



**Building the foundation for Norway's AI sovereignty
with Compute and Competence**

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WORK PACKAGE FINAL REPORT

WP5: Dissemination and community liaison

Final report - WP5 (Dissemination community liaison and ethics)

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- [V3/23-06-2026/Sabry/AI summary,glossary]
- [V2/24-04-2026/Kushtrim/update details]
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Glossary of Terms

| Term | Description |
|--------------------------------------|---|
| Agentic AI | An emerging artificial intelligence technology topic featured in the CuttingEdgeAI event series. |
| CUDA | A parallel computing platform and programming model; events related to CUDA were actively promoted via the NAIC webpage and LinkedIn. |
| CuttingEdgeAI | An event series utilized by WP5 to promote NAIC objectives, share progress, and highlight AI research activities, hosting events on topics like Large Language Models and Agentic AI. |
| Ethics Advisory Board | An oversight board established by WP5 to provide ethical guidelines and mandates for the NAIC project. |
| GitLab | The project management and issue-tracking platform utilized by NAIC; WP5 actively managed access for its new users on this platform. |
| Large Language Models (LLM) | Advanced AI models featured as topics in the CuttingEdgeAI event series, including specific events on Open Norwegian Language Models. |
| NAIC.no | The primary web domain secured and launched by WP5 to serve as the project's central web presence. |
| NORA | An established Norwegian AI ecosystem and network whose communication channels and event formats were leveraged by NAIC to ensure immediate access to a broad audience. |
| Resource Allocation Committee | A committee responsible for assigning project resources, for which WP5 is tasked with developing specific ethical guidelines. |
| Tsetlin Machine | A machine learning approach; workshops related to Tsetlin Machines were actively promoted by WP5. |
| WP5 | Work Package 5 (Dissemination, community liaison, and ethics), the project group responsible for managing public presence, newsletters, events, and ethical oversight. |

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Executive Summary

Work Package 5 (WP5) successfully established and maintained the public presence, community engagement, and ethical oversight framework for the Norwegian AI Cloud (NAIC) project. The team secured the primary web domain (**NAIC.no**), developed a comprehensive visual profile including standard promotional materials, and maintained an active presence across the project website and LinkedIn.

To ensure efficient and high-impact outreach, WP5 strategically integrated its dissemination activities with the existing NORA ecosystem rather than building parallel communication structures. The team implemented a monthly newsletter strategy that reached over 2,400 subscribers across academia, industry, and the public sector, with thousands of unique access between 2023 and 2025. Additionally, WP5 leveraged the *CuttingEdgeAI* event series to promote NAIC objectives and infrastructure capabilities, hosting eight streamed events with 569 registered participants on topics ranging from Large Language Models to Agentic AI.

Furthermore, WP5 successfully established the NAIC Ethics Advisory Board and drafted its official mandate. The work package is actively developing ethical guidelines for the Resource Allocation Committee, mapping ethics sections within current NAIC training, and tracking project-related publications. This ethical focus culminated in the preparation of a manuscript addressing ethics for AI infrastructure providers, which is currently at review stage.

Table 1: GitLab issue summary.

| Issue Tracker | Title / Description | Status |
|---|--|---------------|
| administrative#1 | New GitLab users | CLOSED |
| outreach-channels#2 | Basic project details on web | CLOSED |
| administrative#2 | Visual profile for NAIC | CLOSED |
| regular-dissemination-of-news-through-partner-publications#1 | Newsletter January | CLOSED |
| administrative#3 | Contact list for WP leaders | CLOSED |
| regular-dissemination-of-news-through-partner-publications#2 | NAIC Newsletter February | CLOSED |
| administrative#4 | New WP5 plan | CLOSED |
| outreach-channels#3 | 5.1.1 Dissemination plan | CLOSED |
| outreach-channels#4 | 5.2.1 Survey distribution plan | CLOSED |
| regular-dissemination-of-news-through-partner-publications#3 | 5.3.1 Visual profile | CLOSED |
| regular-dissemination-of-news-through-partner-publications#4 | 5.3.2 Web domain | CLOSED |
| regular-dissemination-of-news-through-partner-publications#5 | 5.3.3 Website | CLOSED |
| regular-dissemination-of-news-through-partner-publications#6 | 5.3.4 LinkedIn site | CLOSED |
| regular-dissemination-of-news-through-partner-publications#7 | 5.3.5 List of Newsletters | CLOSED |
| regular-dissemination-of-news-through-partner-publications#8 | 5.3.6 List of media and outreach events | CLOSED |
| naic-work-pakage-publication-coordination#1 | 5.4.1 Work-package related publications portal | CLOSED |

| Issue Tracker | Title / Description | Status |
|--|---|---------------|
| naic-work-pakage-publication-coordination#2 | 5.4.2 Work-package liaison contact details | CLOSED |
| naic-ethics-advisory-board#1 | 5.5.1 Ethics committee details | CLOSED |
| naic-ethics-advisory-board#2 | 5.5.2 Ethics committee board mandate | CLOSED |
| administrative#5 | 5.0.1 Work package plan | CLOSED |
| administrative#6 | 5.0.2 Staff details | CLOSED |
| administrative#7 | 5.0.3 Reporting time table | CLOSED |
| naic-ethics-advisory-board#3 | 5.5.3 Ethics for infrastructure providers in Ai publication | OPEN |
| naic-ethics-advisory-board#4 | 5.3.4 List of contributions to the curriculum | OPEN |
| naic-ethics-advisory-board#5 | 5.5.5 Ethics guidelines to resource allocation committee | CLOSED |
| outreach-channels#5 | NAIC Visibility | CLOSED |
| outreach-channels#6 | Designing three popular formats: poster, rollup, and flyer; to promote NAIC resources | CLOSED |
| outreach-channels#7 | Adding new members to the email group | CLOSED |
| naic-ethics-advisory-board#14 | Evaluation tools | CLOSED |

Outreach Channels & Media

A core objectives of WP5 is establishing and maintaining the project's public presence.

- **Web Presence:** The primary web domain (**NAIC.no**) has been secured and launched. The website has been populated with basic project details, outlining the project's purpose and target audience, as requested by the Advisory Board. Issues related to language switching (Norwegian/English) on the site have been identified and resolved.
- **Visual Profile:** A comprehensive visual profile for NAIC has been created. This profile is actively used on the website and for all communication and dissemination materials. Design files for popular promotional formats (posters, rollups, and flyers) have been distributed to ensure branding consistency at AI-focused events.
- **Social Media & Events:** WP5 actively promotes project events (e.g., CUDA events, Tsetlin Machines Workshop) via the NAIC webpage and LinkedIn.

Dissemination & Publications

WP5 coordinates the regular distribution of project news and tracks publications.

- **Newsletters:** A monthly newsletter strategy has been implemented. For example, the newsletters in average reached over 2400 subscribers, featuring announcements such as the related to NAIC.
- **Publication Tracking:** A system is being developed to coordinate and track publications related to the various Work Packages. The current preference is to manage this via email rather than maintaining a separate portal.

Newsletters

Summary of content included

The NAIC newsletters have served as a central dissemination mechanism, providing regular updates on project developments, opportunities, and community engagement. Across the reporting period, newsletters have included:

- Announcements of NAIC-related events (e.g., workshops, seminars, and *CuttingEdgeAI* events)
- Updates on infrastructure development and service availability
- Highlights of research activities and use cases enabled by NAIC resources
- Calls for participation (e.g., surveys, pilot programs, and access opportunities)
- Partner contributions and cross-project collaborations within the Norwegian AI ecosystem
- Policy and ecosystem-relevant updates related to AI infrastructure and sovereignty

The newsletters have been curated to target both technical and non-technical stakeholders, ensuring accessibility and relevance across academia, industry, and the public sector.

Volume, audience, and reach

During the reporting period, WP5 coordinated and distributed monthly newsletters, resulting in a total of 10–12 editions per year.

- Audience size: ~2,400+ subscribers
- Target groups:
 - Academic researchers and institutions
 - Industry partners and SMEs
 - Public sector organizations
 - AI ecosystem stakeholders in Norway and the Nordics

Engagement metrics (aggregated):

- 2023:
 - Opens: 19,705
 - Clicks: 2,614
- 2024:
 - Opens: 20,849

- 2025:
 - Opens: 16,745

Ethics Advisory Board

WP5 is responsible for establishing and integrating ethical guidelines into the NAIC framework.

- **Board Formation:** Ethics Advisory Board was established with members representing wider stake holders.
- **Mandate & Guidelines:** A draft mandate for the AI Ethics Board has been created. The WP is also tasked with developing specific ethics guidelines for the Resource Allocation Committee.
- **Curriculum Integration:** WP5 is actively mapping the ethics sections of current NAIC training to find collaboration options and propose new courses.
- **Publications:** The group is preparing a manuscript focusing on “Ethics for infrastructure providers in AI” within Norway/Nordics. A workshop for manuscript preparation has been completed, authors identified, and a coordination leader assigned. At the time of writing this report, the manuscript is in the last stages of editing before submitting.

CuttingEdgeAI events

The CuttingEdgeAI event series has served as an important communication and outreach channel for the Norwegian AI Cloud project. Through these events, we have been able to promote the project’s objectives, share progress and results, and highlight research-related activities connected to AI research infrastructure in Norway. The series has contributed to increasing visibility, strengthening stakeholder engagement, and fostering collaboration across academia, industry, and the public sector.

Audience and reach

The CuttingEdgeAI event series has reached a **broad and diverse audience**, including researchers, students, industry professionals, public sector stakeholders, and international collaborators.

Across the reporting period, the series included the following events:

Table 2: CuttingEdgeAI events

| Event | Date | Participants |
|--|-------------|--------------|
| CuttingEdgeAI: Large Language Models | 21-Feb-2023 | 86 |
| CuttingEdgeAI: Responsible Deployment of AI | 11-May-2023 | 67 |
| CuttingEdgeAI: Investment in infrastructure will determine Norway’s intelligent future | 06-Sep-2023 | 70 |
| CuttingEdgeAI: Weather Forecasting | 29-Feb-2024 | 58 |
| CuttingEdgeAI: NORA.LLM: Open Norwegian Language Models as a Public Good | 12-Apr-2024 | 106 |
| CuttingEdgeAI: Talking to Machines - The Future of Speech to Text | 29-Nov-2024 | 74 |
| CuttingEdgeAI: Benchmarking in AI | 12-Sep-2025 | 49 |
| CuttingEdgeAI: Agentic AI | 03-Nov-2025 | 59 |

- **Total registered participants (physical/online attendance):** 569
- **Average attendance per event:** ~71 participants

All events were **streamed online**, significantly extending their reach beyond registered participants. As a result, the **actual audience is substantially higher** than the reported attendance numbers, with additional viewers accessing recordings and live streams across platforms.

Events with NAIC contributions

NAIC dissemination activities have been closely integrated with existing national initiatives, particularly through collaboration with the NORA ecosystem. Rather than establishing parallel dissemination structures, WP5 leveraged NORA's already established communication channels, event formats, and audience networks. This enabled rapid and effective outreach from the early stages of the project.

Key events and activities with NAIC contributions include:

- **CuttingEdgeAI event series (2023–2025)**

NAIC contributed through presentations, visibility materials, and participation across all events listed above. These events served as the primary dissemination arena for communicating NAIC objectives, infrastructure capabilities, and ongoing activities.

- **Collaboration with NORA dissemination framework**

NAIC dissemination benefited significantly from alignment with NORA's established platforms, including event promotion, newsletters, and stakeholder engagement channels. This avoided duplication of effort and ensured immediate access to a broad and relevant audience.

- **SINTEF-related competitions and dissemination activities**

NAIC contributed to visibility and engagement through collaboration with external initiatives, including:

- <https://nva.sikt.no/registration/019b3307c68d-b6d5a275-8ff6-4861-a0b4-f6a9e64d7aeb>

- <https://nva.sikt.no/registration/0199ab4d4ca7-b1758e33-bdc7-4a71-ba9b-6d396b37f3af>

These activities supported outreach towards applied AI communities and strengthened links between infrastructure and real-world use cases.

- **Ethics-related dissemination and coordination**

WP5 played a coordinating role in establishing and promoting the Ethics Advisory Board and related activities. This included dissemination of ethical guidelines, workshops, and contributions to ongoing discussions on responsible AI infrastructure in Norway.

Overall, NAIC contributions to events have been characterized by **collaboration, reuse of existing national structures, and alignment with broader ecosystem initiatives**, ensuring efficient and high-impact dissemination.

Summary of content included

The dissemination activities carried out through events and collaborations have covered a broad spectrum of topics aligned with NAIC's mission and strategic goals.

Content communicated through these channels includes:

- **NAIC infrastructure and services**

Introduction to available compute resources, access mechanisms, and user support structures.

- **Use cases and applied AI**

Demonstrations and presentations highlighting how NAIC infrastructure enables research and innovation across domains.

- **National AI ecosystem development**

Discussions on Norway's AI strategy, including the role of shared infrastructure and collaboration between academia, industry, and the public sector.

- **Responsible and ethical AI**

Contributions from WP5 on ethics, including coordination of the Ethics Advisory Board and dissemination of guidelines relevant to infrastructure providers and users.

- **Emerging AI technologies and trends**

Topics such as large language models, benchmarking, agentic AI, and speech technologies, presented through the CuttingEdgeAI series.

- **Community engagement and capacity building**

Promotion of events, opportunities, and collaborations aimed at strengthening the Norwegian AI community.

A key characteristic of WP5 dissemination has been the **integration with existing national initiatives**, particularly NORA, which enabled rapid scaling of outreach and ensured that NAIC activities were embedded within a broader, well-established dissemination ecosystem.