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Project Number:	101004480
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D8.1 Initial Publication Package

(Version 1.0, 28/05/2021)

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The **AI4PublicPolicy** Consortium consists of:

Participant #	Participant organisation name	Short Name	Country
1 (Coordinator)	GFT ITALIA SRL	GFT	Italy
2	STICHTING EGI	EGI	Netherlands
3	INTRASOFT INTERNATIONAL SA	INTRA	Luxembourg
4	SIA SPA	SIA	Italy
5	NOVOVILLE LIMITED	NOVO	United Kingdom
6	UNPARALLEL INNOVATION LDA	UNP	Portugal
7	VILABS (CY) LTD	VIL	Cyprus
8	ARTHUR'S LEGAL BV	ALBV	Netherlands
9	UNIVERSIDAD POLITECNICA DE MADRID	UPM	Spain
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12	LEFKOSIA MUNICIPALITY	NIC	Cyprus
13	LISBOA E-NOVA - AGENCIA DE ENERGIA E AMBIENTE DE LISBOA	LIS	Portugal
14	MESTSKA CAST PRAHA 9	PRA	Czech Republic

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Abbreviations

EC	European Commission
EU	European Union
GA	Grant Agreement
H2020	Horizon 2020 Program of the European Commission
WP	Work Package
AI	Artificial Intelligence

Executive summary

AI4PublicPolicy is a joint effort of policy makers and Cloud/AI experts to unveil AI's potential for automated, transparent and citizen-centric development of public policies. To this end, the project will deliver, validate, demonstrate and promote a novel Open Cloud platform, the Open Virtualized Policy Management Environment (VPME), for automated, scalable, transparent and citizen-centric policy management based on unique AI technologies.

Deliverable "D8.1 Initial Publication Package" focuses on the publication of the initial set of materials that define and promote AI4PublicPolicy project's identity, as described in "T8.1 Dissemination and Communication Activities". This task addresses the development of an effective communication strategy for the 36-month duration of the project, as well as the design, roll-out, and continuous updates of the AI4PublicPolicy web portal. It delivers to all the AI4PublicPolicy stakeholders the various outputs developed: a web portal for the general public and of collaborative tools for project partners (mailing lists, AI4PublicPolicy targeted events), participation and/or organization of joint events, workshops for the target audiences. A database of the stakeholders will be maintained building to at least 1000 profiled contacts by project end. This task is also responsible for the design and delivery of the AI4PublicPolicy branding and graphic design package covering a series of communication materials, templates, stylesheets and Graphical User Interfaces (GUIs) for the service portfolio.

Disseminating and communicating project activities is of primary importance for AI4PublicPolicy in order to expand the impact of the project and reach target audiences with meaningful, tailored messages, communicating achieved results widely. This deliverable focuses on the initial dissemination materials that have been developed until the third month (M3) of the project (i.e. project logo, website, social media accounts, poster, flyer etc.). The overall Dissemination and Communication strategy of AI4PublicPolicy will be presented in "D8.2 Dissemination, Communication and Collaboration Plan and Activities V1", which is due on the sixth month (M6). A first brief overview of the AI4PublicPolicy dissemination strategy is discussed in the last chapter (Section 4) together with actions until M6.

1 Introduction

1.1 The AI4PublicPolicy project

AI4PublicPolicy is a joint effort of policy makers and Cloud/AI experts to unveil AI’s potential for automated, transparent and citizen-centric development of public policies. To this end, the project will deliver, validate, demonstrate and promote a novel Open Cloud platform (i.e. AI4PublicPolicy platform) for automated, scalable, transparent and citizen-centric policy management based on unique AI technologies. The AI4PublicPolicy platform will be an Open Virtualized Policy Management Environment (VPME) that will provide fully-fledged policy development/management functionalities based on AI technologies such as Machine Learning (ML), Deep Learning (DL), NLP and chatbots, while leveraging citizens’ participation and feedback. It will support the entire policy development lifecycle, based on technologies for the extraction, simulation, evaluation and optimization of interoperable and reusable public policies, with emphasis on citizen-centric policies development and optimization through the realization of citizen-oriented feedback loops. AI4PublicPolicy will complement public policy development functionalities with the ever-important process reengineering and organization transformation activities towards ensuring the effective transition from legacy policy development models to emerging AI-based policy making.

The AI4PublicPolicy VPME will be integrated with European Open Science Cloud (EOSC) with a dual objective. First to facilitate access to the Cloud and High Performance Computing (HPC) resources of EOSC/EGI that are required to enable the project’s AI tools, second to boost the sustainability and wider use of the project’s developments. AI4PublicPolicy’s business plan for sustaining, expanding and commercializing the AI tools and the VPME is based on the development of a community of interested and engaged stakeholders (i.e. public authorities and other policy makers) around the project’s platform.

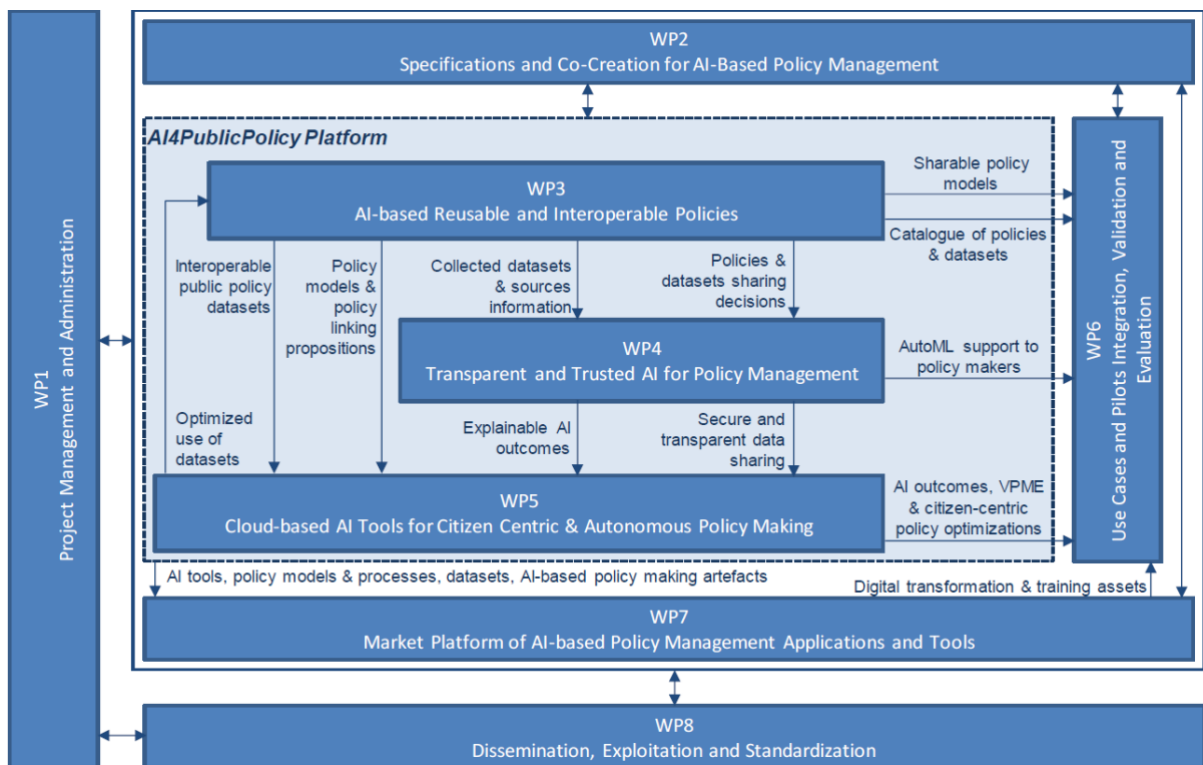


Figure 1: AI4PublicPolicy methodological approach

1.2 Purpose of the document

This deliverable reports on the initial set of dissemination and communication materials and channels that have been deployed within the first three months of the project. This includes the design and roll-out of the AI4PublicPolicy web portal, the design and delivery of the AI4PublicPolicy branding and graphic design package covering a series of communication materials, templates, stylesheets and GUIs, as well as other marketing materials, such as posters, flyers, brochures, etc. The last section of the report is a three-year plan on the dissemination and communication activities that need to be undertaken throughout the project duration.

1.3 Dissemination objectives

Disseminating and communicating project activities is of primary importance for AI4PublicPolicy in order to expand the impact of the project and reach target audiences with meaningful, tailored messages communicating achieved results widely. The main aim is to ensure proper communication of AI4PublicPolicy outputs, outreach and stakeholder engagement and subsequently raising awareness to the scientific, industrial, and general public communities about the project. In this way, dissemination activities assist and complement the technical development of the project with a business perspective particularly, relating to future uptake and sustainability of results.

2 Branding and graphic design package

2.1 Logo

An essential part of building a brand is designing and creating a logo that ensures recognition of the project and communication of its identity. The AI4PublicPolicy logo (Figure 2) is designed to represent the novel Open Cloud platform (Virtualized Policy Management Environment), which is based on AI technologies.



Figure 2: AI4PublicPolicy logo

2.1.1 Logo colours

The colours of the project's logo are:

- **blue:** #2682C4
- **green:** #9AC742.

These colours were selected to represent certain parameters of the project concept. The blue colour symbolizes stability, wisdom, responsibility, strength, and reliability. On the other hand, green is a very lively colour, symbolizing life and energy. The way that the colours gradually mix and connect represents movement and interactivity.

2.1.2 Typography

The font picked for the logo is "Nexa Bold". The intent was to have a clean, symmetrical font to represent stability and expertise. From an aesthetic perspective, the font looks modern and professional.

2.1.3 Symbol

When deciding on the symbolism (Figure 3) behind the logo, the aim was to communicate the fundamental project outputs, i.e., the Open Cloud platform, and for this reason, a graphic symbol of a cloud was incorporated in the logo. Inside the cloud there are other elements included, symbolizing interconnected data that can lead to the development of public policies.



Figure 3: AI4PublicPolicy symbol

2.2 AI4PublicPolicy website

The first version of the AI4PublicPolicy website has been officially launched on the first month (M1) of the project (March 2021). The domain name of the website is <https://ai4publicpolicy.eu>.

The website is the project's main portal for communicating project outputs and results with its target audiences. It includes all the necessary information regarding the progress of the project as well as project news, materials, etc. The colours of the website match the overall AI4PublicPolicy branding, with the colours blue and green being the most dominant.

The current structure of the website is depicted in Figure 4.



Figure 4: AI4PublicPolicy Website Pages Structure

In Figure 5, the homepage of the website is presented, including the project logo, the navigation menu of the website, banners with information about the project, a section with the project’s latest news, a section with the project’s latest Tweets, a footer with acknowledgement of EU funding, Copyright and Privacy Policy, and links to the AI4PublicPolicy social media accounts.

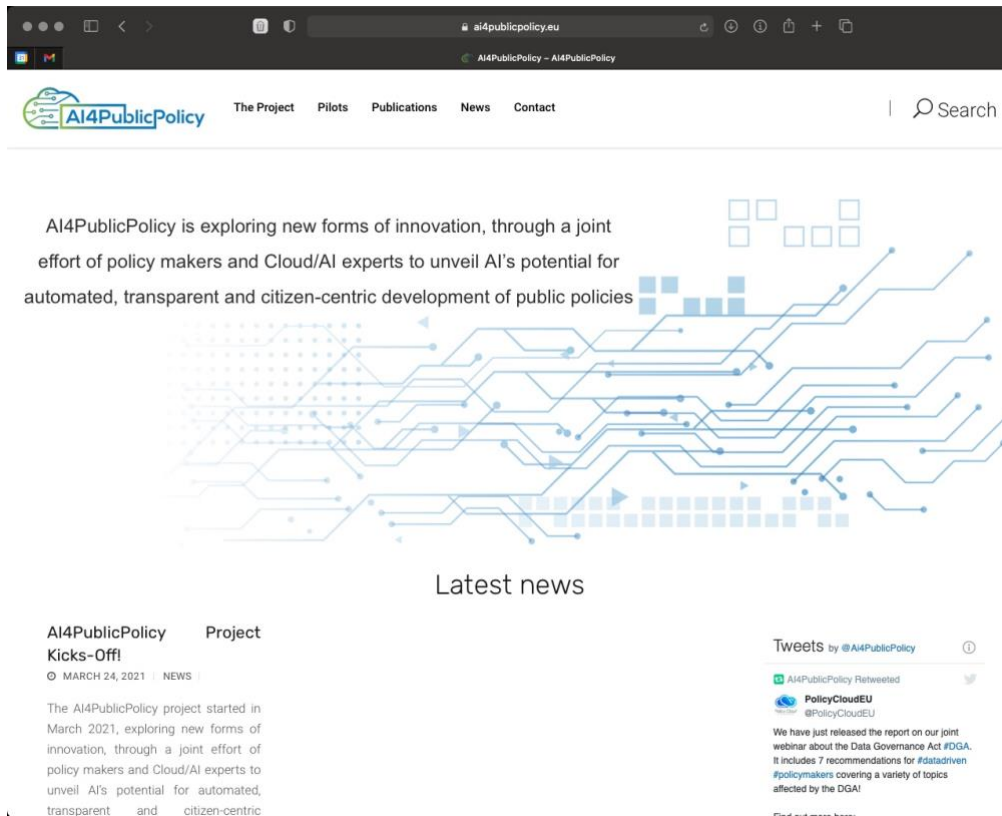


Figure 5: AI4PublicPolicy Website Homepage

2.3 Branding the AI4PublicPolicy main concept

The project’s Virtual Policy Making Environment (VPME) will integrate various tools and will support policy makers to address policy development challenges based on leading edge AI technologies. Specifically, VPME will enable:

- Automated and Intelligent Policy Development
- Local Actors Centric Optimisation
- Transparency and Trustworthiness
- Policy Linking, Interoperability and Reuse

All these concepts are depicted in an infographic that was designed to summarize the main key innovations of the VPME and are presented in Figure 6 below. This infographic is also included in the project’s website and will be updated in due time.

Unveiling AI’s Potential for Automated, Transparent and Citizen-Centric Development of Policies

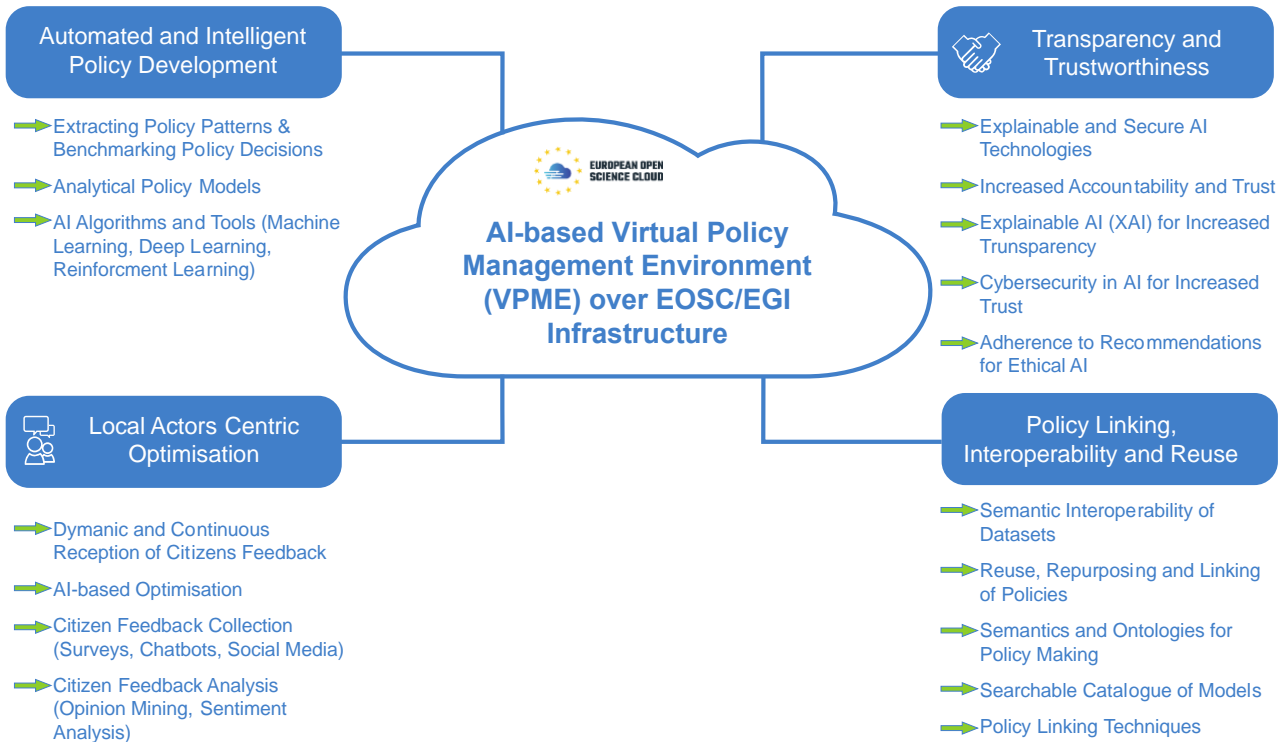


Figure 6: Branding the AI4PublicPolicy outcomes

2.4 Branding the AI4PublicPolicy pilots

The infographic presented in Figure 7 provides an overview of the project’s pilots. This infographic will be updated according to the progress of the pilot activities.

Five Pilots - Broad coverage of AI-based Policy-making scenarios

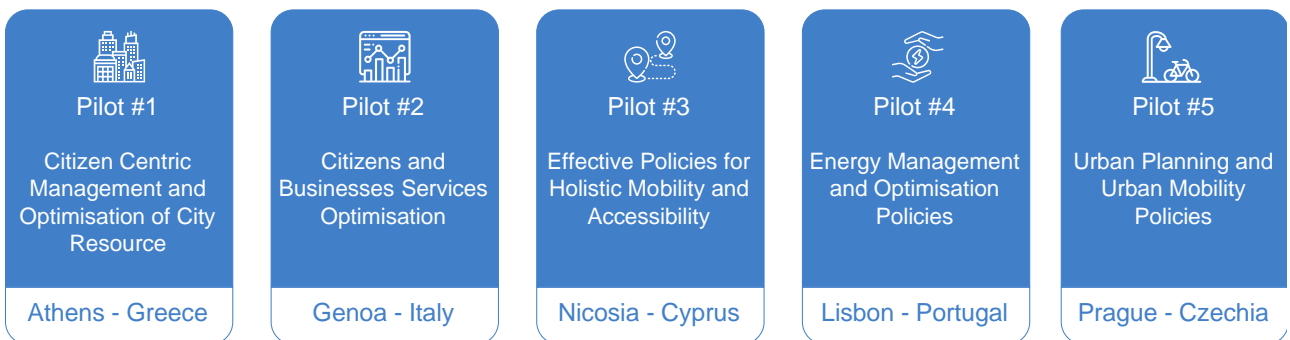


Figure 7: AI4PublicPolicy Pilots

3 Dissemination materials

Based on the branding elements presented in the previous section, some preliminary dissemination materials have been developed. These include also the social media accounts of the project. In this section, we provide an overview and screenshots of these dissemination materials.

3.1 AI4PublicPolicy social media accounts

AI4PublicPolicy social media channels aim to engage stakeholders to the project's activities and news, while creating a space where interaction is enabled, as well as discussions and provision of feedback. The use of the right social media channels to communicate and disseminate messages regarding the project can significantly help AI4PublicPolicy increase its reach.

Through Twitter, Facebook and LinkedIn, information about the project status and activities is posted to the public. The use of specific hashtags (#) enable interested parties to be informed about AI4PublicPolicy activities. Indicatively, the hashtags that can be used for the project's social media posts are:

- #ai4publicpolicy
- #ai4pp
- #artificialintelligence
- #AI
- #egovernment
- #publicpolicies
- #policymaking
- #vpme
- #H2020
- #EU
- #EUfunded
- #EOSC
- #research
- #innovation

Regular posts and updates of the social media presence is important, thus the target is at least one interesting post per week. A network of total 1000 individuals is targeted (likes, followers, members). The social networking pages will be updated through the whole duration of the project by adding content and news. In addition, the social media accounts will be maintained for at least two years after the end of the project, to highlight the added value of AI4PublicPolicy through the further dissemination and exploitation of project research results and tools.

The project's Twitter, LinkedIn and Facebook accounts are the following:

<https://twitter.com/Ai4PublicPolicy>

<https://www.linkedin.com/company/ai4publicpolicy/>

<https://www.facebook.com/ai4publicpolicy>

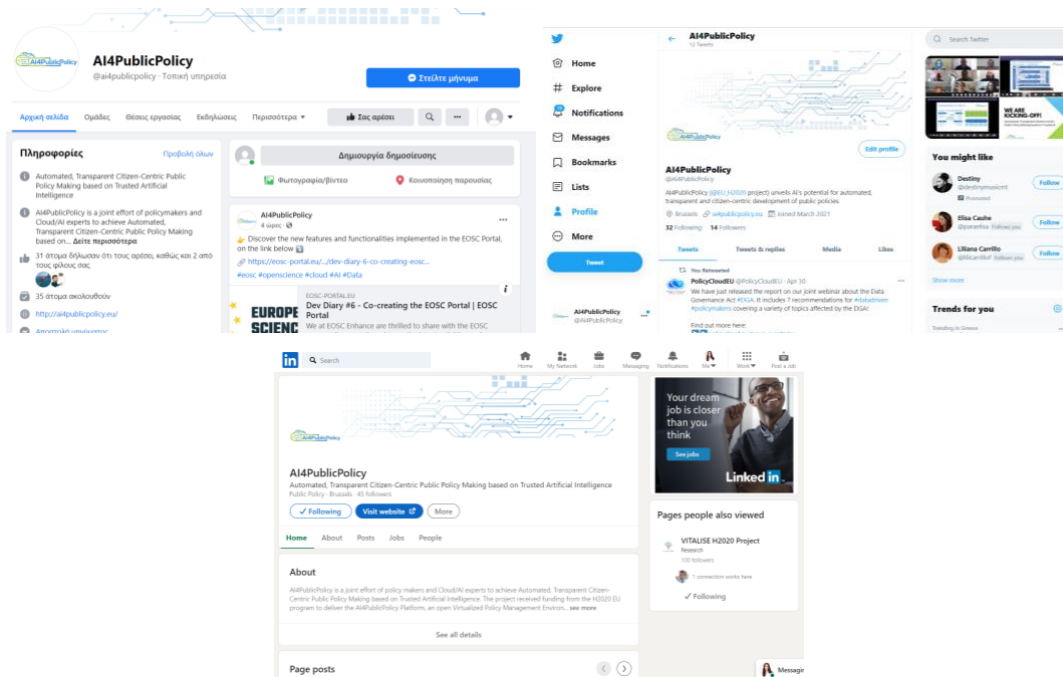


Figure 8: AI4PublicPolicy Social Media Accounts

3.2 Templates for documents and presentations

In order for the project to have an easily recognizable graphical identity, templates for text documents and presentations were developed and made available to all members of the project. Templates include the AI4PublicPolicy deliverable and document template and the AI4PublicPolicy presentation template.

Clean and functional document and presentation templates are essential to achieve harmony and coherence among the many different documents that project partners will create throughout the project and will deliver a consistent message to all audiences. The design of the documents and presentations is aligned with the colours of the logo and the overall presentation of the project, with the blue color being the most dominant.

3.2.1 Template for documents

The AI4PublicPolicy document template includes some basic elements that any paper or report produced within the framework of the project needs to incorporate. The font utilized for documents is Arial, to keep a professional and coherent look.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 10104480

AI4PublicPolicy

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Start date of the Project:	March 2021
Duration of the Project:	36 months

DX.X [Title of Deliverable]
(Version x.0, DD/MM/YYYY)

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Nature:	<input type="checkbox"/> R - Report <input type="checkbox"/> P - Prototype <input type="checkbox"/> C - Demonstrator <input type="checkbox"/> O - Other
Dissemination level:	<input checked="" type="checkbox"/> PU - Public <input type="checkbox"/> CO - Confidential, only for members of the consortium (including the Commission) <input type="checkbox"/> EE - Restricted to a group specified by the consortium (including the Commission Services)

AI4PublicPolicy Consortium <https://ai4publicpolicy.eu> Page 2 of 13

Figure 9: Documents Template Cover Page

The first page of the template includes basic information about the project, such as the acknowledgment of EU funding, the project logo, the project title/number/topic, the type of action, its starting date and duration, and the disclaimer and a copyright message. The second page of the template is the control page, where writers insert information regarding the deliverable, the work package, the due date, the submission date, the lead beneficiary, the version of the document, the status, the author names, the reviewers, the keywords, the nature of the document and its dissemination level. On the following pages the template includes some important tables, such as a table with consortium partners, the revision history of the document, table of contents/figures/tables, and abbreviations.

The document also proposes essential chapters to include, such as the abstract, the executive summary, the introduction, the conclusions and the references. There are also detailed instructions on how to cite references provided in the last section, to ensure scientific proof and credibility of the documents.

3.2.2 Template for presentations

The template for presentations is aligned with the overall visual identity of the project, with the dominant colours being hues of blue, and more specifically:

- **blue:** #2682C4
- **green:** #9AC742
- **dark-blue:** #1E4384
- **orange:** #E87F4C

The font picked for the presentation templates is Arial, to achieve a modern and elegant look. The template for presentations was created with the aim to deliver messages in a consistent way to all target audiences. It includes precise instructions to guide users. The structure of the different slides on the template follows a specific pattern to ensure that all necessary components are included, i.e., introductory slide, main slides, closing slide.

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The slide is titled "About this Template" and features the AI4PublicPolicy logo in the top right corner. The main content area is blue with white text. On the left side, there are three white boxes with blue borders, each containing a prompt: "Click to add title", "Click to add subtitle", and "Click to add text". The bottom left corner contains the European Union flag and a small text box stating: "This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101004480". The bottom right corner has a small text box: "Change the Footer from 'Insert' / 'Header and Footer'" and a page number "2".

The slide is titled "Contact us" and has a light blue background. It contains a text box for "Name and affiliation of the presenter" and "email of the presenter". Below this, there is a section for "Online presence" with three social media links: a website link (https://ai4publicpolicy.eu), a LinkedIn link (http://linkedin.com/company/ai4publicpolicy), and a Twitter link (https://twitter.com/ai4publicpolicy). The bottom left corner features the European Union flag and a small text box: "This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101004480".

Figure 10: Template for presentations

3.3 AI4PublicPolicy flyer

It is foreseen that more than four flyers will be developed during the project. The first version of the project's flyer has been developed with the aim to communicate the overview, the objectives, and the expected outcomes of the project to the target audiences in an efficient way and through consistent messages.

The flyer is titled "AI4PublicPolicy CONSORTIUM" and features a central grid of partner logos. On the left, there is an illustration of people interacting with puzzle pieces and a text box stating: "The project will be implemented using a co-creation methodology and a participatory design approach that will involve all relevant stakeholders." On the right, there is the AI4PublicPolicy logo and the website URL "https://ai4publicpolicy.eu". Below the logo, it says: "Automated, Transparent Citizen-Centric Public Policy Making based on Trusted Artificial Intelligence". At the bottom left, there is a "Key facts" section with the following information: Starting date: 1/3/2021, Project Duration: 36 months, EU contribution: € 3 999 988.25, 14 partners, and Project coordinator: GFT Italia. At the bottom center, there are social media links for the website, Twitter (@AI4PublicPolicy), Facebook (ai4publicpolicy), and LinkedIn (https://www.linkedin.com/company/ai4publicpolicy/). At the bottom right, there is a text box: "AI4PublicPolicy is a joint effort of policy makers and Cloud/AI experts to unveil AI's potential for automated, transparent and citizen-centric development of public policies. AI4PublicPolicy is delivering, validating, demonstrating and promoting a novel Open Cloud platform (i.e. AI4PublicPolicy platform) for automated, scalable, transparent and citizen-centric policy management based on unique AI technologies." The bottom of the flyer features a decorative graphic of a circuit board and the European Union flag, with a text box: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004480".

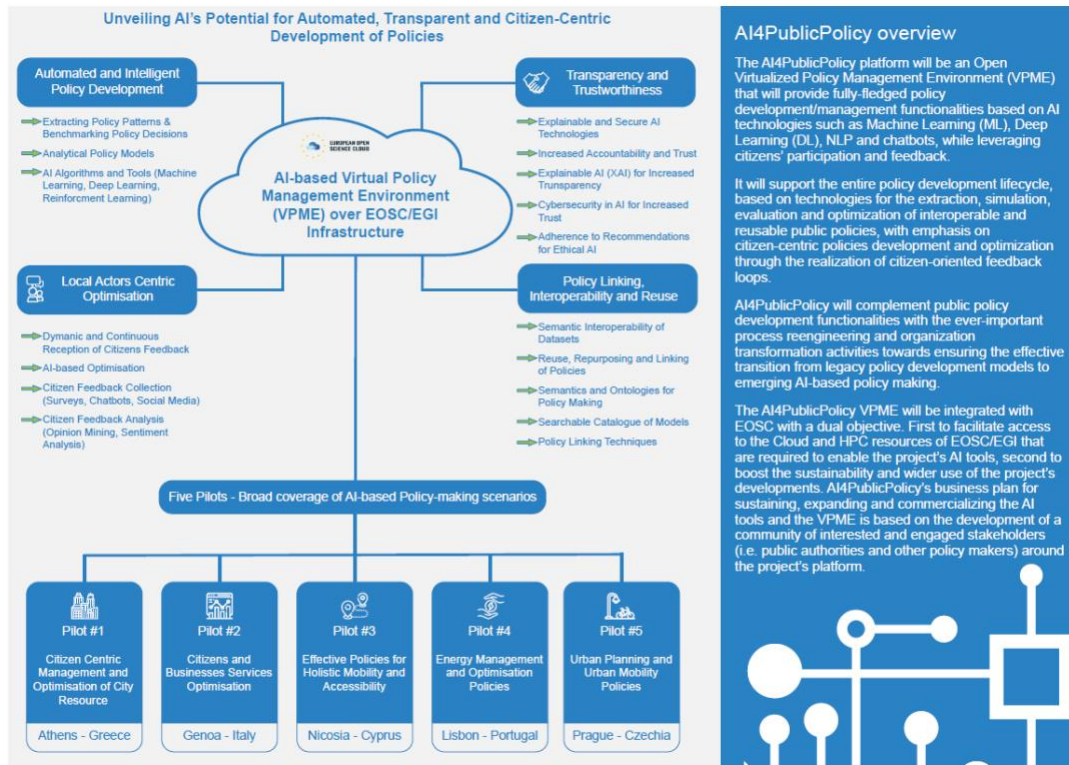


Figure 11: AI4PublicPolicy Flyer

3.4 AI4PublicPolicy poster

The AI4PublicPolicy posters (more than 3 in total) will be developed in English for all countries and in local languages whenever needed. Hard copies will be made available in order to distribute them to events, which partners prepare or participate in. The figure below depicts the first poster developed for AI4PublicPolicy.



Automated, Transparent Citizen-Centric Public Policy Making based on Trusted Artificial Intelligence

RATIONALE AND OBJECTIVES

AI4PublicPolicy is a joint effort of policy makers and Cloud/AI experts to unveil AI's potential for automated, transparent and citizen-centric development of public policies.

AI4PublicPolicy is delivering, validating, demonstrating and promoting a novel Open Cloud platform (i.e. AI4PublicPolicy platform) for automated, scalable, transparent and citizen-centric policy management based on unique AI technologies.

Unveiling AI's Potential for Automated, Transparent and Citizen-Centric Development of Policies

THE AI4PUBLICPOLICY PLATFORM

The AI4PublicPolicy platform will be an Open Virtualized Policy Management Environment (VPME) that will provide fully-fledged policy development/management functionalities based on AI technologies such as Machine Learning (ML), Deep Learning (DL), NLP and chatbots, while leveraging citizens' participation and feedback.

It will support the entire policy development lifecycle, based on technologies for the extraction, simulation, evaluation and optimization of interoperable and reusable public policies, with emphasis on citizen-centric policies development and optimization through the realization of citizen-oriented feedback loops.

AI4PublicPolicy will complement public policy development functionalities with the ever-important process reengineering and organization transformation activities towards ensuring the effective transition from legacy policy development models to emerging AI-based policy making.

The AI4PublicPolicy VPME will be integrated with EO/SC to facilitate access to the Cloud and HPC resources of EO/SC/EG that are required to enable the project's AI tools, and to boost the sustainability and wider use of the project's developments.

CONSORTIUM

CONTACT

<https://ai4publicpolicy.eu>
 @AI4PublicPolicy
 AI4PublicPolicy
www.linkedin.com/company/ai4publicpolicy/

KEY FACTS

- Starting date: 1/3/2021
- Project Duration: 36 months
- EU contribution: € 5 989 343,75
- 14 partners
- Project coordinator: GFT (gft@ai4publicpolicy.eu)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 848261

Figure 12: AI4PublicPolicy Poster

3.5 Project presentation

To present an overview, the objectives, the tools, pilots and expected outcomes of the project and provide essential information regarding different topics evolving around AI4PublicPolicy, a general presentation of the project will be drafted. This presentation is going to be used in any suitable occasion where presenting the project is necessary, such as during conferences, synergy events, workshops, etc.

3.6 Press-Releases

Within the framework of the project, several press releases will be drafted to communicate and disseminate the news of the project. These press releases will be published on the public channels of the project and be sent to several media and contacts of the AI4PublicPolicy Consortium. A first press release has already been drafted and shared with project partners after the project’s kick-off meeting.

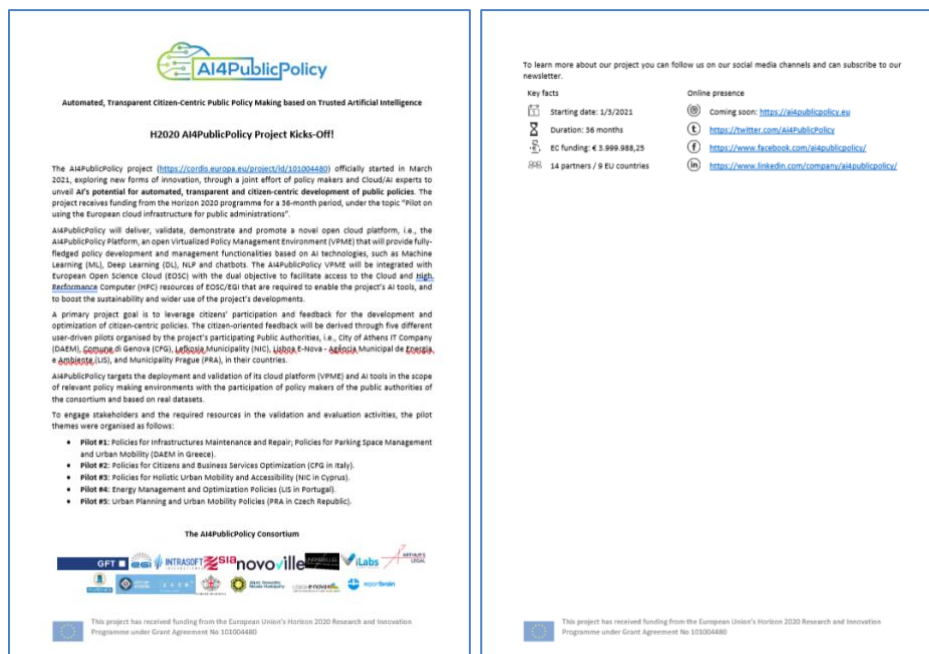


Figure 13: AI4PublicPolicy 1st press release

3.7 Newsletters

AI4PublicPolicy will develop online newsletters to announce the project outputs every six (6) months. Overall, throughout the project more than six newsletters will be sent to subscribers by using the Mailchimp platform.

The Mailchimp subscription form for the AI4PublicPolicy Newsletters can be accessed through this link: http://eepurl.com/htQ_pX.

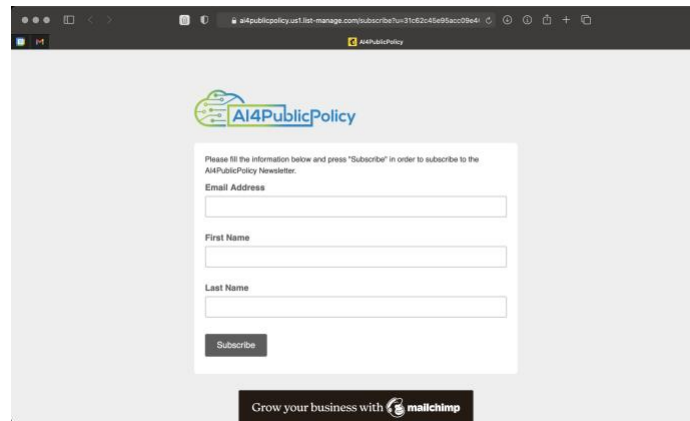


Figure 14: AI4PublicPolicy Newsletter Subscription Form (Mailchimp)

3.8 Stakeholders database

AI4PublicPolicy aims at the early identification of the prospective marketplace and service stakeholders. For that reason, a profiled GDPR compliant database of relevant contacts will be developed. The goal is to reach 300 profiled stakeholders by M12, over 600 by M24, and 1000 by M36.

At the same time, several actions will be undertaken to engage the local ecosystems of the public authorities of the consortium. The consortium strongly believes in the necessity to involve all the relevant stakeholders in a collaborative process for the emergence of purpose driven and impactful use cases. This also includes the involvement of citizens/subjects and end users (i.e. policy makers) in the use cases implementations based on the project's co-creation methodology.

The local ecosystems will be also invited to participate in the project events (including user studies and co-creation workshops) and to foster mutual exchanges between the project and the use cases ecosystem. This first level of the local ecosystems of the use cases will be supported by a second level of related ecosystems at EU level based on targeted networking with providers of policy-related datasets (e.g. institutional data providers such as Eurobarometer, OESD and Eurostat, EOSC research communities) and policy makers (e.g., local/regional authorities, central governments, think tanks etc.).

3.9 Potential national and international events/ Events Database

AI4PublicPolicy will participate and/or organize joint events, workshops for the target audiences and for this reason consortium partners will draft an Events Database of potential events to attend.

Some of the recommended events for the project partners to participate in are:

- Yearly EGI Conference
- EOSC Governance Symposium
- European Research and Innovation Days (annual policy event)
- Artificial Intelligence Applications and Innovations Conference
- Big Data Value PPP Summit
- Open Science Fair Conference
- Connected Smart Cities Conference (CSCC)
- Week of Innovative Regions (WIRE) conference
- European Civil Society Days

3.10 Dissemination Activities Report

In order to track and monitor dissemination activities undertaken by consortium partners, a Dissemination Activities Report was created for AI4PublicPolicy. The online reporting tool was created through EU Survey (<https://ec.europa.eu/eusurvey/home/welcome>), a free platform offered


D8.1 Initial Publication Package

by the European Commission's ISA² programme. The report can be accessed through the following link: <https://ec.europa.eu/eusurvey/runner/AI4PublicPolicyDisseminationActivitiesReport>. The platform allows exporting survey results in .xls format.

Overall, the main information required to fill in the form are the name of the organisation, the type and title of activity, the date of the activity, the audience reached, and any relevant files or URLs about the event.

AI4PublicPolicy Dissemination Activities Report

Fields marked with * are mandatory



* Name(s) and/or Affiliation(s)

* Type of activity

- Organisation of a Workshop or a Networking event
- Participation to a Workshop
- Participation to a Conference
- Participation to an Event other than a Conference or a Workshop (Networking events, Exhibitions, Symposia, Webinars etc.)
- Participation in activities organized jointly with other H2020 projects (Synergies)
- Training Session
- Press release
- Newsletter
- Scientific and peer reviewed publication (article and/or papers and/or presentation)
- Non-scientific and non-peer-reviewed publication (popularised publication) (Blog entries)
- Media Publications (News pieces, articles etc.)
- Poster
- Flyer
- Social Media
- Website
- Video/Film
- Other

* Title of activity / slogan

Title of the event (if applicable)

Venue (if applicable)

* Date

Title of the presentation (if applicable)

URL of the activity (if applicable)

URL of the publication (if applicable)

Type of audience reached below: Please select more than one type ONLY if applicable, up to a maximum of 3. Please indicate ESTIMATED no of persons reached per type of audience (EC request)

	Industry	Research Community	Policy Makers	Society Customers, Civil groups, general public	Media	Other
No. of persons						

Please copy below any relevant links (e.g. to videos, presentation files, announcement screenshots, etc.)

Please upload any photos relevant material (e.g. videos, presentation files, announcement screenshots, etc.)

Select file to upload

Comments

Submit

Figure 15 AI4PublicPolicy Dissemination Activities Report

4 Conclusions and next steps

This is the first deliverable of “WP8 Dissemination, Exploitation & Standardization” and aims to present the initial dissemination materials that have been developed until M3 of the project, namely the project logo, website, social media accounts, poster, flyer, press release, newsletters and dissemination activities report. The overall Dissemination and Communication strategy of AI4PublicPolicy will be presented in “D8.2 Dissemination, Communication and Collaboration Plan and Activities V1” on M6. A first brief overview of the AI4PublicPolicy dissemination strategy is discussed below together with actions until M6.

The project’s dissemination actions will be integrated into the project’s 36-month Dissemination Strategy, based on a SMART approach (specific, measurable, achievable, realistic, timely and targeted), and regularly updated. Such an approach will ensure that each action focuses on the interests/needs to well-defined stakeholders, will have a start and end, and its impact will be measurable with key indicators. Planning for the dissemination strategy of the project started from the kick-off, with concrete actions and timelines defined, and each partner contributing according to their networks and expertise.

Overall, the Communication & Dissemination strategy throughout the three-year duration of the project will be implemented in three different stages: the early stage of the project, the stage during the project implementation and the stage at the end of the project.

- **Early in the project** dissemination aims to ensure that the project is addressing the needs of its target groups, and that it is creating awareness and understanding of its activities both within the consortium and among peer groups. A dialogue mechanism with the target groups will be initiated, enabling them to provide constant feedback during this early phase (mainly through requirements gathering as this is the phase that most of the tools are being developed and through co-creation workshops, interviews, and social media) and during the full course of the project.
- **During the project** dissemination is about identifying lessons, particularly in receiving feedback from target groups and stakeholders, and adjusting the project’s strategy and developed components in order to maximize effectiveness and efficiency. At this stage it is also important to inform the research community and policy makers about the first results of the project and to ensure appropriate peer review. Online marketing activities will ensure wide participation of the target audience in the project’s activities.
- **At the end of the project** dissemination will publicize more generally the project’s outputs, the lessons learnt, and the benefits gained. Such dissemination will also aim to build up a constituency of support for the project’s follow-up activities. Dissemination activities will focus on providing evidence to support the exploitation and sustainability of the project outcomes.

The key pillars of AI4PublicPolicy’s dissemination strategy include:

- Integrating the project into the global ecosystem of AI-based Data Driven Policy Development Activities.
- Federating BigData and AI innovators communities around the project’s cloud based VPME.
- Networking and Collaborating with EOSC and EOSC related communities.
- Attracting public administrations, governments, think tanks and other policy making organizations to the VPME platform.
- Engaging with relevant stakeholders in the AI4PublicPolicy pilots, including the local ecosystems of the public authorities of the consortium.
- Disseminating the scientific and technical outcomes of the project.
- Reaching data providers and policy makers.
- Supporting the project’s commercialization and market uptake strategy.
- Planning and executing marketing campaigns for the AI4PublicPolicy VPME.

During the first six months of the project dissemination instruments are set up and a dissemination and communication strategy is developed to lead the activities of all consortium partners.

More specifically, the dissemination strategy definition ensures that certain guidelines for dissemination are followed and all project partners have a clear understanding of the dissemination and communication goals. The project graphic chart and document templates developed at the project start guarantee a distinguishable visual identity for AI4PublicPolicy. Press releases will be regularly drafted to communicate project news and achievements. Monthly updates on the project website provide all necessary information to the general public, while the marketing materials (flyers, posters, banners) that will be disseminated by the project partners at all related events provide a clear overview of the project’s activities and goals. AI4PublicPolicy’s social media presence and multimedia production throughout the project allows also for discussions and exchanges with online communities. Lastly, an online newsletter will be disseminated on the sixth month (M6) of the project to announce project outputs, achievements and news.

Participation to e-government and policy making networks (e.g. EuroCities, ENOLL etc.), conferences and trade fairs, standardization committees, and prominent BigData & AI related communities’ instances (BDVA, EOSC, AIOTI, IEEE, etc.) throughout the project will assist the promotion of the project’s results to policy makers’ communities, including smart cities and e-government experts. The documentation of project outcomes on portals (e.g., EOSC-Hub portal) throughout the project, from the sixth month (M6) on will ensure the availability and reusability of the project outputs by external manufacturers, as well as the visibility and impact of the project in communities that produce innovations relevant to AI4PublicPolicy.

Figure 16 below sums up the main dissemination tools and channels to be used and a timeline regarding all the dissemination and communication activities that need to be undertaken during the first six months of the project, as mentioned above.

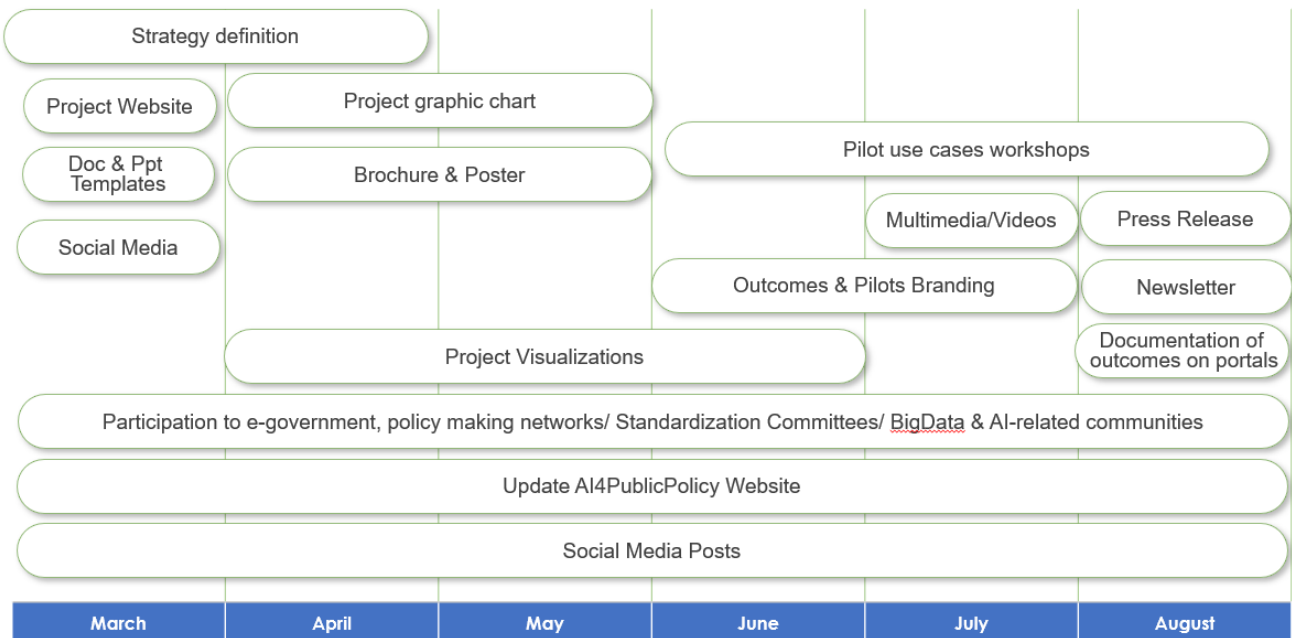


Figure 16: AI4PublicPolicy Dissemination Plan for the first 6-months of the Project

Appendices

Appendix 1: Press Release



Automated, Transparent Citizen-Centric Public Policy Making based on Trusted Artificial Intelligence

H2020 AI4PublicPolicy Project Kicks-Off!

The AI4PublicPolicy project (<https://cordis.europa.eu/project/id/101004480>) officially started in March 2021, exploring new forms of innovation, through a joint effort of policy makers and Cloud/AI experts to unveil **AI's potential for automated, transparent and citizen-centric development of public policies**. The project receives funding from the Horizon 2020 programme for a 36-month period, under the topic "Pilot on using the European cloud infrastructure for public administrations".

AI4PublicPolicy will deliver, validate, demonstrate and promote a novel open cloud platform, i.e., the AI4PublicPolicy Platform, an open Virtualized Policy Management Environment (VPME) that will provide fully-fledged policy development and management functionalities based on AI technologies, such as Machine Learning (ML), Deep Learning (DL), NLP and chatbots. The AI4PublicPolicy VPME will be integrated with European Open Science Cloud (EOSC) with the dual objective to facilitate access to the Cloud and High Performance Computer (HPC) resources of EOSC/EGI that are required to enable the project's AI tools, and to boost the sustainability and wider use of the project's developments.

A primary project goal is to leverage citizens' participation and feedback for the development and optimization of citizen-centric policies. The citizen-oriented feedback will be derived through five different user-driven pilots organised by the project's participating Public Authorities, i.e., City of Athens IT Company (DAEM), Comune di Genova (CFG), Lefkosia Municipality (NIC), Lisboa E-Nova - Agência Municipal de Energia e Ambiente (LIS), and Municipality Prague (PRA), in their countries.

AI4PublicPolicy targets the deployment and validation of its cloud platform (VPME) and AI tools in the scope of relevant policy making environments with the participation of policy makers of the public authorities of the consortium and based on real datasets.

To engage stakeholders and the required resources in the validation and evaluation activities, the pilot themes were organised as follows:

- **Pilot #1:** Policies for Infrastructures Maintenance and Repair; Policies for Parking Space Management and Urban Mobility (DAEM in Greece).
- **Pilot #2:** Policies for Citizens and Business Services Optimization (CFG in Italy).
- **Pilot #3:** Policies for Holistic Urban Mobility and Accessibility (NIC in Cyprus).
- **Pilot #4:** Energy Management and Optimization Policies (LIS in Portugal).
- **Pilot #5:** Urban Planning and Urban Mobility Policies (PRA in Czech Republic).

The AI4PublicPolicy Consortium



To learn more about our project you can follow us on our social media channels and can subscribe to our newsletter.

Key facts



Starting date: 1/3/2021



Duration: 36 months



EC funding: € 3.999.988,25



14 partners / 9 EU countries

Online presence



Coming soon: <https://ai4publicpolicy.eu>



<https://twitter.com/Ai4PublicPolicy>



<https://www.facebook.com/ai4publicpolicy/>



<https://www.linkedin.com/company/ai4publicpolicy/>