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# D8.2 Dissemination, Communication and Collaboration Plan and Activities V1

(Version 1.0, 31/08/2021)

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|---|---|---|
| **Deliverable:** | D8.2 “Dissemination, Communication and Collaboration Plan and Activities” | |
| **Work Package:** | WP8 “Dissemination, Exploitation and Standardization” | |
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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 |
| 10 | DIMOS ATHINAION EPICHEIRISI MICHANOGRAFISIS | DAEM | Greece |
| 11 | COMUNE DI GENOVA | CDG | Italy |
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| 13 | LISBOA E-NOVA - AGENCIA DE ENERGIA E AMBIENTE DE LISBOA | LIS | Portugal |
| 15 | REPORTBRAIN LIMITED | RB | United Kingdom |
| 16 | OBSHTINA BURGAS | BURGAS | Bulgaria |
| 17 | EKSO SRL | EKSO | Italy |

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| 1.0 | 31/08/2021 | VIL, GFT | Final version |

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## Abbreviations

| | |
|---|---|
| AI | Artificial Intelligence |
| DL | Deep Learning |
| EC | European Commission |
| EOSC | European Open Science Cloud |
| EU | European Union |
| GA | Grant Agreement |
| H2020 | Horizon 2020 Program of the European Commission |
| HPC | High Performance Computing |
| KPI | Key Performance Indicator |
| ML | Machine Learning |
| NLP | Natural Language Processing |
| VPME | Virtualized Policy Management Environment |
| WP | Work Package |

## Executive summary

This document ("D8.2 Dissemination, Communication and Collaboration Plan and Activities V1") describes the AI4PublicPolicy dissemination and communication strategy, elaborating on the incentives, objectives, methodology, tools, channels and evaluation methods identified as most suitable for implementing the strategy, within the framework of "WP8 Dissemination, Exploitation and Standardization". The strategy integrates dissemination and communication actions and assesses their impact with KPIs, while ensuring the visibility, dissemination and exploitation of the progress and findings of AI4PublicPolicy across the project's target groups and audiences. The project's 36-month strategy will be regularly updated based on a SMART approach (specific, measurable, achievable, realistic, timely and targeted) to ensure that each action focuses on the interests and needs of the stakeholder groups.

The main objectives of the dissemination, communication and collaboration plan are to:

- formulate the right messages targeted to distinct stakeholder groups, to stimulate their involvement through the execution of an effective stakeholder engagement plan;
- disseminate to the stakeholder communities the appropriate AI4PublicPolicy services and other use cases through networking, social media, targeted workshops and other channels in order to increase project awareness;
- assess the impact of the dissemination and community building activities;
- gather feedback on the AI4PublicPolicy expectations from the relevant stakeholders through the suitable networking activities identified.

This plan also describes the project's contributions to policy management, EOSC and AI communities' clusters and associations, including the BDVA and any cluster that will be established for the H2020 projects and will be funded as part of the same call. Regular participation and active contribution to meetings and workshops organized by these clusters, contribution to whitepapers and other publications jointly with other members of these clusters, as well as collaboration in the production of policy briefs and standards are all foreseen within the framework of the AI4PublicPolicy dissemination, communication and collaboration plan.

Overall, all the dissemination and communication activities will be geared towards today's digital, connected society, while making sure that stakeholders are properly and timely informed, facilitating their understanding and ultimately their on-boarding into the VPME and the market platform of the project.

# 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., the 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 EOSC with a dual objective. First to facilitate access to the Cloud and 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.

## 1.2 Description of WP8

WP8 "Dissemination, Exploitation and Standardization" is the dissemination, communication, exploitation and standardization work package of the project, describing all the actions that will be integrated to the project's 36-month dissemination and communication strategy. This work package aims at:

- Studying the external scenario for AI4PublicPolicy results, providing input and requirements related to market needs and trends and defining the market context for exploitation and positioning against competing solutions.
- Maximizing the impact of the project, aligning business opportunities and the roll-out of a credible business model with the technical and innovation activity.
- Assisting and complementing the technical development with the business perspective particularly, relating to future uptake and sustainability.
- Ensuring proper communication of AI4PublicPolicy outputs, outreach and stakeholder engagement and subsequently raising awareness to the scientific, industrial, and general public communities with the inclusion of three targeted workshops aimed at reinforcing user needs and their results.
- Following, contributing to, promoting and ensuring usage of the corresponding relevant standards, while supporting liaison and collaboration with other EC funded related initiatives.

## 1.3 Purpose and scope

This document, D8.2 "Dissemination, Communication and Collaboration Plan and Activities V1" was developed within the framework of the tasks T8.1 "Dissemination and Communication Activities" and T8.2 "Contributions to Clusters and Associations" aiming to present the dissemination and communication strategy that AI4PublicPolicy employs to achieve promotion and impact of the project outcomes to the targeted audiences. In order to define the most appropriate methods to disseminate and communicate the project, this document presents the objectives, focal points, channels and

tools that will be utilized within the dissemination strategy of the project to reach all identified target audiences.

In this context, this deliverable:

- describes the AI4PublicPolicy dissemination approach;
- elaborates on the goals of the plan;
- describes the tools and channels that will be used;
- identifies stakeholders that constitute the project's target audience and the intended engagement with these target groups;
- elaborates on the contribution of the project to clusters and all the relevant synergetic activities that will be undertaken;
- provides the monitoring and evaluation procedures for the dissemination strategy.

The AI4PublicPolicy D8.2 "Dissemination, Communication and Collaboration Plan and Activities V1" is intended to be regularly assessed and updated based on the forthcoming project's achievements and contributions from partners. In this direction, D8.3 "Dissemination, Communication and Collaboration Plan and Activities V2" and D8.4 "Dissemination, Communication and Collaboration Plan and Activities V3" will be developed later in the project. The responsibilities of the consortium partners are also clarified in this deliverable, along with guidelines and suggestions under the continuous monitoring of the WP8 leader.

## 1.4 Structure of the deliverable

D8.2 "Dissemination, Communication and Collaboration Plan and Activities V1" includes five chapters that discuss and analyse in detail different thematic topics concerning the AI4PublicPolicy dissemination and communication strategy. More specifically:

- The **first chapter** of the document is introductive, aiming to provide some basic information regarding the AI4PublicPolicy project, a brief description of WP8 "Dissemination, Exploitation and Standardization", the purpose and scope of the deliverable, its structure and relation to other WPs and tasks.
- The **second chapter** of the deliverable analyses the dissemination and communication strategy of the project, discussing important topics about why the partnership needs to disseminate and communicate the project, the target audiences, a specific timeline about what needs to be communicated and when, as well as some guidelines to recall when carrying out dissemination activities.
- The **third chapter** of the document analyses the dissemination and communication tools and channels that are going to be exploited within the framework of AI4PublicPolicy's dissemination strategy. More specifically, it discusses the project's visual identity (logo, document and presentation templates, flyers, posters, etc.), the AI4PublicPolicy website, the social media channels, the project's events database, the intended stakeholders' database, as well as the targeted synergies and synergetic activities.
- The **fourth chapter** is a summary of the dissemination actions, tools, channels and objectives that were analysed in the previous sections.
- The **fifth chapter** of the deliverable refers to the monitoring and evaluation tools that will be utilised for implementing the project's dissemination and communication strategy, as well as the expected results.

## 1.5 Relation to other WPs and tasks

The broader goal of the dissemination and communication strategy of AI4PublicPolicy is to raise awareness in diverse environments and ensure that its projected results will be leveraged by the identified stakeholder groups. Hence, WP8 is directly associated with the outcomes of the different WPs since they feed useful content to be disseminated from the partnership.

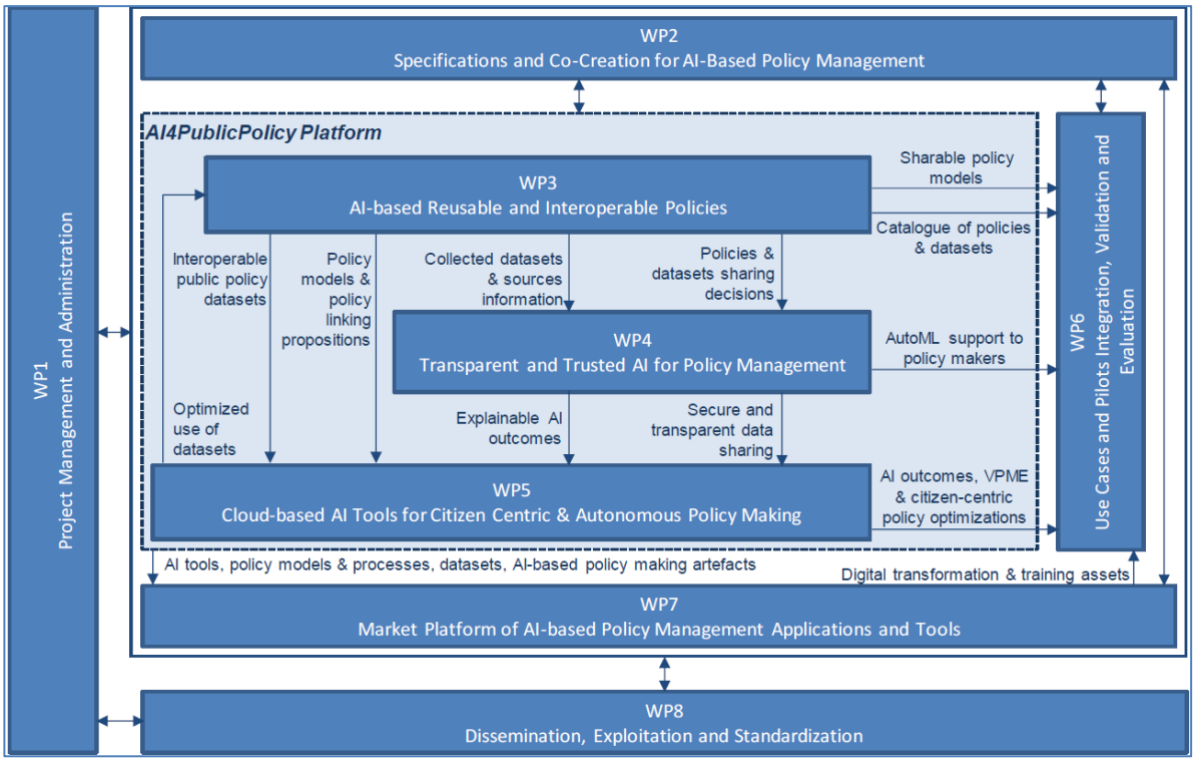



**Figure 1: The AI4PublicPolicy workplan**

Figure 1 depicts the AI4PublicPolicy project methodology and workplan. WP8 is the dissemination, communication, exploitation and standardization work package of the project. As such it interacts horizontally and closely with all the other work packages of the project in order to disseminate, communicate, sustain and exploit their results. Therefore, the dissemination and communication activities interact with and support all project activities that take place within the context of other work packages.

# 2 Dissemination and communication strategy

The dissemination and communication activities of AI4PublicPolicy aim to raise awareness regarding the project among the target audiences of specific stakeholder groups that constitute the project's community, thus maximising the outreach of the project activities and results. The goal is to ensure that adequate information and key messages are shared with the appropriate audiences on a timely basis utilising the most effective channels and methods.

An effective communication strategy for the thirty-six (36) months of the AI4PublicPolicy project is essential to deliver to all stakeholder groups the various outputs developed within the framework of the project. To achieve this, the AI4PublicPolicy dissemination and communication strategy needs to answer to some key questions that will guide the dissemination and communication activities of the consortium. These questions are:

- **Why** to disseminate and communicate?
- **To whom** to disseminate and communicate?
- **What** to disseminate and communicate?
- **When** to disseminate and communicate?
- **How** to disseminate and communicate?

The following sub-chapters elaborate on the abovementioned questions to provide a detailed overview about the AI4PublicPolicy dissemination and communication strategy.

## 2.1 Why to disseminate and communicate

All AI4PublicPolicy project partners are involved in the dissemination and communication efforts and need to engage in relevant activities to raise awareness, transfer key messages and achieve impact for the project, especially in their own countries and communities. The rationale behind a carefully drafted dissemination and communication strategy lays its foundations on the requirements for attaining the maximum possible impact for the project by reaching target audiences and communicating the right messages. This need is derived from:

- the **main, generic objectives** of deploying a dissemination and communication strategy in EU-funded projects;
- the **dissemination goals** of AI4PublicPolicy;
- the **contractual obligations** stated in the Grant Agreement.

### 2.1.1 Main dissemination objectives in EU projects

The AI4PublicPolicy dissemination and communication strategy addresses specific needs within the context of the project, identified as:

- **Engagement of stakeholders**: to achieve its ends, AI4PublicPolicy will seek to engage with a body of third parties which will act as potential contributors to the development, evaluation, uptake and exploitation of its outcomes and encourage their participation to the project's actions on a systematic and regular basis.
- **Awareness building**: to secure a certain level of impact, it is crucial for AI4PublicPolicy to work towards the cultivation of its awareness status in the diverse environments of the target audiences.
- **Feedback extraction**: AI4PublicPolicy is a multidisciplinary project, expected to produce a series of reports and tools. It is purposeful to disseminate such materials towards target audiences that will grasp the knowledge and provide valuable critical insights about it.
- **Fostering collaboration:** as AI4PublicPolicy is operating in a cross-European and multidisciplinary level, there are multiple entities which would be of high influence on the project in terms of creating a network of organisations interested in the progress and findings of the project.

### 2.1.2 Dissemination goals

The dissemination, communication and collaboration plan and activities of the AI4PublicPolicy project are aligned with the objectives of "WP8 Dissemination, Exploitation and Standardization" aiming at:

- Studying the external scenario for AI4PublicPolicy results, providing input and requirements related to market needs and trends and defining the market context for exploitation and positioning against competing solutions.
- Maximizing the impact of the project aligning business opportunities and the roll-out of a credible business model with the technical and innovation activity.
- Assisting and complementing the technical development with the business perspective particularly, relating to future uptake and sustainability.
- Ensuring proper communication of AI4PublicPolicy outputs, outreach and stakeholder engagement and subsequently raising awareness to the scientific, industrial, and general public communities with the inclusion of three targeted workshops aimed at reinforcing user needs and their results.
- Following, contributing to, promoting and ensuring usage of the corresponding relevant standards, while supporting liaison and collaboration with other EC funded related initiatives.

The key pillars of the AI4PublicPolicy dissemination strategy evolve around the following project objectives:

- Integrating the project into the global ecosystem of AI-based Data Driven Policy Development Activities.
- Federating Big Data 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.

### 2.1.3 Contractual obligations

According to the contractual obligations stated in the project's Grant Agreement, the AI4PublicPolicy consortium should disseminate and communicate the progress and findings of the project to the identified stakeholder groups and the public in general. More specifically:

- **Article 29.1** "Obligation to disseminate results" states that "*Unless it goes against their legitimate interests, each beneficiary must - as soon as possible - 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)*".
- **Article 38.1.1** "Obligation to promote the action and its results" states that "*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner*".

Additionally, it should be noted that in **Article 29.4** of the Grant Agreement "Information on EU funding - Obligation and right to use the EU emblem", it is stated that "*Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004480". When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency".*

Figure 2: The EU emblem

## 2.2 To Whom to disseminate and communicate

To ensure maximum impact, the project's dissemination, communication and collaboration plan and activities are selective about the choice of audiences and strategic about the ways that each target audience will be approached. AI4PublicPolicy targets various stakeholders from different organisational, economic, and social contexts, with the core group of stakeholders being comprised of:

- **Policy makers** and **public authorities**;
- **Industry actors** (AI, Big Data and cloud solution providers and integrators);
- **Research & Innovation communities** (EC-funded projects, EOSC, Big Data experts, researchers in the human and social sciences, BDVA, open-source communities);
- **Citizens** and **businesses.**

Key messages about the project will be delivered to these stakeholder groups using the right communication channels and tools for each specific category. A comprehensive set of activities aiming at building bridges between existing communities, facilitating face-to-face exchange between main stakeholders representing different backgrounds and interests will also be implemented. These are of upmost importance to the project success, representing, per se, the development and co-design of the project outcomes.

AI4PublicPolicy project's implementation will take place in three different phases involving various stakeholder groups in each phase, as seen in **Error! Reference source not found.** below.

Table 1: Overview of main AI4PublicPolicy project phases

| Project Phase | Scope & Goals | Infrastructures – TRL | Stakeholders Engagement |
|---|---|---|---|
| **Specification & Fine Tuning of the AI4PublicPolicy Concept (M1-M9)** | Detailed definition of the AI4PublicPolicy concept, driven by user studies and user requirements | Lab prototypes & deployments; Solutions mock-ups (TRL>=3-4) | Consortium Members and External Stakeholders (i.e., citizens, businesses, policy makers and public authorities from the partners' business networks, etc.) |
| **Initial Integration & Technical Validation (M10-M24)** | Integration and Technical Validation of AI4PublicPolicy's Use Cases based on the initial version of the solutions | Small Scale Deployments in Controlled Environments in the Public Authorities (TRL>=5-6) | Consortium Members and policy makers and public authorities (including their employees), AI and Big Data solution providers and integrators |
| **Technical & Business Validation (M24-M36)** | Technical and Business Validation of Use Cases based on final versions of platform & AI Tools | Deployment in Cloud and use in Pilot Environment with real life data and users (TRL>= 6-7) | Consortium Members and citizens, businesses, policy makers, public authorities and AI solution providers; Participants to the project's EOSC Portal/Marketplace. |

The following sub chapters are dedicated to describing the major stakeholder groups identified within the framework of the project.

### 2.2.1 Policy makers and public authorities

Policy makers and public authorities are the most fundamental stakeholder group for AI4PublicPolicy, since the project's business plan for sustaining, expanding and commercializing the AI tools and the VPME depends on the development of a community of interested and engaged public authorities and other policymakers around the project's platform. The project also depends on this stakeholder group to contribute valuable datasets and policy models to the project's platform.

To liaise with policy making organizations at a regional, national and EU level, the AI4PublicPolicy consortium will participate in workshops, conferences and stakeholders' events about smart cities, regional development, and policy making in areas such as inclusive and sustainable growth, sustainability policies, medical policies, fiscal policies and more. Furthermore, the project will disseminate its results in the smart city networks and e-government initiatives where several partners participate with a leading role. For example, several of the public authorities of the consortium participate actively in networks and initiatives like EuroCities, the European Creative Hubs Network, the Impact Hub Network, the Covenant of Mayors, the Cities in Transition, the ECOLISE, the ENoLL network, the Capital Cities & Regions Network (CCRN), the CIVITAS network and more.

The AI4PublicPolicy consortium will undertake several activities towards engaging European policy makers and public authorities around the project's VPME, following a classification approach based on the size of the institutions and their engagement in specific policy areas and thus, customizing the messages and results addressed to them accordingly. These activities also include direct contacts and live demonstrations to policy makers and relevant stakeholders, as well as participation in all high-profile exhibitions and trade-fairs about Big Data and AI in e-government.

Additionally, several activities to engage policy makers will be undertaken on a local level, through the "local cluster" consortium partners in each project pilot use case. These local ecosystems will be invited to participate in the project's 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 EU-level ecosystems, 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 European policy makers (e.g., local and regional authorities, central governments, think tanks, etc.).

This stakeholder group benefits from AI4PublicPolicy project through the improved efficiency and effectiveness of the policymaking process. Given the complexity of our societies, public authorities need innovative means and tools that can enable them to develop better evidence-based policies, as well as:

- resource efficiency in policy development;
- scalable development and optimization of citizen centric policies;
- increased automation and cost-efficiency in handling very large datasets;
- policies interoperability and reuse;
- confronting shortage of policy making experts;
- opportunities for policies evaluation and optimization.

Therefore, public authorities can take advantage of cloud-based offerings to improve scalability, cost-efficiency, flexibility and quality of service of their public services. They can leverage cloud environments as a vehicle for breaking IT silos towards wider systems consolidation and interoperability. The transition of public services towards clouds can provide opportunities for increased use by the general public (e.g., through the ubiquitous access advantage of clouds), cost reductions and improved economies of scale, as it reduces the time needed to develop and roll out new services for the administration and citizens. What is more, cloud computing enables public authorities to harvest the vast amounts of data that they regularly collect and generate, including

data from governmental databases and interactions with the citizens, data from public infrastructures (e.g., smart city sensors), as well as data from alternative sources such as social networks and the public internet. In this context, public authorities can develop evidence-based, data-driven policies, which aim at being more efficient given that they account for multiple (combined) datasets obtained.

### 2.2.2 Industry (AI, Big data and cloud solution providers and integrators)

AI4PublicPolicy's dissemination, communication and collaboration plan and activities target AI, cloud and Big Data innovators and solution providers and integrators as a very essential stakeholder group to reach and attract around the project's VPME. Reaching out to these communities on a local and global level will guarantee the provision of necessary feedback on the project's outputs and will also ensure their exploitation and sustainability beyond the project's lifespan. To this end, AI and Big Data solutions providers will play a dual role in the AI4PublicPolicy exploitation and sustainability phase: firstly, they will enhance the VPME with innovative tools and contribute AI and Big Data components to the project's implementation. Secondly, they will help AI4PublicPolicy attract more policy makers around the VPME platform (e.g., public authorities from their territories), by exploiting their network and expanding the number of the interested stakeholders around the project's advances.

To achieve this, the project will create all the necessary supporting documentations and additional tutorials about the AI4PublicPolicy VPME and will organize events for providers of innovative AI, cloud and Big Data tools for policy development. Hence, AI4PublicPolicy will ensure that:

- The technology advances are properly disseminated to peer projects and technical constituencies through peer-reviewed and specialised journals and conferences.
- The project's innovative technical outcomes (e.g., AI algorithms and tools) are disseminated via articles, posts and whitepapers in social and electronic media.
- New technology advances are also disseminated through high-impact publications and conferences, as well as scientific forums, mostly by academic and research-oriented partners, and through the establishment of synergies with peer projects.
- Industry partners organise relevant workshops, information days and internal and external client meetings.
- The consortium pursues publications of the technical and policy-related results of the project in technical and policy journals. Likewise, publications in relevant AI and e-government conferences should be targeted.

This stakeholder category benefits from the project through the increased efficiency and access to new business opportunities, mostly by exploiting the main technical pillars of the project's approach for AI-based evidence policies development, including:

- AI tools for policies modelling, extraction, simulation and recommendation;
- tools and techniques for transparent and trustworthy policy development (e.g., XAI, cybersecurity for AI);
- citizen-centric policy optimization leveraging on AI tools for collecting citizen data (e.g., chatbots, on-line surveys) and for analysing it (e.g., opinion mining, sentiment analysis);
- semantic interoperability and policy linking technologies (e.g., ontologies, archetypes, ontology engineering tools) enabling the reuse, repurposing and linking of policies across different organizations and policy development contexts.

More specifically, the vision of data-driven policy making entails the use of Artificial Intelligence (AI) as a means of increasing efficiency. Cloud computing provides scalable ways for persisting and integrating big data from heterogeneous data sources, including data with high ingestion rates (e.g., streaming data from Internet of Things (IoT) sources) and social media. Coupled with High Performance Computing (HPC) capabilities, cloud computing infrastructures also enable the execution of advanced data analytics capabilities over these datasets, to leverage the outcomes of Machine Learning (ML) and Deep Learning (DL) techniques towards holistic and actionable insights. AI4PublicPolicy will leverage advanced analytics for policy making, notably AI-based analytics techniques, opinion mining, sentiment analysis, text analytics over documents, etc. All these analytics will be deployed as (reusable and configurable) services, and will be executed over cloud

infrastructures that will fulfil both the computing-related requirements of AI and the data-related requirements (through the envisioned tools for data interoperability, linking and integration). The project will also provide a library of AI (ML/DL/RL) algorithms for policy making, which will empower the policy modelling, simulation and policy recommendation tools of the project. All of the abovementioned tools can be broadly exploited by the solution providers and integrators.

### 2.2.3 Research & Innovation community (EC-funded projects, EOSC, Big Data experts, researchers in the human and social sciences, BDVA, open-source communities)

AI4PublicPolicy targets close connections and collaboration with the Research & Innovation community and all policy-development and policy-management projects, including projects in technological areas, such as cloud services, Big Data, and Smart Cities, as well as Big Data Value Association (BDVA) members and stakeholders of the AI4EU platform. The project will also contribute to clusters and associations that are linked to the policy management, the EOSC and the AI communities, including any cluster that will be established for the H2020 projects that will be funded as part of this call. These connections will be based on the existing connections and memberships of the AI4PublicPolicy partners and to support them the consortium will participate in relevant community events.

Overall, there are many perks for the Research & Innovation community stemming from the AI4PublicPolicy project, due to the high value, quality research outcomes and project results that set the ground for further research and knowledge exchange. What is more, the solutions and policy making services that AI4PublicPolicy will make available through pan-European infrastructures, such as the EOSC Portal, provide access to the required computing and HPC resources, as needed for experimenting and fully leveraging AI technologies.

### 2.2.4 Citizens and businesses

AI4PublicPolicy's outcomes will be validated and evaluated in the scope of five (5) real-life pilots, which involve relevant stakeholders across the entire development and validation lifecycle, using a co-creation methodology and a participatory design approach, to ensure the citizen-centric nature of the VPME, as well as the development of proper resources for the digital transformation of public authorities and other policy making stakeholders. The reception and analysis of citizens' feedback is necessary to establish mechanisms that will extend the project's use cases with new purpose driven and impactful AI-based policy models and technologies. The development of policies needs to involve local actors, such as citizens and businesses, in order to ensure higher levels of acceptance for policies and of trust in the authorities. Moreover, engaging citizens and local actors in the generation of data or in the analysis of Big Data and its ethical issues can assist local governance. For this reason, the project aims to mobilize local ecosystems of the use cases in the definition of their policy requirements, their potential business models, as well as their set-up and operation.

Hence, citizens' involvement guarantees the development, evaluation and optimization of citizen-centric policies. Depending on each pilot use cases' specifities, the method and extent of citizen involvement will differ. For example, the pilots led by DAEM (Athens), NIC (Nicosia) and BURGAS (Burgas) will mostly involve citizens, while the CDG (Genoa) pilot will involve both citizens and businesses. A brief description of each one of the policy development pilots in AI4PublicPolicy is provided in Chapter 3.9. AI4PublicPolicy will also involve businesses in the co-creation processes and pilot-site workshops to solicit their general feedback on AI-based policy making. Overall, the involvement of policy makers and citizens as primary stakeholders will be prioritized, while businesses will be involved as secondary stakeholders to provide their feedback. Thus, since most pilot services are addressed to citizens and public administrations, the involvement of citizens and policy makers will be more intense in the co-creation processes.

Citizens and businesses significantly benefit from the AI4PublicPolicy project since a lot of emphasis is placed on citizen-centric policies development and optimization that can lead to life quality improvement. This stakeholder group has the opportunity to participate in the policy making process, continuously contribute to the improvement of policy design and thus, facilitate the process of

creating targeted policies. The real-life policy development scenarios that AI4PublicPolicy will address evolve around everyday life challenges that need further optimization and more specifically:

- Maintenance infrastructure planning, smart parking and efficient fiscal policies in the city of Athens;
- Policies for optimizing Services to citizens and businesses in the city of Genoa;
- Holistic and accessible urban mobility policies in Nicosia municipality;
- Energy management policies in the city of Lisbon and
- Data-driven water infrastructure planning and maintenance policies in Burgas.

The involvement of multi-disciplinary and multi-sectoral teams to explore the complexity of these challenges, including the problems raised by Big Data uses and the consideration of precautionary approaches to address such problems, is essential for the success of the project.

### 2.2.5 Summary of stakeholder groups

Mobilizing the different stakeholder groups to create an engaged and vibrant community around the project is a top-priority objective and critical for the overall success of the project. To this end, several actions will be undertaken to engage these stakeholder groups and create an active community of interested stakeholders around the project's VPME and marketplace. Table 2 summarizes the stakeholder groups of the AI4PublicPolicy project, as well as the benefits occurring for each category from the project.

**Table 2: AI4PublicPolicy stakeholder groups**

| Stakeholder Groups | Target Audiences | Benefits |
|---|---|---|
| **Policy Makers & Public Authorities** | EU, national, regional policymakers<br>Municipalities<br>NGOs<br>SDOs | • Resource efficiency in policy development;<br>• Scalable development and optimization of citizen centric policies;<br>• Increased automation and cost-efficiency in handling very large datasets;<br>• Policies interoperability and reuse;<br>• Confronting shortage of policy making experts;<br>• Opportunities for policies evaluation and optimization. |
| **Industry actors** | AI, Cloud, Big data solutions providers and integrators | • Increased efficiency and access to new business opportunities.<br>• Use of AI as a means of increasing efficiency, as well as tools and techniques for transparent and trustworthy policy development (e.g., XAI, cybersecurity for AI);<br>• Semantic interoperability and policy linking technologies (e.g., ontologies, archetypes, ontology engineering tools) enabling the reuse, repurposing and linking of policies across different organizations and policy development contexts.<br>• Cloud computing scalable ways for persisting and integrating big data from heterogeneous data sources. |

| | | |
|---|---|---|
| | | • High Performance Computing (HPC) capabilities that enable the execution of advanced data analytics capabilities over these datasets<br>• Advanced analytics for policy making, notably AI-based analytics techniques such as ML/DL/RL algorithms for extracting policies from datasets, opinion mining, sentiment analysis, text analytics over documents, chatbots for citizen's and policy makers interaction, etc. |
| **Research & Innovation community** | EC-funded projects<br>EOSC<br>Big Data experts<br>Researchers in the human and social sciences<br>BDVA<br>Open Source Communities | • High quality research outcomes<br>• Opportunities for further research and knowledge exchange<br>• Access to required computing and HPC resources, solutions and policy making services available through the EOSC Portal for experimenting and fully leveraging AI technologies. |
| **Citizens and businesses** | Residents and businesses at pilot sites<br>Citizens impacted by future AI4PublicPolicy adoptions | • Participation in the policy making process<br>• Continuous contribution to the improvement of policy design<br>• Facilitation of the process of creating targeted policies. |

## 2.3 What to disseminate and communicate

Within the framework of the AI4PublicPolicy dissemination, communication and collaboration plan and activities, there are several project outcomes that need to be disseminated, with the primary outcome being the AI-based Virtualized Policy Management Environment (VPME). These outcomes are summarised in Table 3 below.

**Table 3: AI4PublicPolicy outcomes to disseminate**

| Outcome | Type | Target audience | Indicator of success |
|---|---|---|---|
| **Reference model for AI-based policy management in public organizations**<br>*O#1 (WP2)* | Conceptual model and reference architecture | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities. | Number of AI tools for policy making to be specified >=8;<br>VPME Reference Architecture to be Specified >=1;<br>Organizational Transformation Blueprints >=6 |

| | | | |
|---|---|---|---|
| **AI-based policy modelling, simulation and recommendations tools**<br>*O#2 (WP3)* | ICT tools | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities. | Reduced time to model and develop a policy model >=50%;<br>Reduced time to benchmark and compare alternative policies >100% |
| **Standards-based ontologies and archetypes for policy management/ making**<br>*O#3 (WP3)* | Ontologies | Policy makers / Public authorities;<br>Research & Innovation communities. | Ontologies and Taxonomies to be reviewed for specifying the AI4PublicPolicy Ontologies >=10;<br>Number of Ontologies and Archetypes to be produced >=6;<br>Number of Policies to be reused across organizations in the AI4PublicPolicy market platform >=5;<br>Policy Linking Tool >=1 |
| **Explainable AI (XAI) techniques that will boost the transparency and interpretability of AI-based public policy management,**<br>*O#4 (WP4)* | ICT tools | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities. | Number of XAI algorithms/techniques to be introduced and validated >=8;<br>Policy Interpretation tool >1;<br>Cyber-security / Cyber-defence Techniques for AI Systems to be Implemented (Evasion, Poisoning) >=2; |
| **AI technologies in order to establish scalable mechanisms for receiving and analysing citizens' feedback**<br>*O#5 (WP5)* | ICT tools | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities;<br>Citizens and businesses. | Artificial Intelligence (AI) tools for citizens interaction and feedback >=3;<br>Policy optimization models and algorithms >=3 |
| **Virtualized Policy Management Environment (VPME) that will be made available through the EOSC portal**<br>*O#6 (WP5)* | ICT tools | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities;<br>Citizens and businesses. | AI models deployed over the European Open Science Cloud (EOSC) >=10;<br>Virtualized Policy Management Environment integrated with EOSC >=1;<br>Stakeholders accessing Virtualized Policy Management Environment through EOSC/EGI >=100 |
| **AI4PublicPolicy real-life pilot activities**<br>*O#7 (WP6)* | Pilot activities | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & | Pilot systems to be integrated and deployed >=5;<br>Policy Development Use Cases to be Integrated >=10;<br>Policy Makers (individuals) to be engaged in the pilots >20; |

| | | | |
|---|---|---|---|
| | | Innovation communities;<br>Citizens and businesses. | Policy Making Stakeholders engaged in the Co- Creation Processes >=100;<br>Tools repurposed and reused across scenarios and use cases >=5 |
| **Market platform that will centralize access to resources associated with AI-based policy management and policy development, including the VPME, AI tools, datasets, training resources, digital transformation blueprints, the integrated VPME and more.**<br>*O#8 (WP7)* | ICT tools | Policy makers / Public authorities;<br>Big Data and cloud solution providers and integrators;<br>Research & Innovation communities. | Policy Makers Registered in the Market Platform>=500;<br>Public Organizations Registered in the Market platform>=150;<br>Training programs available in the market platform>=3;<br>Policy Making Datasets in the Market Platform>=20;<br>AI algorithms in the market platform>=10;<br>AI tools for policy making in the market platform>=5 |

## 2.4 When to disseminate and communicate

Overall, the AI4PublicPolicy project is going to be implemented in three (3) different phases, specified as follows:

- **Phase 1** (M1-M9) – early in the project: Specification and fine tuning of the AI4PublicPolicy concept;
- **Phase 2** (M10-M24) – during the project: Initial integration and technical validation;
- **Phase 3** (M24-M36) – at the end of the project: Technical and business validation.

The dissemination and communication strategy of the project has been adjusted according to the needs and specifities of each project phase to ensure the optimal timing to engage in any sort of dissemination and communication activities. Hence, the AI4PublicPolicy consortium has identified three different time phases for its dissemination, communication and collaboration plan and activities, where different activities have been assigned to different project phases, with the aim to constantly review and update this strategy according to the progress and new findings of the project.

More specifically:

- **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 has already been initiated, enabling them to provide constant feedback during this early phase, mainly via 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 important to inform the research community and policy makers about the first results of the project and ensure appropriate peer review. The documentation and showcase of the results of the pilot use cases is of high importance at this stage of the project, requiring the identification of exploitation target goals and dissemination through online, trade and industry channels, scientific publications and participation in conferences. Moreover, online marketing activities will ensure wide participation of the target audiences 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. The dissemination activities will focus on building up a constituency of support for the project's follow-up activities, as well as on providing evidence to support the exploitation and sustainability of the AI4PublicPolicy outcomes. The focus will shift on promoting the adoption of the key project results via exhibitions and trade fairs, live demonstrations and client presentations.

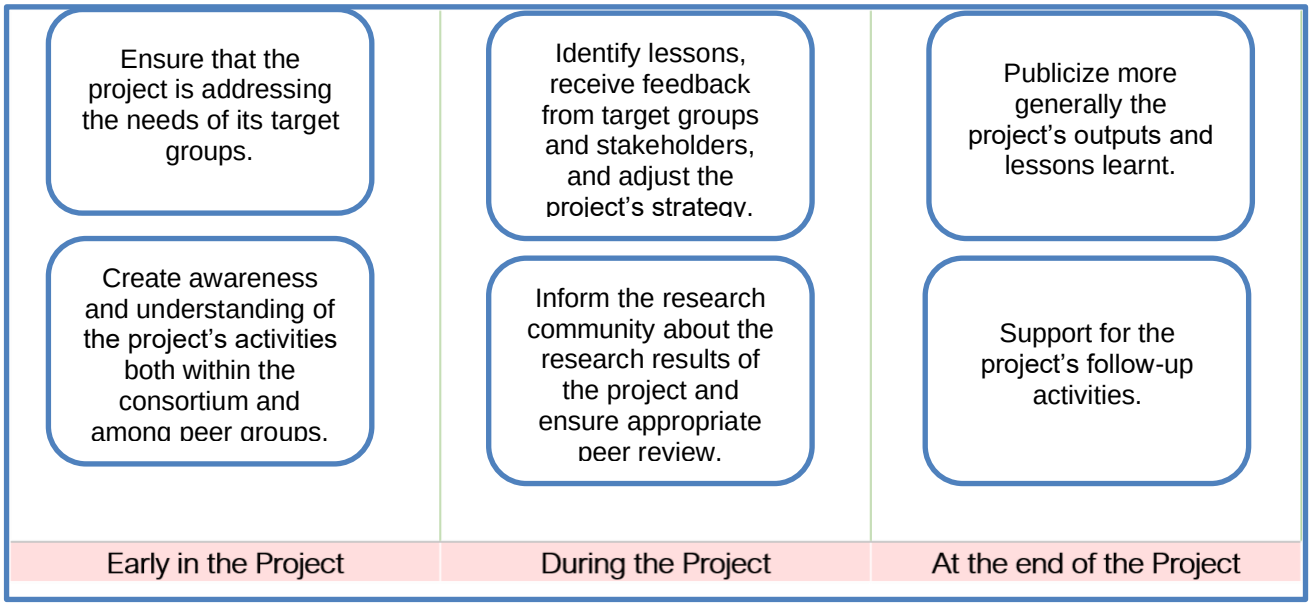



**Figure 3: AI4PublicPolicy dissemination time stages**

Figure 3 summarizes the three different dissemination phases of the AI4PublicPolicy project, as well as the focus of the dissemination and communication activities during each phase.

## 2.5 How to Disseminate

The AI4PublicPolicy 36-month dissemination and communication strategy is built upon a "SMART" approach (specific, measurable, achievable, realistic, timely, targeted) with the aim to be frequently reviewed and updated. This approach ensures that each action focuses on the interests and needs of well-defined stakeholders, with a specific start and end point, and the impact of the dissemination and communication activities is measurable with KPIs.

Planning for the dissemination and communication strategy for AI4PublicPolicy started from the project's kick-off, with concrete actions and timelines defined for each partner according to their networks and expertise (see Appendix 1: Partner specific dissemination strategy). The dissemination and communication activities are geared towards the modern digital, connected society, making sure that stakeholders are properly and timely informed, thus facilitating their understanding of the project and ultimately their on-boarding into the VPME and the market platform of the project. Partner and project branding play an important part in this direction, as well as the profiles of the target audiences to formulate coherent, effective messages.

Two levels of strategies for the dissemination of the project's results and its progress have been identified to ensure maximum effectiveness:

- The consortium's **overall strategy**, that is the dissemination and communication strategy in which the consortium plans and acts as a whole.
- The **individual strategy of each consortium member**, according to the specific type of the organisation, their role and resources in the project, etc. More information regarding the

individual strategies of the consortium partners can be found in “Appendix 1: Partner specific dissemination strategy”.

The overall dissemination and communication strategy includes activities that can be divided into internal and external dissemination and communication according to the target audiences they are addressed to. More specifically:

- The **internal dissemination and communication** includes the instruments and activities that intend to raise awareness regarding the results destined for the consortium members and that are not available to the public in general. This kind of dissemination includes:
  - Project meetings and their resulting reports (physical, virtual);
  - Information exchange e.g., through mailing lists;
  - A collaborative workspace document repository;
  - Reports, publications, deliverables, etc.;
  - On-line collaboration through different means e.g., dissemination report form submission, regular WP and Task related meetings, online documents collaboration, blog posts and comments from partners, doodle polls etc.

  GFT, the project coordinator, has created an **online project management tool** for internal use among the consortium partners in order to organize, manage, track and monitor all the activities that have been or need to be undertaken within the framework of the project, as well as an **online repository** to upload all the content produced during the project’s duration (Figure 4). VIL, the dissemination and communication manager of the project has also developed an online tool for tracking and monitoring all the dissemination and communication activities that the consortium engages with. More information regarding this tool is provided in Chapter 5.1.

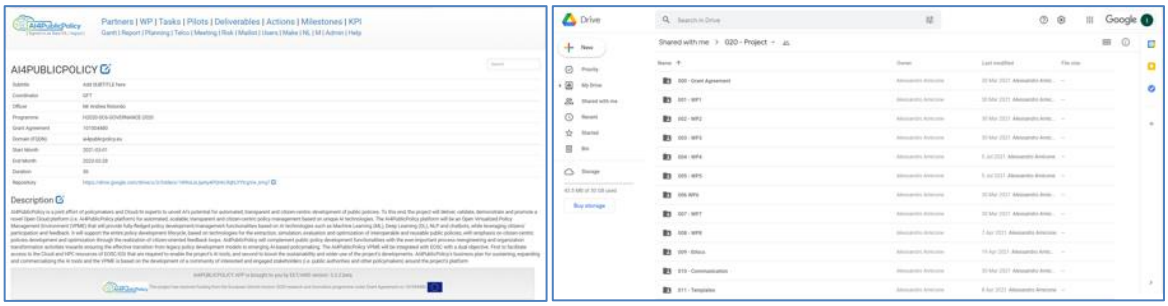



**Figure 4: AI4PublicPolicy internal communication tools**

- The **external dissemination and communication** refer to activities and means which create awareness of the project’s partial and overall results and document the project’s progress. The targets of those dissemination activities are specific users and interest groups that have been identified above, as well as the general public.

AI4PublicPolicy proposes a **mixed approach** for the effective dissemination of its aims and results, facilitated by a variety of activities, both external and internal. This approach is based on:

- achieving reputation or a “name in the field” by using the media (including social media), speaking at conferences and writing for journals;
- networking – making and sustaining personal contacts and “selling” the project to other people who could prove to be useful contacts;
- capturing the interest of existing initiatives;
- visiting decision-making units and attending EC workshops and info days;
- communicating with other project consortiums;
- being contactable, accessible and creative.

All consortium members engage in communication activities locally, within the context of their countries to reach European and international audiences. Additionally, partners are committed to removing unintentional gender biases in their communication tools and actions, aiming to

communicate project activities and results in a **gender-inclusive** way. All communication activities, tools and channels are described in detail in the following chapter (Chapter **Error! Reference s ource not found.**).

# 3 Dissemination and communication tools & channels

In AI4PublicPolicy project, WP8 “Dissemination, Exploitation and Standardization” is responsible for defining the AI4PublicPolicy branding, as well as designing and delivering an SEO-based, responsive website that evolves over the project’s lifecycle, incrementally showcasing results, data services and information about the project’s marketplace, thus facilitating the long-term sustainability of AI4PublicPolicy. The communication kit comprises regularly updated content and promotional material (e.g., posters, flyers, etc.), videos and in-house newsletters, policy briefings, press kits (logo, press releases and press coverage), etc. The kit will evolve to include market campaigns as an essential action towards disseminating results and fully exploiting the assets accrued. All messages are specifically tailored to the different audiences targeted and updated to reflect the project’s status and ensure that the benefits and potential of AI4PublicPolicy are clearly communicated in easily digestible formats and wording and therefore accessible to the citizens and other non-IT savvy constituencies. The tools and channels utilized to achieve the abovementioned goals are described in detail in the following chapters.

## 3.1 Visual identity

### 3.1.1 Logo

An essential part of building a brand is designing and creating a logo that ensures the recognition of the project and communication of its identity. The AI4PublicPolicy logo (Figure 5) design is mostly inspired by the novel AI-based Open Cloud platform that the project will develop, representing aspects and characteristics of the Virtualized Policy Management Environment (VPME), which is the main outcome of the project.


**Figure 5: AI4PublicPolicy logo**

#### *3.1.1.1 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’s 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.

#### *3.1.1.2 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.

#### *3.1.1.3 Symbol*

When deciding on the symbolism (Figure 6) behind the logo, the aim was to communicate the fundamental project output, i.e., the Open Cloud VPME, 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 6: AI4PublicPolicy symbol

### 3.1.2 Document and presentation templates

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 colour being the most dominant.

### 3.1.3 Template for documents

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


Figure 7: 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 the consortium partners, the revision history of the document, the table of contents/figures/tables, and abbreviations.

The document also proposes some 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.

### 3.1.4 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. More specifically, the colours used for the project's presentations are:

- **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., introductive slide, main slides, closing slide.

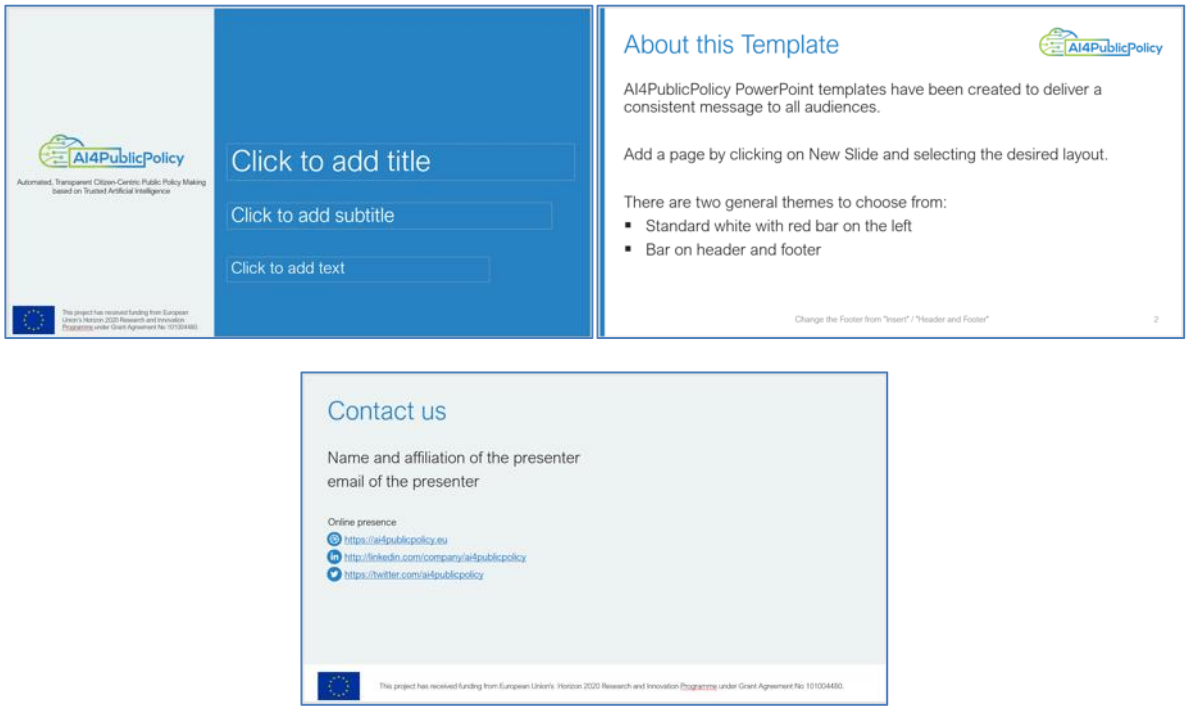



**Figure 8: Template for presentations**

### 3.1.5 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 an overview, the objectives, and the expected outcomes of the project to the target audiences in an efficient way and through consistent messages.

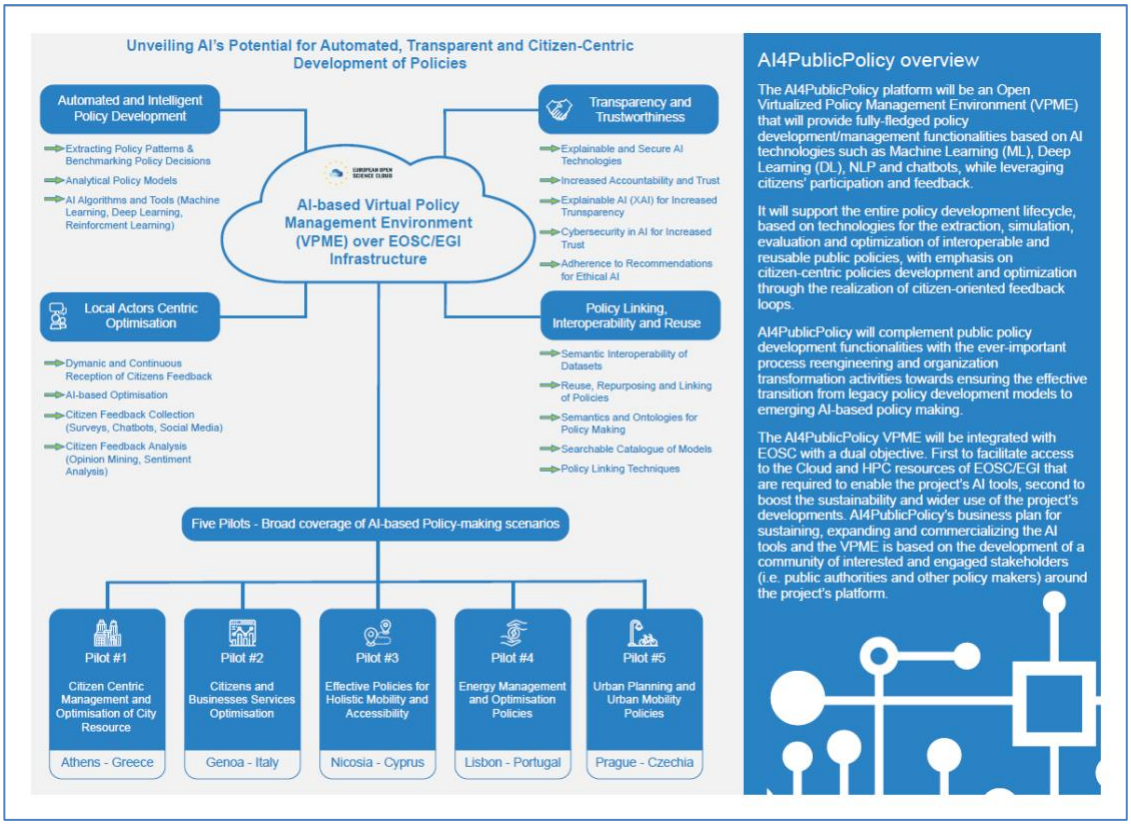




**Figure 9: AI4PublicPolicy flyer**

### 3.1.6 AI4PublicPolicy poster

The AI4PublicPolicy posters (more than three 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. Figure 10 depicts the first poster developed for AI4PublicPolicy.

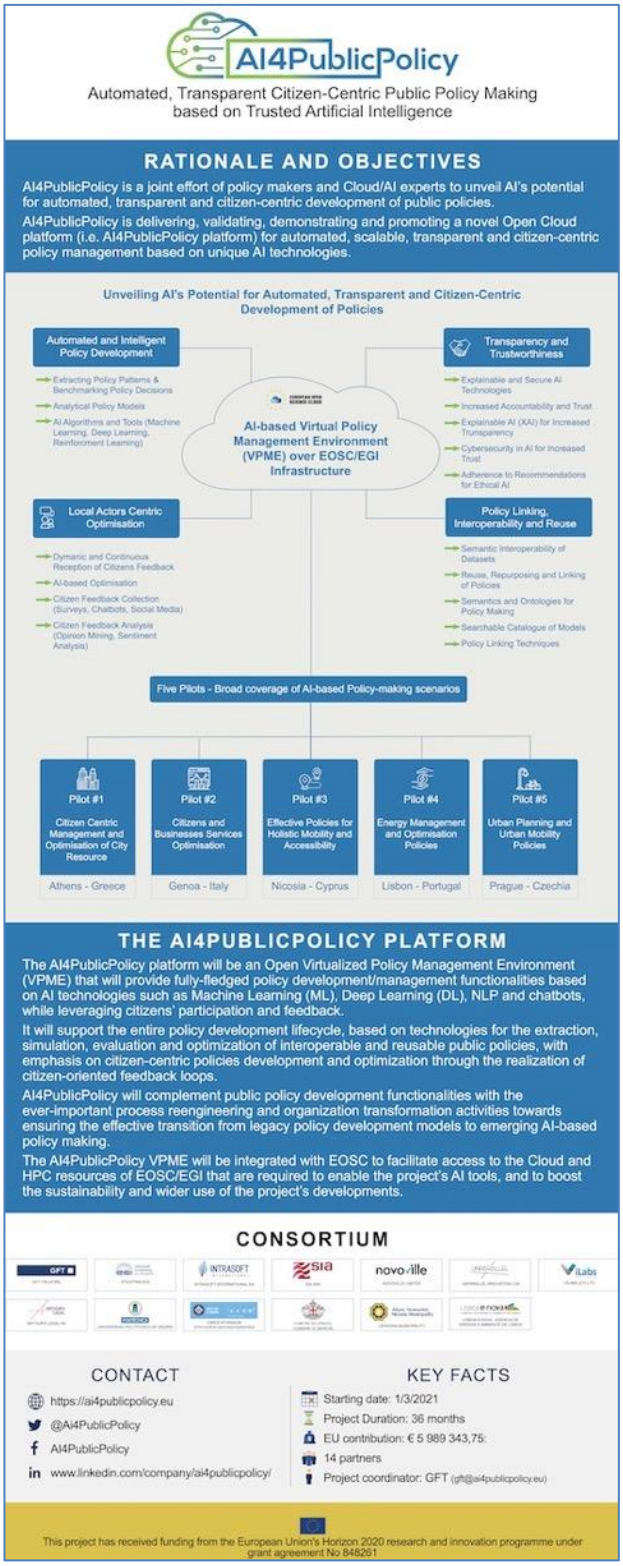


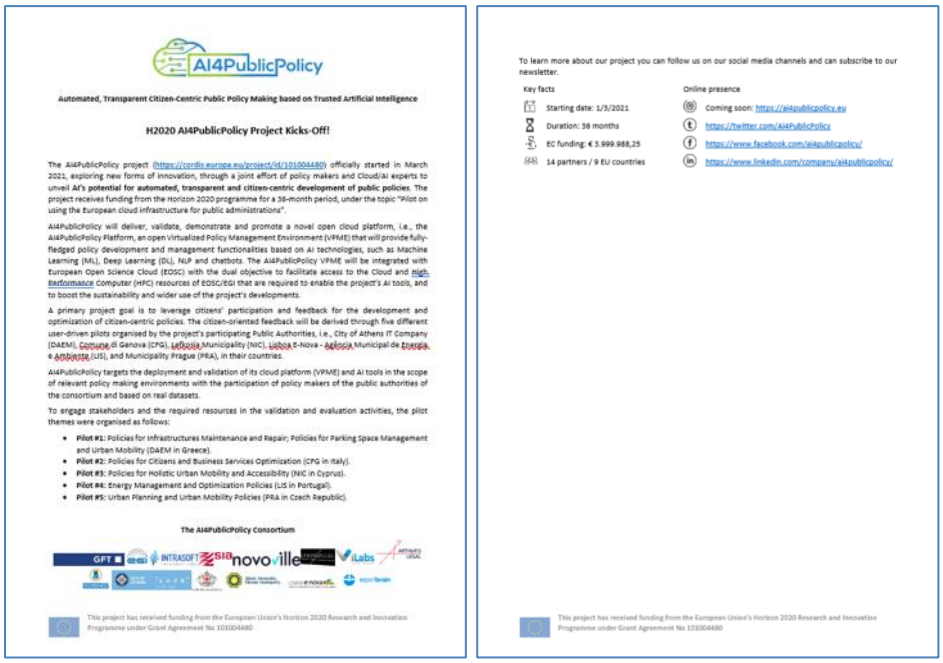

**Figure 10: AI4PublicPolicy poster**

### 3.1.7 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.

### 3.1.8 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 will 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.


AI4PublicPolicy

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 (CPG), 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 (CPG 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

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101004480

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/

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101004480

**Figure 11: AI4PublicPolicy first press release**

### 3.1.9 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 12: AI4PublicPolicy Newsletter Subscription Form (Mailchimp)**

## 3.2 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 13.

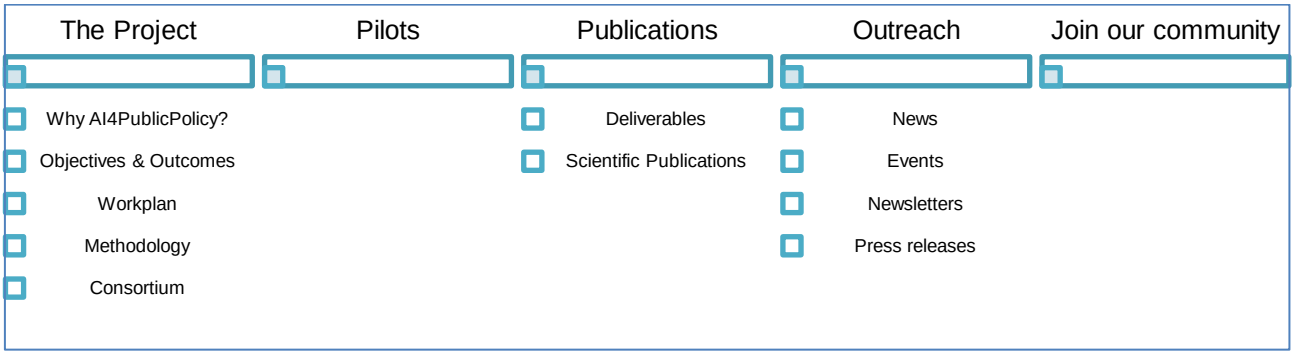



**Figure 13: AI4PublicPolicy Website Pages Structure**

In Figure 14, the homepage of the website is presented, which includes 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.

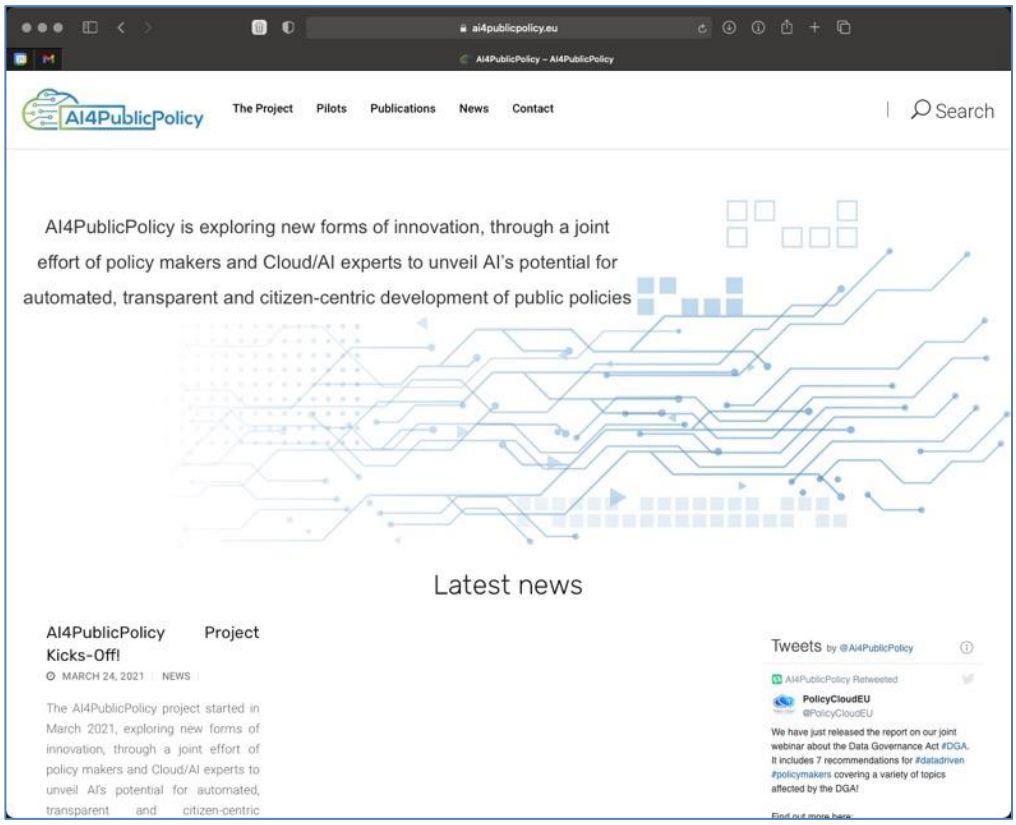



**Figure 14: AI4PublicPolicy Website Homepage**

## 3.3 Social media channels

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, LinkedIn and YouTube, information about the project status and activities is made available to the public. The use of specific hashtags (#) enables 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
- #digitisation
- #datadriven
- #datagovernance

Regular social media posts and updates are important, with the goal being at least one interesting post per week. A network of a total of 1000 individuals is targeted (likes, followers, members). The social networking pages will be updated throughout 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 the project's research results and tools.

The project's social media accounts links are the following:

- **Twitter:** https://twitter.com/Ai4PublicPolicy
- **LinkedIn:** https://www.linkedin.com/company/ai4publicpolicy/
- **Facebook:** https://www.facebook.com/ai4publicpolicy
- **YouTube:** https://www.youtube.com/channel/UC3OPVmgRjc2bnvkh0C9jLgg.

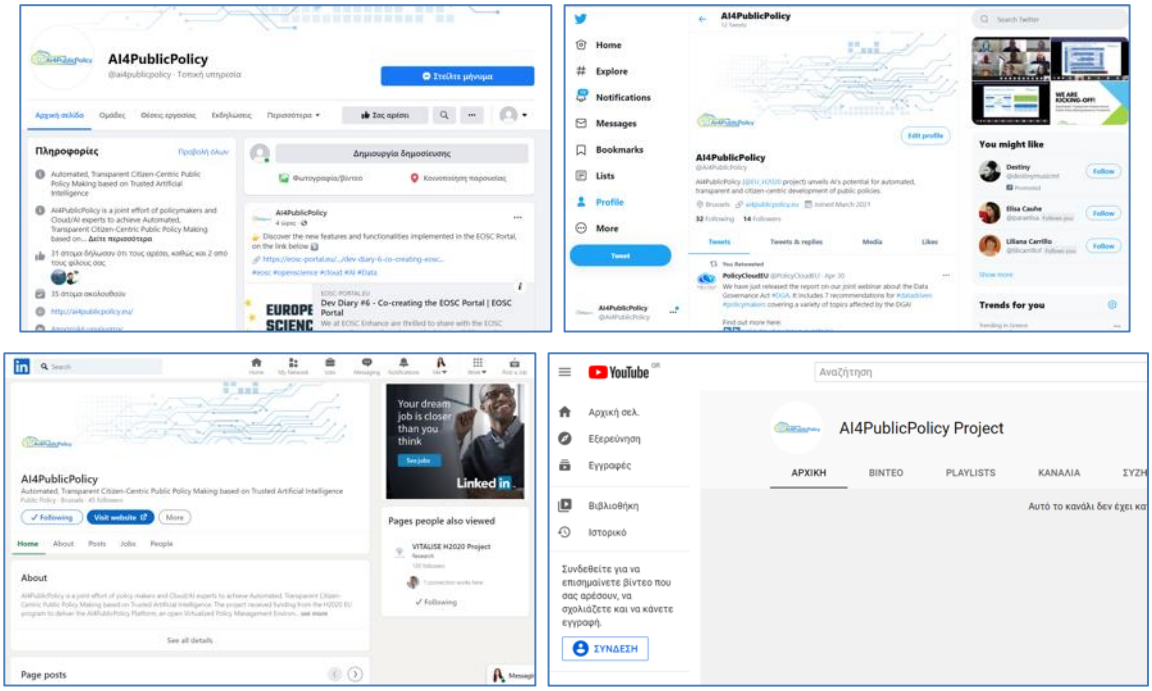



Figure 15: AI4PublicPolicy social media accounts

## 3.4 Multipliers

To continue the growth of the AI4PublicPolicy community, important multipliers have been identified within the context of the project's dissemination and communication activities. As multipliers we define social media channels that could potentially facilitate the direct engagement with more users and thus, enable the dissemination of content such as articles, photos and videos to a broader audience, while simultaneously assisting the creation of brand affinity. By tagging these multipliers in the project's social media posts, more opportunities for sharing or retweeting the content to more channels arise, increasing the reach of AI4PublicPolicy. Some of these targeted multipliers are identified in Table 4 below.

Table 4: AI4PublicPolicy targeted multipliers

| Multiplier | Platforms | Description | Community |
|---|---|---|---|
| **Digital EU** | Twitter: @DigitalEU & @DataEcoEU<br><br>Facebook: @DigitalEU | The movement for digital action in Europe to create an inclusive, competitive and sustainable Europe we need to get Every European Digital. | >105000 |

| | | | |
|---|---|---|---|
| **data.europa.eu** | Twitter: @EU_opendata<br>LinkedIn: data.europa.eu | The official portal for European data / EU Open Data Days / EU DataViz webinars / EU Open Data Explained webinars. | >29000 |
| **AI4EU - Europe's AI-on-Demand Platform** | Twitter: @AI4EU<br>Facebook: @ai4eu<br>LinkedIn: AI4EU - Europe's AI-on-Demand Platform | AI4EU is a H2020 project that will unite Europe's Artificial Intelligence community to the benefit all of European society. | >3800 |
| **Horizon Europe** | Twitter: @HorizonEU | The official Research & Innovation account for EU's HorizonEU research & innovation programme. Previously this account was named Horizon 2020 (@EU_H2020), but it was replaced with @HorizonEU. | >140000 |
| **EOSC Portal** | Twitter: @EoscPortal | The EOSC platforms are gateways to information and resources for EOSC. Part of the European Open Science Cloud initiative. | >2000 |
| **Big Data Value Association (BDVA)** | Twitter: @BDVA_PPP<br>LinkedIn: BDVA - Big Data Value Association | Big Data Value is the Public Private ecosystem around Big Data in Europe. | >3500 |

## 3.5 Videos

Video content production can be a powerful tool to spread a message in a pertinent and easy to understand manner to a wider audience. There are several multimedia, online tools available to produce informative, high quality video content and share it with a broad audience, thus increase project impact. For this reason, AI4PublicPolicy will regularly produce professional video materials, tailored to the specific audiences it addresses and share it on its YouTube channel and other media pages. The content can be both unique, produced for the purposes of disseminating a specific message about project related matters or derived from webinars, courses, live videos, or self-hosted partners' videos. Video content will also be used for creating all the necessary tutorials about the AI4PublicPolicy VPME (e.g., how-to demos).

## 3.6 Publications

AI4PublicPolicy will ensure that the project's technology advances are properly disseminated to peer projects and technical constituencies through peer-reviewed and specialised journals and conferences. Likewise, the project's innovative technical outcomes (e.g., AI algorithms and tools) will be disseminated via articles, posts and whitepapers in social and electronic media. New

technology advances will be also disseminated through high-impact publications and conferences, as well as scientific forums mostly by academic (e.g., UPM) and research-oriented partners (e.g., EGI), and through the establishment of synergies with peer projects. The consortium will also pursue publications of the technical and the policy-related results of the project in technical journals (e.g., Elsevier's Journal of Artificial Intelligence - AIJ) and policy journals (e.g., Journal of Policy Practice and Research, Springer). Likewise, publications in relevant AI (e.g., International Conference on Agents and Artificial Intelligence - ICAART) and e-government conferences will also be targeted.

What is more, AI4PublicPolicy will offer open access to results gathered throughout the AI4PublicPolicy experimentation in WP6 "Use Cases and Pilots Integration, Validation and Evaluation". These results and accompanying data will be stored in an open, dedicated repository, as well as the AI4PublicPolicy website. General awareness and wider access to the AI4PublicPolicy research data will be ensured by including the repository in registries of scientific repositories. For example, DataCite offers access to data via Digital Object Identifier (DOI) and metadata search, while re3data.org and Databib are popular registries for digital repositories. The partners will keep track of those initiatives and will try to deposit the project's generated data sets at repositories which ensure compliance with relevant standards, in order to be easily exchanged. Dryad and figshare can be also used as alternative repositories. Open access to data, following appropriate licensing schemes will be ensured.

AI4PublicPolicy will target "gold" open access for its scientific publications with a foreseen budget dedicated to this activity, whereas, when "gold" access is not possible, "green" open access will be pursued. The goal is to maximize the impact on scientific excellence through result publications in open access yet highly appreciated journals. Repositories for enabling "green" open access to all project publications will be used (e.g., OpenAIRE and Zenodo). The AI4PublicPolicy consortium has already created a Zenodo Community for uploading the project's reports and deliverables, which can be accessed through the following link:
https://zenodo.org/communities/ai4publicpolicy/?page=1&size=20.


**Figure 16: AI4PublicPolicy Zenodo community**

## 3.7 Stakeholders database

Mobilizing partners in creating an engaged and vibrant community around the project's VPME and data marketplace is a top-priority objective and critical for the overall success of the project. To this end, AI4PublicPolicy partners have collectively defined target stakeholder groups (as described in Chapter 2.2) to build an online connected community of prospective marketplace and service stakeholders. For that reason, a profiled GDPR compliant database of relevant contacts will be developed aiming to reach 300 profiled stakeholders by M12 of the project, over 600 by M24, and at least 1000 contacts by the end of the project.

Several actions will be undertaken to engage these stakeholder groups and create an active community of interested stakeholders around the project's VPME and marketplace. The consortium will leverage on its social media strategy and existing partner networks, identify different types of relevant events per stakeholder category, as well as potential synergies to raise awareness about AI4PublicPolicy from the very outset of the project and ensure that these interactions lead to concrete results.

## 3.8 Participation in national and international events (events database)

The AI4PublicPolicy consortium will participate in relevant events and workshops as an essential step for networking and linking with interested stakeholder groups. The project will also contribute to clusters and associations that are linked to the policy management, the EOSC and the AI communities, including the BDVA and any cluster that will be established for the H2020 projects that will be funded as part of this call.

For this reason, consortium partners will draft and frequently update and enrich an events database of potential events to attend. Some of the recommended events for the project partners to participate in are:

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

The participation in relevant events will assist the process of creating an engaged and vibrant community around the project's data marketplace and VPME and, thus, lead to the further uptake and sustainability of the project's outcomes. In the same direction, the identification of different types of relevant events per stakeholder category is also essential to support the project's networking activities and bring forward potential synergies.

## 3.9 AI4PublicPolicy pilots

A primary objective for AI4PublicPolicy project 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., the City of Athens IT Company (DAEM), Comune di Genova (CFG), Lefkosia Municipality (NIC), Lisboa E-Nova - Agência Municipal de Energia e Ambiente (LIS), and Burgas Municipality (BURGAS), in their countries. Table 5 gives a brief overview of the AI4PublicPolicy pilots and use cases. The pilot partners play a critical role for the success of the project's dissemination and communication strategy, since they possess channels, tools and established networks to reach target audiences and communicate messages about the advances and results of the project. The channels and tools of each participating public authority partner are described in detail in the following sections.

**Table 5: AI4PublicPolicy pilots and use cases**

| Pilot Leaders | Theme - Policies Involved | Linked Pilot(s) |
|---|---|---|
| **DAEM (Greece) - Athens** | Policies for Infrastructures Maintenance and Repair; Policies for Parking Space Management and Urban Mobility | CDG (Italy) & NIC (Cyprus) |
| **CFG (Italy) - Genoa** | Policies for Citizens and Business Services Optimization | DAEM (Greece) |
| **NIC (Cyprus) - Nicosia** | Policies for Holistic Urban Mobility and Accessibility | DAEM (Greece) |
| **LIS (Portugal) - Lisbon** | Energy Management and Optimization Policies | BURGAS (Bulgaria) |

| | | |
|---|---|---|
| **BURGAS (Bulgaria) - Burgas** | Data-Driven Water Infrastructure Planning and Maintenance Policies | LIS (Portugal) |

### 3.9.1 Pilot #1: City of Athens IT Company (DAEM)

The pilot site coordinated by the City of Athens IT Company (DAEM) aims at developing, demonstrating and evaluating data-driven, citizen-centric and evidence-based policies about the maintenance of the city's infrastructure and the citizens' transport and urban mobility, including the economic implications of these policies. DAEM is a local government IT Company that mainly uses a website and a Facebook page to communicate with external stakeholders. The links to DAEM's channels are the following:

- **Website**: http://www.daem.gr/
- **Facebook**: @daemitcompany.

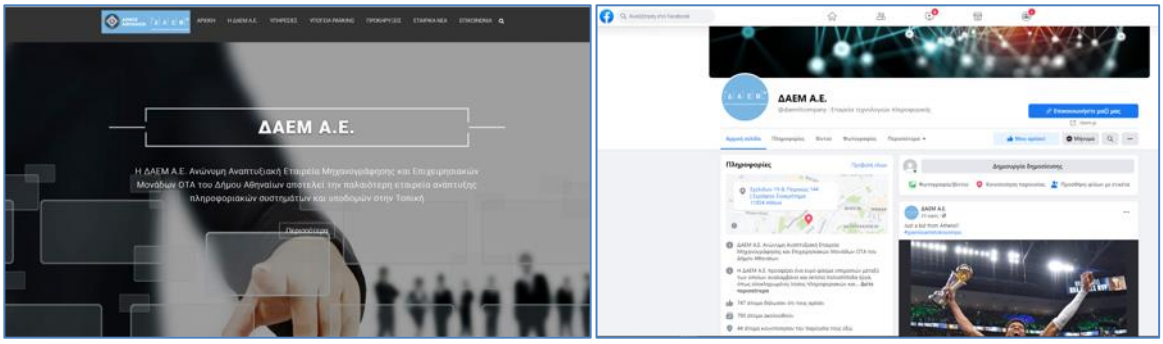



Figure 17: DAEM's digital communication channels

The pilot will also take advantage of large amounts of crowdsourced data from the city's suite of citizen engagement tools that are provided and deployed by partner Novoville (NOVO), i.e., the Novoville platform and apps. The latter tools facilitate real-time interactions (transactions, requests, communication) between citizens and the city's services, opinion mining and public consultation, while also providing communication tools, which enable the collection and reception of feedback on policy and planning actions.

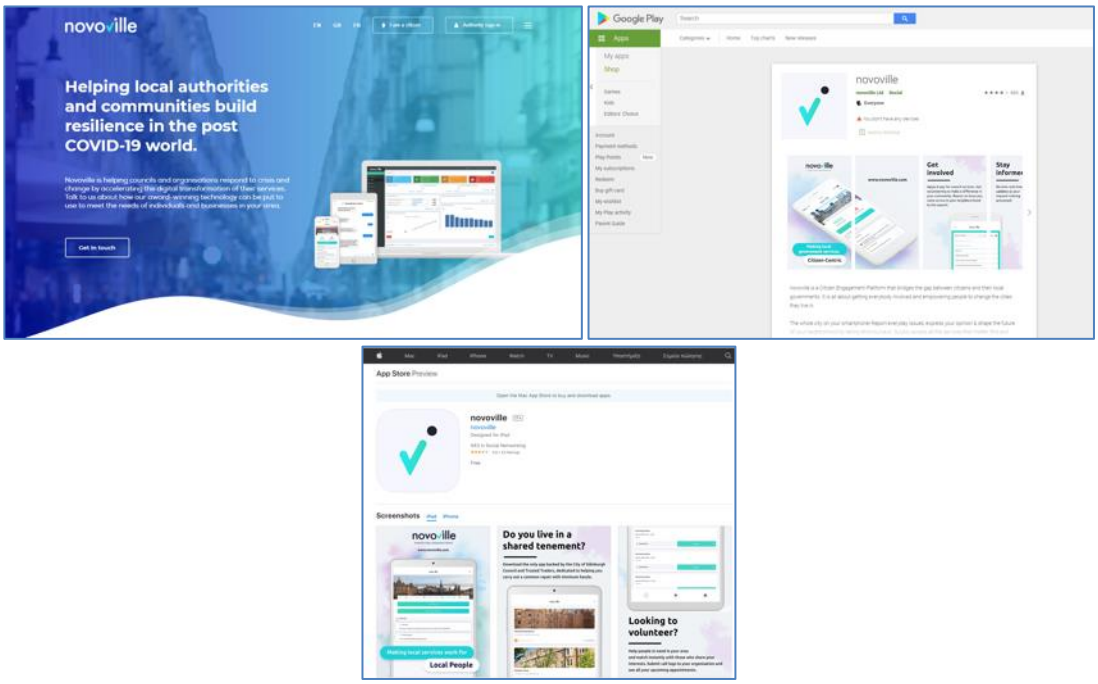



Figure 18: NOVO's platform and apps

NOVO also deploys targeted social media campaigns to derive qualitative and quantitative data, reaching approximately 5000 unique users through these channels. The links to NOVO's social media channels are listed below:

- **Website**: https://www.novoville.com/
- **Facebook**: @novoville
- **Twitter**: @NovoVille
- **LinkedIn**: novoville
- **Instagram**: @novoville.

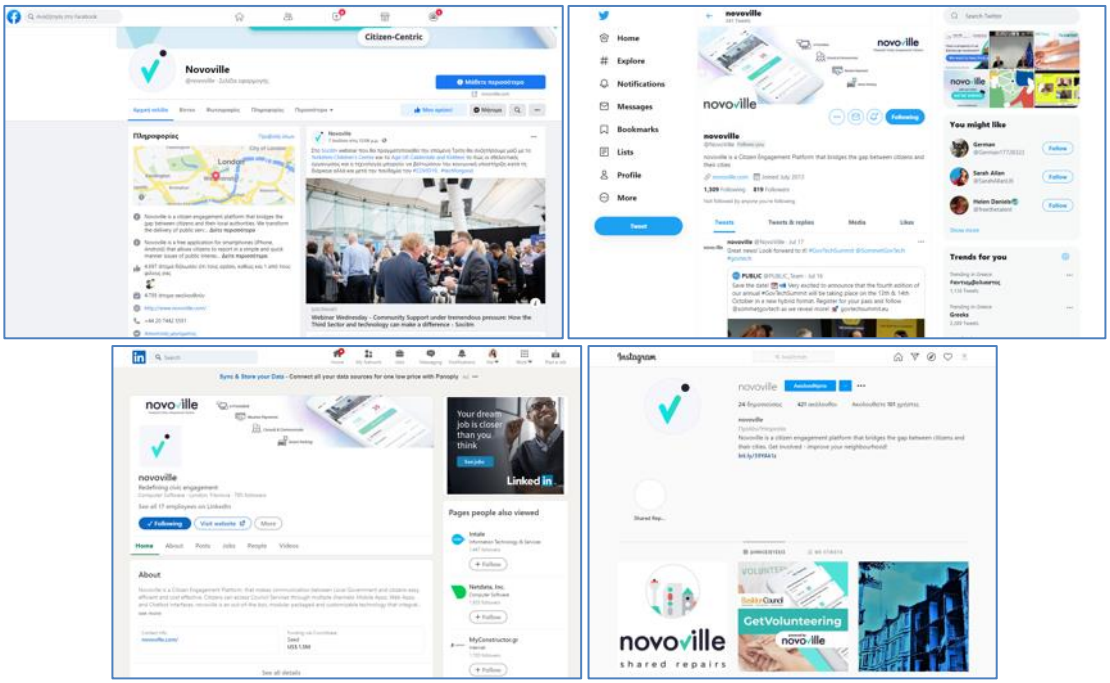



**Figure 19: NOVO's social media accounts**

### 3.9.2 Pilot #2: Comune di Genova (CFG)

The pilot site in Genoa managed by the Municipality of Genova (CFG) has set as its main strategic goal the facilitation of the relationship between the public administration and local actors (citizens, businesses) through policies for citizens and business services optimization. In the scope of this strategic target, the municipality has established a variety of electronic channels and ICT tools that are aimed at boosting the interactions between citizens, businesses and the municipality. These channels and tools include the website of the municipality, social media accounts and popular instant messaging platforms, i.e., WhatsApp and Instagram, as official communication channels. Altogether CDG reaches more than 50000 citizens through its social media accounts, whose links are provided below:

- **Website**: https://smart.comune.genova.it/
- **Facebook**: @ComunediGenova
- **Twitter**: @CommunediGenova
- **Instagram**: @comunedigenova
- **YouTube channel**: GenoaMunicipality.

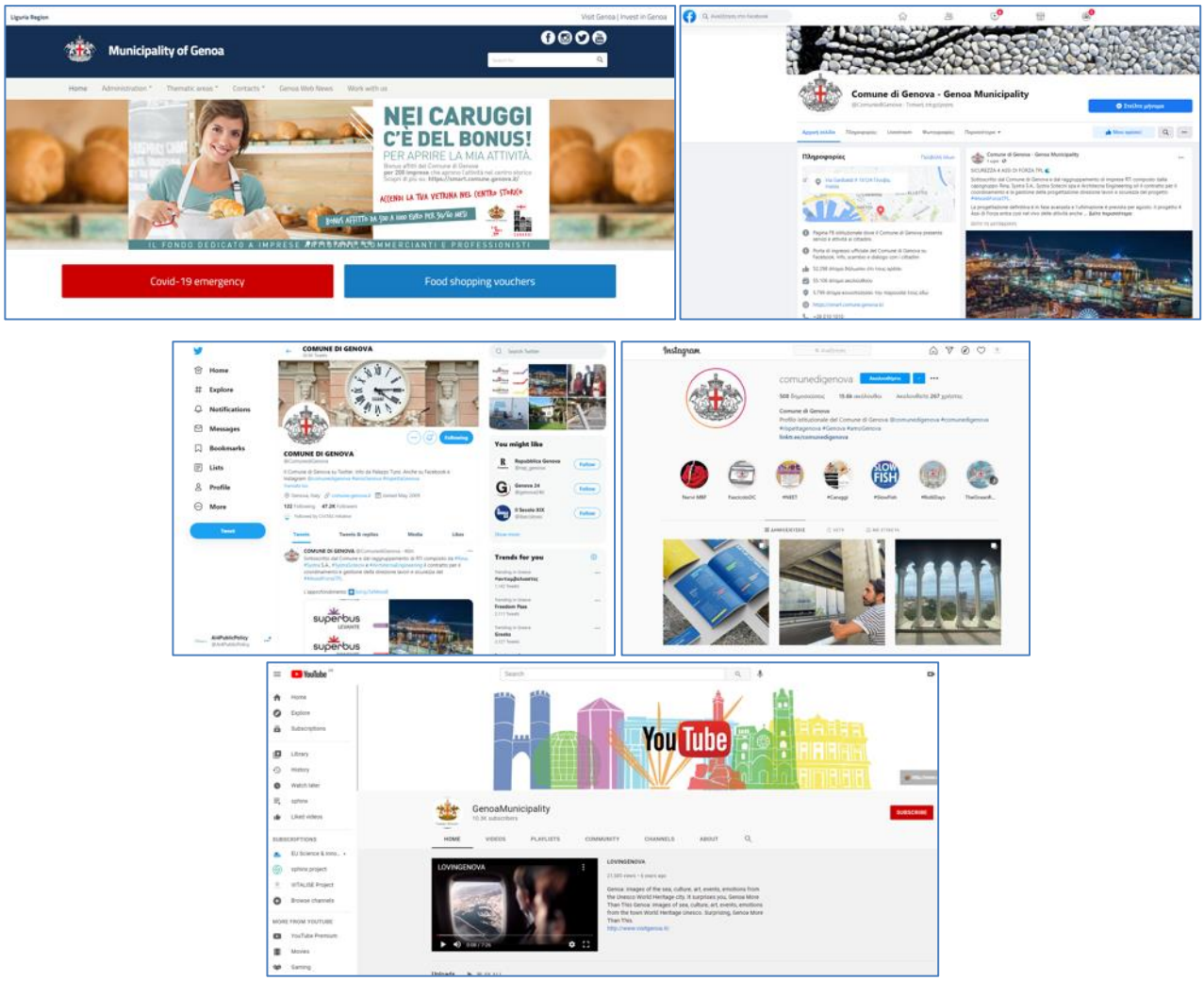



Figure 20: CDG's digital communication channels

One of the most recent projects of the municipality is the development of a **Unique Phone Number** (i.e., 010.10.10) that enables citizens to reach most of the Municipal Services and Departments. This project aimed at consolidating and unifying all the different contact centres of the Municipality, as a means of facilitating citizens' communications, easing the appropriate routing of request and providing citizens with more effective answers about their needs. In addition to routing requests, the Unique Phone Number project is being interconnected with other channels and tools (e.g., social media, website), in order to broaden the options offered to citizens for interacting with the municipality about possible questions, complaints, proposals.

### 3.9.3 Pilot #3: Lefkosia Municipality (NIC)

The pilot site in Nicosia, coordinated by Lefkosia Municipality (NIC) aims at developing policies for holistic urban mobility and accessibility. One of the most recent and strategic projects of Nicosia Municipality, involves the development, deployment and operation of a platform destined to offer different transport options to citizens, while assisting them in optimizing their mobility in-line with their needs. Moreover, the platform aims at optimizing transport management within the city, towards optimal cost and sustainability. The ultimate goal of the pilot is to extract and validate policies for the operation of the municipality's holistic mobile and accessibility platform.

To this end, NIC will exploit several tools provided within the framework of AI4PublicPolicy, i.e., the project's AI-based policy recommendation tools, the opinion mining tools (surveys based on Novoville platform, NLP on social media and internet sites), the XAI tools, but will also exploit its own communication channels with a reach of more than 22000 users, which are listed below:

- **Website**: https://www.nicosia.org.cy/el-GR/home/
- **Facebook**: @NicosiaMunicipality
- **Twitter**: @NicosiaMunicipa
- **Instagram**: @nicosiamunicipality
- **YouTube channel**: Nicosia Municipality.

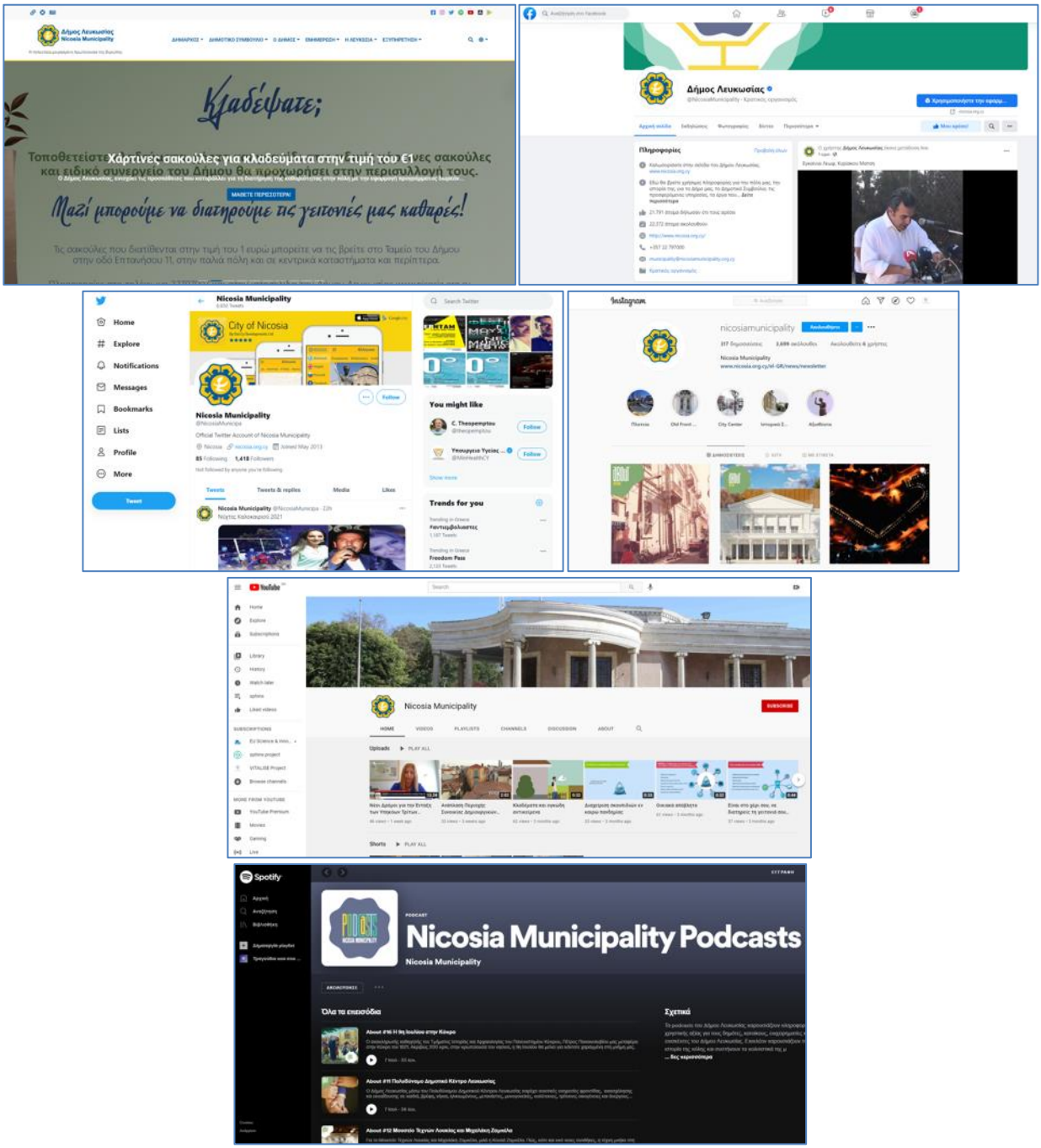



**Figure 21: NIC's digital communication channels**

Moreover, the Municipality of Nicosia creates Spotify podcasts regarding topics of interest for the citizens and has also developed an app for citizens to use on both iOS and Android systems. A dedicated podcast regarding the AI4PublicPolicy project can be organised within the framework of the municipality's podcasts.

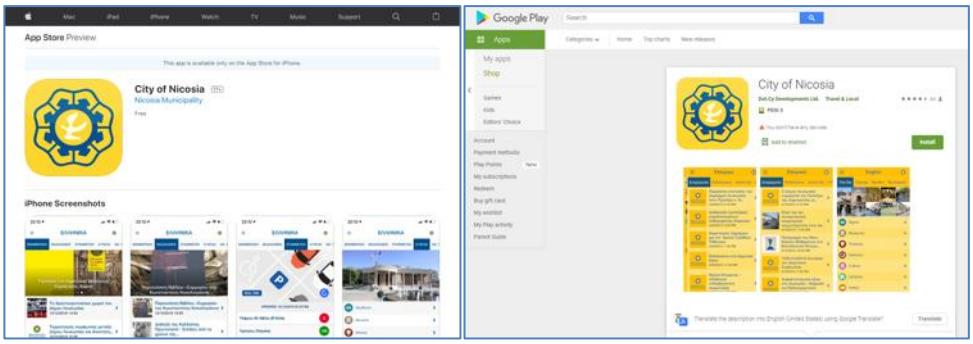



**Figure 22: City of Nicosia iOS and android apps**

### 3.9.4 Pilot #4: Lisboa E-Nova - Agência Municipal de Energia e Ambiente (LIS)

The pilot in Lisbon, led by Lisboa E-Nova - Agência Municipal de Energia e Ambiente (LIS), focuses on energy management and optimization policies gathering relevant and valid data sources, such as weather, buildings' characteristics and energy consumption, and with the aid of AI and machine learning algorithms detecting patterns and problems regarding energy efficiency, so that possible data-driven policies can be defined to ensure a more sustainable and efficient environment in the city. LIS has several established digital communication channels that will be exploited for the purposes of communicating messages regarding the project, including a website and social media accounts, with a reach that surpasses the number of 12000 unique users. The links of these channels are listed below:

- **Website**: http://lisboaenova.org/en/homepage-en/
- **Facebook**: @LisboaENova
- **Twitter**: @Lisboaenova
- **LinkedIn**: Lisboa E-Nova
- **YouTube channel**: Lisboa E-Nova.

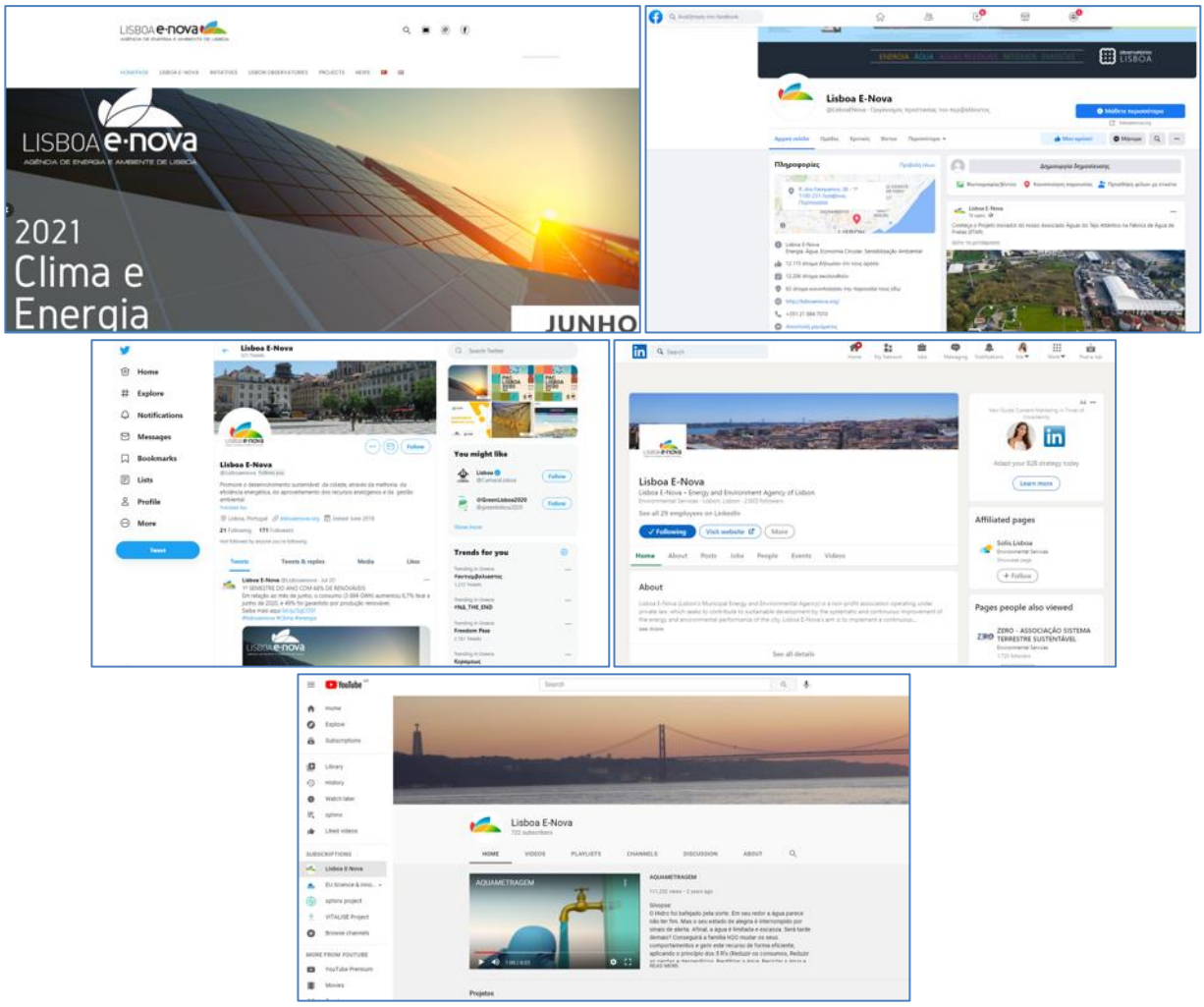



**Figure 23: LIS digital communication channels**

### 3.9.5 Pilot #5: Burgas Municipality (BURGAS)

The Burgas Municipality pilot aims at the development of safe and efficient water supply and sanitisation infrastructures. The pilot will develop a data-driven policy making tool for maintenance of the water management infrastructure, with emphasis on the lifecycle of water pipes that play a significant role in water loss. EKSO and BURGAS will collaborate in the development of the policy making tool that will create and evaluate alternative water pipes maintenance plans, based on data-driven insights about the water management infrastructure (e.g., information about pipes' installation, placement, and maintenance) and its operative condition (i.e., leveraging EKSO pipes).

BURGAS has several established digital communication channels, such as a website, a Facebook page and a YouTube channel, reaching more than 32000 unique users through them. The links to these channels are the following:

- **Website**: https://www.burgas.bg/en
- **Facebook**: @Burgas.Municipality
- **YouTube:** Burgas Municipality

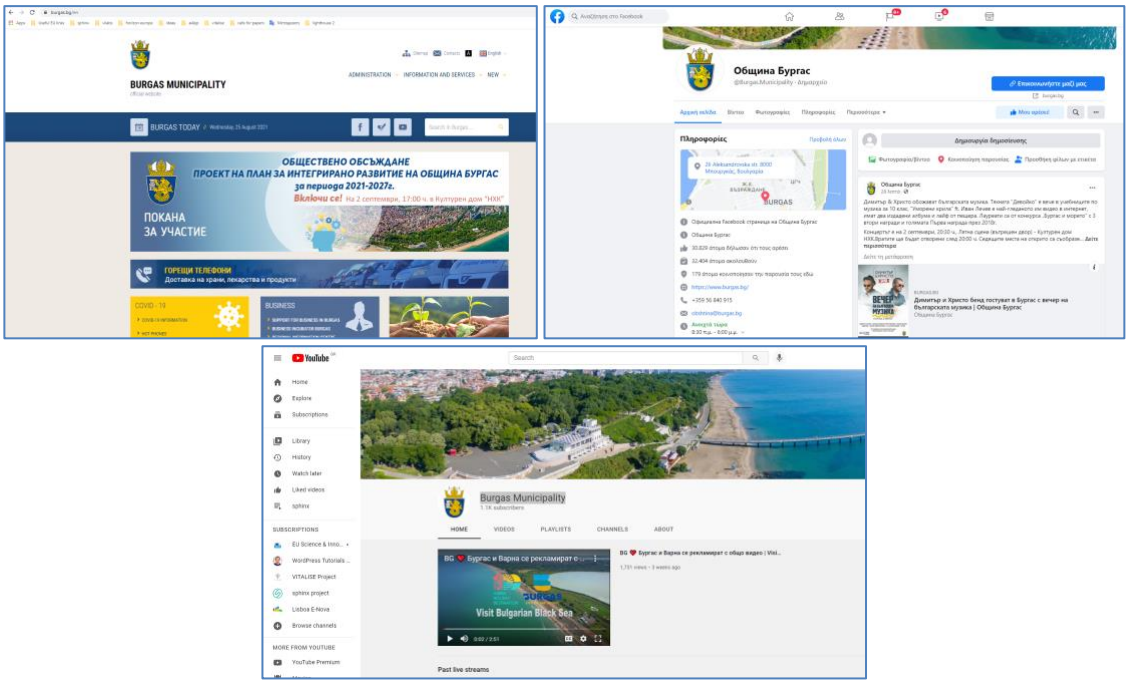



Figure 24: BURGAS' communication channels

### 3.9.6 Summary of AI4PublicPolicy pilot sites' communication channels

From the analysis conducted in Chapter 3.9, it is concluded that the dissemination and communication tools and channels of the five (5) different AI4PublicPolicy pilot site partners (DAEM, CDG, NIC, LIS, BURGAS) will significantly facilitate the successful dissemination and communication of the advances and results of the project and increase the number of audiences reached through the dissemination activities. Table 6 summarises the different tools and channels of the AI4PublicPolicy pilots.

Table 6: Summary of AI4PublicPolicy pilots' communication channels

| Pilot Leaders | Tools & Channels | Reach of users |
|---|---|---|
| **DAEM (Greece) - Athens** | Website: http://www.daem.gr/<br>Facebook: @daemitcompany | ~800 |
| **CFG (Italy) - Genoa** | Website: https://smart.comune.genova.it/<br>Facebook: @ComunediGenova<br>Twitter: @CommunediGenova<br>Instagram: @comunedigenova<br>YouTube channel: GenoaMunicipality | >50000 |
| **NIC (Cyprus) - Nicosia** | Website: https://www.nicosia.org.cy/el-GR/home/<br>Facebook: @NicosiaMunicipality<br>Twitter: @NicosiaMunicipa<br>Instagram: @nicosiamunicipality<br>YouTube channel: Nicosia Municipality<br>Spotify podcasts<br>Apps for ios and Android | >22000 |

| | | |
|---|---|---|
| **LIS (Portugal) - Lisbon** | Website: http://lisboaenova.org/en/homepage-en/<br>Facebook: @LisboaENova<br>Twitter: @Lisboaenova<br>LinkedIn: Lisboa E-Nova<br>YouTube channel: Lisboa E-Nova | >12000 |
| **BURGAS (Bulgaria) - Burgas** | Website: https://www.burgas.bg/en<br>Facebook: @Burgas.Municipality<br>YouTube: Burgas Municipality | >32000 |

## 3.10 Co-creation workshops

AI4PublicPolicy is developed based on a co-creation approach that will engage the local ecosystems (including citizens, businesses and local actors) and all relevant stakeholders in the policy development activities. The pilots will also be developed based on a co-creation methodology and co-creation sessions and workshops will be organized to obtain input that will drive the innovation and technical activities of the project. These co-creation workshops help the project establish effective and direct communication mechanisms with different focus groups to obtain feedback and keep them up-to-date with the developments of the project.

The deployments of the co-creation workshops will be streamlined with the project's development phases (see **Error! Reference source not found.**) as follows:

- **Phase 1 (M1-M9):** In the beginning of the project, policy makers, employees/workers in the public authorities and other stakeholders will be interviewed to get a thorough understanding of the current status of production processes, as well as the challenges and potentials of introducing AI systems. AI4PublicPolicy's development ideas (including mock-ups) will be presented to policy making stakeholders (including citizens) to get their initial feedback about them, along with concrete suggestions for expanding and fine-tuning them (co-creation concept). A common interview template will be utilised to get comparable results from each site. As a minimum two (>=2) workshops involving more than twenty (>=20) stakeholders will be organized at each pilot site (DAEM, CDG, NIC, LIS, BURGAS).
- **Phase 2 (M10-M24):** During the design and development activities, the solutions will be regularly illustrated to the workers and other stakeholders in the form of prototypes' demonstrators. Feedback will be gathered using a common questionnaire template that will study user experience, user acceptance, usability, security, safety and ethics, as well as foreseen impacts on productivity. Feedback can be gathered individually or in focus groups as part of a co-creation concept. The feedback from policy makers, workers in the public authorities, citizens and other stakeholders will guide the design activities. The focus of the design will be both the new secure and safe AI solutions and the new work practices that the technical solutions facilitate. Furthermore, workshops for soliciting feedback on the operation of the first version of the pilot systems will be organized in each one of the pilot sites. Overall, in this phase, at least two (2) workshops involving more than twenty (>=20) stakeholders will be organized at each pilot site.
- **Phase 3 (M24-M36):** In this phase the focus will be mainly in the pilot operations in actual policy making environments (i.e. public authorities, administration). AI4PublicPolicy's solutions will be integrated to IT systems of the public authorities and feedback from workers, citizens and other stakeholders will be solicited. A common questionnaire template will be utilised, which will comprise pilot specific impact indicators. The latter indicators will cover both technical and business aspects, in addition to indicators of citizen experience, citizen acceptance, usability, security and ethics. Overall, in this phase, at least two (2) workshops involving more than twenty-five (>=25) stakeholders/workers will be organized at each pilot site.

Hence, more than thirty (30) co-creation workshops will be organised throughout the 36-month duration of the project, helping the AI4PublicPolicy consortium reach potentially more than **130 participants** in total.

## 3.11 Synergies

Big part of creating an engaged community of interested stakeholders around the outcomes and findings of AI4PublicPolicy depends on the synergetic actions that consortium partners will undertake. For this reason, AI4PublicPolicy will establish regular networking with AI, Big Data and policy making communities, including data provider organizations and policy makers (e.g., public authorities, central governments, EU institutions), Big Data Value Association (BDVA) members, as well as stakeholders of the AI4EU platform.

The project will also be open for connections with all policy-development and policy-management projects, including projects in technological areas such as Cloud services, Big Data, and Smart Cities. These connections will be based on the existing connections and memberships of the AI4PublicPolicy partners, including the public authorities of the consortium that participate in various smart city projects. To support these connections, the project will participate in community events, and the consortium will be mobilized to activate existing connections. Table 7 includes a list of EU-funded projects that are relevant to AI4PublicPolicy.

**Table 7: Projects relevant to AI4PublicPolicy**

| Project - Relevant Results | Linking & Advancement within AI4PublicPolicy |
|---|---|
| **H2020 EOSC-Future and EOSC Portal:** EOSC-hub brings together multiple service providers to create a single contact point for innovators to discover, access, use and reuse a broad spectrum of resources for data-driven research. It mobilises providers from the EGI Federation, EUDAT CDI, and other research infrastructures to deliver a common catalogue of research data, services and software. | AI4PublicPolicy will leverage EOSC-Future/EOSC-Portal in order to provide/establish its VPME as a single-entry point to resources about data-driven policy making. Specifically, the project will integrate resources and services (e.g., policies, datasets, AI tools) within the catalogues of the portal to make them available to EOSC communities and enabling authorities to access them via the EOSC Portal (Partner in Charge: EGI). |
| **H2020 EUDAT2020**: Collaborative data infrastructure with numerous community-specific data repositories. | EUDAT will foster policy makers collaboration through data/knowledge exchange (Partner in Charge: EGI). |
| **H2020 AGINRA PLUS**: Developed a Virtualized Research Environment (VRE) for agricultural researchand food safety communities. | AI4PublicPolicy will benefit from experience regarding the development and integration of the VRE towardsdeveloping it VPME (Partner in Charge: EGI). |
| **H2020 BigDataStack**: Provides a complete infrastructure management solution for data-driven applications. It is delivered as a full “stack” that facilitates data operations and applications. | The BigDataStack platform will facilitate the cloud integration of the VPME solution, through supporting in resources dimensioning and data-as-a-service operations (Partners in Charge: GFT, UPM). |
| **H2020 INFINITECH**: Develops (among other things) a library of AI (ML/DL) algorithms for financial/insurance sector Big Data applications. | AI4PublicPolicy will reuse/repurpose algorithms from INFINITECH towards building its own pool of AIalgorithms (Partners in Charge: GFT, UNP). |
| **H2020 i3Market**: The project develops a multi-side datamarketplace that integrates, reuses and repurposes datasets from different platforms and sectors. | i3Market technologies (e.g., ontology engineering, semanticinteroperability techniques) will be used for the integration of datasets in the VPME (Partners in Charge: GFT, UNP). |

| | |
|---|---|
| **H2020 CoherentPaaS**: Provides a unified platformallowing developers to choose cloud solutions optimized for their usage scenario, using a common query language. | CoherentPaaS's query language will facilitate theimplementation of declarative tools for policy development as a front end of AI tools (Partner in Charge: UPM). |

What is more, AI4PublicPolicy will establish close collaboration links with the EOSC-Future and EOSC communities (e.g., ELIXIR, ICOS, Fusion Research, Marine Research) to broaden the datasets that will be accessible through the VPME, as well as to boost the community building efforts of the project around the VPME and the EOSC-marketplace. Connections with policy making organizations at the regional, national and EU level, through participating in workshops, conferences and stakeholders' events about smart cities (e.g., the Connected Smart Cities Conference - CSCC), regional development (e.g., the Week of Innovative Regions/WIRE conference), and policy making in areas such as inclusive and sustainable growth (e.g., the European Civil Society Days), sustainability policies, medical policies, fiscal policies and more, are also essential to increase the impact of the project. Furthermore, the project will disseminate AI4PublicPolicy results in the smart city networks and e-government initiatives where several partners participate with a leading role. For example, several of the public authorities of the consortium participate actively in networks and initiatives like EuroCities, the European Creative Hubs Network, the Impact Hub Network, the Covenant of Mayors, the Cities in Transition, the ECOLISE, the ENOLL network, the Capital Cities & Regions Network (CCRN), the CIVITAS network and more.

## 3.12 AI4PublicPolicy in the context of EOSC

AI4PublicPolicy aims to deliver, validate, demonstrate and promote a novel open cloud platform for automated, scalable, transparent and citizen-centric policy management based on unique AI technologies, the 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. The VPME will be integrated with EOSC with the dual objective of facilitating access to the cloud and 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.

EOSC offers access to a network of potentially 1.7 million European researchers and 70 million professionals in science, technology, humanities and social sciences, through a virtual environment with open and seamless services for storage, management, analysis and re-use of research data, across borders and scientific disciplines by federating existing scientific data infrastructures, currently dispersed across disciplines and the EU Member States. Therefore, engaging with EOSC is critical for the successful onboarding of end-users to the AI4PublicPolicy VPME.

# 4 Summary of dissemination activities

An integrated communication strategy has been designed and launched by the consortium partners, as presented in the previous chapters, utilizing a variety of instruments to communicate the project's outcomes along with the overall framework within which it is implemented, in terms that can be easily understood by the target audiences and the general public. Dissemination and communication activities provide universally comprehensible information to the public at large regarding the project's goals and results, thus increasing the visibility of AI4PublicPolicy and the project's contribution towards accessible research infrastructures.

This will be achieved by communicating tangible results and pilot success stories coming from the project and stimulating positive emotions through the demonstration of the project's activities. The following table (Table 8) summarises the tools and channels that will be utilized in order to achieve these goals.

**Table 8: AI4PublicPolicy dissemination tools and channels**

| Instrument | Timing | Short description |
|---|---|---|
| **Strategy definition** | Project Start | Guidelines for dissemination |
| **Project graphic chart and document templates** | Project Start | Distinguishable visual identity |
| **Web portal/Project Website** | Monthly updates | General public information |
| **Marketing materials: flyers (>=4), posters (>=3), banners (>=3)** | 1st quarter | Dissemination by the project partners at all related events |
| **Social media presence, multimedia production** | Throughout the project | Discussions/exchanges with online communities |
| **Online newsletters (>=6) used to announce project outputs** | Every Six Months | Communication of the project calls, achievements and results |
| **Press and media articles (>=20)** | To announce project events and outputs | Specific targeted dissemination at national & EU levels |
| **Participation to e-government and policy making networks (e.g., EuroCities, ENOLL etc.), and to conferences and trade fairs** | Throughout the project | Promotion of the project's results to policy makers' communities, including smart cities and e-gov experts |
| **Documentation of project outcomes on portals (e.g., EOSC-Hub portal)** | Throughout the project (M6+) | Availability and reusability of the project outputs by external manufacturers |
| **Tutorials on project outputs** | From M12 on | Reusability of the project outputs |
| **Public Authorities and Policy Makers workshops/webcasts (>=8)** | Quarterly after project 1st year | Education of public authorities on project outputs and AI-based policy making |

| | | |
|---|---|---|
| **Public Demonstrations and Open Days (>=8)** | Yearly | Engagement of policy makers and AI solution providers |
| **Local Ecosystems workshops/pilot use cases workshops** | >=1 in the country of every public authority | Involvement of local pilot stakeholders' and reach to local innovators |
| **Participation to standardization committees** | Throughout the project | Promotion of the scientific approach and results |
| **Participation in prominent Big Data & AI-related communities' instances (BDVA, EOSC, AIOTI, IEEE…)** | Throughout the project | Visibility and impact of the project in communities that produce innovations relevant to AI4PublicPolicy |
| **Presentations to customers–Participation in (>=8) exhibitions (e.g., Smart Cities and E-Government Conferences)** | Throughout the project, intensified after M12 | Boosting the project's exploitation and commercialization targets; market uptake |
| **Linking with (local) integrators of e-government and policy making solutions (national/regional scale)** | Intensified after initial validation (M18+) | Market Alliances, establishment of additional market/sales channels |
| **Management of Success Stories in reliable, fast and effective quality control (different stakeholders' viewpoints)** | Throughout the project; Intensified after M24 | Dissemination of best practices, insights for further improving quality control processes |

It is also essential for the overall success of the project to track and monitor dissemination activities, set goals and meet specific KPIs, in order to evaluate the success of the dissemination and communication strategy. The dissemination and communication strategy foresees the assessment of the impact of relevant activities with KPIs, which will be reported in planned deliverables and will include an in-depth assessment of impact in terms of community engagement and visibility. Table 9 summarises the dissemination and communication KPIs set out by the AI4PublicPolicy consortium.

**Table 9: AI4PublicPolicy dissemination and communication KPIs**

| Measure | Driver | Action | Target KPI |
|---|---|---|---|
| **Social media content: Twitter** | Grow community; Regular stakeholder engagement gives insights into interests/concerns | Publish tweets, including SMART-based campaigns & monitor outcomes | YR1: min 8/month<br>YR2: min 24/month<br>YR3: min 48/month |
| **Social media content: LinkedIn** | Grow community; Regular stakeholder engagement gives insights into interests/concerns | Publish posts, relevant tweets, including SMART-based campaigns, monitor outcomes | YR1: min 1 post/month<br>YR2: min 4 posts/month |

| | | | |
|---|---|---|---|
| | | | YR3: min 8 posts/month |
| **Monthly Web content** | Regular information updates with SEO-driven approach | Identify and publish new content on a regular basis. | YR1: min. 2/month<br>YR2: min. 3/month<br>YR3: min. 4/month |
| **In-house newsletters** | Different stakeholders are properly informed in a timely manner | Produce and circulate monthly newsletter based on stakeholder targets | YR1: min. 6<br>YR2: min. 8<br>YR3: min. 10 |
| **Promotional material, including video content** | Specific audiences receive tailored and timely messages | Design and produce focused material (for stakeholders / events) | YR1: min. 3<br>YR2: min. 6<br>YR3: min 12 |
| **Press releases targeting major stakeholders** | Raise interest and recruit demand/supply side actors | Produce press releases targeting different media channels | YR1: min 2<br>YR2: min 1<br>YR3: min 2 |
| **Press releases targeting general public** | Raise interest amongst nonspecialized audiences | Lightweight blog/article targeting non-specialized channels | 2 press clippings |
| **Visibility of AI4PublicPolicy in channels used by different stakeholder categories** | Ensure back-links/branding recognition to website through synergies and social media<br>General brand recognition is demonstrated | Liaise and engage with projects/initiatives with journalists and LinkedIn groups<br>Produce a survey to verify brand recognition | 20 back-links across major stakeholders<br>50 responders identified AI4PublicPolicy |
| **Stakeholder database** | Early identification of prospective marketplace and service stakeholders | Develop profiled DB of contacts for incremental community engagement | 300 profiled stakeholders by M12<br>over 600 by M24<br>1000 by M36 |
| **Exhibitions / workshops with free access** | Ensure outreach to non-specialised audiences | Show AI4PublicPolicy to visitors in lively, lightweight environment | 1 exhibition/workshops<br>50 non-specialized attendees |
| **Online and/or F2F training sessions** | Ensure general public is “educated” about need to advanced research to address their needs | Provide a service for non-IT savvy to show what the new service means for them | 1 online session<br>50 non-specialized attendees |
| **F2F interactions with local people** | Ensure engagement with “real people” at the local level | Work with local authorities to co-host an open day | 1 local events<br>3 appearances in media |

| | | | |
|---|---|---|---|
| **Free trials for general public** | Facilitate and drive uptake through early trial testing | Organise free trials after reaching a maturity level | 5 testers |
| **Marketing events, e.g., trade fairs** | Ensure direct engagement with major stakeholders | Host an exhibition stand with demos, videos, info material | Min. 1 in YR2 and 2 in YR3 |
| **Organization and/or attendance to conferences and exhibitions** | Attract Customers | 10 Conferences<br>3 exhibitions | 100 visitors<br>10 speakers |
| **Synergies established at local, national or international level for uptake of the marketplace** | Raise awareness<br>Attract users (supply or demand) | Conference Calls<br>Events (any type) for F2F discussions | 6 synergies established |
| **Synergies for sharing knowledge and standardisation** | Strengthen impact via joint efforts | Meeting attendance and common publications | >5 projects |
| **On-site demonstrations and presentations** | Attract customers<br>Raise awareness | 6 demonstrations<br>6 presentations | 3 responders<br>2 on-site demos |
| **Open Access publications** | Scientific dissemination | Publication to journals & magazines | > 20 publications |
| **Online publishing (online magazines, blogs, etc.)** | Policy making Social Awareness | > 15 publications and four blog post per month | > 500 views per publication per year |
| **Customisable marketing packages (videos, how-to demos, press kit etc.), suitable also for trade fairs** | Raise awareness<br>Attract users (supply or demand) | Production of professional material tailored to specific audiences | >10 produced<br>>50 distributions |

# 5 Monitoring and evaluation

AI4PublicPolicy elaborates a specific evaluation strategy to monitor its dissemination and communication efforts. The goal is to provide concrete evidence about the effectiveness of the dissemination, communication and collaboration plan and activities, as well as insights on how to amplify its reach and impact. The periodic review and update of the project's strategy depends on the data sourced in the dissemination and communication reports.

To this end, VIL as the leader of WP8 is responsible for overseeing the progress of the overall AI4PublicPolicy dissemination and communication activities. The monitoring and evaluation tools will assess the efforts in both qualitative and quantitative fashion. The procedures to be implemented are the following:

- **Action plan creation and communication inside the consortium**. A specific list of activities will concentrate all the projected dissemination and communication actions which partners have to undertake. This list will comprise pre-defined and scheduled tasks, but it will also include partners individual plans for dissemination and communication activities which due to their nature cannot be precisely pre-organised, like the participation to upcoming conferences and networking events. This database will organise the activities on their whole in order for each partner to know what they are supposed to do and when. In addition, based on this inclusive schedule partners will receive bimonthly updates by VIL about their dissemination and communication tasks.
- **Dissemination and communication activities reporting by all partners**. When an opportunity for a dissemination activity emerges partners should notify WP8 leader (VIL) and the coordinator (GFT) about it. The dissemination manager will document such action accordingly and provide any necessary assistance (e.g., guidelines, tips for better communication, etc.). What is more, upon the completion of any form of their assigned dissemination activity, partners have to report the activity on the online AI4PublicPolicy Dissemination Activities Report tool so that a robust tracking of dissemination and communication efforts is made. More information about the online reporting tool can be found in Chapter **Error! Reference source not found.** "**Error! Reference source not found.**".
- **Monitoring of participation in events**. As mentioned above activities within the dissemination and communication framework will be carefully evaluated in order to ensure the best possible dissemination of the project. Examples of such monitoring include guidelines to participating partners to inform them on how to communicate AI4PublicPolicy (tips for photos taken from events, AI4PublicPolicy posters, flyers, etc.) and/or assistance with presentations preparation.
- **Statistics of visibility, traffic, reach and engagement rates of AI4PublicPolicy's website and social media platforms**. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message. Furthermore, such metrics are essential for planning re-adjustments.

To produce an accurate monitoring and evaluation procedure, as well as to recognise the impact of the actions carried out, it is essential for all partners to register the activities that they implement on time and correctly. Therefore:

- All partners should prepare their dissemination and exploitation activities according to their personalised action plan;
- All partners should report every dissemination and communication activity they are implementing or contributing to on time by registering them in the online dissemination reporting tool;
- All partners should save enough evidence of the completed activities;
- A monitoring tool with the planned and the target activities is used by WP8 leader.

## 5.1 Monitoring procedure: reporting and feedback

The AI4PublicPolicy Dissemination Activities Report is an online tool used by all consortium partners to report and keep track of the dissemination and communication activities that have been implemented throughout the project. The dissemination reporting tool is available online and can be accessed through the following link: https://ec.europa.eu/eusurvey/runner/AI4PublicPolicyDisseminationActivitiesReport.

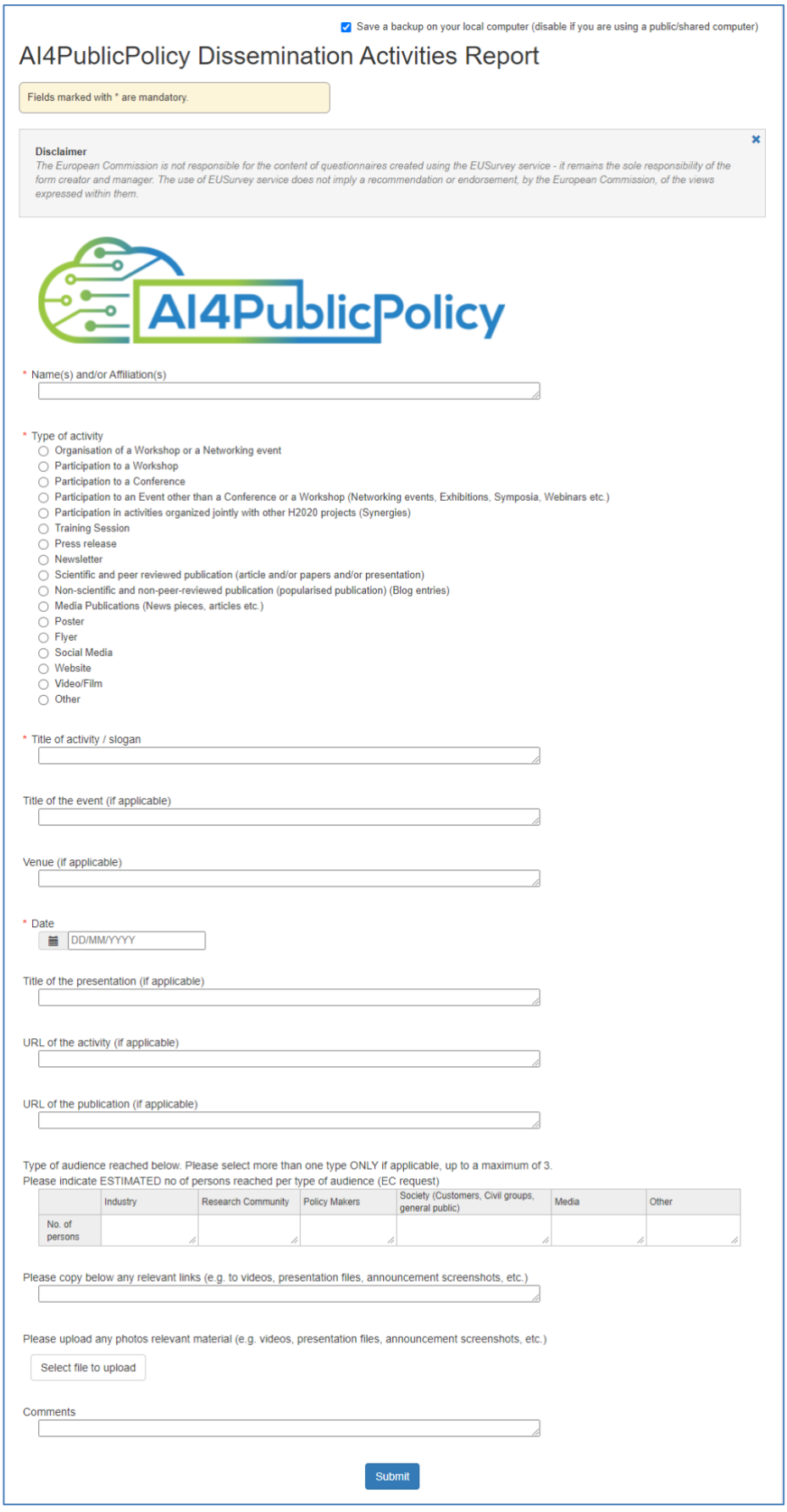
All AI4PublicPolicy consortium partners need to report any dissemination and communication activity they implement to the online reporting tool. The types of dissemination activities that AI4PublicPolicy partners could potentially engage with are:

- 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

The dissemination reporting is an internal process among consortium partners that the WP8 leader will use in order to:

- Feed the project website with information about the reported activities;
- Share the reported information through the project's social media (Facebook, Twitter, LinkedIn);
- Analyse the information to extract statistics and conclusions that will publish on a frequent basis to the consortium in order to monitor the progress and take any mitigating actions if needed.

The reporting should take place at least on a **monthly basis**. In case it is urgent to publish a particular activity, partners may contact the WP8 leader via email. Figure 25 is a screenshot of how the AI4PublicPolicy Dissemination Activities Report appears online.



Save a backup on your local computer (disable if you are using a public/shared computer)

AI4PublicPolicy Dissemination Activities Report

Fields marked with * are mandatory.

**Disclaimer**

*The European Commission is not responsible for the content of questionnaires created using the EUSurvey service - it remains the sole responsibility of the form creator and manager. The use of EUSurvey service does not imply a recommendation or endorsement, by the European Commission, of the views expressed within them.*

AI4PublicPolicy

* 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
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- 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

DD/MM/YYYY

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 255: AI4PublicPolicy dissemination activities report**

## 5.2 AI4PublicPolicy guide on dissemination and communication

This informal guide acts as a reminder checklist for partners to contribute to the project's dissemination, communication and collaboration plan during the whole project duration. It will be crosschecked by the coordinator (GFT) and the dissemination leader (VIL) during every partner's meeting where a relevant presentation of dissemination activities will take place.

The AI4PublicPolicy dissemination and communication guide is comprised of the below enlisted guidelines, according to which project partners should:

1. Report on the online AI4PublicPolicy Dissemination Activities Report tool (or briefly via email to GFT and VIL) any dissemination or communication activity related to AI4PublicPolicy, e.g., presentation, publication, participation in events, etc.
2. Inform GFT and VIL about relevant events, where AI4PublicPolicy partners could participate (e.g., conferences, seminars etc.), so that the events database can be regularly updated. If necessary, arrangements could be made so that AI4PublicPolicy will be represented.
3. Collect photos, videos, from all AI4PublicPolicy activities (full documentation): meetings, workshops, seminars, press conferences, etc. Send them to GFT and VIL to be used in publicity materials (e.g., project newsletters, videos, etc.). Make sure that there are no third party-intellectual property rights.
4. Use in all of their communication materials (deliverables, presentations, newsletters, etc.) the AI4PublicPolicy logo, the EU flag and the statement "*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004480*".
5. To avoid conflicts, co-ordinate with other partners and inform GFT on intentions to publish from AI4PublicPolicy. Always mention the financing body (EU / Horizon 2020).
6. Invite local policy makers in appropriate project stages and inform them on the project's progress. Record events (videos - photos). Send them to GFT and VIL.
7. Forward press releases, newsletters and other materials to their contacts that might be interested to AI4PublicPolicy's objectives and thematic interests.
8. Feel free to contribute to the AI4PublicPolicy's website blog with an article about their work in the project, the progress, etc.
9. Feel free to provide material for regularly updating the AI4PublicPolicy website.
10. Follow AI4PublicPolicy's social media pages (Facebook, Twitter, LinkedIn). Monitor the announcements and posts, "like" them, comment on them. Make their own posts on AI4PublicPolicy's social media accounts. Connect with people. Initiate the dialogue or take part in it.

# Appendices

## Appendix 1: Partner specific dissemination strategy

The AI4PublicPolicy consortium possesses the expertise, resources and infrastructures required to implement the project objectives. It is essential for the overall success of the project to exploit the wide, established networks of the project partners to reach as many target audiences as possible and increase the project impact. For this reason, all project partners have drafted a preliminary dissemination strategy based on their network and dissemination capacities to implement throughout the 36-month project duration. More specifically:

- **GFT** will disseminate the project's results through electronic publications and blog posts, as well as through internal dissemination activities targeting the GFT group and its Big Data and AI practice. It will also disseminate AI4PublicPolicy outcomes in the Code-n innovators' community (www.code-n.org), which has been established by GFT. GFT will disseminate and communicate the project's outcomes in the BDVA, where is plays an active role as leader of the digital finance task force. Finally, GFT will liaise with other projects in Big Data, e-government and AI (e.g., BigDataStack, INFINITECH) where it participates with a leading role, as a means of sharing experiences and best practices, but also in order to organize joint workshops and other dissemination activities.
- **EGI** operates one of the largest multi-disciplinary e-Infrastructure in the world, currently supporting over 300 registered projects and 70,000 researchers. EGI.eu will help share the best practices from AI4PublicPolicy and promote the project results to the exiting EGI community. EGI will disseminate the project's results through: (i) Press releases, newsletter articles, high impact publications and exhibitions during conferences and other events will be undertaken to promote the dissemination of the outstanding project results; (ii) Coordination of AI4PublicPolicy trainings with EGI community training events, organising various webinars, online tutorial and fact-to-face trainings; (iii) Dissemination beyond Europe through EGI global-level collaboration network. Each year, EGI.eu organised international conferences with a world-wide participation of scientific communities and e-Infrastructure providers. EGI.eu will help AI4PublicPolicy to organise co-located workshops or events; and (iv) Participation to other high impact conferences and workshops, e.g., EOSC, RDA, AI4EU.
- **INTRA** is a leading European company in the area of Information Technology and Communication services provision especially for EU institutions and bodies, the public sector and the private sector. INTRASOFT's portfolio boasts the provision of services to a wide range of European and international public organizations along with SMEs and large Private Organizations. Capitalizing on such wide experience and networks, INTRASOFT will: (i) Capitalize on its clientele base and wider contacts among EU Organizations and Institutions, Public organizations, SMEs and large Private Organizations throughout Europe and beyond in order to disseminate and promote the AI4PublicPolicy project and its results; (ii) Participate in at least 2 key exhibition/industrial events in e-government to promote the project's results. Moreover, INTRASOFT will support the project's liaisons with BDVA, AIOTI and other H2020 projects and clusters where it actively participates.
- **SIA** maintains a large business network as it operates or supports financial infrastructures in tens of countries worldwide. Its primary dissemination target will be to disseminate AI4PublicPolicy technological and policy development results through this network for the purpose towards building a community around the project's results. It will employ press releases, publications about the project in the company's web site, as well as direct interactions with digital finance stakeholders in its network. Emphasis will be paid in the dissemination of the results towards the corporate users and partners of its digital services, including 100s of businesses that benefit from SIA's "proximity", "remote" and "mobile" payments services.

- **NOVO** maintains a dense business network of cities, public authorities and policy makers, given that its Novoville platform is already deployed and used in more than 45 cities. The company will disseminate the project's results to this network based on targeted activities like face-to-face meetings and workshops, as well as direct marketing activities via electronic channels (e.g., newsletter submission). NOVO will also disseminate the project's results through its social media channels, as well as in the scope of innovators' meetups where the company participates. Finally, NOVO will publish about the project in various newspapers, printed/electronic magazines that present frequently instances of the company's innovative outcomes.
- **UNP** will disseminate the project's results through publications and social media, as well as in conferences and exhibitions (e.g., Portuguese APDSI events on 'Artificial Intelligence in Public Services'; EC ISA² 'Interoperability solutions for public administrations, businesses and citizens' events; International Conference on Open-Source Software in Public Administration (ICOSSPA, www.waset.org)); etc. It will also represent the project in various innovation alliances and initiatives e.g., the Portuguese ICT Cluster, The Portuguese Association for the Promotion and Development of the Information Society etc.
- **VIL** will disseminate the project's out*comes in Cyprus and Greece, where it maintains contacts with public authorities and related public sector accounts. Moreover, the company will connect with http://startupeuropeclub.eu and EBN large network of innovation centres and startups in Europe (where VIL is active member) and will utilise planned start-up events and communities in order to instruct high-tech start-ups on how to develop innovative AI services for the public sector.
- **ALBV** will communicate AI4PublicPolicy innovation outcomes through the policy making fora that the organization is active in (e.g. AIOTI, public sector in the Netherlands), highlighting the role of privacy and security, as the essential elements that can evidence trust to AI. ALBV will communicate the project findings in multiple ways; e.g. on related conferences, workshops and seminars held at level that ALBV has a leading role in their organization (e.g. the Accountability Summit).
- **UPM** will focus on the academic dissemination of the AI4PublicPolicy results. It will target publications in high impact journals (e.g., ACM Transactions, IEEE Transactions related to distributed systems and databases), but also in high profile conferences like IEEE Big Data and IEEE/ACM Int. Symposium on Cluster Computing. UPM will also contribute to the project's linking with EOSC-related research/scientific communities, as well as to the organizations of scientific workshops and special sessions on AI/Big Data for e-government in general and policy making in particular.
- **DAEM** operates in the local government and public administration domain as a service developer and provider and through the relevant local, national and EU co-funded projects has created a wide community of citizens, decision-makers, local government organizations, governmental organizations, NGOs, academics, researchers, students, and businesses among others. DAEM's community will consist the receptive audience for the project dissemination, while DAEM is aiming to expand its network or adjust the end user communities according to the project needs. DAEM's dissemination foresees the promotion and presentation of the project results while recruiting stakeholders at any relevant local, national or international events. DAEM's social networks will be exploited in cooperation with DAEM's highly skilled Marketing Department to serve dissemination purposes, along with its parental and sister organizations networks.
- **CDG** will disseminate the project's results to various stakeholders, including the citizens, the businesses of the city and the employees of the local authority. It will also target international groups/audiences such as cities participating in the Covenant of Mayors initiatives and in other international smart city and e-government projects where the GENOVA participates. The city will make use of various dissemination channels, including press releases, social

media channels, as well as the organization of local workshops. The project's results will be also communicated to other local events of the municipality.

- **NIC** (Nicosia Municipality) will disseminate the project's results to local stakeholders in order to promote AI-based data driven development of evidence-based policies. To this end, it will organize local events (e.g., workshops) where citizens and stakeholders from the municipality and the government will participate. Moreover, it will disseminate the project's outcomes via the electronic and social media channels of the municipality. At an international level, the municipality with communicate the project's outcomes (i.e. best practices and blueprints) to the city networks and associations where it participates, e.g. the Strasbourg club, the Capital Cities & Regions Network (CCRN), Les Rencontres, Institute of the Regions of Europe (IRE) Union of Capitals of the European Union (UCEU), Union of the Capitals of Central and South Eastern Europe (UCCSEE), Walled Towns Friendship Circle, World Alliance of Cities against Poverty (WACAP), the European Office Cyprus (EOC).
- **LIS** dissemination plan will be implemented at three main levels: (i) Local level – to promote and bridge the project results with local stakeholders, with relevance to local public authorities; (ii) National level – using the influence of national networks in which Lisboa E-Nova is participating to communicate, influence and support project dissemination and accelerated take up of project results and solutions; (iii) EU level - benefiting from the close connection of Lisboa E-Nova with European networks, such as Eurocities or Energy Cities, and their involvement at political and officer levels, which will be instrumental to support dissemination and upscaling activities across Europe. Key messages about the project will be delivered to the key stakeholder groups through specific events, publications, social media channels. A comprehensive set of activities will aim at building bridges between existing communities, facilitating face-to-face exchange between main stakeholders.
- **BURGAS** will disseminate the project's results internally aiming at presenting the results organizing workshops with internal stakeholders. The municipality will also disseminate the project's outcomes to local communities based on press releases and announcement in local workshops. It will disseminate results based on the municipality's social media accounts. Burgas will also participate in events (e.g., conferences, exhibitions) that will be organized by the project.

## Appendix 2: AI4PublicPolicy first 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 | Online presence |
|---|---|
| Starting date: 1/3/2021 | Coming soon: https://ai4publicpolicy.eu |
| Duration: 36 months | https://twitter.com/Ai4PublicPolicy |
| EC funding: € 3.999.988,25 | https://www.facebook.com/ai4publicpolicy/ |
| 14 partners / 9 EU countries | https://www.linkedin.com/company/ai4publicpolicy/ |