. The aim is to benefit from the practical field expertise and know-how of experts from additional countries, stakeholders, user organisations, without growing the consortium to a too large number of partners.

The SAB allows getting an independent external view, whilst enabling flexibility in the composition of the expert group. As a matter of fact, the popAI partners will open the SAB to additional experts in the course of the project as suitable. The SAB will be managed by the leader of WP5, with support from the PC and relevant networks and activities from all partners.

It has taken additional time (from what was initially envisaged) for the SAB to be established as it was deemed important to research sibling projects and various categories of experts so as to form a solid relationship before they were invited to commit to being part of the SAB of popAI. At this point in time the SAB is under formation and the number of members and the entities to be represented are being finalised.

3 Dissemination & Communication Plan

3.1 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 will identify and formulate 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 will be fully committed to the dissemination of results across the ecosystem of stakeholders. Dissemination and communication will take place at multiple levels and all partners will contribute via the routes that are most appropriate to their operational model and expertise.

The popAI Dissemination, Communication Strategy will be based on the AIDA Marketing Communication Model (Rawal, P. 2013), aiming to guide the audience from the acknowledgement of the popAI ecosystem to its active engagement. The AIDA model identifies 4 stages in sequential order to lead the “customers” or “main beneficiaries” through this journey. These four stages – Awareness, Interest, Desire and Action - are illustrated in the below diagram. Awareness, Interest, Desire and Action.

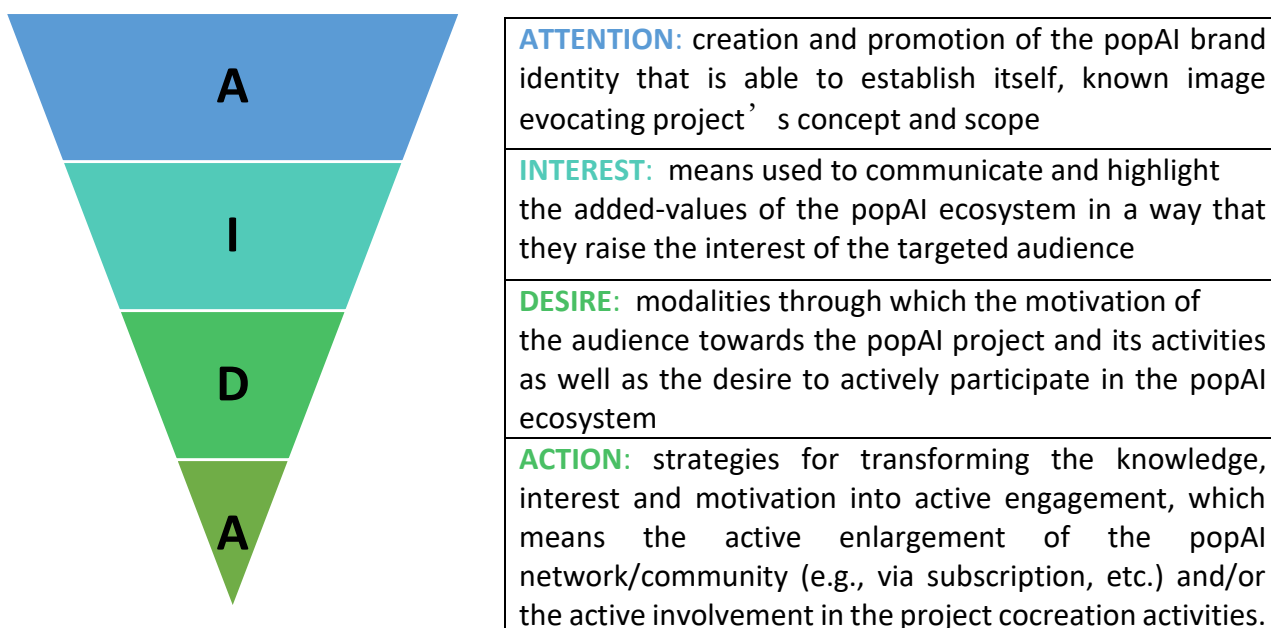


Figure 1: The AIDA model

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In addition, in the proposal phase, the popAI consortium has delineated three core phases for the implementation of the dissemination and communication activities. Such activities will start in the early project phases and will be actively pursued during the course of the project. Table 2 below describes the three phases and the main activities that will be carried out during them. Phases 2 and 3 overlap in the final stages.

Table 2: 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 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.

3.2 Defining Target Audiences – Internal & External

To achieve popAI goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The audiences are generally divided in *internal* and *external*; to cater for these inherently diverse audiences that require different types of information, we provide a segmentation. The first step is the identification of concrete interest groups and the analysis of their characteristics. This will allow for the design of specific content for each target user group and the adoption of specific verbal and visual communication styles.

At a later stage in the project, when the popAI platform is designed and developed, the exploitation strategy will come into effect so as to engage stakeholders and organisations seeking to utilise the popAI project results. That target audience is distinct and will be outlined in the relevant deliverable.

The table below summarises the foreseen dissemination and communication target groups of popAI:

Table 3: popAI Dissemination & Communication target groups

The popAI Dissemination & Communication Target Groups
Civil Society, EU Citizens (general public, vulnerable groups, new citizens)
LEAs Policy Makers
Research & Academia, AI designers and developers
Legal and Ethical Experts, Other SSH experts
Relevant AI projects, popAI clustered projects
Relevant networks and initiatives, NGOs
SMEs & Industry

Internal Audiences: Apart from external audiences, which are the most common recipients of information, it is important to identify the need for information of project partners and their respective organisations and deal with them as internal ‘customers’. As the project develops and technical complexity increases, communication within the partnership becomes of outmost importance. To cater to this need, the WP5 lead partner has created internal communication tools and channels as early as the kick-off meeting. Additional information on the tools being utilised is available in *Section 4 Internal Communication*.

External Audiences: Documents such as this deliverable are considered as the master document which outlines the strategy to be followed by partners for the year to come for external audiences. Broadly speaking, the target audience of popAI includes stakeholders within the Industry, SMEs, policy makers, citizens, Academia, and the Media. A more detailed representation of the popAI stakeholders can be found in D3.1, which maps the different categories of stakeholders that are involved in the AI discourse from diverse perspectives. The report lists nine categories: LEAs, Social and Humanities Research, Policy Makers, Government & Public Bodies, Technologists/data scientists, Civil Society organisations, National & Local Authorities, ICT & Software Companies, Police academies.¹ The communication plan is expected to target all the above interested parties. It is also expected to identify potentially interested members, who will spread the word of popAI, increasing audience participation. Additionally, a dissemination plan will be rolled out to reach the scientific research communities who need to be made aware of the project’s scientific results thus, ensuring useful insights are provided to experts for future research.

3.3 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. This is a free and open-source web analytics application to track online website visits and create reports for analysis. An

¹ Additional information appears at popAI D3.1 *Map of AI in policing innovation ecosystem and stakeholders* [March 2022].

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account has been set up and linked to the project website (Figure 2), while for all other social media, available analytics tools are being used (e.g.: Twitter Analytics etc.).

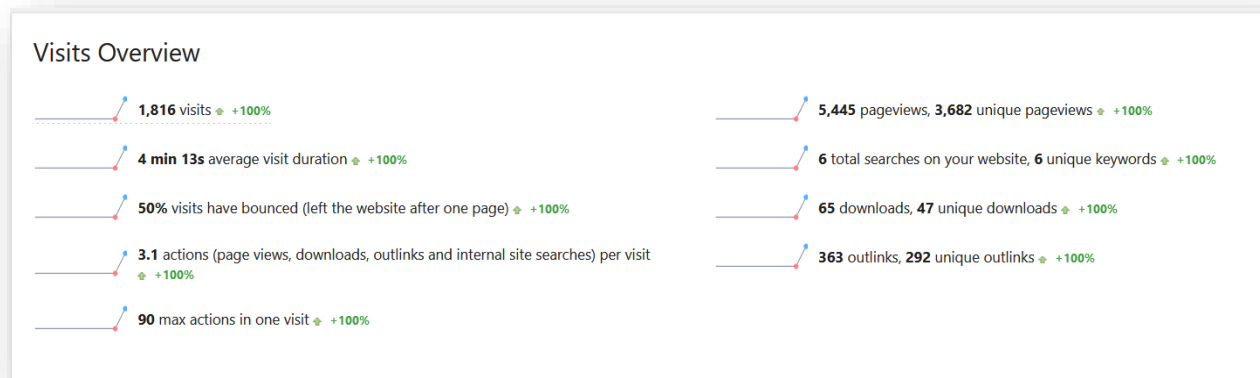


Figure 2: Website Analytics using the Matomo application

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 are being met along the way.

Table 4: popAI KPIs for Dissemination & Communication activities

Online communication activities	Target groups	Success Indicators
Project Website: 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
Social Media: 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 total - >300+ members on LinkedIn
Project Video: 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
Project eNewsletter: 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)
Publications	Target groups	Success Indicators
Press releases & articles: 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)

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<p><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</p>	<p>Policy Makers, European Commission staff, LEAs and security domain experts, Civil Society and Media</p>	<p>No. of policy briefs: 2 (1 per year)</p>
<p><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 as Google Scholar & Research Gate will be used to disseminate scientific and technical achievements</p>	<p>Academia & researchers, industrial partners</p>	<p>≥ 6 in total</p>
<p>Participation in events</p>	<p>Target groups</p>	<p>Success Indicators</p>
<p>Key related events will be attended by popAI partners. These events include conferences, workshops, exhibitions, congresses</p>	<p>Civil society, End-Users, Industry, Researchers, European Commission staff, Policy Makers</p>	<p>> 8 in total</p>
<p><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</p>	<p>All stakeholder groups</p>	<p>> 3 in total</p>

4 Internal Communication

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 for ease of communication within the partnership;
- Specialised WP-related mailing lists for WP partners to communicate amongst them without spamming the whole partnership;
- To facilitate the sharing of ideas and collaboration among partners, it is essential to have a document storage system that facilitates collaborative editing for all documents. 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 (see Figure 3 below). A detailed report can also be found at *D5.3: popAI platform – first version*.
- Teleconference facilities have been enabled (dedicated Zoom account) to facilitate partner discussions and meetings in the Covid-19 era when travel has not been possible. To enable all partners to keep abreast of updates in the project, monthly plenary teleconferences have been set up with regular updates across Work Packages (WPs). WP5 has monthly online meetings amongst assigned persons from each partner;
- Face-to-face plenary meetings will be organised every six months to provide partners with the opportunity to meet and discuss in more detail and agree next steps for each WP.

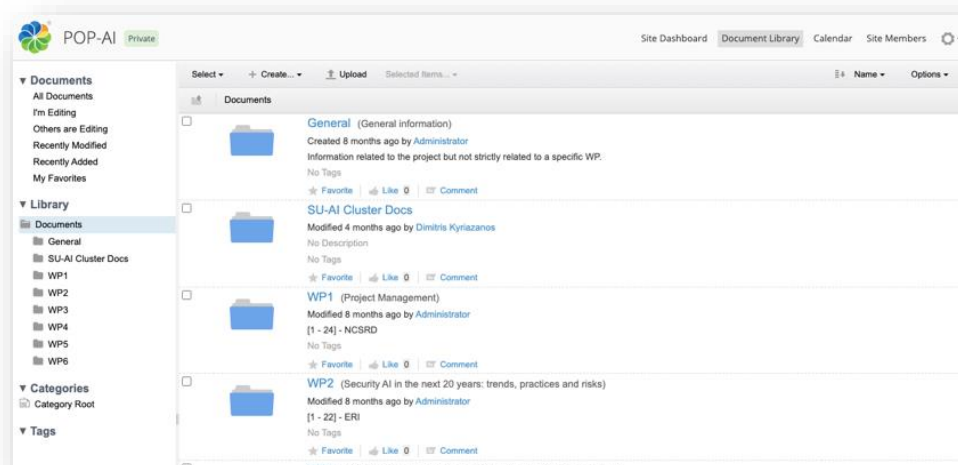


Figure 3: Internal Communication Management & Repository

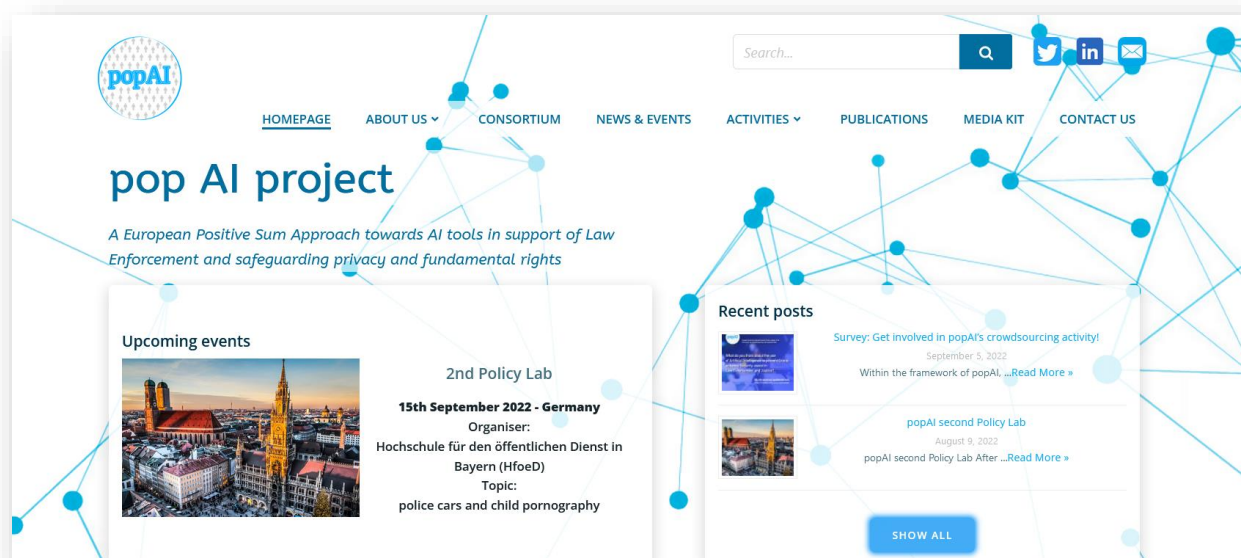
5 External Communication & Dissemination

External communication and dissemination are the biggest part of this WP as it includes the activities to be performed by all project partners to reach external audiences and meet the objectives set.

To reach the audiences summarised in the previous sections of this document, the partnership will employ a breadth of tools and channels to communicate its messages which are outlined in this segment.

5.1 Project website

The official project website is the most important online tool of communication as it allows the partnership to structure information as required so as to connect with the ecosystem that it will be reaching out. The popAI project website (Figure 4) has been made publicly available on 20 January 2022 and is available under the URL <https://www.pop-ai.eu/>.



<https://www.pop-ai.eu/>

Figure 4: popAI project website and URL

The project website will play a key role in the project's communication strategy as it provides an online platform accessible by the public, showcases the project, holds 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 D5.3: popAI platform – first version.

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

5.2 popAI Visual Material

5.2.1 Project Logo | Templates | Banners | Newsletters

The popAI project logo (Figure 5) has been created by a professional graphic designer, as partners wanted to create a unique and memorable logo which would bring together all facets of the project's research areas. The logo is a smart, simple, and intuitive design that includes the project's full name. It provides an easily recognised project trademark to be used throughout all communication activities (e.g. project website, presentations, flyers, press releases, etc.) to help enhance brand continuity and raise awareness.



Figure 5: popAI project logo

To embed the project's brand identity across communications, several project templates (Figure 6) have been produced to ensure consistency across partner usage including:

- A PowerPoint presentation
- Meeting agenda
- Meeting minutes
- Deliverables



Figure 6: popAI presentation templates

The templates have been made available on the common Alfresco folder for ease of access by all partners since the very start of the project.

A series of electronic banners (Figure 7) have been created to help promote the project online, bearing the project's brand identity, logo and colours and an accompanying tagline to highlight the

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unique proposition of the project *A European Positive Sum Approach towards AI tools in support of Law Enforcement and safeguarding privacy and fundamental rights*. These banners are freely available for partners to use on their social media, organisational websites, announcements about the project, press releases etc. This material is also available on the popAI website under the Media kit section for use by journalists or other stakeholders.

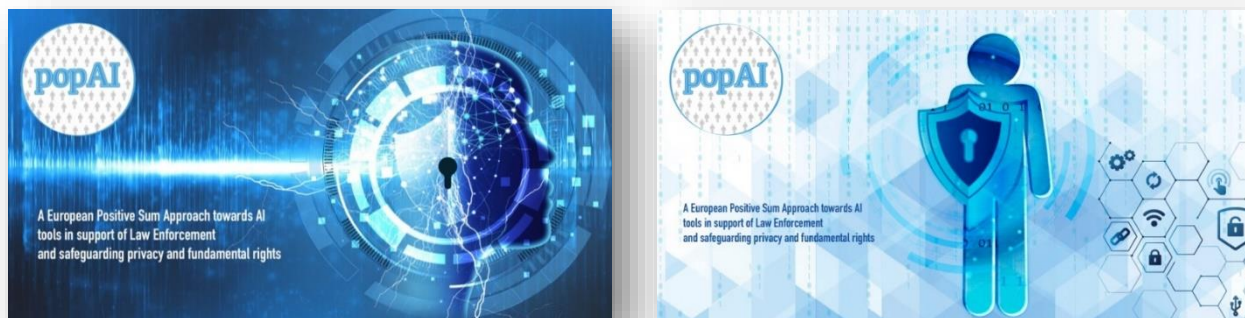


Figure 7: popAI banners for partner use

A roll-up banner (Figure 8) has been created to be used as an informative material at physical event participations, providing the main info of the project such as logo, tagline, social media channels and a QR code that directs to the popAI website.



Figure 8: popAI promotional material in use at EAFS Conference (Stockholm, SE)

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A virtual background (Figure 9) has been created for online meetings to enhance the professional look and feel of the project when participating in meetings with external stakeholders or virtually presenting at events.

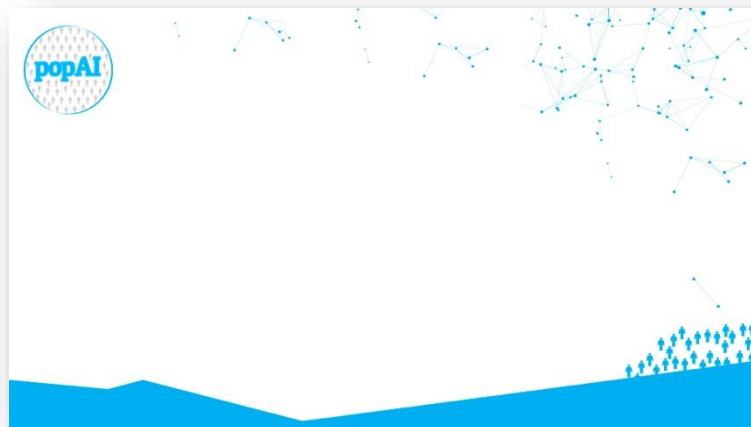


Figure 9: popAI virtual banner for partner use

A Media kit has been created and is accessible for public use via the website. The kit includes the popAI logo in various formats as well as banners and visuals for social media in the appropriate sizes for usage in Twitter and LinkedIn.

eNewsletters are scheduled for production informing about events and highlighting project progress. In total 6 newsletters (Figure 10) are to be produced in the duration of the project. These electronic newsletters will be disseminated to users who have willingly subscribed to the project newsletter through the relevant section on the website which is linked to a secure database.

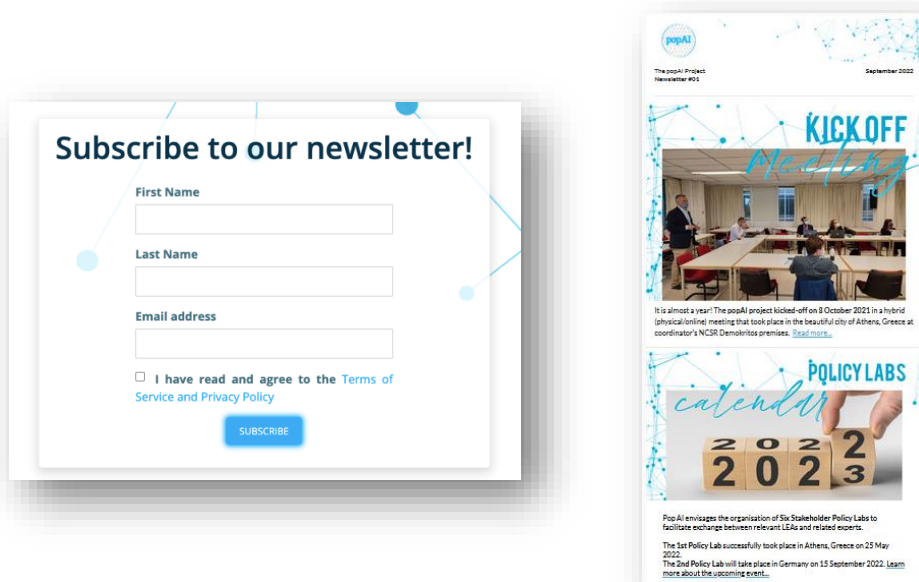


Figure 10: popAI eNewsletter and the subscription section on the website

eNewsletters are a tool that can assist with creating a community around the project and can help establish its sustainability and impact in the long term. Once a subscription occurs, a *thank you email*, is automatically generated and sent to the subscriber thus, rounding up the communication.

Multimedia material is to be produced and distributed through the project website, social media and broadcast platforms such as YouTube. The videos will include informative videos about the popAI platform when it is made available, taking into consideration all GDPR guidelines for publication.

5.3 Social Media Channels & Planning

Designing a social media plan for the project was amongst the activities that have been realised early in the project. When the time came to choose from the variety of social media channels available, the lead partner considered two main factors:

- What is the domain and its stakeholders using? We researched what social media the ecosystem, sibling projects, key stakeholders, policy makers, governmental bodies and the EC utilise.
- What do our partners use? Following thorough investigation of partners' social media, it was decided to create accounts on social media channels that our partners would be able to follow and share content from. Thus, the choice was made to create accounts on Twitter and LinkedIn.

5.3.1 Twitter

Following the above-mentioned decision-making process, the creation of a Twitter account (Figure 11) was decided in January 2021 (<https://twitter.com/popaiproject> @popaiproject) which has a gradually increasing follower base with currently 77 followers.



Figure 11: popAI Twitter account

Twitter is an excellent tool which allows frequently connecting and interacting with interested audiences in a synchronous way. Twitter will be used to draw interested audiences to the popAI website via specific weblinks. The account not only shares consortium and project updates, as they happen, but also aims to build a wider community around the areas of Artificial Intelligence and Law

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Enforcement, privacy and fundamental rights, which is the main areas of research of the popAI project. By sharing public body/governmental reports and resources, stories of experts, insights, and news of other relevant bodies, audiences will be keen to follow our account and share our tweets. Additionally, this augmented community will be more interested to find out about our project news (such as conference participation and published papers), and thus will be easier reaching out to all mentioned user groups. Tweets will be shared regularly by project partners as outlined above to keep followers updated and interested.

5.3.2 LinkedIn

A LinkedIn page has been created under this URL: <https://www.linkedin.com/company/popai-project> (Figure 12) with currently 115 followers on the page.

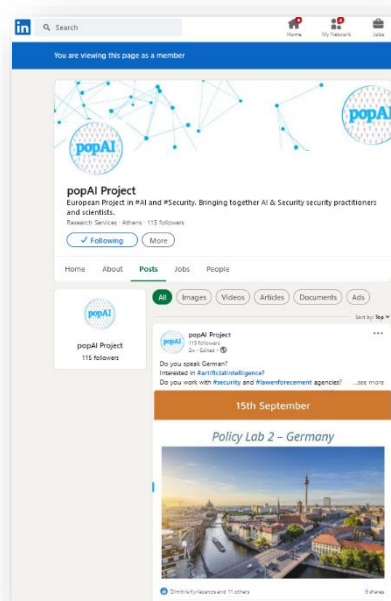


Figure 12: popAI LinkedIn account

5.4 Conferences | Workshops | Meetings | Webinars

5.4.1 Participation in Events

In 2021, when the popAI project kicked off, the Covid-19 pandemic continued to bring changes in the way we conducted business. At first, all travel was still halted which led various of the events to be held virtually. Although, in the first six months of the project, popAI has managed to participate physically (Figure 13) in few events at European level, while the partners will aim to participate further in physical conferences and workshops presenting their scientific work as soon as these are available, as this is a key mechanism of engaging with the research community.

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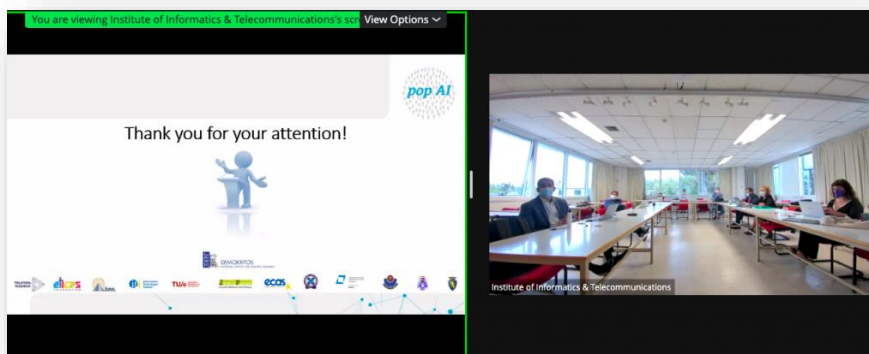


Figure 13: popAI presence at various online & physical events

Table 5: popAI list of events

Events organised & attended (in chronological order)	Date	Location
CERIS FCT - Fight against Crime and Terrorism	21-22 September 2021	Online
ALIGNER 1 st stakeholder workshop	17-18 November 2021	KU Leuven, Belgium
TRAIFF2021 - The Responsible AI Forum	6-8 December 2021	Munich, Germany
EC sibling projects cluster meeting	17 December 2021	Online
ICCSAI 2021: 15. International Conference on Cyber Security and Artificial Intelligence	30-31 December 2021	Paris, France
ALIGNER 2 nd stakeholder workshop	18 - 19 January 2022	Online
1 st cluster meeting of EU projects by TechEthos	4 March 2022	Online
Webinar on AI in support of Civil Security	15 March 2022	Online (organisation)
State of the Union Citizens' Rights 2022: Reinventing EU Citizenship post-COVID-19 conference	29 March 2022	Online
CERIS: Community for European Research and Innovation for Security	7 April 2022	Brussels, Belgium
ETAPAS - Towards Trustworthy AI Adoption in the European Public Administrations	5 May 2022	Online
2 nd cluster meeting of EU projects	23 May 2022	Vienna, Austria
1 st popAI Policy Lab in Greek	15 September 2022	Online (organisation)
EAFS - European Forensic Science Event	30 May - 3 June 2022	Stockholm, Sweden
popAI & Starlight Joint workshop & exhibition booth at EAFS	30 May - 3 June 2022	Stockholm, Sweden
9 th biennial Surveillance & Society conference	1-3 June 2022	Rotterdam, The Netherlands
ETAPAS workshop on the RDT framework	10 June 2022	Online
3 rd ALIGNER workshop	29 - 30 June 2022	Bonn, Germany
Projects to Policy Seminar (PPS)	30 June - 1 July 2022	Brussels, Belgium
2 nd popAI Policy Lab in German	15 September 2022	Online (organisation)
Future events identified	Date	Location
ETAPAS - Tools for ethical & trustworthy adoption of AI in the service of public administration	12 October 2022	Online
ICCSAI 2022 - International Conference on Cyber Security and Artificial Intelligence	30-31 December 2022	Paris, France
Regulating AI: A Comparative View with Christian Djefal	8 November 2022	Munich, Germany
CPDP 2023 - Computers, Privacy and Data Protection	24 - 26 May 2023	Brussels, Belgium

5.5 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 acts as a guide for the WP5 partner who

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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 will be made openly available through the dedicated area on the popAI project website as well as through official repositories such as OpenAIRE.

5.6 Brochures

The popAI project is creating an informative brochure (Figure 14) about the project in its first year of operations which will be distributed both online and offline at interested audiences. This flyer includes information on:

- The project vision, objectives and methodology
- The partnership and contact information
- Links to the website and social media profiles & QR code directing to popAI website

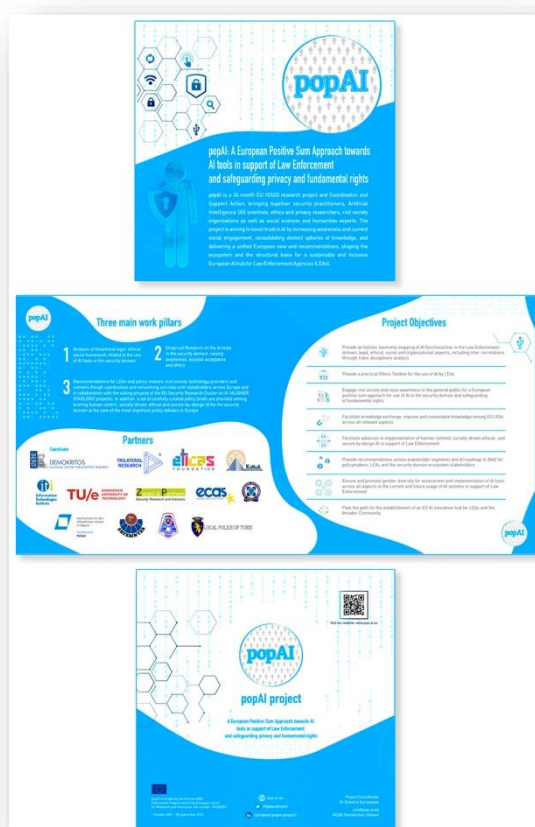


Figure 14: popAI presence at various online & physical events

5.7 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 will be 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. Partners will send PRs to the Media within their own countries after translating them in their native languages respectively. At the end of the PR a standard “*Note to editors*” section is placed with information about the project, its partners and social media accounts. The PR is made available under the Media Kit section of the website (Figure 15).

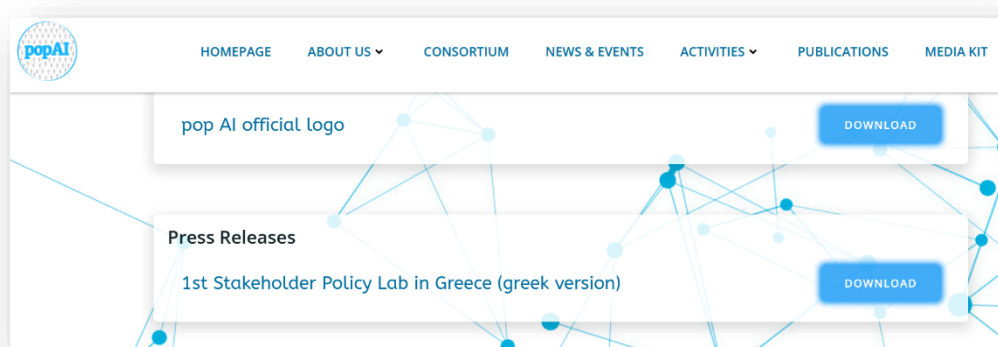


Figure 15: popAI Press Releases hosted in the relevant Media kit section of the website

5.8 Crowdsourcing platform

Within the popAI mission to create trust and awareness around the use of AI in the security domain, the consortium is 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 (Figure 16) contributes to achieving this aim. Indeed, the (open source) Crowdsourcing Platform by ECAS creates 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 includes voting mechanisms so that users can decide on the best answers.

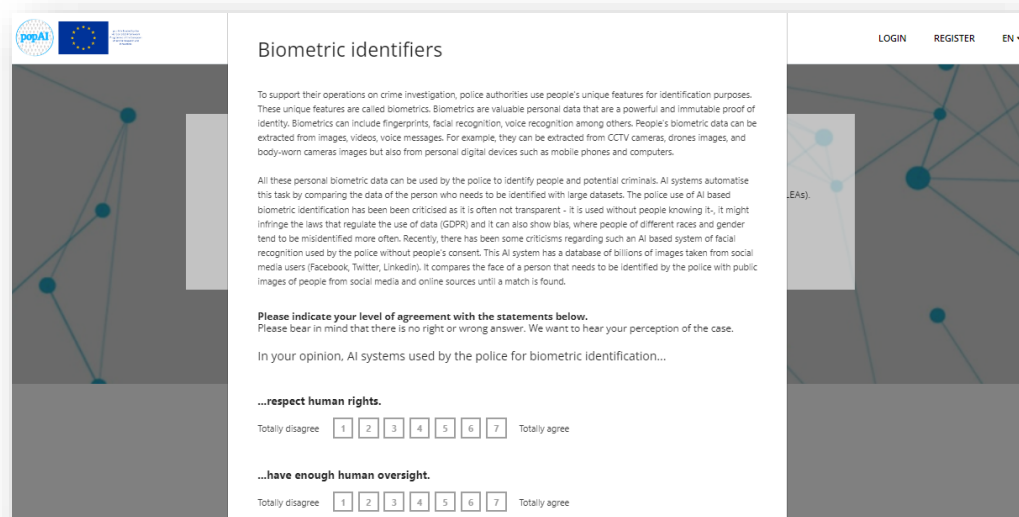


Figure 16: The ECAS Crowdsourcing Platform

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

The crowdsourcing platform, hence, allows to:

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

The questionnaire and platform are hosted by the project partner ECAS and it is expected to reach at least 500 active users providing input during the implementation of the activity.

5.9 Stakeholder Policy Labs (SPL)

popAI envisages the organisation of 6 Stakeholder Policy Labs (Figure 17) to facilitate exchange between relevant LEAs and related experts. The goal is to develop ideas for smart policies and test the solutions to identified controversies in experimental models.

The first five Labs will be 1 or 2-day virtual events in the five countries of the popAI LEA partners in order to engage their existing networks. Each policy lab will provide the local perspective of the five analysed countries by bringing together relevant stakeholders from each region. Each policy lab addresses a specific controversy. The 6th Lab will be held in Brussels in person, bringing together cross-regional stakeholders from the five virtual labs to assess recommendation trajectories at the EU level. The outputs will include both region-specific and EU-wide recommendations.

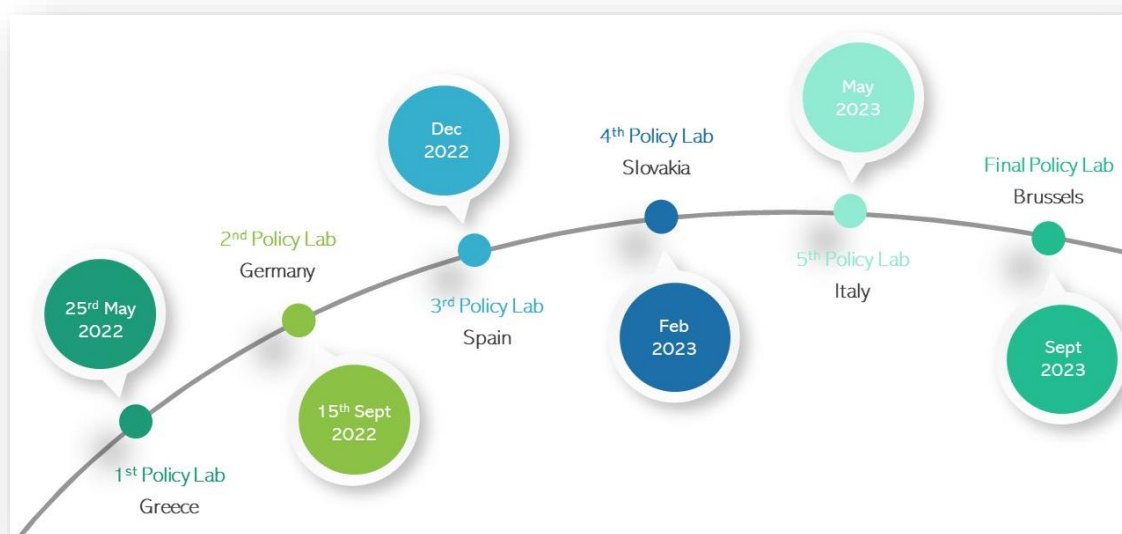


Figure 17: The popAI Policy labs

The policy labs are addressed to experts from different sectors, including designers, policy makers, NGOs (e.g.: human rights watch, privacy international, algorithm watch, justice league) from each region. During the labs, the LEA will engage their existing networks and expand the list of participants to further relevant stakeholders.

Each lab will cover policy needs in relation to human rights, liabilities, proportionality, gender and diversity (building on T2.2 and T2.4). They will also cover more organisational challenges around issues like automation bias, data preparedness, reporting practices, and gender and diversity in the workplace (building on T2.5).

Each policy lab will be held following a specific methodology, detailed ahead of the implementation of the first event. This methodology is based on four pillars:

1. Identification of best practices that can be shared with other actors throughout the EU;
2. development of ideas to overcome controversies;
3. testing the outcome of such development processes in an experimental setting; and
4. assessment whether or not public policy change is needed in order to ensure smart innovation.

The outputs of the five policy labs held at local level will be gathered and further discussed during the final policy lab in Brussels, scheduled to take place during the last month of the project.

5.10 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.

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popAI will hold 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.

The webpage of the photo competition (Figure 18) is made available on the popAI website under this section: <https://www.pop-ai.eu/photo-competition/>

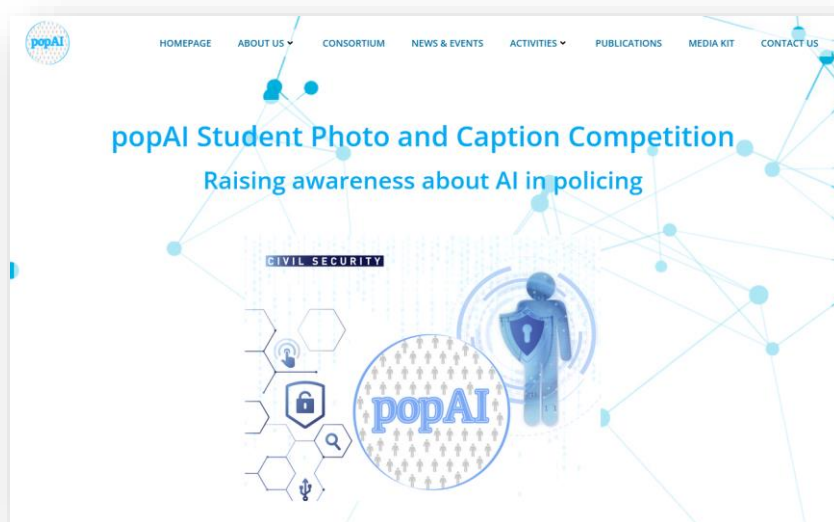


Figure 18: The popAI Photo Competition webpage & promotional banners

The competition will emphasise the value of community participation from diverse faculties and sciences, which could involve AI. People will be encouraged to engage through a format other than words. Sharing opinions and visions through photos is considered an easy and interactive mean for cross-country exchange as it removes the language barriers and can stimulate novel possibilities and concerns.

While the competition will be organised and managed by the Centre for Research and Technology Hellas (CERTH) it will be widely disseminated through campaigns to be rolled out by partners engaged in WP5. Initially, a mapping of relevant faculties of Universities and Research Organisations has been

conducted and their representatives will be invited to reflect with a photograph and short narrative caption on the ethical issues related to different AI and policing controversies. An Open Call Guide has been prepared to provide instructions to applicants with respect to photo competition participation as well as on the eligibility and evaluation criteria. The competition will remain open to the public from October 2022 until February 2023 to attract as many entries as possible.

Working through university courses and campus justice organisations, competition participants will be asked to engage on concerns around justice, gender, race, and inequalities and how they understand their connection to policing data and AI. The winners will be judged by the project's SAB and featured within the university partners and on popAI's platform.

popAI will host and curate the competition via its platform and involve universities around Europe. These institutions will encourage their students to participate in the competition by opening a dedicated call requiring students to express with a photograph and short narrative caption the ethical issues behind AI use and application and related policing controversies.

The photo competition will act both as a campaign to reach new audiences and as a rich qualitative data source for understanding emergent and future concerns which the recommended guidelines should address. Moreover, the Photo Award is considered an important component of the completion. The real motivation behind the award is to aspire and activate candidate participants to enrich their knowledge about ethics in AI and policing data through a training and awareness approach. For this reason, the photo contest will be awarded by free of charge seminars/sessions dedicated to ethics and AI policing data.

PopAI will employ a variety of methods to reach its ultimate objective: to engage citizens and LEAs in order to improve their perception of security, produce ethically sound guidelines for future use, and foster a human-centred and socially driven AI for security. This will be achieved through a three-phases process: ethical taxonomies, stakeholder attitudes, and co-created guidelines.

WP5 will develop a solid, inclusive and active community -through the activities identified in *D5.1: Initial community building and ecosystem engagement activities plan*- while it will support the above activities by creating social media campaigns for engaging and encouraging the audience to participate and be involved to maximize the impact of the results. Additionally, after the completion of these activities, visual material will be created to reflect the main findings and results of the above activities.

5.11 popAI Ecosystem - Collaboration with related research initiatives

The popAI partnership will invest heavily on creating strong bonds with the ecosystem that it aims to be a part of the Artificial Intelligence and Law Enforcement and safeguarding privacy and fundamental rights communities. For this purpose, the partners have researched extensively the ecosystem at the start of the project thus identifying key players (Table 6) and making efforts to directly engage with them via email, social media and virtual meetings.

Table 6: Identified related projects for engagement

<p>TRESSPASS (robust Risk based Screening and alert System for PASSengers and luggage) (completed, 01/06/2018 – 30/11/2021)</p>	<p>TRESSPASS is a H2020 project on border security, which aims at introducing a dynamic risk-based integrated border security management across all border modalities, thus overcoming the current rule-based approach. The TRESSPASS system is based on new technologies, validated and tested in three different pilots, representing the three border modalities (air, land and sea). The technological solutions envisage also Machine Learning and Computer Vision technologies in context of behaviour analytics, anomaly detection and criminal activity prediction. Considering the potential impacts that the introduction of new technologies for passengers' border checks may have, the ethical and legal aspects have been closely monitored during the implementation of the project. The ethical considerations and the feedback from the end-users may offer valuable inputs to foster discussion within the popAI community.</p>
<p>AI4EU (A European AI On Demand Platform and Ecosystem) (completed, 01/01/2019 – 31/12/2021)</p>	<p>AI4EU is the European AI-on-demand platform of Europe that can be a source of components, research results, products and services, usable by LEAs but also by other parties (from SMEs and big companies to the public). AI4EU, thus, gives to popAI access to the technical AI community in Europe. But it has another important aspect: it is an open ecosystem, including a variety of stakeholders.</p>
<p>FLYSEC (Optimising time-to-FLY and enhancing airport Security) (completed, 01/05/2015 – 31/07/2018)</p>	<p>FLYSEC developed and demonstrated an innovative, integrated and end-to-end airport security process for passengers, while enabling a guided and streamlined procedure from landside to airside and into the boarding gates, and offering for the first time an operationally validated innovative concept for end-to-end aviation security. FLYSEC achieved its ambitious goals by integrating new technologies on video surveillance, intelligent remote image processing and biometrics combined with big data analysis, open-source intelligence and crowdsourcing. The concept is based on social acceptance, legal compliance and ethics-by design; hence, the expertise and knowledge gained during the project implementation could be relevant to support discussions amongst the popAI community.</p>
<p>AIDA (Artificial Intelligence and advanced Data Analytics for law enforcement agencies)(ongoing, 01/09/2019 – 31/08/2022)</p>	<p>AIDA is a EU research project that aims at developing a Big Data Analysis and Analytics framework equipped with a complete set of effective, efficient and automated data mining and analytics solutions to deal with standardised investigative workflows, extensive content acquisition, information extraction and fusion, knowledge management and enrichment through novel applications of Big Data processing, Machine Learning, AI and predictive and visual analytics. The proposed solution aims at delivering a descriptive and predictive data analytics platform and related tools using state-of the art machine learning and Artificial Intelligence methods to prevent, detect, analyse, and combat criminal activities. The objective of AIDA is to significantly enhance LEAs' capability to combat cybercrime and terrorist activities through innovations in knowledge mining, information fusion, Artificial Intelligence techniques and analytics services. Therefore, its results could be of utmost importance in the context of popAI.</p>
<p>PREVISION</p>	<p>The mission of PREVISION is to empower the analysts and investigators of LEAs with tools and solutions not commercially available today, to</p>

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<p>(Prediction and Visual Intelligence for Security Information) (completed, 01/09/2019 – 31/12/2021)</p>	<p>handle and capitalise on the massive heterogeneous data streams that must be processed during complex crime investigations and threat risk assessments. PREVISION project is based on an iterative development methodology, which involves frequent software releases being made available to the LEA and practitioners end-users for testing and evaluation, resulting in keeping them continuously in the production loop. The findings from this project can offer valuable input in terms of specific AI-based technologies applied to the security domain, including their perception from LEAs and practitioners' point of view.</p>
<p>ASGARD (Analysis System for Gathered Raw Data) (completed, 01/09/2016 – 30/11/2020)</p>	<p>ASGARD aimed to contribute to LEA Technological Autonomy, by building a sustainable, long-lasting community for law enforcement agencies (LEAs) and the R&D industry. This community developed, maintained and evolved a best-of-class tool set for the extraction, fusion, exchange and analysis of Big Data, including cyber-offense data for forensic investigation. ASGARD has supported LEAs in significantly increasing their analytical capabilities. Besides the findings of the research, ASGARD can support popAI in extending its stakeholders community, thus reaching out to the ones that have been involved in the project's activities and discussions.</p>
<p>ROXANNE (Real time Network, text and speaker Analytics for combating Organized crime) (ongoing, 01/09/2019 – 31/12/2022)</p>	<p>Criminals and terrorists use voice communication over different media. Determining and tracking target identities across such channels is extremely difficult, and speaker identification (SID) techniques (such as investigated in the European SiIP project) might not be effective in such challenging environments considering isolated data from one speaker only. This project proposes to combine the strengths of speaker data mining and link analysis to provide LEAs an efficient tool to track and uncover criminals and terrorists. The ROXANNE platform will be deployed and evaluated on real criminal cases, thus helping the LEAs adopt the technology in their daily work. This activity could bring significant input for popAI, as it would allow understanding another type of applicability of AI-based technologies in security tasks, while creating synergies with the ROXANNE community.</p>
<p>VAST (Values across Time and Space) (ongoing, 01/12/2020 – 30/12/2023)</p>	<p>VAST aims to bring (moral) values to the forefront in the field of advanced digitisation. The project focuses on citizen cultural experiences in order to study how the meaning of specific values has been expressed through different narratives. The project places emphasis in values considered fundamental for the formation of sustainable communities and enabling citizens to live well together, such as freedom, democracy, equality, tolerance, dialogue, human dignity, and the rule of law. In the discussion on an ethical use of AI in security, VAST can support popAI in gaining a more comprehensive view on the potential impact of digitalisation and similar technologies on social communities and citizens.</p>
<p>TechEthos (Ethics for Technologies with High Socio-Economic Impact) (ongoing, 01/01/2021 – 31/12/2023)</p>	<p>New and emerging technologies are expected to generate new opportunities and offer a wealth of socio-economic benefits. However, in the early stages of their development, these technologies also pose a number of potential ethical challenges and societal consequences. In light of this problem, it is important to ask: how can we prioritise ethics and societal values in the design, development and deployment of new and emerging technologies, particularly those with high socio-economic</p>

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	<p>impact? Ethics by design, or in other words, to bring ethical and societal values into the design and development of technology from the very beginning of the process.</p>
<p>ETAPAS (Ethical Technology Adoption in Public Administration Services) (ongoing, 01/11/2020 – 31/10/2023)</p>	<p>ETAPAS “<i>Ethical Technology Adoption in Public Administration Services</i>” aims to improve public service delivery for citizens by facilitating the ethical adoption of Disruptive Technologies (DTs) in compliance with European and national strategies and guidelines. The project consortium, composed by 14 partners from 8 different countries and led by the Italian Ministry of Economy and Finance, is working toward the achievement of three main objectives: (a) Co-designing a conceptual Responsible Disruptive Technologies framework to assess and manage the ethical risks of DT-based applications in the public sector and their potential social and legal impacts; (b) Developing a software prototype that enables ethical assessment of DTs in the public sector on the basis of the conceptual framework; (c) Validating the relevance and applicability of the whole framework to public administration processes via application to four real-life Use Cases.</p>
<p>CounteR (Countering Radicalisation for a Safer World) (ongoing, 01/06/2021 – 30/04/2024)</p>	<p>CounteR is a three-year project for supporting the fight against radicalisation and thus preventing future terrorist attacks and is implemented by a team representing 19 organisations from 11 EU Member States: SMEs, NGOs, and industrial, research and academic entities, along with six public law-enforcement agencies in the domains of justice, police and interior security. CounteR’s ultimate goal is to provide law enforcement agencies, Internet providers and social media platforms with an early-warning tool to be used in the detection of potential radical content for the prevention of radicalisation spread.</p>
<p>NOTIONES (iNteractive netwOrk of iTelligence and securIty practitiOners with iNdustry and acadEmia actorS) (ongoing, 01/09/2021 – 31/08/2026)</p>	<p>The objective of the NOTIONES (iNteracting netwOrk of iTelligence and security practitiOners with iNdustry and acadEmia actorS) project is just to build a network of practitioners from security and intelligence services of EU Member States and Associated Countries, from the Industry – including SMEs – and from the Academia, with the objective to identify these emerging technologies and research how they may satisfy the needs of security and public services.</p> <p>NOTIONES will organize working groups, workshops and conferences and will periodically publish a report which will summarise the findings obtained through EU funded research programming, in order to recommend future industrialisation of results, express common requirements and indicate priorities.</p>

Additionally, since the early stages of the project, popAI has established links with the two sibling projects, namely [STARLIGHT](#) and [ALIGNER](#). These projects have received funding from the EC under calls SU-AI01-2020 and SU-AI02-2020, respectively. Liaising with these projects is of utmost importance to increase awareness on the research carried out at different levels (e.g.: innovation, research roadmap, ethics, etc.) while creating a more interconnected European community working on Artificial Intelligence and its multiple applications. An extensive analysis of the community building and ecosystem engagement activities is provided in D5.1.

6 Alignment with EU Policy & Direction

European Commission research dissemination resources and networks will be exploited as well as local country networks. There will be a planned participation in forthcoming EU research conferences and workshops. EC recommendations on dissemination will be examined and implemented (e.g., Communicating EU Research and Innovation – a guide for project participants). We will strive to ensure that popAI is a transformative project and will seek the Project Officer's support for joining a number of EU dissemination activities and to be included in EC events.

popAI has already participated in such events including the PPS in Brussels, Belgium in 2022 (Figure 19) and is scheduling to attend the upcoming CERIS event in 2023.



Figure 19: popAI partners at PPS event in Brussels, Belgium in 2022

6.1 Access to Deliverables and Publications

The intention of the popAI project is 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 will be made available via the project website as well as through the OpenAIRE platform. More specifically:

1. Publication in open access journals.
2. 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.
3. 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.

6.2 Data Management Plan (DMP)

During the project, data will be collected and analysed from the participating organisations, so as to extract semantically rich relationships as expressed in the project proposal. Where appropriate, subject to regulatory constraints or restrictions and licensing issues from the owners of the data, the data and their metadata description participating in the pilots will be anonymised. Throughout all data collection activities, partners will adhere to the established General Data Protection Regulation (GDPR).

To this end, *D1.3: Data and Risk Management Plan - Interim* 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) will be further elaborated and finalized within *D1.4: Data and Risk Management Plan - Final* that is to be delivered at the project completion.

The popAI project will participate in the Open Research Data Pilot. The research results generated during the project will be used for dissemination and exploitation purposes adhering to international standards and recommendations to make sure that the format of the data will be interoperable. More specifically, the nature of the proposed design will guarantee the compatibility and interoperability with external well-known and established data models to maximise reuse of resources and interconnectivity of knowledge bases.

7 Conclusion

The aim of this document has been to outline the dissemination and communication plan to be employed for the duration of the popAI project and the activities planned for awareness raising of the project's findings. The document also covers a wide range of activities already conducted to help meet the dissemination and communication targets set. The intention of the popAI project is to disseminate its results as widely as possible using all the tools outlined in this document to successfully reach its KPIs and its target audiences.