Horizon Europe Framework Programme (HORIZON)
HORIZON-CL4-2023-HUMAN-01-01: Efficient trustworthy AI - making the best of data (ADR partnership)
Grant Agreement: 101135826

AI-Ops Framework for Automated, Intelligent and Reliable Data/AI Pipelines Lifecycle with Humans-in-the-Loop and Coupling of Hybrid Science-Guided and AI Models

WP6: Dissemination, Communication, Stakeholder Engagement, Exploitation

D6.1: Dissemination, Communication, Engagement & Innovation Plan

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Due Date: 31st March 2024 (M03)

Dissemination Level: PU

Version: F1.0

Short Abstract

This deliverable elaborates the baseline strategy for dissemination, communication, stakeholder engagement activities of WP6, and presents a plan the first 21 months of the project. It contextualizes the work to be developed clearly stating the objectives, the key messages, the project's target audience and the channels to be used for dissemination and communication in the different outreach, presenting also a framework of activities, responsibilities, and intermediate metrics that will be used to monitor progress and impact of the different activities of the plan. Deliverable D6.1 already highlights the accomplishments of the first 3 months, including the Website release and social medial channels launch.

Further Information: http://www.ai-dapt.eu/

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Type	Report
Delivery Date	M03

History

Versions	Description
D0.1	Definition of Table of Contents Creation of Logos, Templates and Project Overview
D0.2	Writing of Introduction, and sections 2.1, 2.2 and 2.4
D0.3	Agreement on Key Messages Integration of partners inputs from collaborative dissemination monitoring Excel into section 2.4 Section 3
D0.4	Final contributions and circulation of final draft internal review
R0.5	Revision of internal reviewer 1 and 2
F1.0	Executive Summary and Final deliverable

Executive Summary

The AI-DAPT project endeavours to revolutionize AI by seamlessly integrating data-centric and model-centric approaches, and fostering the development of robust, adaptable, and trustworthy AI solutions. Central to this objective is the delivery of tangible benefits across diverse industries and the active engagement of a broad spectrum of stakeholders. Through collaboration, community feedback, and a focus on excellence propagation, AI-DAPT aims to create an inclusive and impactful ecosystem that enhances exploitation and project commercialization efforts within Work Package 6.

From the project's inception, dissemination, communication, and stakeholder engagement activities are given top priority, with all partners committed to maximizing outreach by mobilizing relevant stakeholders. These activities are meticulously planned to ensure the widespread diffusion of the project's advancements to target audiences through appropriate mechanisms and timely delivery. Early engagement of key stakeholders is emphasized to prepare for market uptake, ensuring their active participation across various implementation phases.

This document outlines the project's dissemination, communication, engagement, and innovation strategy, acknowledging different outreach phases and emphasizing the importance of promoting awareness and engagement throughout the project lifecycle. In detail, it:

- Contextualizes the work to be developed, clearly stating the objectives, the key messages, the project's target audience and the channels to be used for dissemination and communication in the different outreach phases. To maintain consistency and maximize effectiveness in reaching these audiences, the consortium adheres to established procedures and guidelines meticulously outlined in this plan.
- Structures the actual dissemination and communication plan, identifying responsibilities, outcomes and KPIs of the different activities. The plan includes activities and mechanisms to ensure a comprehensive coverage and impact via: (i) A strong online presence, leveraging online channels such as the project website, blog, and social media platforms to share information about AI-DAPT. Metrics such as website traffic will be monitored to assess the reach and engagement of online content. (ii) Diverse communication materials, including flyers, brochures, or videos that will be published and updated as the project evolves to show the objectives, advances, benefits, and exploitable results generated by AI-DAPT for different target groups. (iii) A wide event participation, promoting collaboration with other communities, projects, and initiatives, as well as knowledge exchange and networking. (iv) Periodic publication of scientific articles, to ensure peer-feedback and gain credibility, and other news items such as eNewsletters, to enhance project visibility.
- Provides an overview on the actual status of the planned activities, including evidences of the work already developed, such as the recently released project website. Other accomplishments of the period include the development of the project brand identity, the set-up of social media channels and establishment of first contacts within the ADR (AI, Data and Robotics) community.
- Introduces the first thoughts on exploitation planning and innovation management activities that will be focal in the upcoming WP6 reports.

This document is intended to serve as a living document, maintaining a consistent structure to facilitate updates and revisions. At M21, deliverable D6.2, will provide an update of the dissemination communication and stakeholder engagement plan. In addition, this subsequent deliverable will also provide a comprehensive overview of activities undertaken to date and will expand on strategies for exploitation, offering deeper insights into the project's future directions.

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1 Introduction

1.1 AI-DAPT Project Overview

Today, Artificial Intelligence (AI) has paved a long way since its inception and has started experiencing exponential growth across various industries and shaping our world in ways that were once thought impossible. As AI transitions from research to deployment, leveraging the appropriate data to develop and evaluate AI models has evolved into one of its greatest challenges. Data are in fact the raw material and the most indispensable asset fuelling much of today's progress in AI, generating previously unattainable insights, assisting more evidence-based decision-making, and bringing tangible business/economic benefits and innovation to all involved stakeholders. However, despite their instrumental role in determining performance, fairness, and robustness of AI systems, data are paradoxically characterised as the most under-valued and de-glamorised aspect of AI while a data-centric focus is typically lacking in the current AI research.

AI-DAPT aims to deliver an innovative and impactful research agenda that will provide tangible benefits to a variety of stakeholders that struggle with making AI services. Seeking to reinstate the pure data-related work in its rightful place, and reinforcing the generalizability, reliability, trustworthiness, and fairness of Al solutions, AI-DAPT vision relies on the implementation of an AIOps framework to support and automate AI pipelines that continuously learn and adapt based on their context. It enables proper purposing, collection, documentation, (bias) valuation, annotation, curation and synthetic generation of data, while keeping humans-in-the-loop across five axes: (i) Data Design for AI, (ii) Data Nurturing for AI, (iii) Data Generation for AI, (iv) Model Delivery for AI, (v) Data-Model Optimization for AI.

AI-DAPT brings forward a two-fold data-centric mentality in AI:

- **Data:** AI-driven automation for data pipelines based on Explainable AI (XAI) techniques as well as synthetic data generation and observability.
- **Model:** Automation on AI model building and hybrid science-AI solutions, bringing together data-driven AI models and science-based (first-principles) models that build on high-quality data.

Bridging the gap between data-centric and model-centric AI, AI-DAPT will turn over a new leaf in trustworthy AI and will nurture an ecosystem involving all AI and data value-chain stakeholders. The aim is to enhance their prosperous collaboration in order to deliver and apply innovative AI-driven methods that rely on smart and dynamic end-to-end automation of data, AI training/inference pipelines in the cloud-edge computing continuum.

To demonstrate the actual innovation and added value that can be derived through the AI-DAPT scientific advancements, the AI-DAPT results will be validated in two ways:

- By applying them to tackle real-world challenges in four key industries: (4) Health, Robotics, Energy, and Manufacturing.
- By integrating them into various AI solutions, whether open source or commercial, already present in the market.

1.2 Deliverable Purpose and Scope

Deliverable D6.1 reports on the first activities of AI-DAPT WP6 "Dissemination, Communication, Stakeholder Engagement, Exploitation", tasks T6.1-T6.4, where a common consortium strategy and plan for dissemination and outreach of the project results is defined. According to the project Gantt, task T6.5 "Exploitation Activities and IPR Handling" is not yet active.

Due in M3, D6.1 fulfils the following main objectives:

- Define and present the baseline strategy for dissemination, communication, collaboration, and stakeholder engagement activities.
- To identify actions related to expected dissemination including their priorities, responsibilities, and outcomes.
- To identify and guide the project's communication, awareness, and engagement program.
- Set the pace for the remaining WP6 tasks, including exploitation and standardisation contributions that will update for the future releases of this plan.
- To present the AI-DAPT Website.
- To report the early results of first three months of the project.

Dissemination of the AI-DAPT project is a collaborative effort of all project partners and this document describes available tools and partner's responsibilities. It places emphasis on the importance of promoting awareness and provides a list of potential dissemination targets (venues, journals, press, etc.) relevant to the work performed. Maintaining a similar deliverable structure, this plan will be updated at M21 in deliverable D6.2, with new actions and activities to be performed, including as well as a report of what has been conducted during this first period.

1.3 Impact and Target Audiences

Since it is mostly a strategy definition and planning document, this document targets all project partners.

The real target audience of the dissemination, communication and stakeholder's engagement activities is a wider range of stakeholders duly identified in section 2.3.

1.4 Deliverable Methodology

For the preparation of the document, we followed a collaborative approach of contributions and inputs from the different partners involved. The methodology applied in the production of this document and the activities here reported is divided in 3 parts:

- Identification of the required elements and preparation of the materials for the project start. A core group composed by the deliverable leader, the project coordinator and the technical coordinator has been set in the very early days of the project to work on main strategy and the material required for the AI-DAPT kick-off meeting. The project logo, presentation and reporting templates, the dissemination and communication strategy, as well as a mock-up of the website were prepared during this phase of the work and put in discussion with the partners during the kick-off meeting.
- Open discussion and inputs. Following a presentation of the elements prepared, the workgroup was enlarged to the remaining partners of the project. Until mid-March 2024, all partners had the chance to comment, propose changes, improve and propose additional dissemination and communication activities to be included in the plan to be reported in D6.1.
- During this final step of the methodology, leaderships have been agreed to different dissemination and communication activities, composing the dissemination and communication plan. The consortium split in sub-teams per activity, contributed to fine-tuning the strategy in such points, and in some cases already producing work to be reported. Using the project private repository, the deliverable leader managed the several inputs received and produced different deliverable versions so that the consortium had all-times access to updated information.

1.5 Dependencies in AI-DAPT and Supporting Documents

This deliverable took as reference the information regarding dissemination, communication and exploitation strategies already included in the AI-DAPT Grant Agreement. D6.1 will be used as a living document updated to report and plan the activities of WP6. Hence, D6.1 will be superseded at:

- M21 by D6.2 "Dissemination, Communication, WP6 Engagement, Innovation and Exploitation Report – Draft Version"
- M42 by D6.3 "Dissemination, Communication, WP6 Engagement, Innovation and Exploitation Report – Final Version".

1.6 Document Structure

The deliverable is structured in five sections and two main parts, separating the context of the document, the dissemination and communication part, the exploitation part, the conclusions, and annexes. It should be noted that D6.1 structure will remain similar throughout the different deliveries of the dissemination and communication report (i.e., D6.2 and D6.3) to maintain consistency in the presentation of the plan and the results of WP6. Hence the five sections will remain even if the internal organization in each section might change. In detail:

- **Section 1** is an introductory section that contains a project overview, common to all project deliverables, and then several sub-sections describing what the reader may find in this document, how it was produced, dependencies, etc.
- **Section 2 (or part A)** is focused on the dissemination, communication, and stakeholder engagement activities. Since D6.1 is delivered at month 03 of the project, it is mostly focused on the planning of the activities including the definition of the key messages, identifying the project's target audience and the channels to be used, procedures and guidelines to be followed, and the overall outreach strategy. This section also includes a detailed vision on the planned activities for the first 21 months, as well as a section reporting the achievements to date.
- **Section 3 (or part B)** is focused on the exploitation planning and innovation management. Exploitation activities have not really started yet but the section ensures a historical record of the exploitation and innovation management plan across the various versions of the WP6 deliverables. In D6.1, the section outlines the initial exploitation intentions.
- **Section 4** provides the final remarks and next steps.
- **Section 5** is composed of different annexes that are used to provide the presentations and dissemination reporting templates.

1.7 Ethics

The work here reported does not have any associated ethical issues.

2 Part A: Dissemination and Communication

Dissemination and its closely linked communication activities play a vital role in raising awareness, gathering external insights for project implementation, and supporting exploitation. The AI-DAPT Consortium is committed to executing a comprehensive strategy, ensuring early engagement of key stakeholders throughout various project phases, and mobilizing all partners to maximize outreach.

In AI-DAPT, dissemination and communication activities are meticulously planned to achieve the widespread diffusion of project advancements to intended audiences using appropriate mechanisms and timelines. The strategy leverages events, publications, exhibitions, and other opportunities to facilitate maximum interaction with stakeholders and target groups. Various communication channels are identified to strengthen partners' presence in the community, maximizing the project's innovation potential and attracting diverse stakeholders to embrace its results and advancements.

Activities are expected to diffuse the scientific and technological knowledge generated in the context of the project, seeking both a mid- and long-term impact in terms of:

- **Awareness**, making the target audience aware of the objectives, developments, and outcomes of the project itself, i.e., showing that the AI-DAPT project exists and what the consortium is working on. This is helpful for those target audiences that do not require a detailed knowledge of the project activities.
- **Understanding**, with activities directly targeting a given (number of) groups and audiences that can usually profit from or contribute to the direct outcomes of the project.
- **Action**, where the target audience is in position to “influence” and “bring about change” within their organisations by making use of AI-DAPT.

This section outlines the foundational principles and guidelines for optimizing the dissemination and communication of AI-DAPT research to benefit European industry and society. Emphasizing openness, if results are published, they will be made accessible and promoted through open access channels. The strategy for dissemination, communication, and stakeholder engagement within AI-DAPT establishes a structured framework for planning and reporting, facilitating an iterative approach that can adjust based on the impact of activities throughout the project duration. The framework is structured around:

- **Purpose**: Defining the objectives and specific impacts envisioned through AI-DAPT activities (section 2.1), with a detailed breakdown provided in section 2.4.
- **Message**: Establishing the primary message to be communicated, ensuring consistency across the consortium's communication and dissemination efforts as outlined in section 2.2.
- **Audience**: Identifying the target audience for AI-DAPT activities and determine their interests and priorities, as discussed in section 2.3.
- **Method**: Outlining the dissemination and communication phases, including the channels and mechanisms utilized, as described in sections 2.3.1 and 2.3.2.
- **Procedures and Guidelines:** Specifying the procedures and guidelines to be followed when conducting and reporting various activities (section 2.3.3)
- **Timing**: Scheduling the activities in the projected in order to meet the KPIs (section 2.4).

2.1 Dissemination and Communication Objectives

The dissemination and communication strategy to be applied in AI-DAPT is aligned with the following objectives (as per the AI-DAPT GA):

1. Create & communicate clear and persuasive key messages to maximize the project’s reach.

2. Establish effective mechanisms, with the assistance of "multiplier" partners to disseminate scientific and technical information within and beyond the project's consortium in a timely manner.
3. Liaise with other projects and initiatives addressing the same topics to facilitate knowledge and innovation transfer and enhance the project's impact.
4. Engage with different audiences to gather feedback, verify results, and ensure their adoption potential.
5. Attract potential users/clients, promote the acceptance of the project's results, and encourage appropriate market segments to support the project's exploitation strategy.
6. Encourage the development of new research results, building on the project's findings.

2.2 Theme and Key Messages

Themes and key messages provide short descriptions of the project, its vision and objectives to be used during communication activities. The messages have been agreed upon by all partners and provide the framework for any promotional speeches, presentations, and interactions.

Table 2-1: Key Messages

Theme	Description
Motto	**Shaping the Future of AI: Coupling Data and AIOps in a Virtuous Human-in-the-loop Cycle of Innovation**
Key Messages	• The project aims at **reinstating the importance of data in AI**, supporting adaptable AI pipelines, while keeping the Human in the loop. • The project introduces **smart and trustworthy adaptation in the Data/AI Ops lifecycle** providing end-to-end automation and AI-driven methods to support the design, execution, and lifecycle management of data-AI pipelines. • The project harnesses sophisticated **Explainable AI (XAI)-driven methods to trigger data operations**, ensuring transparency and accountability throughout the process. • AI-DAPT is driving AI innovation with **hybrid science-guided and AI-based models**, enhancing predictive accuracy and adaptability to diverse datasets, when scientific knowledge is present. • Demonstrating tangible innovation, AI-DAPT **validates its results in real-world applications** across industries like Health, Robotics, Energy, and Manufacturing, while integrating its advancements into existing AI solutions for market impact.
Problem Addressed	Today, Artificial Intelligence (AI) has paved a long way since its inception and has started experiencing exponential growth across various industries and shaping our world in ways that were once thought impossible. As AI transitions from research to deployment, leveraging the appropriate data to develop and evaluate AI models has evolved into one of its greatest challenges. Data are in fact the raw material and the most indispensable asset fuelling much of today's progress in AI, generating previously unattainable insights, assisting more evidence-based decision-making, and bringing tangible business/economic benefits and innovation to all involved stakeholders. However, despite their instrumental role in determining performance, fairness, and robustness of AI systems, **data are paradoxically characterised as the most under-valued and de-glamorised aspect of AI** while a **data-centric focus is typically lacking in the current AI research**.
What is keeping us Behind? (Challenges)	• **Challenge 1:** Poor data preparation and planning, including delays in obtaining vital data or in requesting data too expensive to acquire or store or irrelevant • **Challenge 2:** Messy data in terms of heterogeneous/ contradicting/ redundant values, missing entries, and inconsistent structure • **Challenge 3:** Data is not self-explanatory, well described and suitable for use beyond its original concept • **Challenge 4:** Low re-usability of data, features and models • **Challenge 5:** Representative data that are appropriate for AI may be hard to access or not be even available for sporadic events/edge cases

	• **Challenge 6:** Synthetic data needs to become more accurate • **Challenge 7:** Detection of bias and mitigation is a complex issue • **Challenge 8:** AI models developed "in vitro" are having a hard time in the real world • **Challenge 9:** Insights gained through data/AI observability are not yet actionable enough to trigger appropriate remedy actions • **Challenge 10:** XAI methods are interpretable only by data scientists • **Challenge 11:** Balanced use of Physics-based Models and AI is necessary to some problems
Main Objectives	AI-DAPT aims to **deliver an innovative and impactful research agenda** that will provide tangible benefits to a variety of stakeholders that struggle with making AI services. Seeking to reinstate the pure data-related work in its rightful place, and reinforcing the generalizability, reliability, trustworthiness, and fairness of AI solutions, AI-DAPT vision relies on the **implementation of an AIOps framework to support and automate AI pipelines that continuously learn and adapt based on their context**. It enables proper purposing, collection, documentation, (bias) valuation, annotation, curation and synthetic generation of data, while keeping humans-in-the-loop across five axis: (i) Data Design for AI, (ii) Data Nurturing for AI, (iii) Data Generation for AI, (iv) Model Delivery for AI, (v) Data-Model Optimization for AI. AI-DAPT **brings forward a two-fold data-centric mentality in AI**: • Data**:** AI-driven automation for data pipelines based on Explainable AI (XAI) techniques as well as synthetic data generation and observability. • Model**:** Automation on AI model building and hybrid science-AI solutions, bringing together data-driven AI models and science-based (first-principles) models that build on high-quality data. Bridging the gap between data-centric and model-centric AI, AI-DAPT will turn over a new leaf in trustworthy AI and will nurture an ecosystem involving all AI and data value-chain stakeholders. The aim is to enhance their prosperous collaboration in order to deliver and apply innovative AI-driven methods that rely on smart and dynamic end-to-end automation of data, AI training/inference pipelines in the cloud-edge computing continuum. To demonstrate the actual innovation and added value that can be derived through the AI-DAPT scientific advancements, the AI-DAPT results will be validated in two ways: • By applying them to **tackle real-world challenges in four key industries**: (4) Health, Robotics, Energy, and Manufacturing. • By **integrating** them into **various AI solutions**, whether open source or commercial, already present in the market.
Expected Results	AI-DAPT pioneers a data-centric approach in AI, seamlessly integrated with a model-centric, science-driven methodology throughout the AI-Ops lifecycle. This innovative framework introduces end-to-end automation and AI-driven systematic techniques to facilitate the design, execution, observability, and lifecycle management of resilient, intelligent, and scalable data-AI pipelines. Therefore, it is expected that the project will deliver a wide range of services. A preliminary list of results includes: • AI-DAPT Data Lifecycle Management Methods & Services • AI-DAPT AI Lifecycle Management Methods & Services • AI-DAPT Data and AI Execution Methods & Services • AI-DAPT Data-AI Insights Methods & Services • AI-DAPT Data-AI Pipeline Monitoring Methods & Services • AI-DAPT Platform Management Methods & Services • Hybrid AI Models • AI-DAPT Framework

2.3 Target Audiences Outreach Strategy

To enhance the project's impact, it is essential to identify and understand the specific interests of potential target audiences for AI-DAPT early in the project. By analysing various target groups and their connections, tailored dissemination and communication activities can be planned to effectively achieve the project's goals using suitable channels. AI-DAPT seeks to promote collaboration among stakeholders in the AI and data value chain, enabling the adoption of innovative AI-driven methods. These methods involve dynamic automation of data, AI training, and inference pipelines across cloud-edge computing. Table 2-2 presents a list of the envisaged AI-DAPT target audiences.

Table 2-2: Target Audience

Target Group	Who in Particular	Interest in the Project	Possible Approach
AI Industry	• Data Analysts • Data Scientists • AI Operators • AI Developers	• Leverage reliant AI-pipeline automation mechanisms to perform their tasks in a more trustworthy, accurate, performant and resource efficient manner. • Experiment with "data for AI" and broader AI pipelines. • Acquire augmented insights for putting AI into production. • Build more fit-to-purpose and appropriate AI solutions to industry problems.	• Website • Social Media • Liaisons • Conferences of the area • Developer forums • Workshops and demo events • Exhibition Booths • Targeted Media
Industry Stakeholders	• Decision Makers • End Users from Different Sectors • CTOs • Subject Matter Experts	• Retain control over automated AI decisions. • Build trust on AI. • Accelerate AI use in industry in order to achieve improved productivity. • agility of operations and enhanced quality of products and services. • Strengthened innovation by blending with in-house artefacts.	• Website • Social Media • Industrial fairs and conferences • Workshops and demo events • Exhibition Booths • Targeted Media
Research Community	Individuals engaged in research initiatives and/ or working in research/ academic institutes	• Access to new research on data-centric AI. • Build on and extend the open-source results. • Further experimentation on the problems tackled. • Inspiration for future research towards a Human-driven and trustworthy AI.	• Website • Social Media • Scientific Conferences • Workshops • Academic oriented media such as journals
Regulators and Policy Organizations	• Regulators • Policy Makers • EC Directorates and Units • Ministries and governments • Standardization Organizations • Standards-driven working groups	• Access to new knowledge. • View the impact of current regulations and directions. • Base future legislation and regulations updates for AI and industry. • Advancing work for the update of existing standards (or release of new ones), addressing different aspects of AI, through recommendations and punch-lists.	• Website • Social Media • Liaisons • EC events • Standardization meetings • Targeted Media
Clusters and Associations	• Clusters of projects and relevant partners; • Technology Clusters • Clusters of Stakeholders; • Industry Associations	• Gain insights on the automated data/AI pipeline and hybrid science-AI concepts and reference implementations. • Explore synergies and exchange knowledge and experiences on AI.	• Website • Social Media • Liaisons • Clustering Events • Joint-workshops • EC events • Targeted Media
General Public	Civil society and general public interested in the project	• Benefiting indirectly by the outcomes of the AI-DAPT by using products including improved AI solutions that are more accurate, trustworthy, energy, data and performance efficient, and privacy respectful	• Website • Social Media • Press-releases
Internal	People who work in organisations that are part of the consortium but are not directly involved in the execution of the project, e.g. marketing, sales, management	• Utilisation of project's results in everyday operations • Training on project's outcomes	• Website • Social Media • Internal events • Ad-hoc and informal meetings • Internal communication

2.3.1 Outreach Phases

AI-DAPT is a comprehensive research and innovation project spanning 42 months, dedicated to pioneering a ground-breaking implementation of an AIOps framework to support and automate AI pipelines that continuously learn and adapt based on their context. Throughout its duration, the project will traverse various outreach phases, each demanding distinct engagement strategies (see Figure 2-1). Starting from phase I with a lower intensity of activities until phase IV with a high number of activities targeting market promotion, dissemination will be carried out by all partners, based on their respective expertise and profile (i.e., industrial partners will reach out to relevant industry sectors, distributors, and clients, while the academic and research partners will focus on sharing project results with research institutes and universities across Europe, etc.):

- **Phase I – Raise Awareness**. With a focus on laying the groundwork for dissemination and communication efforts, this phase involves initiating efforts to inform target audiences about the project, and initiate exploratory activities to engage diverse audiences, establishing the first connections with potential stakeholders, and fostering collaboration within the community of related projects. Key activities include launching the project website and social media channels, elaboration of communication materials, presentation of the project concept in workshops, as well as participation to scientific events and clustering activities to identify possible synergies.

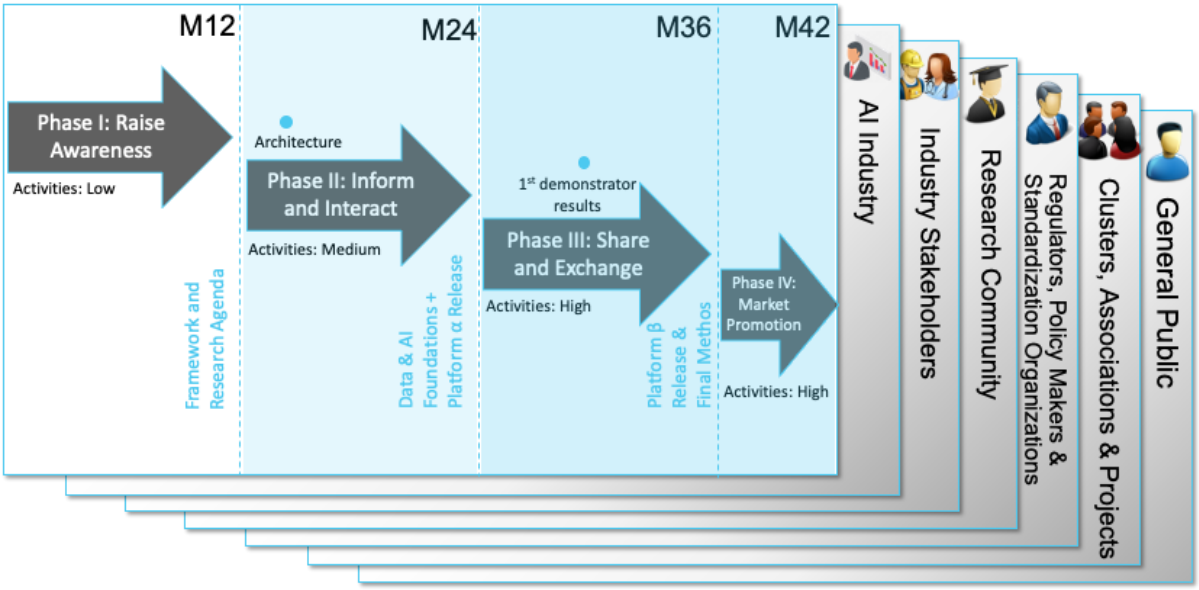

Figure 2-1: Outreach Phases

- **Phase II – Inform and Interact**. Starting at M13, already with the project framework and research agenda defined, this phase employs stronger dissemination and communication activities, focusing on the project early developments. Major activities include the presentation of initial results, publication of scientific papers, joint organization of workshops, contributions with the active liaisons, as well as promoting AI-DAPT through media channels. It is expected that the community of interested parties grows considerably.
- **Phase III – Share and Exchange**. Starting at M25, this phase marks the transition to an activity-intensive period of AI-DAPT. Building upon the alpha release of the platform and the availability of the foundational data and AI services there is more material available to create an impact in the community. During this outreach phase, key activities include more workshops to exchange results, scientific publications and blog posts about the projects results, design of new communication materials, participation to exhibitions, industrial events and standardization working groups.

- **Phase IV – Promote**. The final months of the project will enter in a new phase that is characterized by industrial experimentation and assessment. Here the shift towards a more industrial communication will be noticeable as there will be access to more matured results and the final MVP. Therefore, activities can be focused on demonstration of the platform and demonstrators and a more effective promotion of the project exploitation potential. Major activities include exhibitions, training and testing events, publishing in industrial magazines and scientific journals, webinars, communication of the business case to traditional media.

It shall be noted that a final post-project dissemination phase (Phase V) is envisaged; not depicted in the figure; to ensure that the project's results are utilised and promoted beyond the project's implementation. In this direction, it is necessary to establish a community of interested stakeholders and potential users that will in turn help to ensure sustainability and the transfer of data and knowledge beyond the project's duration, thereby increasing the uptake of the project's results. Overall, the project's dissemination activities will focus on achieving quick wins through its demonstrators to showcase the benefits of its services and enable easy replication to other domains using transfer learning techniques.

2.3.2 Channels and Mechanisms

Dissemination activities involve actively raising awareness and validating the project among targeted audiences, with each partner contributing according to their expertise. Pilot partners will engage with relevant industry sectors, while technical, academic, and research partners will focus on sharing project results with the AI community, research institutes, and universities across Europe. Clear communication channels and mechanisms are essential to ensure a successful engagement that is timely and adaptable to the needs of different target groups.

To facilitate reporting, activities are grouped in 4 categories, i.e. "online presence", "communication materials", "events", "news and publications" as presented in Table 2-3.

Table 2-3: Dissemination and Communication Mechanisms

Category	Channel/ Mechanism	Purpose/Impact
Online Presence	Project Website	• Main online information point about the project and results for increased awareness. • Support to impact activities and the final commercialisation of the AI-DAPT offering. • Publish project information, partners involved, public deliverables, scientific publications, and the materials used in events where the project is presented and promoted. • Maintain a project blog for communication of main concepts and advancements, sharable in social media, to promote discussions on specific issues relevant to the project.
	Social Media	• Increased outreach to general public and other stakeholders active in social media (awareness about the project, promote events). • Direct communication mechanism with followers to exchange ideas and get feedback. • Viral marketing by "word of mouth" through the followers.
Communication Materials	Brand Image	• Unique branding and visual identity of the project
	Printed Materials	• Provision of instant information about the project • Targeted messages for the different audiences • Improved communication of results and information during events
	Videos	• Ideal for storytelling, showcasing project concept and promoting real-world impact. • Offer a clear understanding of the research process and outcomes, enabling the demonstration of experiments, methodologies, or techniques in action. • Can be easily shared online through websites, social media platforms, and other digital channels.
Events	AI-DAPT Events	• Increased awareness, collaboration, and networking with other relevant initiatives. • Presentation and validation of project developments and results with stakeholders of interest

	Conferences and Workshops	• Ideas gathering and knowledge exchange with relevant communities and initiatives. • Networking and collection of information about the latest technology advancements. • Presentation of results and scientific papers • Potential for demonstration using exhibition booths • Validation of projects' findings and attraction of potential clients and adopters
	Clustering, Collaboration and Standardization	• Community building & engagement with stakeholders for communication of project news and results. • Collaboration and synergies with projects for joint engagement in external initiatives, knowledge exchange, mutual validation of results • Liaison establishment • Validation of projects' findings and attraction of potential clients and adopters
News and Publications	Scientific Open Access Publications	• Dissemination of research and innovation to scientific communities • Validation and knowledge exchange with relevant technical communities • Ensure peer-feedback and gain credibility
	Traditional Media and other News Items	• Wide awareness for generic purposes, news, events and results

2.3.3 Procedures and Guidelines

The dissemination and communication activities should comply with rules and procedures[1] prescribed by the European Commission, indicatively:

- **Funding Information:** Any dissemination of results (in any form), even when combined with other data, must include the reference to EU funding set out in the GA and whenever possible be accompanied by the EU emblem. Example: "This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101135826".
- **Disclaimer:** Any AI-DAPT communication activity should indicate that it reflects only the author's view as illustrated in the disclaimer of this document (see cover page). Regarding the question where to put the disclaimer:
    - Printed material- it does not have to be on the front page. However, it should be displayed prominently on the inside cover or back cover as appropriate, according to the layout.
    - Website - the text can be displayed on one page (for example with the title 'Legal' or "Disclaimer"), with the link to that page visible throughout the site. Or sometimes it may be found at the bottom of the homepage, in a place that doesn't change.
    - Audio-visual material - the text can appear either at the beginning or at the end of the transmission.
- **Open Access**: Scientific publications should be made available on Open Access (OA) format, providing online access, free of charge to the content produced in the project. Either via unrestricted access at the publisher (gold access) or through self-archiving (green access) that may follow an embargo period of at most 6 months, each consortium partner must have this concern when selecting their scientific publication channel. The Open Access Infrastructure for Research in Europe (OpenAIRE[2]) provides additional information and support on linking publications to underlying research data. AI-DAPT will set-up an account in Zenodo[3] (an OpenAIRE and CERN collaboration) that allows researchers to deposit both publications and data, while providing tools to link them, and ensuring the OA requirement.

[1] Full list of procedures is available in the AI-DAPT GA document

[2] https://www.openaire.eu/

[3] https://www.zenodo.org

- **Media Impact:** Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the EC.

In addition to the procedures recommended by the EC, AI-DAPT partners are required to utilize the brand image defined as well as the document and templates provided for all project-related documentation and reporting. Partners need to maintain active participation on designated social media channels, utilizing the #AIDAPT hashtags in all relevant posts, and are committed to ensure timely reporting of activities to the dissemination leader (within one month).

These guidelines aim to streamline project communication and dissemination efforts, ensuring consistency and effectiveness across all partner activities.

2.3.3.1 Brand Image

Brand Identity typically encompasses the visual elements of a brand such as logo, colour palette, font, and design style. Consistency in these elements helps in establishing a recognizable brand image.

The logo is the main tool to create direct visual recognition. It is simple and easy to recognize, inspired by the ideas of a human in the loop, engaging in activities of AIOps (left), and data management (right). The logo and its variants are presented in the following Figure 2-2.

Figure 2-2: AI-DAPT logo variants (top-left: logo in horizontal; top-right: logo in vertical; bottom-left: lettering; bottom-right: symbol to use in with dark backgrounds)

Figure 2-3 presents the project colour palette[4], consisting of a range of complementary, harmonious colours chosen to evoke a joyful mood. Having a well-defined colour palette helps to establish a cohesive visual identity and enhances the overall aesthetic appeal of the project.

Figure 2-3: AI-DAPT colour palette

The font selected for the logo, communication material headlines, and presentation headers is Gugi-regular[5], while Calibri[6] is used for word documents and written text.

2.3.3.2 Template for Presentations

Templates help streamline the process of creating presentations by providing a consistent and professional-looking design that can be easily customized to suit specific needs. AI-DAPT template for

[4] https://coolors.co/f72585-7209b7-3a0ca3-4361ee-4cc9f0

[5] https://fonts.adobe.com/fonts/gugi

[6] https://learn.microsoft.com/pt-pt/typography/font-list/calibri

presentations (see Annex I) is a pre-designed layout that serves as a framework for creating slideshows or other forms of presentations. It includes a white (preferred) and dark mode, both providing a cover slide, an index template, separator slides, different slide options with placeholders for text, images, graphs, and other content, a contacts slide, etc.

2.3.3.3 Dissemination Activities Reporting

Dissemination activities reporting involves documenting and evaluating the various dissemination efforts undertaken as part of a project so that they can be dully communicated through the project online channels and included in the WP6 deliverables. In AI-DAPT, partners are encouraged to use an online dissemination tracking Excel (available on the project private Sharepoint[7]) so that they can continuously identify the different activities planned and executed. Additionally, and to ensure that enough information is collected to enable an efficient communication of the activities performed, they should use the:

- "Events Reporting Template" (presented in Annex II) – to be provided to the Dissemination Manager upon the participation and presentation of the project in international events as well as with any events organised by the consortium.
- "Publications Reporting Template" – to be provided upon successful publication of an article at a scientific conference, journal, etc. Together with the information requested in the template, an author's copy of the published work needs to be made available in the project private Sharepoint so that it is then published by the Dissemination Manager in an open-access repository as required by the guidelines enumerated before.

2.3.3.4 Social Media Best Practice and Use of Hashtags

AI-DAPT leverages social media platforms to expand its follower base and ensure widespread dissemination of its findings and results. Social networks offer a means to engage with diverse audiences interested in exchanging information. Regular project updates and news, as well of related articles will be posted across various social media channels to maintain stakeholder and user interest.

To ensure a successful social media presence AI-DAPT posts should promote a consistent use of the following hashtags:

- #AIDAPT
- #ArtificialIntelligence
- #DataInAI
- #AIOps
- #HumanInTheLoop

The project cannot rely exclusively on the communication leader to produce content; therefore, each project participant should contribute actively by using and referencing AI-DAPT accounts with their personal accounts in every post of interest. This enables to maintain an active reproduction of relevant content and engagement with other initiatives.

2.3.3.5 GDPR Considerations

The General Data Protection Regulation (GDPR) establishes common data privacy and protection standards across all European countries. Within the scope of AI-DAPT, GDPR compliance is essential in two key areas: i) Data utilized during project execution and validation, and ii) Data gathered from interactions between consortium partners and third-party entities.

For data collected, processed, and analysed during the project, a comprehensive Data Management Plan will be developed as part of Deliverable D7.2 and D7.3 "Data Management Plan." This plan will outline general and specific guidelines to ensure GDPR compliance throughout the project's duration.

[7] https://imisathena.sharepoint.com/:x:/r/sites/HORIZONAIDAPT

Regarding information obtained from interactions within the consortium and with external entities, such as meetings, efforts will be made to safeguard individuals' privacy. Prior to capturing any imaging data, participants will be asked for consent to collect such information.

2.4 Plan Of Activities

This section presents a high-level view on all the envisaged activities organized according to the categories defined. Besides presenting the plan of activities, Table 2-4 also serves as a monitoring framework highlighting the actual status of each task following the envisaged KPIs and which partner is considered to have the main responsibility for carrying out the specific task. To facilitate reading and a quick check-up on the status of the activities, each activity has a coloured indicator as in Figure 2-4.

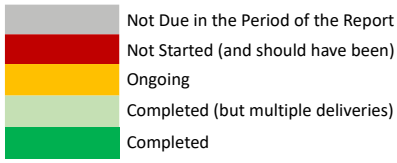

Figure 2-4: Activities Status Mark-up Scheme

Table 2-4: Plan for Dissemination, Communication and Stakeholder Engagement Activities

Category	Channel/ Mechanism	Activity	Status	Task	Next report /Activity[8]	Main Responsible	Target KPIs
Online Presence	Project Website	Creation of the AI-DAPT Website	Completed	T6.2	M12	UNINOVA	• 4000 unique visit • 2 min. avg. visit duration • 10000 page views • 20 blog posts
		Creation of project private area	Completed	T6.2	-	ATHENA	
		Regularly update the website and blog following the plan	Ongoing	T6.2	M6	UNINOVA	
	Social Media	Establish AI-DAPT social media channels	Completed	T6.2	-	UNINOVA	• 3 SM channels • 800 followers • 200 posts
		Manage and regularly update social media following the plan	Ongoing	T6.2	M4	UNINOVA	
Communication Materials	Brand Image	Develop project Identify (Logo & Templates)	Completed	T6.2		UNINOVA	• 1 factsheet • 5 brochures • 5 banners
	Printed Material	Production of AI-DAPT factsheet leaflet	Ongoing	T6.2	M4	UNINOVA	
		Production of Brochures	Not Due	T6.2	M12	UNINOVA	
		Production Roll-ups/Posters/Banners for face-to-face dissemination events (generic and per pilot)	Not Due	T6.2	M6	UNINOVA	
	Videos	Production of a promotional video	Ongoing	T6.2	M6	UNINOVA	
		Production of technical demo videos	Not Due	T6.2	M30	Tech Leads	
		Production of pilot videos	Not Due	T6.2	M36	Pilot Leads	
Events	AI-DAPT Events	Organization of scientific workshop(s)	Not Due	T6.1	M15	UNINOVA	• 35 attended events • 20 events w/ presentation (average 5 events p/ year) • 2 exhibition booths
		Organization of clustering workshop(s)	Not Due	T6.1	M10	MADE	
		Organization of industrial workshop(s)	Not Due	T6.1	M36	ZENITH	
	Conferences and Workshops	Selection and regular participation to events of interest to share knowledge, present the project and results of both research and business nature.	Ongoing	T6.1	M36	All partners	
		Demonstration in exhibition booths	Not Due	T6.1	M36	Suite5	
	Clustering, Collaboration and Standardizatio n	Establish liaisons with related projects and communities/strategic initiatives	Ongoing	T6.3 T6.4	M6	UNINOVA/ MADE	• 4 strategic initiatives reached • Liaison w/ 6 WGs • 12 projects with synergies
		Organization and periodic participation to common events of Adra, HUMAN-01-01 projects, clusters and other communities of stakeholders	Ongoing	T6.3 T6.4	M12	UNINOVA	

[8] Further details are included in sections 2.4.x as well as the header tables included in the activities reporting section 2.5.

		Identify a list of relevant standards which will be continuously monitored	Ongoing	T6.3	M6	S&D	• 8 collaboration workshops attended • 4 joint/workshops organised with relevant projects
		Periodic participation to standardization and policy formulation working groups	Not Due	T6.3	M12	S&D	
		Provide input to the open innovation challenge under AI-BOOST[9]	Not Due	T6.3	M21	MADE	
News and	Scientific Open Access Publications	Coordination and production of scientific publications	Ongoing	T6.1	M21	UNINOVA	• 20 conference papers • 10 journal papers
	Traditional Media and other News Items	Produce AI-DAPT eNewsletter	Ongoing	T6.2	M04	UNINOVA	• 6 eNewsletters • 8 press releases
		Press releases to announce significant milestones	Ongoing	T6.2	M12	ATHENA	
		Publish news in EC mechanisms	Not Due	T6.2	M24	ATHENA	

2.4.1 Editorial Plan for Project Blog

The AI-DAPT blog serves as a fundamental communication instrument on the project website, delivering innovative content and consortium spotlights to the community. AI-DAPT blog articles combine captivating digital images with straightforward text, making them accessible to the general public. The blog encourages interactive content sharing and is bolstered by cross-posting on the project's various social media channels. UNINOVA is tasked with overseeing the blog, coordinating publication schedules, and finalizing article edits provided by different project partners. Table 2-5 outlines the minimum number of scheduled posts until M21, with additional posts planned as the project progresses to maintain a steady flow of information.

Table 2-5: Plan for Blog Posting (until M21)

Main Writer	Editor	Blog Post (Tentative Title)	Ind. Date	Rel. WP
UNINOVA	UNINOVA	The AI-DAPT project Concept and Vision	M04	WP6
ATHENA	UNINOVA	Partner Spotlight: Presenting ATHENA team and the coordinator's view on AI-DAPT potential impact	M05	WP6
Suite5	UNINOVA	Partner Spotlight: Presenting Suite5 team and the coordination view on the expected scientific and technical takeaways	M06	WP6
UCY	UNINOVA	The Future of AI Development: MLOps and AutoML Integration in AI-DAPT's Framework	M07	WP1
ZENITH	UNINOVA	Outlook on the AI-DAPT industrial demonstration cases	M08	WP5
S&D	UNINOVA	AI-DAPT Legal and Ethics Requirements	M09	WP7
FRAUNHOFER	UNINOVA	Partner Spotlight: Fraunhofer	M10	WP6
SETU	UNINOVA	Partner Spotlight: South East Technological University	M11	WP6
UNINOVA	UNINOVA	Partner Spotlight: UNINOVA	M12	WP6
UCY	UNINOVA	AI-DAPT Framework Design	M13	WP1
UPC	UNINOVA	Partner Spotlight: Polytechnic University of Catalunya	M14	WP6
UBITECH	UNINOVA	AI-DAPT Reference Architecture	M15	WP4
CHARITE	UNINOVA	AI-DAPT Demonstrator 1 Overview - 'Personalised medicine based on non-invasive Glucose monitoring'	M16	WP5
MCS	UNINOVA	Partner Spotlight: MCS Datalabs	M17	WP6
WITSIDE	UNINOVA	Partner Spotlight: WITSIDE	M18	WP6

[9] https://aiboost-project.eu

Suite5	UNINOVA	Improving Data for Improving AI Operations	M19	WP2
MADE	UNINOVA	AI-DAPT Demonstrator 2 Overview - Robotics & Cognitive Ergonomics 'Human-centered automation'	M20	WP5
UCY	UNINOVA	Partner Spotlight: University of Cyprus	M21	WP6

2.4.2 Social Media Rotation Plan

Social media plays a crucial role in disseminating key messages and results, also sharing original inputs from the project's blog. Additionally, it serves to amplify relevant content from related communities, promote project events and activities, and engage with followers to cultivate an ecosystem of interested parties. The publishing strategy entails:

- Posting a minimum of 1 post per week
- Posts ranging between 100 and 250 characters to maximize engagement.
- Posts incorporation photos and videos to further enhance interaction.

As communication manager, UNINOVA will work collaboratively with partners to support their efforts and ensure consistency in communication quality, messaging, and tone. To promote participation, AI-DAPT established a weekly rotation plan for partners to provide contributions. Following the order of the partners in the DoA, each week, different partner attends to send interesting information to the leaders to keep the channels alive.

The full plan for Social Media Rotation until M21 is presented in Table 2-6.

Table 2-6: Social Media Rotation Plan (until M21)

Contributor	Weeks				
ATHENA	18-Mar-2024	22-Jul-2024	25-Nov-2024	31-Mar-2025	4-Aug-2025
FRAUNHOFER	25-Mar-2024	29-Jul-2024	2-Dec-2024	7-Apr-2025	11-Aug-2025
SETU	1-Apr-2024	5-Aug-2024	9-Dec-2024	14-Apr-2025	18-Aug-2025
UNINOVA	8-Apr-2024	12-Aug-2024	16-Dec-2024	21-Apr-2025	25-Aug-2025
UPC	15-Apr-2024	19-Aug-2024	23-Dec-2024	28-Apr-2025	1-Sep-2025
SUITE5	22-Apr-2024	26-Aug-2024	30-Dec-2024	5-May-2025	8-Sep-2025
MCS	29-Apr-2024	2-Sep-2024	6-Jan-2025	12-May-2025	15-Sep-2025
WITSIDE	6-May-2024	9-Sep-2024	13-Jan-2025	19-May-2025	22-Sep-2025
UCY	13-May-2024	16-Sep-2024	20-Jan-2025	26-May-2025	29-Sep-2025
S&D	20-May-2024	23-Sep-2024	27-Jan-2025	2-Jun-2025	
UBITECH	27-May-2024	30-Sep-2024	3-Feb-2025	9-Jun-2025	
CHARITE	3-Jun-2024	7-Oct-2024	10-Feb-2025	16-Jun-2025	
BIBA	10-Jun-2024	14-Oct-2024	17-Feb-2025	23-Jun-2025	
OHS	17-Jun-2024	21-Oct-2024	24-Feb-2025	30-Jun-2025	
ZENITH	24-Jun-2024	28-Oct-2024	3-Mar-2025	7-Jul-2025	
DOMX	1-Jul-2024	4-Nov-2024	10-Mar-2025	14-Jul-2025	
MADE	8-Jul-2024	11-Nov-2024	17-Mar-2025	21-Jul-2025	
IMECH	15-Jul-2024	18-Nov-2024	24-Mar-2025	28-Jul-2025	

2.4.3 Plan for Events of Potential Interest

AI-DAPT is actively involved in presenting its work and chairing or and co-organizing related workshops at various conferences, with plans to engage in over 35 events throughout the project's duration. Participation in national and international events such as conferences, trade fairs, workshops, as well as cluster meetings serve as a vital dissemination activity, enabling the project to share its findings

and interact with diverse communities including scientific, technological, and industrial. The initial list of targeted events during the first 21 months of the project (see Table 2-8) includes the European Big Data Value Forum, BDVA DataWeek, FlyAI forum, the European Convergence Summit, the Madeira Digital Transformation Summit, a candidate for AI-DAPT to organize its inaugural workshop together with some of the sister projects (EXTRA-BRAIN, MANOLO and RAIDO), and several scientific conferences. An updated list of events will be provided in D6.2 at M21.

2.4.3.1 Journal Watchlist

The publication of articles helps to reach a larger audience and build a certain credibility on the AI-DAPT research activities. To get a paper published in an international refereed journal supports the overall goal to have an impact and R&D partners will take the initiative for publications with support from the ICT and industrial partners. It is expected that most of these publications will be concentrated from the outreach phase III onwards when concrete research results become available.

Even if the publication of conference papers is associated to some of the events pinpointed in Table 2-8, a non-exhaustive list of periodically published candidate journals is included next (see Table 2-7) so that the consortium can keep an eye on targeted special issues and other opportunities for fast-track publications that would allow an earlier impact. It is of notice that the partners are targeting journals with high impact factors, all classified in the first and second quartiles of the SJR index.

All publications produced during project's lifetime will be referred on the project website and should be placed within Zenodo[10] repository following OpenAire approach.

Table 2-7: Journals Watchlist

Name	Publisher	SJR[11] Quartile
BMJ Open Diabetes Research & Care	BMJ PUBLISHING GROUP	Q2
Computers in Industry	Elsevier	Q1
Data Mining and Knowledge Discovery	Springer	Q1
Diabetes & Metabolism Journal	KOREAN DIABETES ASSOC	Q1
Frontiers in Artificial Intelligence	Frontiers Media S.A.	Q2
Frontiers in Endocrinology	FRONTIERS MEDIA SA	Q1
Future Generation Computer Systems	Elsevier	Q1
IEEE Access	IEEE	Q1
IEEE Communications Magazine	IEEE	Q1
IEEE Communications Surveys and Tutorials	IEEE	Q1
IEEE Transactions on Knowledge and Data Engineering	IEEE	Q1
IEEE Transactions on Neural Networks and Learning Systems	IEEE	Q1
IEEE Transactions on Pattern Analysis and Machine Intelligence	IEEE	Q1
IEEE Transactions on Systems, Man, and Cybernetics: Systems	IEEE	Q1
Information Systems	Elsevier	Q1
International Journal of Intelligent Systems	John Wiley and Sons Ltd	Q1
Journal of Artificial Intelligence Research	Morgan Kaufmann	Q1
Journal of Artificial Intelligence Research (JAIR)	Morgan Kaufmann Publishers	Q1
Journal of Big Data	Springer	Q1
Journal of Computational Science	Elsevier	Q1
Journal of Machine Learning Research (JMLR)	Microtome Publishing	Q1
Journal of Network and Computer Applications	Elsevier	Q1
Journal of Systems and Software	Elsevier	Q1
Neural Networks	Elsevier	Q1

[10] https://zenodo.org/ (AI-DAPT community is yet to be created)

[11] https://www.scimagojr.com/journalrank.php

Table 2-8: Plan of Events for Potential AI-DAPT Engagement

Event Name	Type	Date	Location	Participation Type	Target Audience	Size of Audience	Interested Partners
Fly AI Forum	Conference	Apr-24	Brussels, Belgium	Presentation	Industry Stakeholders and End Users		Suite5
ADR – partnership information day and brokerage event	Conference	Apr-24	Brussels, Belgium	Attendance	Industry Associations & Clusters & Horizon Programmes		
Generative AI Workshop for Intellimech Consortium Members	Conference	May-24	Bergamo	Attendance	Industry Stakeholders and End Users	60	IMECH
Gender Equality in Computing (GEC'24)	Conference	Jun-24	Nicosia,Cyprus	Paper Presentation	Researchers & Academia		UCY
30th ICE IEEE/ITMC Conference	Conference	Jun-24	Funchal, Portugal	Paper Presentation	Researchers & Academia	150	UNINOVA
Madeira Digital Transformation Summit, 2nd ed.	Conference	Jun-24	Funchal, Portugal	Presentation	Industry Associations & Clusters & Horizon Programmes	300	UNINOVA
BDVA DataWeek 2024	Conference	Jun-24	Leuven, Belgium		Industry Associations & Clusters & Horizon Programmes	>1000	S&D, ATHENA, UNINOVA
European Convergence Summit 2024	Conference	Jun-24	Online		Industry Associations & Clusters & Horizon Programmes		MADE, ATHENA, UNINOVA
Interop Vlab General Assembly and Workshops	Workshop	Jun-24	Funchal, Portugal		Researchers & Academia	20	UNINOVA
The 2nd World Conference on eXplainable Artificial Intelligence	Conference	Jul-24	Malta	Paper Presentation	Researchers & Academia		ATHENA
International Conference on Machine Learning (ICML 2024)	Conference	Jul-24	Vienna, Austria		Researchers & Academia	>1000	ATHENA
European Big Data Value Forum (EBDVF) 2024	Conference	Oct-24	Budapest, Hungary	Presentation	Industry Associations & Clusters & Horizon Programmes	>1000	S&D, ATHENA, UNINOVA
BI-MU, International biennial Italian Exhibition	Exhibition	Oct-24	Milan, Italy	Attendance	Industry Stakeholders and End Users		IMECH
International Conference on Data Science and Advanced Analytics (DSAA'2024)	Conference	Oct-24	San Diego, USA		Researchers & Academia	>1000	ATHENA
International Conference on Robotics and Artificial Intelligence (ICRAI)	Conference	Nov-24	Milan, Italy	Paper Presentation	Researchers & Academia		S&D

Event Name	Type	Date	Location	Participation Type	Target Audience	Size of Audience	Interested Partners
Neural Information Processing Systems (NIPS 2024)	Conference	Dec-24	Vancouver, Canada		Researchers & Academia	>1000	ATHENA
IEEE International Conference on Big Data (IEEE BigData 2024)	Conference	Dec-24	Washington, USA		Researchers & Academia		
AI and Big Data Expo Global	Exhibition	Feb-25	London		Data and AI Industry	>1000	
AAAI Conf. on Artificial Intelligence (AAAI-25)	Conference	Feb-25	Philadelphia, USA		Researchers & Academia	>1000	ATHENA
Interop Vlab General Assembly and Workshops	Workshop	Jun-25	Brussels, Belgium		Researchers & Academia	20	UNINOVA
15th Advanced Doctoral Conf. on Computing, Electrical and Industrial Systems (DoCEIS 2025)	Conference	Jul-25	Caparica, Portugal		Researchers & Academia	100	UNINOVA
European Conference on Artificial Intelligence (ECAI 2025)	Conference	Oct-25	Bologna, Italy	Paper Presentation	Researchers & Academia		S&D
International Conference on Data Science and Advanced Analytics (DSAA'2025)	Conference	Oct-25	TBD		Researchers & Academia		
ICE IEEE/ITMC Conference 2025	Conference	6/1/202	TBD		Researchers & Academia	150	UNINOVA
European Conference on Machine Learning and Data Mining (ECML 2025)	Conference	TBD	TBD		Researchers & Academia	>1000	ATHENA
Artificial Intelligence and Statistics (AISTATS 2025)	Conference	TBD	TBD		Researchers & Academia	>1000	ATHENA
Uncertainty in AI 2025	Conference	TBD	TBD		Researchers & Academia	>1000	ATHENA
International Joint Conference on Artificial Intelligence (IJCAI-25)	Conference	TBD	Montreal, Canada		Researchers & Academia	>1000	ATHENA

2.4.4 Plan for Collaboration, Clustering and Stakeholder Engagement

The consortium will actively participate in stakeholders clustering and engage with decision makers fora to effectively raise awareness, establish strong liaisons, and cultivate the necessary conditions conducive to collaboration activities, open dialogue, and comprehensive knowledge exchange.

In particular the consortium aims to collaborate with similar projects and related initiatives such as:

- **BDVA/DAIRO** (https://bdva.eu/) is an industry-driven association dedicated to fostering an innovation ecosystem for data-driven and AI-enabled digital transformation in Europe. BDVA promotes big data technologies, industrial AI, and data-driven value creation while contributing to policymaking, research, and sustainable development. Since 2014, the association has been instrumental in developing research and innovation agendas, roadmaps, guidelines for industry and policy makers, and in creating a forum for knowledge sharing and discussions on Big Data, Data Value and Data-driven AI at the EU level. In 2021 BDVA became DAIRO which stands for Data, AI and Robotics (DAIRO). This new name testifies to the ambition of the Association to closely collaborate with other communities in order to jointly engage at the intersection of the key disciplines of Data, AI and Robotics. AI-DAPT will participate to BDVA/DAIRO group meetings and events such as the European Big Data Value Forum (EBDVF)[12] and the DataWeek[13], engaging in topics of common interest.
- **Adra**, The AI, Data and Robotics Association (https://adr-association.eu), is a joint initiative of BDVA, CLAIRE, ELLIS, EurAI and euRobotics, serving as the private sector counterpart to the European Partnership on AI, Data, and Robotics. Its mission is to foster innovation, acceptance, and adoption of these technologies, serving as a central hub for organizations to collaborate and engage with the European Commission shaping the future of AI, Data, and Robotics. In July 2022, Adra contributed to the launch of the Adra-project[14](Adra-e), a coordination and support action, designed to support Adra and ensure the success of the AI, Data and Robotics Partnership set up by the European Commission. Adra-e aims to connect communities within these domains, map the landscape of AI, Data, and Robotics, raise awareness, promote adoption, establish standards, and ensure long-term sustainability. AI-DAPT will contribute to Adra-e activities and events.
- **Gaia-X** (https://gaia-x.eu) is a European initiative establishing digital governance principles for cloud and edge technologies, promoting transparency, control, portability, and interoperability of data and services. It empowers users with autonomy and self-determination, fostering trusted platforms and data spaces for secure and free data exchange among multiple actors. With the aim of with of building a common standard for transparent, controllable, and interoperable technologies in order to enable the creation of common data spaces, AI-DAPT will keep a close eye on Gaia-X activities and promote participation to events such as the Gaia-X summit or Tech-X.
- **Data Spaces Business Alliance (DSBA)** - https://data-spaces-business-alliance.eu, is an association created jointly with Gaia-X, BDVA, the FIWARE Foundation and the International Data Spaces Association to accelerate business transformation in the data economy. It's uniting industry players to realize a data-driven future in which organizations and individuals can unlock the full value of their data. Data spaces are key to achieving sovereign, interoperable and trustworthy data-sharing across businesses and societies – a key step to the data economy of the future. The Alliance embraces this reality, converging the best skills, assets, and experience in Europe into a one-stop-shop for data spaces, from inception to

[12] https://european-big-data-value-forum.eu

[13] https://data-week.eu

[14] https://adra-e.eu

deployment. Aiming at reinstating the importance of data in AI, AI-DAPT will also keep a close eye on DSBA activities, seeking collaboration when possible.

- The **European Open Science Cloud (EOSC)** - https://eosc-portal.eu, is a pan-European initiative building a virtual space for sharing research data across borders and disciplines. Accessible through the EOSC Portal, it offers a centralized hub for accessing diverse research resources and services.
- **AI-on-Demand** (previously known as AI4EU - https://www.ai4europe.eu) is a community-driven channel designed to empower European research and innovation in Artificial Intelligence (AI), while ensuring the European seal of quality, trustworthiness and explainability. AI-on-Demand is creating a thriving European AI research ecosystem driven by AI excellence, through a platform that fosters collaboration, reproducibility and experimentation, while maximising academic, social and industrial impact. Identifying relevant assets and case studies, AI-DAPT will not only participate to the community event but also contribute to the AI-on-Demand platform.

This describes the type of projects and initiatives we aim to collaborate with, where collaboration can occur with similar projects. We aim to organize workshops to share the vision of the projects and exchange best practices in managing and exploiting data and AI-based projects.

In addition, AI-DAPT will also aim to liaise with the **EIT Digital** community and/or the Network of **European Digital Innovation Hub** increasing stakeholder engagement and commercial exposure, creating webinar to discover opportunities for further EU partnerships, business development support.

2.4.5 Engagement in Standardization and Adherence to EU Regulation

This section focuses on two key aspects: first, the planning related to monitoring and aligning with the standardization landscape relevant to the project, and second, the planning for establishing the AI-DAPT Trustworthy Framework, which includes defining oversight roles within the project.

2.4.5.1 Monitoring and aligning with the standardization landscape relevant for AI-DAPT

AI-DAPT is aimed at providing a dynamic, adaptable, and creative approach that is aligned with the developments of the European or international standardization bodies, including CEN, DIN, OASIS, IEEE, W3C, and ISO, as well as working groups and other pertinent standards. Examples of these organizations include IEEE 1855, which offers a framework for evaluating AI technologies; ISO/IEC 30170; DIN SPEC 92001; Semantic Web standards; data standards like ITU-Y.3600: Big data - Cloud computing-based requirements and capabilities, or ITU-T Y.3604 Big data - overview and requirements for data preservation; IEEE P7000 series, which offers guidance on ethical considerations in the design and development of autonomous and intelligent systems; IEEE P7002TM Data Privacy Process; and additional security-related standards like those outlined in the Trusted Computing Group (TCG).

Acknowledging the importance of the standardization initiatives for data-driven innovation and AI development, as well as the dynamic nature of standardization efforts and the need to stay informed about the existing and emerging standards, the Consortium in “T6.3 Stakeholders Outreach, Engagement and Standardization” will monitor the existing and evolving standards landscape, regularly reviewing and updating project methodologies to ensure alignment with evolving standards and industry best practices, as well as ensuring that the technological development adapt and align with the applicable and emerging standards.

Data are described as the most undervalued and de-glamorized part of AI, despite their crucial significance in influencing the performance, fairness, and resilience of AI systems. Inadequate data planning and scoping is a common problem and can cause delays in getting necessary data (usually from different departments within the company) or data requests that may be costly to obtain or store and ultimately not relevant to the problem at hand. Data may be generated at their source in a variety of formats and volumes, or it may be extracted via suitable data pipelines from an

organization's operational systems (i.e., methods in which raw data is ingested from various data sources and then ported to data store, for further analysis).

In a data-driven approach, the so-called downtime effect, which describes times when data is incomplete, corrupted, erroneous, missing, inaccurate, or otherwise unreliable, almost always affects these kinds of data, though, and as a result, they are described as "messy" due to their inconsistent structure, missing entries, and heterogeneous, contradicting, and redundant values. Furthermore, the data's underlying semantics and structure are usually not self-explanatory and can be used outside of the original context in which they were developed. The constant problems with data interoperability are caused by the **absence of industry-wide standards** (despite the emergence of several, incompatible data models, schemas, ontologies, and metadata standards). This further impedes any attempt to reuse data. Moreover, human, manual labelling is frequently used in current data annotations, which is error prone.

Contemporary AI research often lacks a data-centric focus. Thus, it is **fundamental to impose and comply with standards to ensure data quality, interoperability, and ethical use, including standards for data collection, annotation, cleaning, and privacy preservation**.

Furthermore, given that traditional black-box AI technologies often lack transparency and are opaque, automated procedures are treated with scepticism regarding the quality of the findings. Additionally, the lack of sufficient methods for data protection, privacy preservation, and data provenance assurance makes data sharing difficult in multi-stakeholder situations.

Defra's 4E[15] behavioural model (enable, encourage, engage, exemplify) and the AIDA marketing model[16] (attention, interest, desire, action) are two examples of the concrete framework that AI-DAPT intend to use to ensure the engagement of all necessary stakeholders, including data scientists/engineers, researchers, and AI operators.

Table 2-9: Initial List of Relevant Standards

Artificial Intelligence		
Standard	**Short description**	**Standardisation Body**
ISO/IEC DIS 23894	ISO/IEC 23894 offers concrete examples of effective risk management implementation and integration throughout the AI development lifecycle and provides detailed information on AI-specific risk sources.	Information technology ISO - International Organization for Standardization
ISO/IEC 42001	ISO/IEC 42001 is an international standard that specifies requirements for establishing, implementing, maintaining, and continually improving an Artificial Intelligence Management System (AIMS) within organizations. It is designed for entities providing or utilizing AI-based products or services, ensuring responsible development and use of AI systems.	Information technology ISO - International Organization for Standardization
Standard 3 - ISO/IEC DIS 12792	This document defines a taxonomy of information elements to assist AI stakeholders with identifying and addressing the needs for transparency of AI systems.	
Data		
Standard	**Short description**	**Standardisation Body**
ISO/IEC 5259	ISO/IEC 5259 describes a data quality model for data analytics and artificial intelligence based on machine learning (ML).	Information technology ISO - International Organization for Standardization

[15] https://wrap.org.uk/resources/guide/implementing-and-communicating-waste-prevention/defra-4Es-model

[16] https://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/

IEEE P7003T	This standard describes processes and methodologies to help users address issues of bias in the creation of algorithms.	Electrical and Electronics Engineers (IEEE)
ISO/IEC 24029	This document provides methodology for the use of formal methods to assess robustness properties of neural networks. The document focuses on how to select, apply, and manage formal methods to prove robustness properties.	Information technology ISO - International Organization for Standardization
AI-DAPT Demonstrators		
Standard	**Short description**	**Standardisation Body**
ISO/IEC DIS 12792 (relevant for Demonstrator 1 "AI for Health Experimentation")	This document defines a taxonomy of information elements to assist AI stakeholders with identifying and addressing the needs for transparency of AI systems. The document describes the semantics of the information elements and their relevance to the various objectives of different AI stakeholders.	Information technology ISO - International Organization for Standardization
IEEE P7008 (relevant for Demonstrator 2 "AI for Robotics Experimentation")	This standard establishes a delineation of typical nudges (currently in use or that could be created). It contains concepts, functions and benefits necessary to establish and ensure ethically driven methodologies for the design of the robotic, intelligent and autonomous systems that incorporate them.	
ISO/IEC TS 8200 (relevant for Demonstrator 2 "AI for Robotics Experimentation")	This document defines a basic framework with principles, characteristics and approaches for the realization and enhancement for automated artificial intelligence (AI) systems' controllability.	

In case some of the partners already have an active role in standardization working groups focused on AI and data or other standards relevant for AI-DAPT, the project will also commit to actively contribute to such standardization efforts.

Moreover, since the project is working in areas where standardization is still in progress, there is a chance that new standards may be created, or current standards will be changed in a way that is inconsistent with the technological advancement and project idea. This could affect how easily and effectively the project's outcomes are used. In order to overcome this obstacle, the consortium will explore if it is possible to work with the relevant standardization bodies through partners who are currently involved in these committees to swiftly implement changes. It will also focus on utilizing open standards and keeping an eye on the technical advancements in the domains it is addressing.

Furthermore, the efforts will be also directed to prioritize the adoption of open standards and best practices in AI development and data management, ensuring compatibility with existing standards and interoperability across systems to facilitate innovation and knowledge sharing within the AI community. The Consortium, besides making sure that the project's methodology is in line with current and developing industry standards, will also explore the opportunity to share its results and best practices with these ecosystems by disseminating its findings, interacting with relevant organizations and participating in pertinent working groups, such as the CEN/CENELEC/ETSI Joint Technical Committee on AI and the ISO/IEC JTC 1/SC 42 subcommittee, which is devoted to AI standardization, in order to further advance standardization.

When opportune, the project's contributions will be shared with the appropriate standardization authorities and in any case they will be arranged in compliance with the requirements of applicable standards.

In order to get ideas for the design and development of the project, in T6.3 the Consortium will also research and follow current global initiatives (such as the AI-on-demand platform, GAIA-X, EOSC, IDSA, BDVA/DAIRO, etc.) that deal with data and AI. These initiatives will be based on proprietary data models, as well as knowledge, components, and standards that are already available in the literature.

In order to find any constraints that would prevent the AI-DAPT project from being designed and implemented, patents will be continuously investigated from the outset.

2.4.5.2 Regulatory and Ethical Compliance

AI-DAPT will rely on the Ethics and Fairness by Design Approach towards achieving the legal compliance, ethical soundness of AI-DAPT technologies and demonstrators, capable of ensuring the human wellbeing and empowerment. T7.4 "Project Legal and Ethical Requirements Management" is exactly devoted to support the Consortium in performing the planned research activities and experiments in an ethical way and in compliance with the current applicable regulatory systems, following responsible research ethics guidelines. On this purpose, the following three ethics-related roles have been identified and their appointment is underway:

- **Ethics Mentor**, in charge of the internal organization and guidance on ethics management and assessment, as well as of orchestrating the activities of the Ethics Advisory Board, interacting with its members and ensuring that the ethics implications are adequately considered throughout the project's lifetime in the technical work-packages (WP2-WP3-WP4), in adherence to the Ethics and Fairness by Design Approach. The Ethics Mentor of the project is Marina Cugurra (S&D);
- **Ethics Advisory Board (EAB)**, in charge of the ethical oversight of the project research activities, to provide advice to the partners on legal and ethical issues, as well as contribute to the ethics reporting (if necessary). The EAB will comprise selected intra-Consortium experts, besides the Ethics Mentor, covering multidisciplinary backgrounds/expertise, such as human factors, data/AI ethics and AI research, socio-technical aspects, privacy, data protection, societal issues, Trustworthy AI and Human-AI Collaboration. The EAB will be responsible for the review and analysis of the AI-DAPT technology and use cases to identify all potential legal and socio-technical challenges/obstacles, as well as to perform oversight activities and provide opinions on the AI-DAPT research activities, outputs and experiments to ensure the respect of the legal requirements and ethical mandates;
- **Ethics Demonstrator Managers** (one for each AI-DAPT Demonstrators), who will contribute to the fine-tuning of the ethics protocols and their implementation in the context of each experiment case. They will also play a key role in timely identifying any ethics issues that might occur during experiments' operations.

The **AI-DAPT Trustworthy Framework** will be elaborated through the legal and ethical review and requirement elicitation. The key European legal, regulatory and ethical sources relevant for AI-DAPT system and technological assets which will be analysed in order to elicit legal and ethical requirements can be classified into categories. An initial list of relevant sources is provided below.

Table 2-10: Initial List of Regulatory Sources

Artificial Intelligence
AI Act (AIA) COM(2021) 206 final, Proposal for a Regulation of the European Parliament and of the Council laying down harmonized rules on Artificial Intelligence (Artificial Intelligence Act) and amending certain Union legislative acts. It is the first-ever legal framework for AI and, building on the Commission White paper on AI, it moves forward towards trustworthy and ethical AI systems in the European market, with a balanced approach to innovation, safety, security, and privacy. A provisional agreement was reached on December 9th 2023 and includes safeguards for general-purpose AI, limitations or bans for AI applications, like social scoring, manipulation, biometrics, etc. After the approval process, it will become applicable law reasonably during the summer of 2024. The AI@EC Communication(COM(2024) 28 final), adopted in January 2024, outlines the Commission's strategic vision to foster the internal development and use of lawful, safe and trustworthy AI systems and prepares internally for the implementation of the AIA. Pending the formal adoption, the AI Pact was adopted, which anticipates the implementations of some AI Act requirements with voluntary companies. An important role is given by the AIA to the recognized standards on AI, which are expected to be generated in the next couple of years by the European Standard Organisations (ESOs), such as CEN/CENELEC and ETSI, in response to the AIA provisions. Other important provisions regard the AI Regulatory Sandboxes (Title V, art. 53 ss.), which are expected to be key to support companies, especially SMEs and start-ups, in applying the AIA provisions during this transition period. The Spanish AI Sandbox Pilot was the first of these instruments: it was launched in November 2023 and will run until 2025.

The AIA rotates around the so-called risk-based approach. It classifies the AI applications according to a typology of risks from: i) unacceptable risk AI systems, which implies harmful uses of AI, contravening the EU values. These systems are banned, with some exceptions; ii) High risk AI systems, negatively impacting fundamental rights and safety. Several mandatory requirements (including a conformity assessment) are provided for them. All high-risk AI systems will be assessed before going to the market and throughout their lifecycle; iii) Limited risk AI systems, which for instance generate or manipulate image, audio or video content. For these systems, a limited set of obligations (e.g. transparency) are provided; iv) Minimal risk AI systems. This category comprises all the other AI systems. They can be developed and used in the EU without additional legal obligations (besides those posed by the existing legislation);
AI Liability Directive (AILD) Proposal, COM (2022) 496 final "Proposal for a Directive of the European Parliament and of the Council on adapting non- contractual civil liability rules to artificial intelligence. It lays down uniform rules for certain aspects of non-contractual civil liability for damage caused with the involvement of AI systems for ensuring that persons harmed by AI systems enjoy the same level of protection as persons harmed by other technologies
Revised Product Liability Directive (RPLD) Proposal, COM (2022) 495 final, "Proposal for a Directive of the European Parliament and of the Council on liability for defective product". Also this instrument is aimed to properly address the needs of the digital age, circular economy business models and global value chains, renovating the existing Product Liability Directive (adopted in 1985). It addresses liability for products such as software (including artificial intelligence systems) and digital services, affecting how the product works (e.g. navigation services in autonomous vehicles), providing the companies with legal certainty and ensuring that victims get fair compensation when defective products cause harm. It alleviates the burden of proof for victims under certain circumstances and recognize the liability rules for companies that substantially modify products before resale to extend the product lifecycle (circular economy). The recoverable damages comprise not only personal injury, death and damage to personal property, but also loss or corruption of data and medically recognized harm to psychological health. The non-exhaustive list of factors to take into account in assessing defect includes also, for instance, self-learning abilities;
The **AI innovation package** to support Artificial Intelligence startups and SMEs[17], adopted in January 2024. It consists of a set of measures to support European startups and SMEs to develop trustworthy AI, respectful of EU values and rules. It also includes the amendment of the EuroHPC Regulation to set up AI Factories, expected to be paramount within the EU's supercomputers Joint Undertaking activities with provisions, for instance, on AI-dedicated supercomputers to enable fast machine learning and training of General Purpose AI (GPAI) models. The European AI Start-Up and Innovation Communication foresees additional key activities, such as the "GenAI4EU" initiative, aiming to support the development of novel use cases and emerging applications in Europe's 14 industrial ecosystems (in diversified application areas, such as robotics, biotech, health, manufacturing and mobility), as well as the public sector.
Ethics Guidelines for Trustworthy AI and ALTAI Assessment List. Both of them were prepared by the High-Level Expert Group on Artificial Intelligence (AI HLEG), appointed by the EC in 2018. Their objective is to foster a ethical, trustworthy approach to AI, functional to enable responsible and sustainable AI innovation in Europe. The Ethics Guidelines were published in 2019. They are not legally binding. The Guidelines, identify ethical principles governing AI and translate them into the following seven ethical requirements for AI technologies: Human agency and oversight; Technical robustness and safety; Privacy and data governance; Transparency; Diversity, non-discrimination, and fairness; Societal and environmental wellbeing; Accountability. The "Assessment List for Trustworthy Artificial Intelligence" (ALTAI) for self-assessment, supports their actionability, by translating them into an accessible and a dynamic checklist. In AI-DAPT, special attention will be given on technical robustness and safety, human agency and oversight, privacy/IPR preservation and data governance, transparency, traceability, diversity, non-discrimination, and fairness.
Data
Data Governance Act (Regulation (EU) 2022/868), which is already applicable, is functional to oversee the reuse of publicly or protected data across various sectors, facilitating data sharing by the data intermediaries and promoting data sharing for altruistic reasons and enhancing trust in the sharing and reuse of data.
Data Act (Regulation EU 2023/2854), which entered into force on 11 January 2024, is directed to harness the potential of the ever-increasing amount of industrial data, in order to benefit the European economy and society.
GDPR, Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation). The GDPR is a comprehensive regulatory framework laying down provisions for ensuring that personal data enjoys a high standard of protection everywhere in the EU and for giving individuals back control over of their personal data.
Regulation on the free flow of non-personal data Regulation 2018/1807 on a framework for the free flow of non-personal data in the European Union. This regulation lays down rules applicable to any kind of data other than personal data and is directed to give rise to a harmonized approach to the free movement and portability of data in the EU, as well as to

[17] COM(2024) 28 final, Communication on boosting startups and innovation in trustworthy artificial intelligence

improve legal certainty and create a level playing field for all market players. It complements the GDPR provisions in aspects related to non-personal data within the Digital Single Market.
e-Privacy Directive (Directive 2002/58/EC on privacy and electronic communications, replacing the Directive 97/66/EC and partially amended by Directive 2009/136/EC) and **e-Privacy Regulation Proposal** COM(2017) 10 final 2017/0003, "Proposal for a Regulation of the European Parliament and of the Council concerning the respect for private life and the protection of personal data in electronic communications and repealing Directive 2002/58/EC. The ePrivacy Directive states provision for the processing of personal data and the protection of privacy in the sector of electronic communications, telecommunications networks and internet services. Such provisions complement the GDPR in this domain. In order to modernize this framework, the EC adopted the proposal of Regulation on Privacy and Electronic Communications (E-privacy Regulation), though objectives and principles are unchanged. The proposal is an effort to better align with GDPR provisions and to address new challenges to privacy. It is not clear when it will enter into force.
Regulation on the free flow of non-personal data Regulation 2018/1807 on a framework for the free flow of non-personal data in the European Union. This regulation lays down rules applicable to any kind of data other than personal data and is directed to give rise to a harmonized approach to the free movement and portability of data in the EU, as well as to improve legal certainty and create a level playing field for all market players. It complements the GDPR provisions in aspects related to non-personal data within the Digital Single Market.
Open Data Directive (including High Value Datasets). Directive (EU) 2019/1024 of the European Parliament and of the Council of 20 June 2019 on open data and the re-use of public sector information (recast). It applies to the open data and the re-use of public sector information, laying down common rules for a European market for government-held data for making public sector and publicly funded data re-usable, building around two key strands of the internal market: transparency and fair competition. It replaced the Public Sector Information (PSI) Directive. In January 2023 the EC published a list of high-value datasets that public sector bodies to be made available for re-use, free of charge, within 16 months.
NIS 2 Directive EU 2022/2555) aiming to achieve a high common level of cybersecurity across the European Union.
Cybersecurity Act 2019/881/EU, strengthening ENISA (the EU Agency for cybersecurity) and setting a cybersecurity certification framework for products and services, as well as its proposed amendment of 18 April 2023.
Digital Services Act (DSA) (Regulation (EU) 2022/2065) is applicable to the online intermediaries and platforms (marketplaces, social networks, content-sharing platforms, etc.) and is aimed at preventing illegal and harmful activities online and the spread of disinformation.
European Data Strategy (COM 2020 66 final, Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions "A European strategy for data". It is one of the cornerstones of the EU's digital strategy for creating a solid data-driven economy. It is the enabling legislation for the development of common European data spaces and is directed to promote the creation of a single market for data relying on data sovereignty, ensuring a wider availability of data for use in the economy and society, whilst paying attention to keep the companies and individuals who generate the data in control.
IDSA Rulebook 2023, concerning the IDS Data Sovereignty paradigm. This paradigm id directed to help in building trust in data sharing thanks to the technological enforcement of contractual provisions for enabling the data providers to keep a certain control and self-determination over the reuse of the data they provide.

This framework will be further monitored in the next period in order to be fully aware on any regulatory development which could affect AI-DAPT, towards delivering a value-driven and legal-respectful technology. This initial list might be enriched at a later stage, also taking into account the future developments under the AI, Data, and Robotics partnership. Furthermore, it will be integrated with demonstrator-specific relevant regulatory and ethical sources, which will be considered for eliciting the legal and ethical requirements specific to them, if opportune.

2.5 Activities Report and Status

This section will be constantly updated, maintaining the content in future versions of the deliverable to keep an historic reference of all activities performed. As such formal updated reports on the actions and their status will be submitted to the EC in months M21 (D6.2) and in M36 (D7.5).

The section is organized following the categories defined, i.e., Online Presence, Communication Materials, Events, News and Publications, and internally reports are separated within periods of activity, which in this case refers to the M1-M3 period.

2.5.1 Online Presence

2.5.1.1 Project Website

Table 2-11: Website Development Report - Header Table

Name	Website Development	Completed (v2)
Task	T6.2	
Focus	Communication	
Status	Completed (multiple deliveries)	
Purpose	• Main online information point about the project and results for increased awareness. • Support to impact activities and the final commercialisation of the AI-DAPT offering. • Publish project information, partners involved, public deliverables, scientific publications, and the materials used in events where the project is presented and promoted.	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	Periodic publication of blog articles and news M12: Pilots and Research Agenda M21: Reference Architecture and Technical Highlights on Services Provided	

Report at M03: Since the early days of the project (M1), AI-DAPT had a preliminary landing page on the domain www.ai-dapt.eu (see Figure 2-5). Initially launched with fundamental details outlining project objectives and providing links to social media channels, this landing page served as a communication hub until a more comprehensive version was unveiled at Month 3 (Figure 2-6).

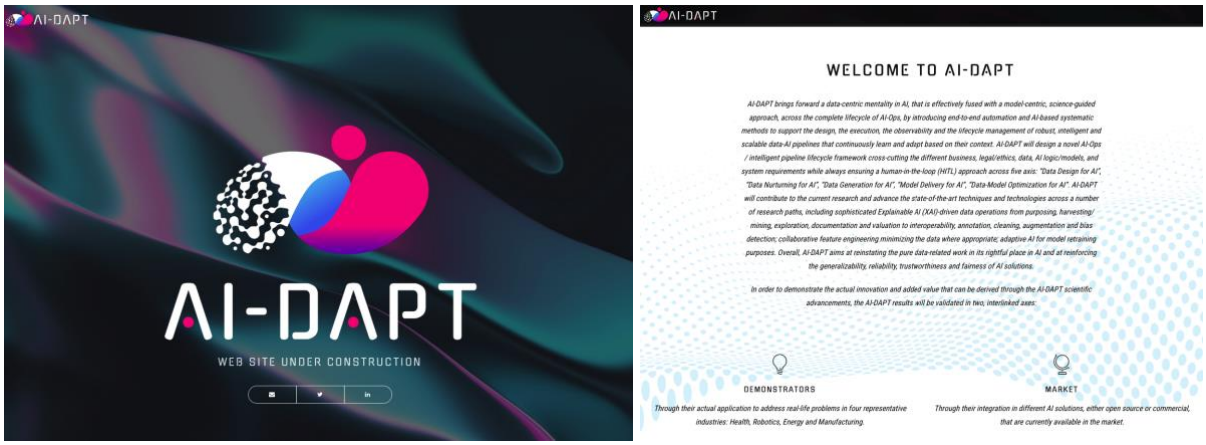

Figure 2-5: AI-DAPT landing page (deprecated)

The AI-DAPT website is designed to be a place to turn to for key information about the project and to read the latest developments. In the M3 updated the website was redesigned to contain main key messages, information about the project objectives, expected outputs, pilots, consortium, news, etc. At the moment, the website is structured as follows:

- **Home page** – working as single page website presenting:
  - Rotating banner with links for social media channels
  - Project Motto (see Figure 2-7)
  - Main Expected results
  - Pilots Overview (see Figure 2-7)
  - Latest Highlights

  - Partners (presented in a rotation slider)
  - Contacts form
- **Project page** –including project factsheet information, and project concept (Figure 2-8)
- **Consortium page** – providing information about the partners and their geographic distribution.
- **News Page** – gathering the major news published in the website. (Figure 2-9)
- **Blog Page** – currently hidden as it will be the home for the AI-DAPT blog, which still does not have articles.
- **Resources Page** – currently hidden as it will include public deliverables, publications, marketing materials, etc., which are still not produced.
- **FAQ Area** – with a set of frequently asked questions. (Figure 2-9)
- A link to the **Private Area** is also provided – connecting to the private are of the project (as reported next.

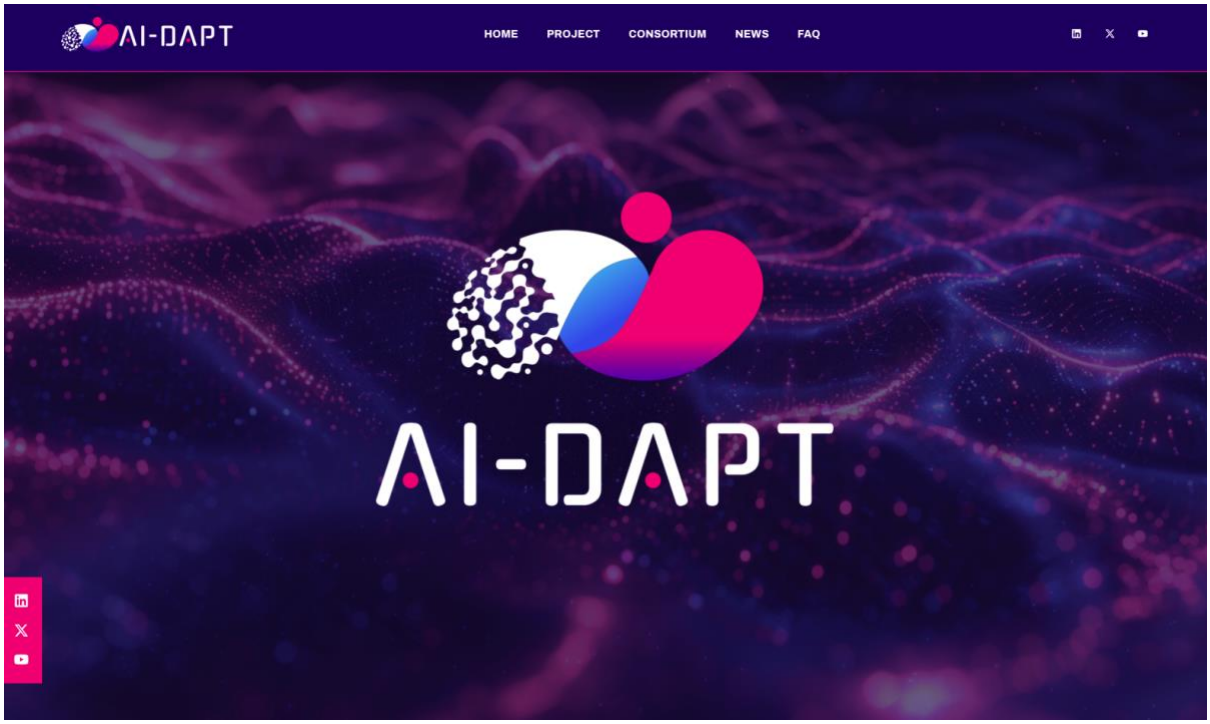

Figure 2-6: AI-DAPT Website (M3 version) - Banner

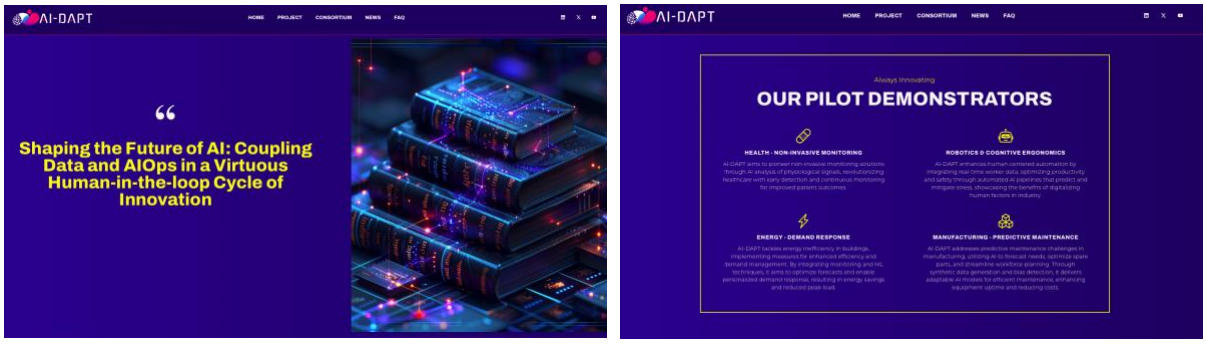

Figure 2-7: AI-DAPT Website (M3 version) – Pome elements of the main page

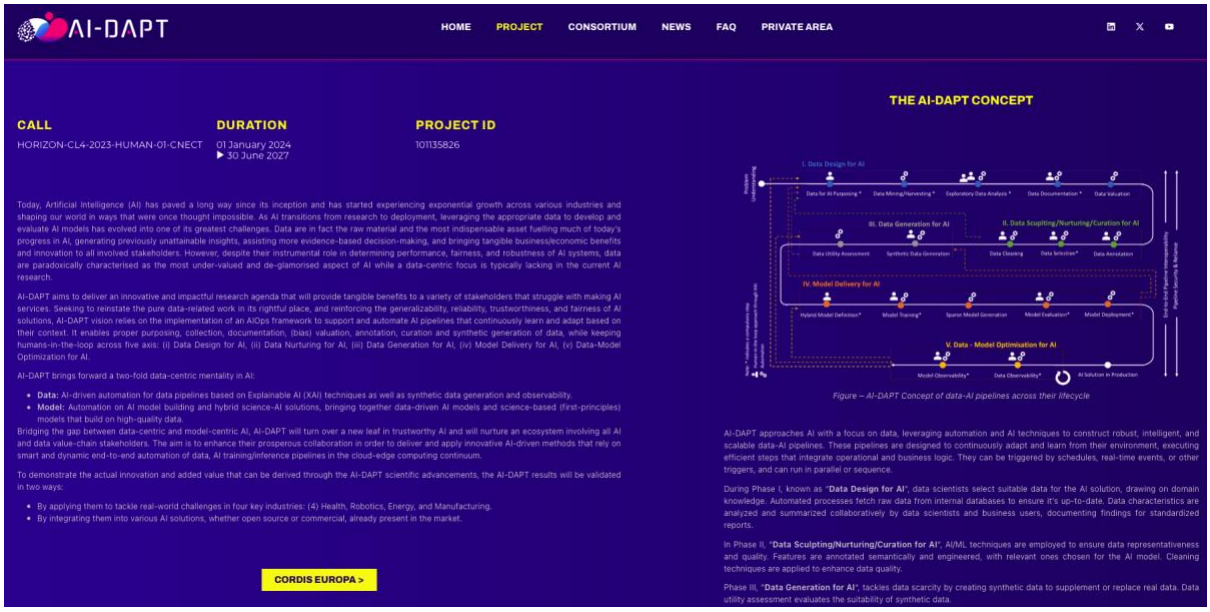

Figure 2-8: AI-DAPT Website (M3 version) – Project page

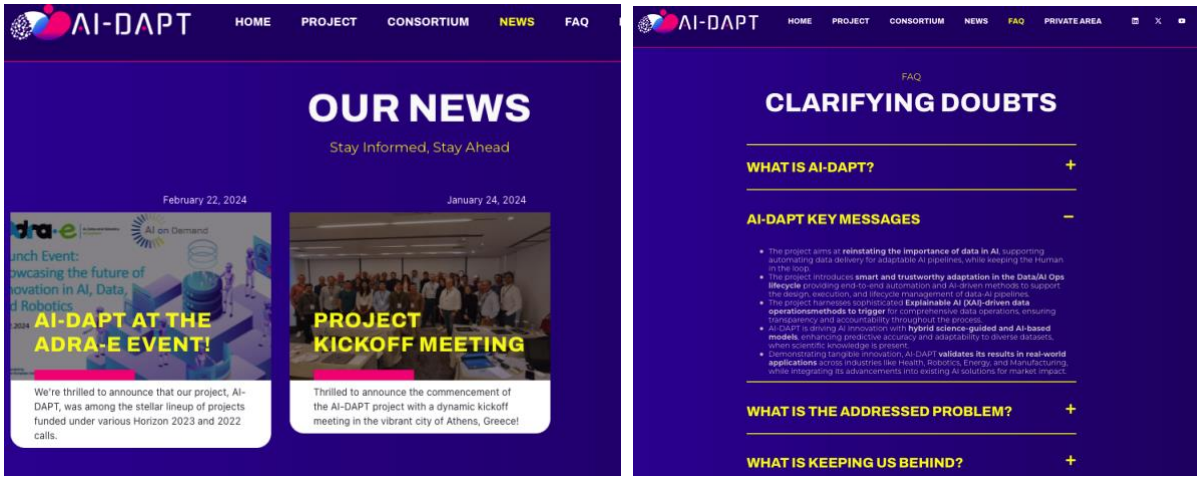

Figure 2-9: AI-DAPT Website (M3 version) – News and FAQ pages

No website statistics are available as the mature version of the website was published at the time D6.1 was delivered.

Table 2-12: Website Private Area Report - Header Table

Name	Website Private Area	Completed
Task	T6.2	
Focus	Communication	
Status	Completed	
Purpose	• Collaboration space for publishing project information, deliverables, materials, etc • Online collaboration and editing of documents	
Audience	Internal (invited members can have specific access rights)	
Main Responsible	ATHENA	
Planned Schedule	N/A	

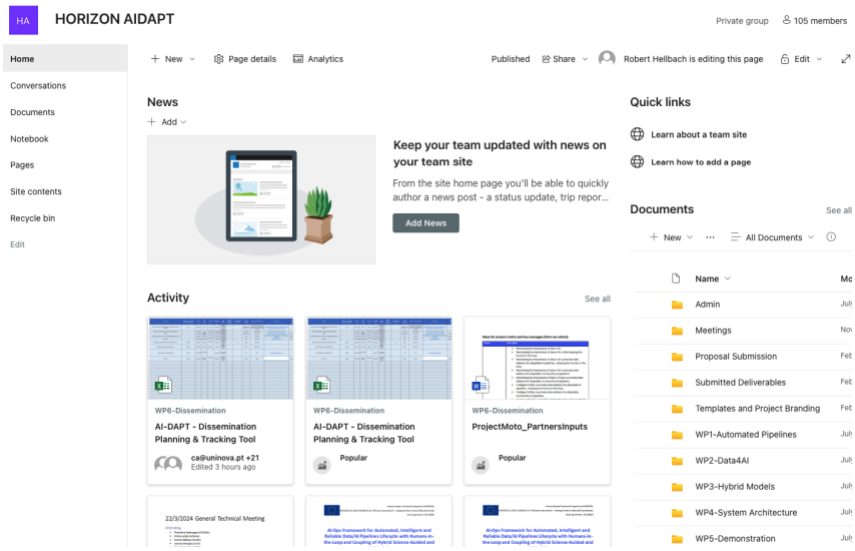

Figure 2-10: AI-DAPT Private Area Dashboard

Report at M03: The private area[18] has been set-up in Microsoft SharePoint since day 1 of the project, enabling a proactive collaboration of different types of members with restricted access rights. It will be mostly used by the project participants but in case of need external members can also be allowed to collaborate. The private area is accessible also through the AI-DAPT website.

Table 2-13: Website Blog Space Report - Header Table

Name	Blog Space	Ongoing
Task	T6.2	
Focus	Communication	
Status	Ongoing (completed the deployment posting is yet to start)	
Purpose	• communication of main concepts and advancements, sharable in social media • promote discussions on specific issues relevant to the project • Partner spotlights	
Audience	General Public	
Main Responsible	UNINOVA	
Planned Schedule	M4-M21: Posts every month	

Report at M03: The blog space has been deployed on the project website but for the moment is hidden since according to the plan presented in section 2.4.1. the first post is expected at M4 of the project.

2.5.1.2 Social Media

Table 2-14: Social Media LinkedIn Report - Header Table

Name	LinkedIn	Ongoing
Task	T6.2	
Focus	Communication	
Status	Ongoing (concerning posting of content)	
Purpose	• LinkedIn is a professional network through which AI-DAPT can address all target groups with specific communication. It is mainly functional for targeted networking and to create a sustainable network of contacts in which the status of the project but also project outcomes can be shared.	

[18] https://imisathena.sharepoint.com/sites/HORIZONAIDAPT

	• Increased outreach to stakeholders active in social media (awareness about the project, promote events) • Direct communication mechanism with followers to exchange ideas and get feedback.
Audience	All
Main Responsible	UNINOVA / All partners to contribute
Planned Schedule	M4-M21: Posts every week

Report at M03: The AI-DAPT LinkedIn[19] page is available as presented in Figure 2-11. It has been prepared using the project brand image and provides a lightly description of the project key message.

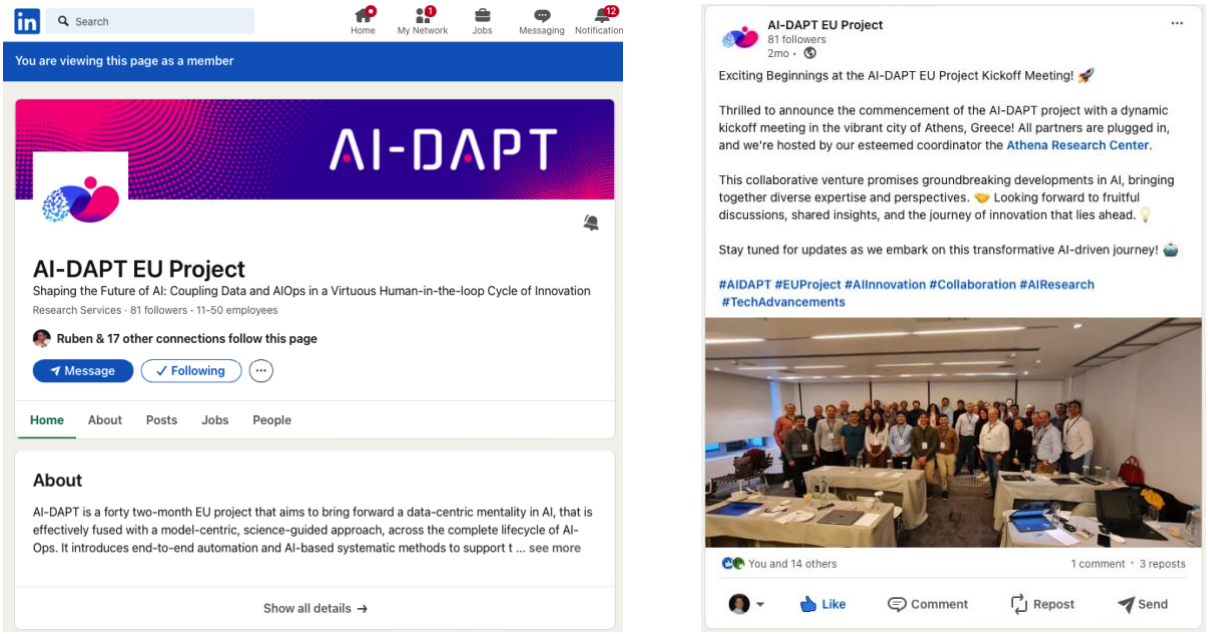

Figure 2-11: AI-DAPT LinkedIn Page and First Post

With regards to statistics, in this first months AI-DAPT managed to do **6 post** and attract **81 followers** from different countries, many following the project kick-off meeting and the communications made by many of the partners announcing the project launch. The social media rotation plan presented in section 2.4.2 will now come into action and it is expected that the posting rate increases significantly. Detailed statistics will come in the M21 report where more critical mass is expected following the implementation of the social media defined.

Table 2-15: Social Media X Report - Header Table

Name	X (formerly Twitter)	Ongoing
Task	T6.2	
Focus	Communication	
Status	Ongoing (concerning posting of content)	
Purpose	• Twitter is a unique social media platform for people to use any way they like. It can be used to connect with friends, but more and more is being used to build for professional purposes as well, where people can use it to build a network, build a brand and straighten relationships with customers and stakeholders • Increased outreach to stakeholders active in social media (awareness about the project, promote events) • Direct communication mechanism with followers to get feedback • Viral marketing by "word of mouth" through the followers	

[19] https://www.linkedin.com/company/ai-dapt

Audience	All
Main Responsible	UNINOVA / All partners to contribute
Planned Schedule	M4-M21: Posts every week

Report at M03: The AI-DAPT X[20] page is available as presented in Figure 2-12. It has been prepared using the project brand image and provides a lightly description of the project key message.

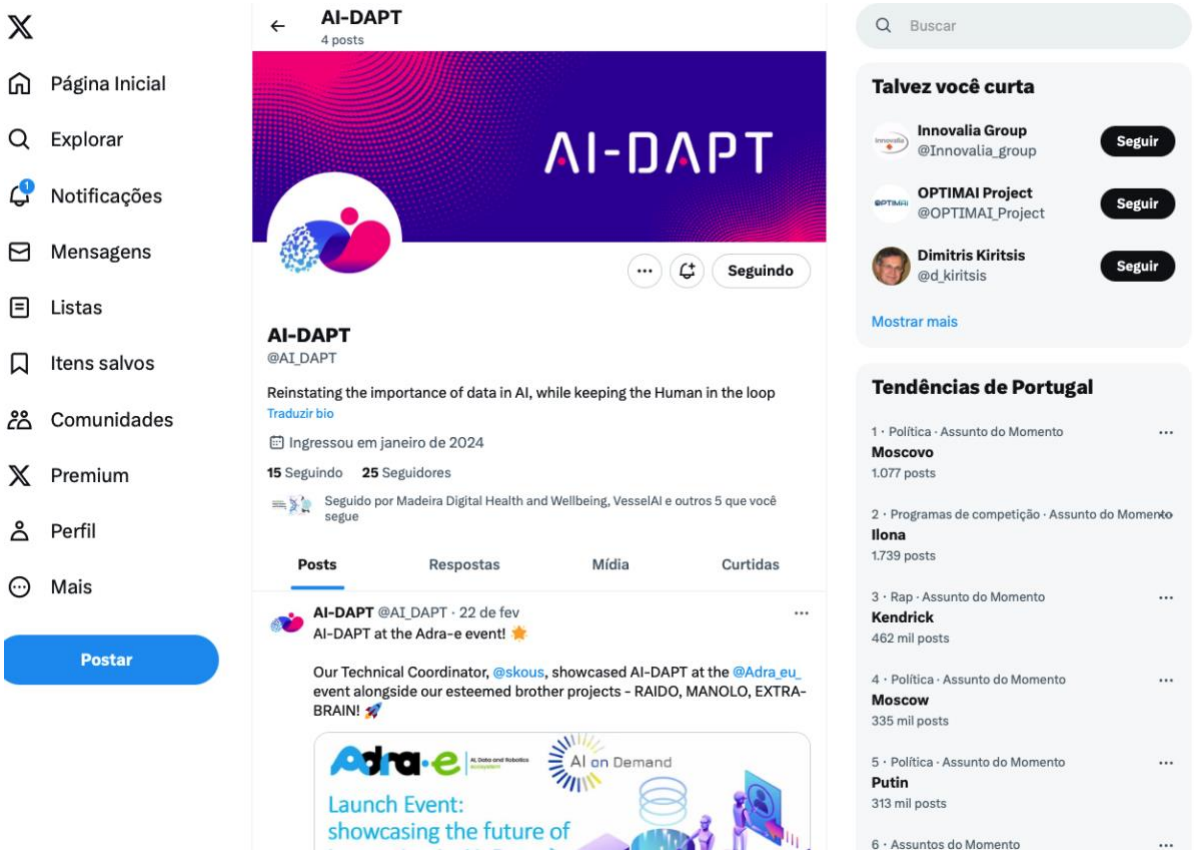

Figure 2-12: AI-DAPT X Page

During the first three months, AI-DAPT consortium made **4 post** and attracted **25 followers.** The social media rotation plan presented in section 2.4.2 will now come into action and it is expected that the posting rate increases significantly. Detailed statistics will come in the M21 report where more critical mass is expected following the implementation of the social media defined.

Table 2-16: Social Media YouTube Report - Header Table

Name	YouTube	Ongoing
Task	T6.2	
Focus	Communication	
Status	Ongoing (concerning posting of content)	
Purpose	• YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, also offering the possibility of an easy integration with other online channels for an increased audience • Increased outreach to stakeholders (awareness about the project, explanation of pilots and results, publication of webinar recordings, etc.) • Direct communication mechanism for video-based multimedia	
Audience	All	

[20] https://twitter.com/AI_DAPT

Main Responsible	UNINOVA / All partners to contribute
Planned Schedule	M6: Promotional Video M6-M21: Periodic technology videos if needed

Report at M03: The AI-DAPT YouTube[21] page is available as presented in Figure 2-13. By M3 no particular activities were foreseen but the consortium recorded and made available a 2 minutes and 30 seconds presentation, introducing the project. Hence, in this first release AI-DAPT performed a single (**1) post** and attracted **11 subscribers.** Detailed statistics will come in the M21 report where more critical mass is expected, especially following the implementation and divulgation of the promotional video at M6.

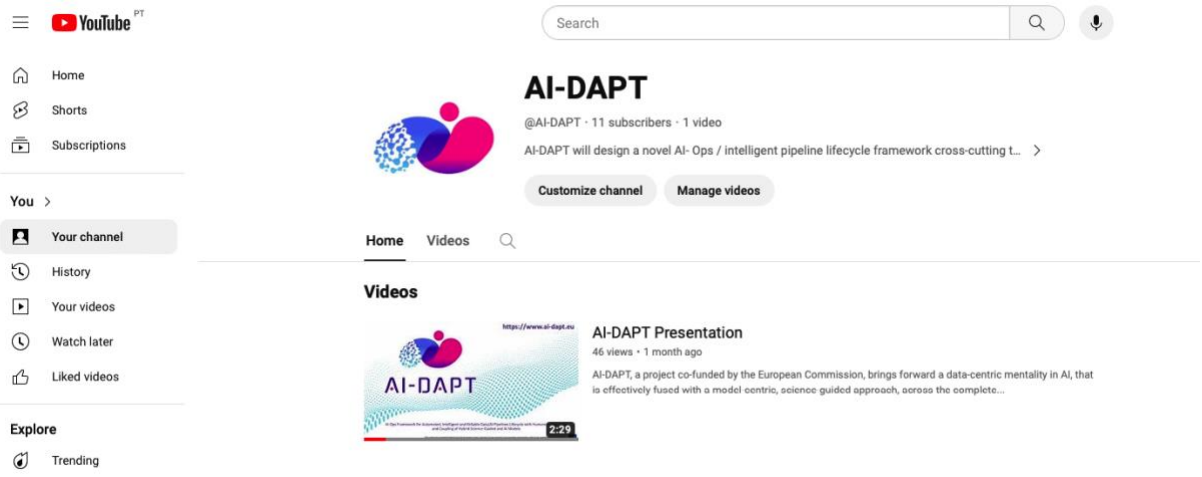

Figure 2-13: AI-DAPT YouTube Channel

2.5.2 Communication Materials

2.5.2.1 Brand Image

Table 2-17: Project Identity Report - Header Table

Name	Project Identity	Completed
Task	T6.2	
Focus	Communication	
Status	Completed	
Purpose	• Visibility • Unique branding and visual identity of the project	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	No additional activities planned	

Report at M03: The activities foreseen to develop a project identity have been concluded. The project logo, typography, colour scheme and templates are presented as part of the dissemination and communication procedure and guidelines in section 2.3.3.1.

[21] https://www.youtube.com/@AI-DAPT

2.5.2.2 Printed Materials

Table 2-18: Leaflets Report - Header Table

Name	Leaflets	Ongoing
Task	T6.2	
Focus	Communication	
Status	Ongoing	
Purpose	• Provision of instant information about the project • Brand awareness	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	M4 (creation of first version of simplified flyer / factsheet) M21 (creation of pilot-specific leaflets)	

Report at M03: The first version of the AI-DAPT project leaflet in under development. The leaflets will include factsheet information, being an effective mean to deliver a simple and straightforward message to the target audiences in a cost-effective manner. They can be distributed through various channels, including direct mail, handouts, or display racks.

Table 2-19: Brochures Report - Header Table

Name	Brochures	Not due
Task	T6.2	
Focus	Communication	
Status	Not Due	
Purpose	• Provision of instant information about the project, showcasing project developments • Targeted messages for the different audiences • Improved communication of results and information during events	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	M12 (creation of first overall project brochure)	

Report at M03: Nothing to report.

Table 2-20: Roll-ups/Posters/Banners Report - Header Table

Name	Roll-Ups/Posters/Banners	Not due
Task	T6.2	
Focus	Communication	
Status	Not Due	
Purpose	• Provision of instant information about the project • Event signage • Brand promotion	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	M6 (creation of first project roll-up for presentation at events) Posters and banners (physical & virtual) will be elaborated on demand based on the needs of events	

Report at M03: Nothing to report.

2.5.2.3 Videos

Table 2-21: Videos Report - Header Table

Name	Videos	Ongoing
Task	T6.2	
Focus	Communication	
Status	Not Due	
Purpose	• Ideal for storytelling, showcasing project concept and promoting real-world impact. • Offer a clear understanding of the research process and outcomes, enabling the demonstration of experiments, methodologies, or techniques in action. • Can be easily shared online through websites, social media platforms, and other digital channels.	
Audience	All	
Main Responsible	UNINOVA / Tech Leads / Pilot Leads	
Planned Schedule	M6 (creation promotional video) M6-M21: Periodic technology videos if needed Pilot videos are not expected at the moment	

Report at M03: The AI-DAPT consortium is developing a promotional video to providing insight into its objectives and challenges of the project. This video will be hosted on YouTube and distributed through the project website and social media channels to reach a wide audience. In addition to the promotional video, other videos tailored to specific stakeholders, such as developers or industrial stakeholders and developers, will be produced in the later stages of the project. The promotional video is script is already in preparation and will be reported in D6.2.

2.5.3 Events

2.5.3.1 Organization of AI-DAPT events

Table 2-22: AI-DAPT Events Report - Header Table

Name	AI-DAPT events	Not due
Task	T6.1	
Focus	Dissemination	
Status	Not Due	
Purpose	• Increased awareness, collaboration, and networking with other relevant initiatives. • Presentation and validation of project developments and results with stakeholders of interest	
Audience	AI Industry, Industry stakeholders, Research Community, Clusters	
Main Responsible	UNINOVA / MADE / ZENITH	
Planned Schedule	M6 or M10 (organization clustering workshop) M15 (organization scientific and exploitation workshops) Organization of a workshop at industrial event is not yet foreseen until M21	

Report at M03: UNINOVA is among the main organizers of the Madeira Digital Transformation Week[22] from June 20 to 28, 2024, amidst the captivating backdrop of Madeira Island, Portugal. The event will feature the 2nd edition of the Digital Transformation Summit, the NITIM Graduate School, and the 30th IEEE International Conference on Engineering, Technology, and Innovation. This set of events anticipate an impressive array of speakers, engaging interactive sessions, and thought-provoking workshops enabling professional engagement, networking, and scientific dissemination.

Given the favourable circumstances facilitated by the easy access of the dissemination leader to events infrastructure and the engagement of an extensive community of stakeholders, there is active

[22] https://mdtweek.digit-madeira.pt/index.html

consideration for organizing a workshop on "AI, data, and robotics partnership" This workshop would serve as a collaborative effort involving several sister projects of AI-DAPT, including EXTRA-BRAIN, MANOLO, and RAIDO. It is yet soon to know if the workshop will be a reality as the discussion with the other projects is still starting but if there is agreement of the majority, it will be reported the 1st AI-DAPT clustering workshop organisation in D6.2.

2.5.3.2 Participation to Conferences and Workshops

Table 2-23: Conferences and Workshops Report - Header Table

Name	Conferences and Workshops	Ongoing
Task	T6.1	
Focus	Dissemination	
Status	Ongoing	
Purpose	• Ideas gathering and knowledge exchange with relevant communities and initiatives. • Networking and collection of information about the latest technology advancements. • Presentation of results and scientific papers • Potential for demonstration using exhibition booths. • Validation of projects' findings and attraction of potential clients and adopters	
Audience	AI Industry, Industry stakeholders, Research Community, Clusters, Policy, etc	
Main Responsible	UNINOVA (reporting) / All partners to contribute	
Planned Schedule	M4-M21 (regular participation to events)	

Report at M03: Presenting research and technical findings at national and international events, including conferences, workshops, and summer schools, is a crucial dissemination activity for AI-DAPT. These events provide valuable opportunities to showcase AI-DAPT results and engage with diverse communities, including scientific, technological, policy-making, and industrial sectors. An initial plan for attending/presenting at events is drafted at Table 2-8: Plan of Events for Potential AI-DAPT Engagement (section 2.4.3); and subsequent reports for the participation in events will be drafted using the template provided in Annex.

As of now, none of the AI-DAPT partners have reported participation in any events. There is a dissemination activity that concerts the presentation of AI-DAPT on the "Adra-e Launch Event" but given the nature of the event it is reported as clustering and collaboration, next.

Table 2-24: Clustering and Collaboration Events Report - Header Table

Name	Clustering and Collaboration Events	Ongoing
Task	T6.3 and T6.4	
Focus	Dissemination	
Status	Ongoing	
Purpose	• Community building & engagement with stakeholders for communication of project news and results. • Collaboration and synergies with projects for joint engagement in external initiatives, knowledge exchange, mutual validation of results • Liaison establishment • Validation of projects' findings and attraction of potential clients and adopters	
Audience	AI Industry, Industry stakeholders, Research Community, Clusters, Policy, etc	
Main Responsible	UNINOVA, MADE, ATHENA, SUITE5	
Planned Schedule	M4-M21 (regular participation to events) Follow with particular attention Adra-e and AI-BOOST projects	

Report at M03: The project plans to adopt a high profile in the AI, data, and robotics partnership (ADR), as well as data and AI-related communities (e.g. BDVA). The two of them can intersect as is the case for the projects approved in the same call as AI-DAPT. In this activity, the members of the consortium will liaise with related EU projects and other initiatives, to ensure a higher scientific and technological impact of AI-DAPT findings and to foster exploration of possible synergies to safeguard sustainability of the work done within the project.

Up to the moment and motivated by the interest in promoting the Madeira Digital Transformation Week and a possible joint-workshop (explained in Section 2.5.3.1), AI-DAPT has already **liaised with all approved HORIZON-CL4-2023-HUMAN-01-01 projects**, exchanging contacts and investigating potential opportunities of collaboration in the future. One of the immediate actions already agreed is to create a shared mailing list between the projects, managed by AI-DAPT, to promote each-others dissemination opportunities. A summary table highlighting this first round of contacts can be found in Table 2-25.

In addition to these initial contacts with the sister projects, AI-DAPT also engaged in the Adra-e event, entitled “Adra-e Launch Event: Showcasing the future of innovation in AI, Data, and Robotics”. It was an online event where Adra-e, AI-on-Demand, and the European Commission came together to unveil the new batch of projects funded under several Horizon 2023 and 2022 calls. This event kicked-off with a comprehensive introduction from the European Commission, followed by live presentations from both Adra-e and AI-on-Demand Platform representatives, followed by project presentation where AI-DAPT was included (see Figure 2-14).

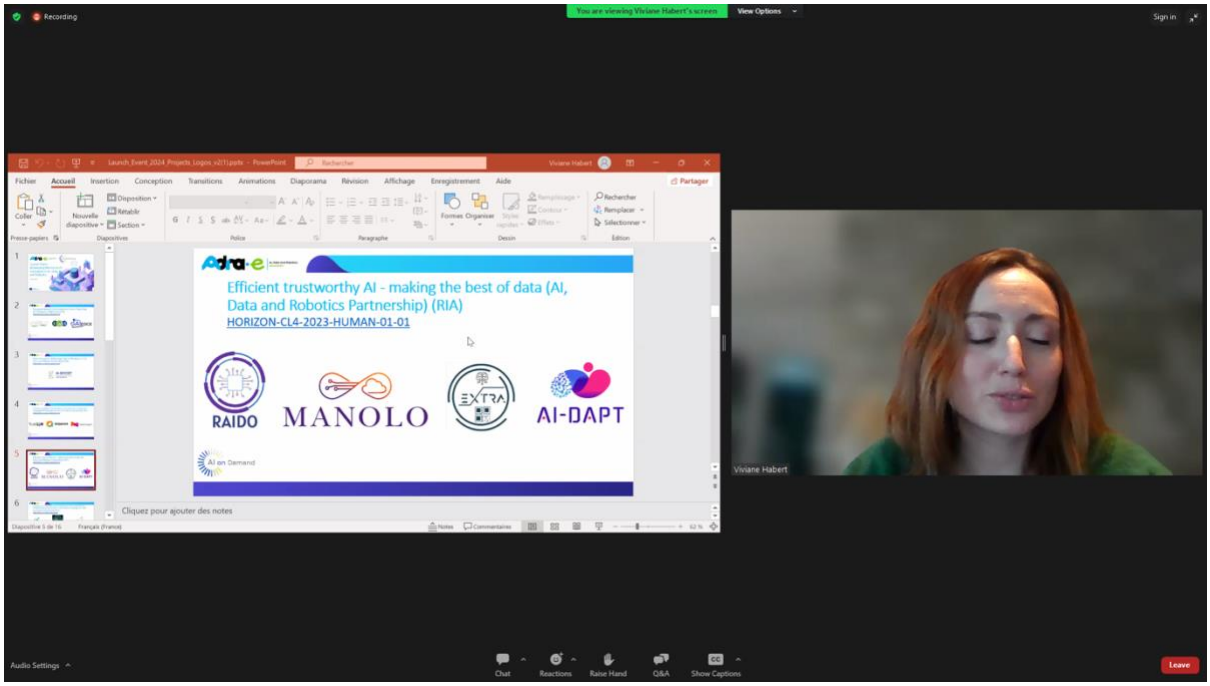

Figure 2-14: AI-DAPT @Adra-e launching event

Table 2-25: HORIZON-CL4-2023-HUMAN-01-01 projects

Project	Main Contacts					Main Cooperation Interests
AI-DAPT	https://cordis.europa.eu/project/id/101135826	Project Coordinator	Theodore Dalamagas	dalamag@athenarc.gr	ATHENA	• Organization of joint-workshops to foster inter-project exchange • Promotion of dissemination opportunities • Shared mailing list • Promotion of each-others social media • Elaboration of joint publications (maybe a cluster book) when projects are more mature • Standardization
		Technical Coordinator	Sotiris Koussouris	sotiris@suite5.eu	Suite5	
		Dissemination Leader	Carlos Agostinho	ca@uninova.pt	UNINOVA	
		Website	https://www.ai-dapt.eu			
		LinkedIn	https://www.linkedin.com/company/ai-dapt			
		X (former Twitter)	https://twitter.com/AI_DAPT			
		YouTube	https://www.youtube.com/@AI-DAPT			
EXTRA-BRAIN	https://cordis.europa.eu/project/id/101135809	Project Coordinator	Pawel Herman	paherman@kth.se	KTH	
		Technical Coordinator	Usman Wajid	usman.wajid@informationcatalyst.com	ICE, iR4i	
		Dissemination Leader	Paul Silye	ps@brimatech.at	Brimatech	
		Website	https://www.extra-brain.eu/			
		LinkedIn	https://www.linkedin.com/company/extra-brain/about/			
		X (former Twitter)	https://twitter.com/EXTRABRAINEU			
		YouTube	-			
RAIDO	https://cordis.europa.eu/project/id/101135800	Project Coordinator	John Shawe-Taylor	john.shawe-taylor@ijs.si	JSI	
		Scientific Coordinator	Vasileios Argyriou	Vasileios.Argyriou@kingston.ac.uk	Kingston Uni	
		Dissemination Leader	Ilias Siniosoglou	isiniosoglou@metamind.gr	MINDS	
		Website	-			
		LinkedIn	-			
		X (former Twitter)	-			
		YouTube	-			
MANOLO	https://cordis.europa.eu/project/id/101135782	Project Coordinator	Ricardo Simón Carbajo	ricardo.simoncarbajo@ucd.ie	UCD	
		Technical Coordinator				
		Dissemination Leader				
		Website				
		LinkedIn	https://www.linkedin.com/company/manolo-project/			
		X (former Twitter)	https://twitter.com/MANOLO_Project			
		YouTube				

Table 2-26: Standardization Events Report - Header Table

Name	Standardization	Ongoing
Task	T6.3	
Focus	Dissemination	
Status	Ongoing	
Purpose	• Community building & engagement with stakeholders for communication of project news and results. • Collaboration and synergies with projects for joint engagement in external initiatives, knowledge exchange, mutual validation of results • Liaison establishment • Validation of projects' findings and attraction of potential clients and adopters	
Audience	Policy and Standards community	
Main Responsible	S&D	
Planned Schedule	M4-M21 (periodic participation to events with standardization and policy formulation working groups)	

Report at M03: As reported in section 2.4.5, in the first few months of the project, an initial list of relevant standards and regulations was identified to the closely monitor during the project execution. Up to the moment no participation to any specific events or working groups was reported.

2.5.4 News and Publications

2.5.4.1 Scientific Open Access Publications

Table 2-27: Scientific Publications Report - Header Table

Name	Scientific Publications	Ongoing
Task	T6.1	
Focus	Dissemination	
Status	Ongoing	
Purpose	• Dissemination of research and innovation to scientific communities • Validation and knowledge exchange with relevant technical communities • Ensure peer-feedback and gain credibility	
Audience	Research and Academia, AI Industry	
Main Responsible	UNINOVA /R&D partners to take the lead of papers / All partners to contribute	
Planned Schedule	M4-M21 (periodic publications)	

Report at M03: Publishing articles in international refereed journals or reputable conferences is an essential aspect of dissemination, as it helps to reach a wider audience and contribute to the overall goals of the project. R&D partners will take the lead in initiating publications, with support from ICT and industrial partners. At the moment, a concept paper is being prepared to be submitted at the 30th ICE IEEE/ITMC Conference which is why the activity is marked as ongoing.

It is anticipated that most of these publications will start after outreach phase II.

2.5.4.2 Traditional Media and other News Items

Table 2-28: eNewsletters Report - Header Table

Name	eNewsletter	Ongoing
Task	T6.2	
Focus	Communication	

Status	Ongoing
Purpose	• Wide awareness for generic purposes, news, events and results
Audience	All
Main Responsible	UNINOVA
Planned Schedule	M04 – newsletter #1 (Project launch) M12 – newsletter #2 (Framework Definition and Research Agenda) M15 – newsletter #3 (Reference Architecture) M21 – newsletter #4 (AI-DAPT baseline services)

Report at M03: the first AI-DAPT newsletter is planned for launch at M04, focusing on the presentation of the project and its consortium to the community. The request for inputs has already been circulated between the partners.

Table 2-29: Press Releases and Other News Report - Header Table

Name	**Press Releases and other News**	**Ongoing**
Task	T6.2	
Focus	Communication	
Status	Ongoing	
Purpose	• Wide awareness for generic purposes, news, events and results	
Audience	All	
Main Responsible	UNINOVA	
Planned Schedule	M4-M42 (regular news)	

Report at M03: The AI-DAPT consortium will utilize traditional media channels to disseminate press releases and publish a number news items online throughout the project's duration. Since the project's initiation, some news activities have already been identified, including:

- ATHENA (partner news) https://www.athenarc.gr/en/ai-dapt-kick-off-meeting
- FRANUHOFER (partner news): https://www.fokus.fraunhofer.de/de/dps/news/aidapt2024
- FRANUHOFER (project bio): https://www.fokus.fraunhofer.de/de/DPS/projekte/AI_DAPT
- UCY (project bio): https://linc.ucy.ac.cy/index.php?id=308
- UBITECH (partner news): https://ubitech.eu/ubitech-kicks-off-ai-dapt-research-and-innovation-action-on-ai-ops-framework-for-automated-intelligent-and-reliable-data-ai-pipelines-lifecycle/
- UPC (project bio): https://futur.upc.edu/37839929
- EC news (direct link): https://digital-strategy.ec.europa.eu/en/policies/eu-data-projects
- EC (cordis link): https://cordis.europa.eu/project/id/101135826
- EC (participants portal – funded projects): https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101135826/program/43108390/details

3 Part B: Exploitation Planning and Innovation Management

Exploitation activities, managed within Task 6.5, are pivotal for the AI-DAPT project's success, focusing on several key objectives. These include formulating a concrete strategy for leveraging both tangible and intangible project outcomes, maintaining flexibility to update the exploitation strategy throughout the project's lifecycle, organizing internal workshops to pinpoint the project's Value Proposition, Key Exploitable Results (KER), and Business Plan. The foreseen utilization of the Osterwalder Business Model Canvas[23] aids in delineating the overarching business case and individual demonstrators' business cases. Task T6.5 also involves defining Intellectual Property Rights (IPR) and establishing ownership of results pertaining to partners' foreground and background knowledge, working as well on a strategy to ensure sustained impact and relevance beyond the project's timeline.

Exploitation activities are planned to start on M7 of the project, hence the information outlined in this section is primarily derived from the Grant Agreement (GA). Its inclusion here ensures a historical record of the exploitation and innovation management plan across various versions of the WP6 deliverables, being further updated in the upcoming reports, namely the next D6.2 “Dissemination, Communication, Engagement, Innovation and Exploitation Report, Draft Version (M21)” and the final D6.3 “Dissemination, Communication, Engagement, Innovation and Exploitation Report, Final Version”.

The AI-DAPT consortium has outlined its initial exploitation intentions, strategically designed to ensure long-term sustainability, and pave the path for market entry of project results 3-4 years after the project’s completion, considering that the project’s outputs will be TRL5 at AI-DAPT completion (M42).

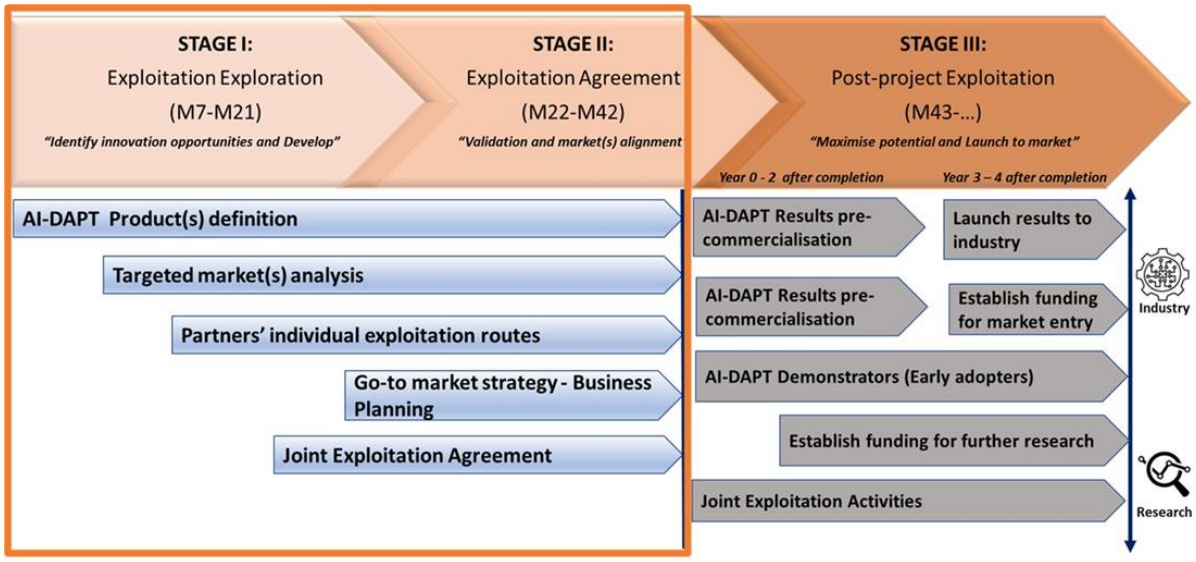

Figure 3-1: Initial Exploitation Plan (as per DoA)

The exploitation roadmap illustrated in Figure 3-1 comprises three stages:

- Exploitation Stage I, titled "**Exploitation Exploration**," will run from M7 to M21 (when D6.2 is to be released) and involve setting the necessary conditions for the business plan and analysing the project's outputs towards identifying potential exploitation opportunities. The immediate challenges identified for the next months are the following:

[23] Osterwalder, Alexander; Pigneur, Yves; Clark, Tim (2010). Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers. Strategyzer series. Hoboken, NJ: John Wiley & Sons. ISBN 9780470876411.

  - Partners to discuss and agree on the targeted exploitable results and the final AI-DAPT Product(s) definition.
  - Analyse market landscape and monitor competition.
  - Agree on IPR management and avoid/ handle disputes over ownership of results.
  - Agree on a joint exploitation plan covering actual market needs and opportunities.
- Exploitation Stage II, titled "**Exploitation Agreement**," will run from M22 to M42, with the focus given on finalising the exploitation, sustainability, and go-to-market strategy. With the support of the dissemination and communication activities, this will also engage with key stakeholders, including potential users and clients, to develop a shared understanding of the project's outcomes and their commercial potential. D6.3 will be presented at this time.
- Exploitation Stage III, titled "**Post- project Exploitation**", is commencing at the end of the project, and includes the sustainability plan for the platform's uninterrupted operation and a commercialization roadmap. This stage is crucial to ensure the long-term impact and sustainability of the project's achievements beyond its completion. Nevertheless, the consortium is committed to closely monitor and evaluate the exploitation strategy throughout the project's lifetime to ensure its effectiveness and to adapt it as necessary.

3.1 Preliminary Identification of Exploitable Assets

AI-DAPT pioneers a data-centric approach in AI, seamlessly integrated with a model-centric, science-driven methodology throughout the AI-Ops lifecycle. This innovative framework introduces end-to-end automation and AI-driven systematic techniques to facilitate the design, execution, observability, and lifecycle management of resilient, intelligent, and scalable data-AI pipelines. Therefore, it is expected that the project will deliver a wide range of services. A preliminary list of exploitable assets includes:

- AI-DAPT Data Lifecycle Management Methods & Services
- AI-DAPT AI Lifecycle Management Methods & Services
- AI-DAPT Data and AI Execution Methods & Services
- AI-DAPT Data-AI Insights Methods & Services
- AI-DAPT Data-AI Pipeline Monitoring Methods & Services
- AI-DAPT Platform Management Methods & Services
- Hybrid AI Models
- AI-DAPT Framework
- Integrated AI-DAPT Offerings with existing AI Platforms
- 4 Pilot Demonstrators Outcome

The leaders of the development of each asset are assuming primary ownership of the innovations with royalties to be distributed to the involved partners when applicable. Individual exploitation plans can use one or more of the exploitable assets following a:

- market-oriented strategy, mostly involving the industrial partners/SMEs which will focus on commercialising the project's results;
- internal development strategy, used primarily by the pilot partners which will use the results to improve their business practices;
- research-focused strategy, where academic partners and research- driven SMEs will utilise the knowledge gained through the project to promote knowledge development and skill building in their organisations, also pursuing new research opportunities.

3.2 Intellectual Property and Innovation Management

All members of the consortium are dedicated to contributing their background knowledge to ensure the success of the project. To ensure mutual respect for each other's rights on background intellectual

property (IP), any partner holding patents, copyrights, or other protected IP required for the project's fulfilment will provide them at fair and reasonable conditions. Partners will only use the products, information, source code, or other protected items owned by another partner when the licensing conditions for their use and exploitation in the project have been clearly communicated by the holder.

With regards to intellectual property resulting from project activities (foreground), partners agree to co-own based on the actual partner contribution in the design and development of the foreground, and appropriate IP measures will be selected by the co- owning parties. If necessary, the consortium will utilize services provided by the EC IP Helpdesk, specifically the Horizon IP Scan service[24], to construct a joint IP management strategy and prevent IP conflicts, thereby boosting the plan for the exploitation of the project results.

3.2.1 Intellectual Property Rights Management in Dissemination and Communication

Partners have agreed to respect each other's rights during the dissemination and communication of the project's results. All partners will inform the consortium and the Management Team about planned publications or other activities that may reveal sensitive information to the public, and such activities may be delayed until appropriate protection measures are established.

[24] https://intellectual-property-helpdesk.ec.europa.eu/services/horizon-ip-scan_en

4 Conclusions and Next Steps

This report delineates the strategy for disseminating, communicating, and engaging stakeholders in the AI-DAPT project, outlining a comprehensive plan for activities to be undertaken within the initial 21 months of the project.

In Part A of Deliverable D6.1, the document provides contextualization of the forthcoming work, articulating clear objectives, key messages, target audiences, and communication channels for each phase of outreach. Additionally, it establishes a framework for delineating responsibilities, defining outcomes, and monitoring the progress and impact of planned activities. Notably, the report underscores the achievement of several activities by M3, indicating that all planned actions are progressing as intended. Key accomplishments during the initial phase include the launch of the project website and private area, establishment of social media channels, development of the project's identity, and initiation of contacts within the AI, Data, and Robotics community.

In its part B, the report introduces the exploitation planning and innovation management, describing the initial exploitation intentions as presented in the project DoA. In this regard, a preliminary list of key exploitable results is already identified which will, during the project, be revisited for reconfirmation and potential update/extension.

In the next couple of months, the focus will be on furthering the implementation of the plan, ensuring the success of the outreach phases I “raise awareness” and II “Inform and Interact”. Even though the next report is expected only at M21, a number of intermediate internal (i.e., not part of the project milestones list) milestones have been identified to set the pace on the next steps, with particular emphasis on:

- M6, with the release of the promotional video and AI-DAPT roll-up. By this time the first blog posts and eNewsletter will already be available in the project website and widely disseminated trough the social media channels.
- M12, where the project brochure is expected as well as an update of the website to include information about the research agenda. By this time AI-DAPT expects to have already organised its first clustering workshop, expected between M6 and M10.
- M15, setting the beginning of a more technical communication with the release of the AI-DAPT architecture via the different channels, including a project eNewsletter. M15 also marks the date for a first scientific workshop where the first AI-DAPT papers could be presented to the community, and the exploitation workshop to explore the market landscape and potential competitors.
- M21, reporting the activities to date, updating the dissemination, communication and exploitation plans, and intensifying the pilot-specific activities. Pilot-specific leaflets are expected by that time.

This document is intended to serve as a living document, maintaining a consistent structure to facilitate updates and revisions. At M21, deliverable D6.2, will provide an update of the dissemination communication and stakeholder engagement plan. In addition, this subsequent deliverable will also provide a comprehensive overview of activities undertaken to date and will expand on strategies for exploitation, offering deeper insights into the project's future directions.

List of Acronyms/Abbreviations

Acronym/ Abbreviation	Description
ADR	AI, Data and Robotics
Adra	AI, Data and Robotics Association
AI	Artificial Intelligence
AIA	AI Act
AIOps	Artificial intelligence for IT operations'
AI-DAPT	AI-Ops Framework for Automated, Intelligent and Reliable Data/AI Pipelines Lifecycle with Humans-in-the-Loop and Coupling of Hybrid Science-Guided and AI Models
ALTAI	Assessment List for Trustworthy Artificial Intelligence
BDVA	Big Data Value Association
DoA	Description of the Action
EAB	Ethics Advisory Board
EC	European Commission
GA	Grant Agreement
GDPR	General Data Protection Regulation
IP(R)	Intellectual Property (Rights)
IT	Information Technology
KER	Key Exploitable Assets
KPIs	Key Performance Indicators
ML	Machine Learning
OA	Open Access
WP	Work Package
XAI	Explainable AI

Annexes

Annex I – Presentations Template

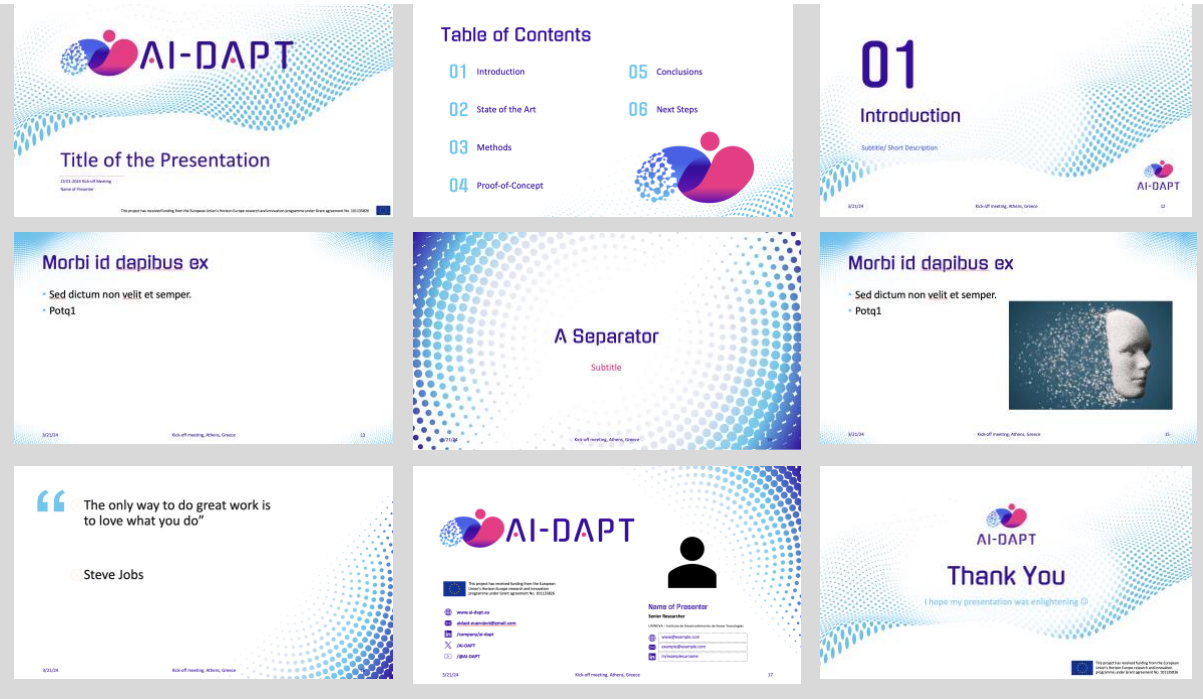

Figure 4-1: AI-DAPT Presentation Template – White mode

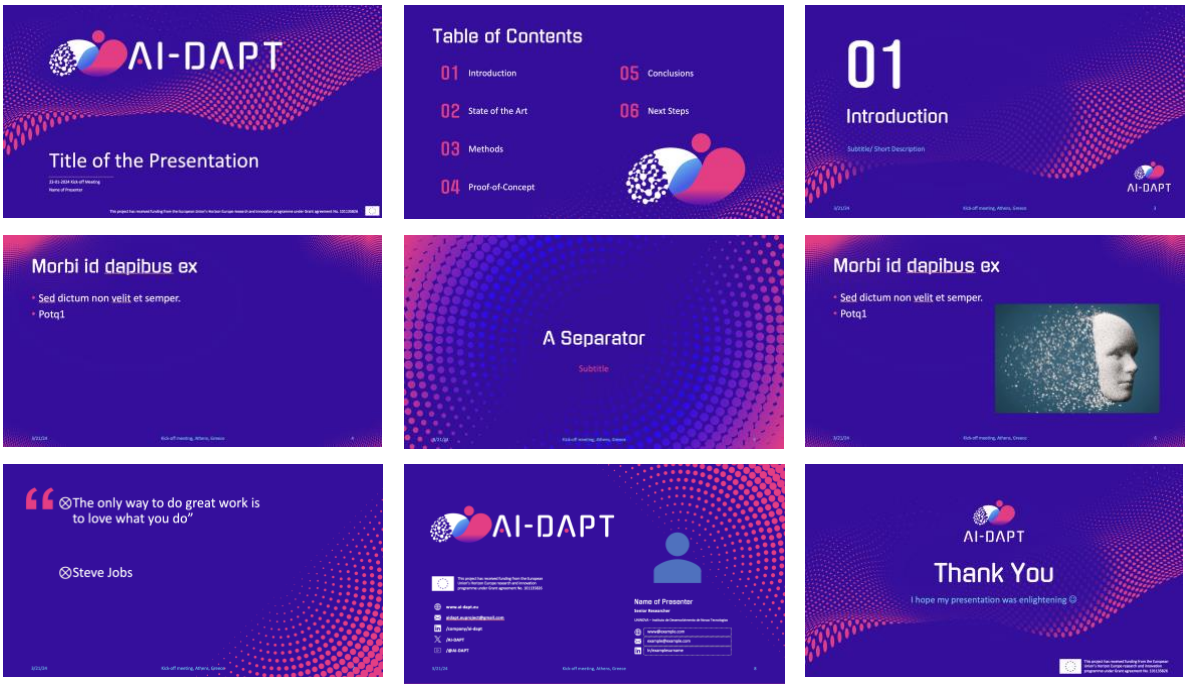

Figure 4-2: AI-DAPT Presentation Template – Dark mode

Annex II – Disseminations Activities Reporting Templates

Table 4-1: Events Reporting Template

<Event Name>	
Type	< Conference / Workshop / Clustering Event / Webinar / Hackathon / Standardisation meeting /etc. >
Context	< Describe if it an AI-DAPT organization, participation with or without presentation, keynote speech, workshop in a context of a conference, exhibition booth, etc.>
Date	[starting day – ending day], Month, Year
Venue	< Specify the physical location or online >
Type of Audience	< AI Industry / Industry Stakeholders / Research Community / Regulators and Policy Organizations / Clusters and Associations / General Public / Internal >
Size of audience	< Specify the approximate size of audience >
Dissemination Level	< International / National / Regional /Local >
Attendees	<List of partners attending the event > <Include photos whenever possible >
Purpose/ Objective	< Describe the objectives of the event and the purpose of participation >
Impact	< Provide some feedback on the impact of the action for the project/task, etc. >
AI-DAPT keyworks (to use in social media communication)	#hashtag1 #hashtag2 #hashtag3
Website (if any)	<fill in if applicable>
Other Relevant Information	< Agenda's / etc. >

Table 4-2: Publications Reporting Template

Scientific Publication	
Title	< Include the title of the publication >
Author(s) Project participants on bold	< Author1, N.; **Author 2**, N., … >
Place of Publication	< Include Title of the Journal / Proceedings / Books series / Magazine /etc. >
Type of Publication	< Article in Journal / Publication in Conference / Workshop proceedings / Book / Chapter in a Book / Thesis / Press /etc. >
Number, date or frequency of the Journal / Proceedings / Book	<fill in if applicable>
Relevant Pages	<fill in if applicable>
DOI	<mandatory for scientific publications>
ISBN	<fill in if applicable>
Repository Link	< please share the public link to the publication (official or self-archived)>
Publisher	
Location	< physical location in case of a conference>
Year of Publication	
Is this publication available in Open-Access, or will it be made available?	Available in Green Open Access Yes ☐ No ☐ Available in Gold Open Access Yes ☐ No ☐
Is this a peer-reviewed publication?	Yes ☐ No ☐
Is this a joint public/private publication?	Yes ☐ No ☐
AI-DAPT keyworks (to use in social media communication)	#hashtag1 #hashtag2 #hashtag3