

INTELCOMP PROJECT
A COMPETITIVE INTELLIGENCE CLOUD/HPC PLATFORM FOR AI-BASED STI
POLICY MAKING
(GRANT AGREEMENT NUMBER 101004870)

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Table 1. Document revision history

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CONTENTS

Disclaimer	3
Executive Summary	5
1. Introduction	6
2. Implementation of the DCP.....	6
2.1. Communication channels.....	7
2.1.1. Updates on the IntelComp website	7
2.1.2. Create a content plan and social media accounts	7
2.1.3. Generate a database of news media and journalists.....	10
2.1.4. Use partners’ communication channels.....	10
2.2. Communication materials and scientific publications	10
2.2.1. Create news short videos	10
2.2.2. Interview one expert	11
2.2.3. Produce promotional materials	11
2.2.4. Produce a press release	12
2.2.5. Use partners’ materials.....	12
2.2.6. Contribution to a conference	12
2.3. Dissemination activities	12
2.3.1. Participation in the Data Driven Policy Cluster	12
3. Status of the Key Performance Indicators of the DCP	14
4. Conclusions	15

FIGURES

Figure 1. Screenshot of the IntelComp Twitter account profile.....	8
Figure 2. Screenshot of the IntelComp LinkedIn account	9
Figure 3. Design of the IntelComp newsletter	11
Figure 4. Banner of the Evidence-Based Policy Making in Europe event	13
Figure 5. Screenshot of the IntelComp presentation at EGI Conference 2021.....	14
Figure 6. Screenshot of the Data Driven Policy Cluster intervention at the EBDVF 2021.....	14

TABLES

Table 1. Document revision history	2
Table 2. Status of the Key Performance Indicators of the DCP	15

EXECUTIVE SUMMARY

This first monitoring report (Dissemination and Communication Report) on the execution of the Dissemination and Communication Plan (DCP) of the IntelComp Project describes the communication channels and materials developed to reach the main target groups of the Plan: Public Administration, Society, Industry and Academia. It also takes stock of the specific dissemination activities carried out during the first year of the Project to accomplish the Plan's objectives: raise awareness of the Project, disseminate its results and support the engagement of external actors with it.

In this report, we first detail the status of the implementation of the tasks included in the DCP up to 31st of December 2021. Several communication and outreach channels have been exploited: the IntelComp website¹ has been updated, social media accounts in Twitter² and LinkedIn³ have been created, the partners' channels have been used and the IntelComp Community⁴ in Zenodo has been extended. The consortium has also published in the OpenAIRE newsletter and has also made a contribution to an international conference. Regarding the events organised by the consortium, we have used the IntelComp website and the Twitter account to disseminate three Climate Change consultation workshops⁵.

Moreover, IntelComp has had an active role in the dissemination activities of the Data Driven Policy Cluster, the projects funded under the same H2020 topic: The cluster organized the "Evidence Based Policy Making in Europe" event⁶ and the IntelComp consortium has participated in two third parties' events where the cluster has been involved. The main output of this collaboration is a roadmap for "Using the European Cloud Infrastructure for Public Administrations", which includes several ideas from the IntelComp consortium.

There will be updates of this Dissemination and Communication Report in December 2022 (including an update of the DCP) and at the end of the Project in December 2023.

¹ <https://intelcomp.eu/>

² https://twitter.com/IntelComp_H2020

³ <https://www.linkedin.com/groups/12587102/>

⁴ <https://zenodo.org/communities/intelcomp/?page=1&size=20>

⁵ <https://intelcomp.eu/events>

⁶ <https://intelcomp.eu/events/evidence-based-policymaking-europe-summit-2021>

1. INTRODUCTION

The **IntelComp project** is a Horizon 2020 Innovation Action to build a platform that will be able to analyze large volumes of textual data, varying from government open data to open access scholarly works (e.g. OpenAIRE Research Graph⁷) using Artificial Intelligence (AI) services. The IntelComp platform is designed to assist Public Administrations and policymakers in several stages of the Science, Technology and Innovation (STI) policy-cycle: agenda setting, implementation and monitoring. It will also assist all relevant stakeholders of STI policy (academia, industry and citizens) to co-create policies in the three specific domains where the platform will be tested: AI, climate change/blue economy and health/cancer.

The Dissemination and Communication Plan (DCP) is the planning instrument for the effective communication of the Project activities and results, showing how they can impact society and policy making with its added value. All partners in the consortium are involved and coordinated by FECYT –as the leader of the Communication and Dissemination Task- in the execution of the DCP and they are all encouraged to proactively carry on dissemination activities in agreement and open communication with related work package leaders.

In July 2021, FECYT sent a survey to all partners in the consortium to create a record of their communication channels and materials, and to know the third party events they are aware of, in order to use these instruments and materials for IntelComp communication and diffusion. All partners answered the survey and provided relevant feedback.

This first monitoring report on the execution of the DCP describes the communication channels and materials developed to reach the main target groups of the Plan: Public Administration, Society, Industry and Academia. It also takes stock of the specific dissemination activities carried out during the first year of the Project to accomplish the Plan's objectives:

- Objective 1. Raise awareness of the Project.
- Objective 2. Disseminate the activities and results of the Project.
- Objective 3. Initiate the engagement and support of external actors to the Project.

In this document, we first detail the status of the implementation of the tasks included in the DCP and also take account of new opportunities to communicate the Project activities and results. The status of the Key Performance Indicators of the DCP is also part of this report. Finally, we extract some conclusions from the monitoring of the DCP.

There will be updates of this Dissemination and Communication Report in December 2022 (including an update of the DCP) and at the end of the Project (December 2023).

2. IMPLEMENTATION OF THE DCP

Section 6 of the DCP outlines its implementation up to December 31, 2021, describing the tasks that were planned to be executed. These tasks relate to the development of the

⁷ <https://graph.openaire.eu/>

communication channels and materials defined in the DCP, and to the execution of the dissemination activities. In the following points, updates on the implementation of the DCP since its submission on June the 30th are provided.

2.1. Communication channels

2.1.1. Updates on the IntelComp website

The Project's website⁸ is a strong communication channel to showcase activities and results to the four target groups. Since the submission of the DCP, we have made the following updates in the About, Priority Policy Areas and Events menu sections of the website:

- *About*. We have included a link to the first version of the Policy Brief⁹ in the IntelComp Community in Zenodo.
- *Priority Policy Areas*. We have inserted a link¹⁰ to the report on the needs of STI policy in the three priority areas of the Project, in the IntelComp Community in Zenodo.
- *Events*. We have disseminated the agenda of five events: three consultation workshops, organized by the consortium, in the Climate Change and Blue Growth domain; and two events related to the Data Driven Policy Cluster (the projects funded under the same H2020 topic, "GOVERNANCE-12 Pilots on using the European cloud infrastructure for Public Administrations") where IntelComp has had a relevant participation.

According to data on web traffic from Google Analytics, the engagement by gender is 58.4% female and 41.6% male. By age, the most predominant age range is 25-34. The top countries by number of sessions are: United States, India, United Kingdom, Canada, France, Germany and Spain. It is relevant to note that countries outside of Europe are showing interest.

2.1.2. Create a content plan and social media accounts

IntelComp is present in two major social media platforms: Twitter¹¹ and LinkedIn¹², which supports and builds an IntelComp brand. We use social media to promote the activities of the IntelComp project, to promote other related news and activities and to support the website of the Project. The information hosted in the IntelComp website is adapted and disseminated in the social media to attract traffic to the website.

Twitter

The IntelComp Twitter account was created on 20th October 2021 and, until 30th December 2021, it has 31 followers. This channel is used to report on activities and events. Figure 1 shows a screenshot of the account profile.

⁸ <https://intelcomp.eu/>

⁹ <https://zenodo.org/record/5541595#.Yc4BMWhBxnJ>

¹⁰ <https://zenodo.org/record/5704976#.YZTT306ZNPZ>

¹¹ https://twitter.com/IntelComp_H2020

¹² <https://www.linkedin.com/groups/12587102/>



Figure 1. Screenshot of the IntelComp Twitter account profile

The Twitter strategy is to achieve maximum diffusion through the frequent generation of tweets based on the Project's own activities and on related activities. We have a continuous live interaction with followers, tagging relevant actors and EU projects. To reach desired profiles, we follow them so they follow us back. To achieve maximum diffusion, depending on the objective of each tweet, we seek specific support from the corporate accounts of the partners.

In order to use Twitter productively, we follow these rules:

- ✓ Rule 80/20: 80% useful contents for the IntelComp account followers and 20% branding.
- ✓ Create conversations (ask and answer questions)
- ✓ Tweet consistently, enabling users to digest the messages and don't overload them with a mass volume of tweets.
- ✓ Engage with other actors working on AI tools for STI policy
- ✓ Include links (own and others), use official and reliable sources
- ✓ When necessary, tweet the same content again (the Twitter stream moves very fast)
- ✓ Twitter as a tool to broadcast live events and follow them with hashtags
- ✓ It is better to have 10 relevant followers per month than 100 followers without relevance every day
- ✓ People and organizations related to the information in the tweet are tagged in images to improve dissemination

Up to 30th December 2021, we have posted a total of 40 tweets and have had 59 retweets. The most successful tweet is related to the diffusion of the “Evidence Based Policy Making in Europe Conference”¹³, a summit organized by the Data Driven Policy Cluster. This tweet is the one that has generated the most impressions, the most views. In total, it got a total of 244 impressions.

LinkedIn

The IntelComp LinkedIn account was created in October 2021 and, until 30th December, it has 18 followers. In this professional network, we have created a group. This communication channel is mainly being used to raise awareness of the project and to disseminate its results to the target groups of Industry and Academia. Figure 2 includes a screenshot of the IntelComp LinkedIn account.

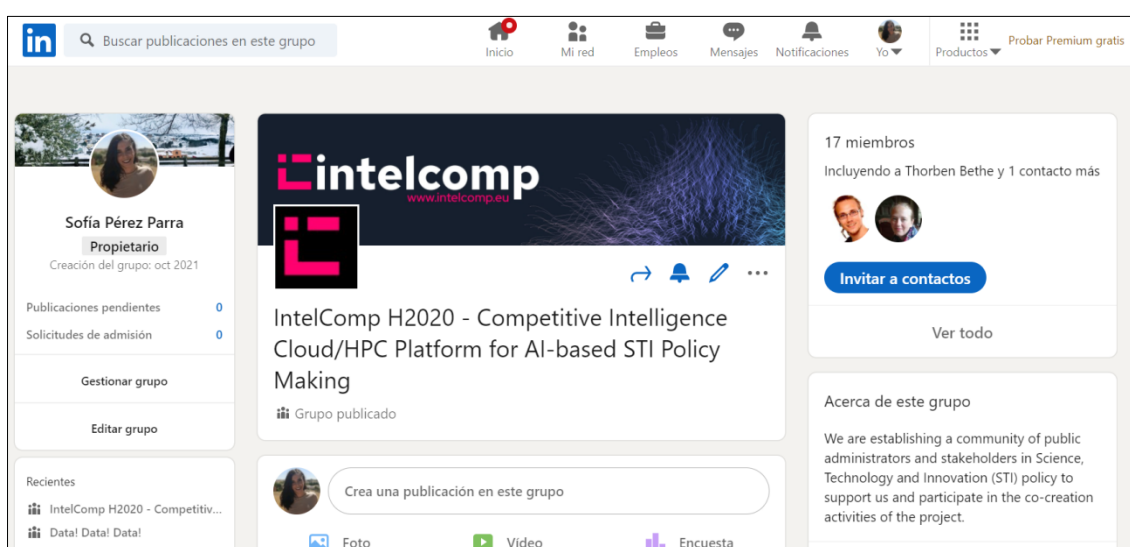


Figure 2. Screenshot of the IntelComp LinkedIn account

References to the main results of the Project in the LinkedIn group are being published: scientific papers and reports available on the IntelComp Community in Zenodo. Professionals related to the Project in order to stimulate an active and fruitful discussion are contacted and invited.

LinkedIn is continuously monitored to determine what content is most appealing and compelling to its audience. Content will be merged as the project develops and its user base grows to ensure its presence is cohesive and impactful.

Once there is a wider base of followers, a more qualitative analysis of the current followers and interactions in social media will be carried out to better design and focus upcoming efforts to increase their impact according to IntelComp objectives.

¹³ <https://intelcomp.eu/events/evidence-based-policy-making-europe-summit-2021>

2.1.3. Generate a database of news media and journalists

According to the survey sent to all the partners in the Consortium, none of the organizations have a database of general and/or specialized news of European media and journalists that may be used in the Project. FECYT, as leader of the communication task of the Project, is therefore setting up a specialised database to disseminate the results of the Project to its target groups: Public Administrations, Society, Industry and Academia. FECYT has contacted the European Parliament's Communication team and the European Commission in order to include best fit contacts on the list.

A press release of the Project will be available in December 2022 to communicate relevant milestones in the platform development. And, as a consequence, the database of news media and journalists is planned to be ready by November 2022.

2.1.4. Use partners' communication channels

The survey that was sent out to consortium partners, provided information on which communication channels they regularly use to communicate their activities. Nine out of thirteen partners are planning to use their websites to communicate IntelComp activities. Most of them focus on the target groups of Society and Academia, and some on Public Administrations/Policy Makers and Industry.

The partners' websites include information on the IntelComp project and some partners have a dedicated website space for IntelComp (i.e. ARC¹⁴ or ZSI¹⁵). There is great potential to have a multilevel reach by using the United Nations Sustainable Development Solutions Network (SDSN) in Greece (through ARC)¹⁶.

In addition, news about IntelComp is also distributed through the partners' Twitter accounts. IntelComp is using the Twitter accounts of the partners to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). That helps out reaching audiences through partners' established networks.

2.2. Communication materials and scientific publications

2.2.1. Create news short videos

According to the DCP, FECYT would create for December 2021 two minutes videos on big data, artificial intelligence, machine learning or text mining, explaining the concepts and showing examples for society. As the consortium efforts on communication have focused on the dissemination of the Data Driven Policy Cluster activities, which initially was not planned, it is estimated that the videos will be available by December 2022.

¹⁴ <https://www.athenarc.gr/en/institute-language-and-speech-processing/projects/competitive-intelligence-cloudhpc-platform-ai>

¹⁵ <https://www.zsi.at/en/object/project/5739>

¹⁶ <http://www.unsdsn.gr/intelcomp>
<http://www.unsdsn.gr/newsletters-and-press-releases>

2.2.2. Interview one expert

In order to inform Society about the progress of the Project, it is wise to use the interview format to "translate" what experts in the areas are saying to the general public. This approach is more comprehensive to the audience that is interested in the topic. For this purpose, the first interview with the Project Coordinator was conducted and disseminated through the OpenAIRE partner, newsletter¹⁷.

2.2.3. Produce promotional materials

According to the DCP, FECYT will produce an e-leaflet for multiple digital channels. However, additionally to this, a digital newsletter for the communication and dissemination of the Project and the IntelComp platform has been designed. The aim is to inform about collaboration opportunities in those areas where external input is needed. It is estimated that the first release of the newsletter will be sent via MailChimp in March 2022 in the first phase of the co-creation stage of the Living Labs, as stated in the Engagement Plan of the Project (Deliverable D7.3).

The recipients of the newsletter are those contacts included on two mailing lists: one created in the registration for the IntelComp Opening Event to be informed about the events of the Project, and another on the "Be Part Of Intelcomp" section of the Project website, to be informed about collaboration opportunities in the Project domains. Figure 3 shows the design of the IntelComp newsletter.

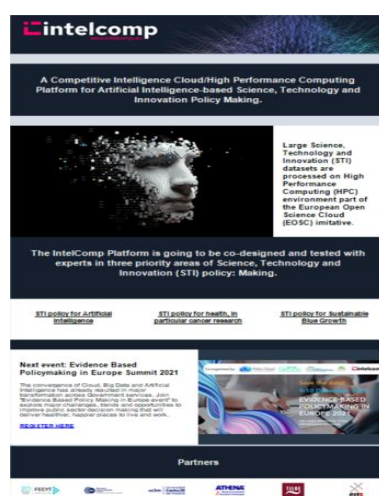


Figure 3. Design of the IntelComp newsletter

Moreover, it was planned to produce a flyer version of the leaflet, a promotional poster and a roll-up. As these materials are intended for non-virtual events, their production has been postponed until the pandemic recedes and non-virtual events are possible.

¹⁷ <https://www.openaire.eu/blogs/ai-driven-science-technology-and-innovation-sti-policy>

2.2.4. Produce a press release

According to the DCP, a first press release would have been distributed in December 2021 to communicate the identification of policy needs and selected measurements and data collection needs. However, the results of these tasks will be preliminary until the Living Labs are fully planned in April 2022. Therefore, the first press release of the Project will be distributed in December 2022 to communicate relevant milestones in the platform development and attract media attention.

2.2.5. Use partners' materials

According to the survey sent to partners, besides scientific publications, the most relevant materials used by the partners to communicate IntelComp's activities are: non-scientific publications, the OpenAIRE network newsletter and other media content (e.g. web tutorials, podcast, videos, presentations, demos, etc.). As mentioned above, the OpenAIRE network newsletter and the UNSDSN Greece newsletter, has been used to communicate IntelComp's activities.¹⁸

2.2.6. Contribution to a conference

A contribution to an international conference "Argumentation Mining in Scientific Literature for Sustainable Development" has been published in the *Proceedings of the 8th Workshop on Argument Mining*¹⁹.

2.3. Dissemination activities

The dissemination activities involve not only the events organized by the consortium but also the participation of the consortium in third parties' events that disseminate the IntelComp project indirectly. These activities feed with content the communication channels (website²⁰ and social media) of IntelComp.

Regarding the events organised by the consortium since June the 30th, when the DCP was submitted, we have used the IntelComp website and the Twitter account to disseminate the Climate Change consultation workshops organized in the framework of Work Package 1. With respect to the participation of the consortium in third parties' events, as explained above, most of our efforts have focused on having an active role in the dissemination activities of the Data Driven Policy Cluster.

2.3.1. Participation in the Data Driven Policy Cluster

On January 21st, IntelComp participated in a clustering meeting for the projects funded under the topic "GOVERNANCE-12 Pilots on using the European cloud infrastructure for Public Administrations", organized by DG Connect and the European Research Executive Agency. The DG Connect programme officers reminded project coordinators of the expected impact of the call:

¹⁸ <https://www.openaire.eu/archive/319-openaire-newsletter-november-2021?format=raw&tmpl=raw&userid=->

¹⁹ <https://aclanthology.org/2021.argmining-1.10/>

²⁰ <https://intelcomp.eu/events>

- Create analytical tools that enable Public Administrations to reuse common infrastructures and data sets for the development of better targeted and more effective evidence-based policies.
- Engage citizens and businesses in the co-creation of the tools, thereby enhancing trust and boosting the perceived legitimacy of authorities.

On February 23rd, there was a follow up meeting and the five projects (Policy Cloud²¹, Decido²², AI4PublicPolicy²³, DUET²⁴ and IntelComp) joined forces in the Data Driven Policy Cluster to raise awareness about their cross cutting work on data and cloud-based tools for data-driven decision making. The main output of this collaboration is a roadmap for “Using the European Cloud Infrastructure for Public Administrations”²⁵, which includes several ideas from the IntelComp consortium.

On December 9th and 10th, the Cluster organized the “Evidence Based Policy Making in Europe” event, to explore major challenges, trends and opportunities to improve public sector decision making that will deliver healthier, happier places to live and work. Over 220 people registered for the two days. IntelComp brought speakers from the European Citizen Science Association (ECSA), OCDE and OpenAIRE to the event. Several members of the consortium presented the IntelComp advances in different tracks. Figure 4 shows the banner of the summit.



Figure 4. Banner of the Evidence-Based Policy Making in Europe event

The IntelComp consortium has also participated in two third parties’ events where the Cluster has been involved:

- On October 20th, the Cluster organised the workshop “Initiatives for better evidence-based policies in the Public sector” in the European Grid Infrastructure (EGI)²⁶, where the

²¹ <https://www.policycloud.eu/>

²² <https://www.decido-project.eu/>

²³ <https://ai4publicpolicy.eu/>

²⁴ <https://www.digitalurbantwins.com/>

²⁵ <https://zenodo.org/record/5681330#.YbNNJdDMI2y>

²⁶ <https://intelcomp.eu/events/20-october-2021-egi-conference-workshop-initiatives-better-evidence-based-policies-public>

five projects presented their goal, use cases and co-creation process and, in particular, the contribution of each project to the European Open Science Cloud (EOSC). Figure 5 includes a screenshot of the IntelComp presentation by the Project Coordinator, Cecilia Cabello.

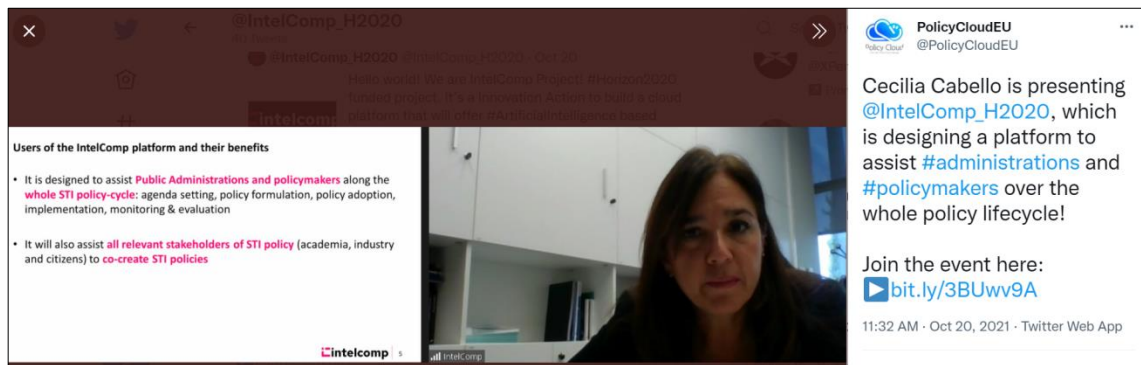


Figure 5. Screenshot of the IntelComp presentation at EGI Conference 2021

- On December 2nd, IntelComp represented the Cluster at the workshop “Enabling Data economy for Local Communities” in the European Big Data Value Forum 2021 (EBDVF). Figure 6 shows a screenshot of the Data Driven Policy Cluster presentation by the IntelComp Project Coordinator.

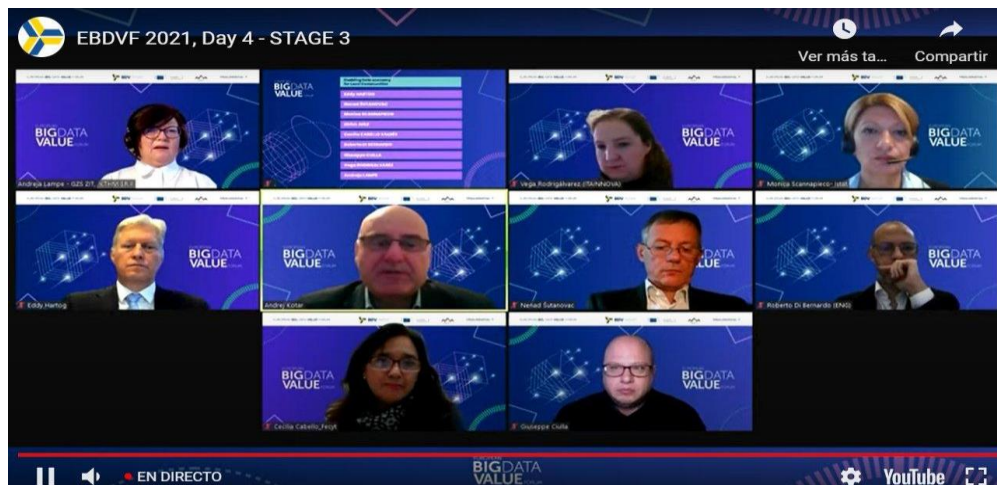


Figure 6. Screenshot of the Data Driven Policy Cluster intervention at the EBDVF 2021

3. STATUS OF THE KEY PERFORMANCE INDICATORS OF THE DCP

According to the DCP, the following Key Performance Indicators related to communication activities are being monitored (Table 2). At this stage, the applicable indicator based on the IntelComp schedule is the one related to the contributions to conferences: 1 out of 6 planned.

Activity Area	Indicator (KPI)	Target	Value	Comment
Dissemination events organized by the Project	# Attendees National Infodays for Public Administrations (total)	100	0	According to the DCP, National Infodays are expected to place in 2022 and 2023
	# Attendees National Infodays for Academia / Industry / Citizens (total)	120	0	
Audiovisual materials for training sessions	# Public webinars	6	0	According to the Training Plan, these webinars are expected to take place in 2023
Scientific contributions	# Scientific publications (JCR journals)	6	0	
	# Contributions to international conferences about NLP, AI, HPC and STI Management	6	1	See section 2.2.6 of this report

Table 2. Status of the Key Performance Indicators of the DCP

4. CONCLUSIONS

This first Dissemination and Communication Report shows all the actions taken in the first year of IntelComp to increase the visibility of the Project activities and outputs within the consortium and to external audiences. The consortium has promoted IntelComp through several channels:

- The IntelComp website
- The partners' websites
- The IntelComp social media
- The partners' social media
- The IntelComp Community on Zenodo

The consortium has used a series of communication materials to disseminate IntelComp, in particular those included in the Dissemination Toolkit, a report of the interview of the Project Coordinator with the OpenAIRE communications team and one contribution to a conference.

With respect to the dissemination activities, due to COVID-19 the majority of actions were realized within a virtual context. The main dissemination activities were related to the Data Driven Policy Cluster, in order to achieve the overarching purpose of the IntelComp Project: contribute to the European cloud infrastructure for Public Administrations. Much has been achieved in the first 12 months of the project in terms of creating awareness of the contribution of IntelComp to the European Open Science Cloud (EOSC).