

# KT4D

Knowledge Technologies  
for Democracy

Project Number: 101094302

Start Date of Project: 01/02/2023

Duration: 36 months

## Deliverable D2.1

# Plan for Dissemination, Exploitation and Communication Activities

Dissemination Level	PU
Due Date of Deliverable	30.04.2023
Actual Submission Date	28.04.2023
Work Package	WP 2   WP2 Dissemination, Communication Consultation & Exploitation
Task	Task 2.1 Communication, Dissemination and Exploitation
Type	Report
Version	V1.0
Number of Pages	22

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## DELIVERY SLIP

Date	Name	Partner/Activity	Date
From: 28/04/2023			
Moderated by:	Francesco Osimanti & Joanne Ahern	TRUST IT	26/04/2023
Reviewed by:	Eva Power	TCD	27/04/2023
Approved by:	Jennifer Edmond	TCD	28/04/2023

## DOCUMENT LOG

Issue	Date	Description	Author
v.1	03/04/2023	Table of Contents	Joanne Ahern & Francesco Osimanti (Trust-IT)
v.2	06/04/2023	Section 2	Francesco Osimanti (Trust-IT)
v.3	12/04/2023	Section 3	Joanne Ahern (Trust-IT)
v.4	17/04/2023	Section 1 and Conclusions	Joanne Ahern (Trust-IT)
v.5	24/04/2023	Peer-Review	Eva Power, Jennifer Edmond (Trinity College)
v1.0	26/04/2023	Integration of feedback and final check	Francesco Osimanti, Joanne Ahern (Trust-IT)

## TERMINOLOGY

Terminology/Acronym	Definition
KT4D	Knowledge Technologies for Democracy
PDEC	Plan for Dissemination, Exploitation and Communication Activities
M	Month
KPI	Key Performance Indicator
AI	Artificial Intelligence
KER	Key Exploitable Result

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## Executive Summary

The “*Plan for Dissemination, Exploitation and Communication Activities (PDEC)*” of KT4D defines all dissemination activities within the project and provides the guidelines for the dissemination to be followed by all partners. It details the methodology and the tools to be used for the project’s communication needs, as well as a detailed timeline to adhere to. It is a working document and will be amended as new urgencies and needs arise during the course of the project (light iterations expected to be issued at M18 and M36). The Plan will also be updated and reviewed by partners (when needed) throughout the project lifetime as work progresses and new opportunities for communication and dissemination will be identified as they emerge.

All dissemination activities are designed to:

- Ensure good internal communication amongst partners, with regular updates on progress and achievements and to ensure to adhere to a univocal brand image and identity;
- Increase the KT4D project’s visibility and raise awareness among targeted Stakeholders and the broad community;
- Share and publicise the project’s objectives and results;
- Keep stakeholders and partners informed on progress made, outputs accomplished and milestones reached.

This Dissemination & Communication Plan aims to give an overview of the following aspects: 1) Who communicates (the partners); 2) What to communicate (the message); 3) To whom the project communicates (the audience and addressed Stakeholders); 4) Why (awareness raising, increase visibility of the project and to make its results and deliverables available to the stakeholders and the general audience); 5) How to communicate (the methodology behind it, channels and tools).

# 1 Introduction

This deliverable, D2.1 “Plan for Dissemination, Exploitation and Communication Activities”, released at Month three, outlines and describes the main objectives and actions for the communication, dissemination, and stakeholder engagement activities for Knowledge Technologies for Democracy (KT4D), the methodology and assets underpinning the strategy. It outlines the actions taken during the first three months (M1 to M3) as well as the envisaged set of actions for the duration of the project going forward (M3-M36) to ensure the successful achievement of the project objectives in terms of appropriate dissemination of main results and outputs, community building endeavours and project recognition.

## 1.1 Purpose and Scope

The KT4D Plan for Dissemination, Exploitation and Communication Activities is structured to use an extensive set of communication channels to target the wide and diverse network of Stakeholders involved, and through the proactive support of the entire consortium will successfully promote and disseminate the project’s main results and outcomes using an extensive set of communication channels which will be outlined in this document.

The key objectives of the plan for Communication & Dissemination can be summarised as follows:

- Ensure a proper communication, dissemination and exploitation strategy for KT4D outputs and activities on a European and international level.
- Roll out a tailored engagement strategy onboarding the target groups in the local use cases, with a shared methodology across the use cases including co-creation workshops and the online, outward-facing collaborative platform.
- Undertake outreach and stakeholder engagement activities and subsequently raise awareness to the scientific, policy and civil society communities in two awareness-raising KT4D events and third-party events.

## 1.2 Structure

This document is divided into the following sections:

1. **Introduction** – Providing a high-level overview of the document which outlines the overall Dissemination and Communication Strategy.
2. **Key Pillars of the Dissemination and Communication Strategy** – This section describes the strategic approach and methodology currently being undertaken for KT4D.
3. **Communication, Dissemination and Roadmapping** – This section provides an accurate description of the list of different communication channels, and dissemination strategies which will be leveraged to achieve the broadest exposure and outreach for the KT4D project. It includes a description of what has been done thus far, the next steps and outlines the monitoring processes which will track KPIs to evaluate the impact achieved.
4. **Conclusions**

## 2 Key Pillars of the Communication and Dissemination Strategy for KT4D

### 2.1 KT4D Communication Strategy

The overarching purpose of KT4D's Dissemination and Communication Plan is to achieve maximum outreach and uptake of the project's outcomes. Specific objectives and corresponding action plans have been defined to achieve this:

- Improving the project's value proposition's relevance and clarity.
- Elaboration of a seamless, effective and recognisable branding strategy that will result in a clear visual identity capable of conveying a uniform message across a wide spectrum of online and offline channels.
- Ensure a proper communication, dissemination and exploitation strategy for KT4D outputs and activities on a European and international level.
- Plan a user journey that facilitates the final conversion of the users and community members in joining Use Cases correlated events, taking action on the respective website areas and familiarising them with the projects' main outputs.
- Roll out and execution of a tailored engagement strategy, onboarding the target groups in the local use cases with a shared methodology, and consequently raise awareness to the scientific, policy and civil society communities in two awareness-raising KT4D events, workshops and third-party events.

The overall strategy should eventually flow into the pattern of exploitation of the four constructed Use Cases that will be developed across the projects' lifecycle, reaching out to our key target groups and engaging substantively with them to embed their experiences into project results and collate project results into their practices. Some fundamental assets to carry out this task will be our three face-to-face engagement events with each group, plus Online consultations, Policy Briefs, Use Case Dossiers and KER Fact Sheets to extend this reach.

While doing so, the consortium will periodically ensure to

- Consider changes in the stakeholders, work context and potential use of results during the project lifetime.
- Update the plans according to the progress and emerging results of the project.
- Report on the updates periodically to the internal members.

The main routes of exploiting the results of the KT4D project have been considered and can be summarised as follows:

- Utilise the principles of participatory design to draw out tacit knowledge from user cohorts, shaping the results according to their (perhaps unspoken) needs
- Ensure an appropriately pitched socio-technical balance, eg. through the model of the Democracy Lab and its documentation handbook

- Achieving fine-tuned refinement toward uptake and integration with the final round of results valorisation meetings, supporting potential user bases to adopt and adapt the project results.
- Leverage the Use Cases' final outputs to fuel further research in the corresponding domain.
- Use the obtained results as tangible material in view of policy-oriented recommendations for future policies/regulations in the field.

We expect these mechanisms to see significant further refinement in the course of the project, and this aspect of our planning will be greatly more detailed by the end of the project.

## 2.2 KT4D Value Proposition

KT4D will harness the benefits of knowledge technologies to foster more inclusive civic participation in democracy. KT4D's ambitious and disruptive results will drive transformation in how democracy and civic participation are facilitated in the face of rapidly changing knowledge technologies, enabling actors across society to capitalise on the many benefits these technologies can bring in terms of community empowerment, social integration, individual agency, and trust in both institutions and technological instruments, while confidently mitigating potential ethical, legal and cultural risks.

The project will validate its approach and results by deploying a suite of four Use Cases, based in different European cities, where each Use Case will follow a common methodology, based upon three touch-points between the project and their addressed stakeholder groups, involving interaction points at the start (M8, focussed on Participatory Design), middle (M20, focussed on the Digital Democracy Lab) and end of development (M32, focussed on Valorisation of Results).

## 2.3 Social Media and Professional Networks

A continuous curated online presence on the principal social media platforms aims to inform and provide timely guidance to our main stakeholders about the steadfast progress and achieved outputs of KT4D. Social Media is expected to be the primary gateway for our community to obtain insights on the project and stay updated on the novelties, upcoming events as well as other newsworthy trends, reports, official documents addressing the research area(s) of Artificial Intelligence and Big Data, and the correlated repercussions and impact on civic participation and democracy. Social media will also play a critical role to further disseminate events where KT4D will take part through a carefully planned pre, live and post coverage with a view to better maximise the outreach and main takeaways (FactSheets, Scientific publications, visibility in third-party events, establishment of synergies with like-minded Horizon Europe R&I projects, webinars, co-creation workshops). Social channels will also be fully harmonised to reflect the projects' visual and brand identity (thoroughly described in *section 2.3*) and they will reflect the ongoing priorities of the project throughout its lifetime (headers and layout images will be changed to put specific events, releases, outputs into spotlight).

### 2.3.1 LinkedIn

LinkedIn is the most popular professional network. The wide range of targeted groups addressed by KT4D can account for a meaningful representation on LinkedIn through a series of sectoral groups: Social Sciences researchers, Policy makers of different layers (European, national or local), Academia members, AI or Big



Data scientists and specialists are often gathered in specific niche (or big) communities, most of the time open and accessible. These channels can be thus exploited to more efficiently pursue our communication purposes. LinkedIn is also the most suitable environment to establish a first contact point with relevant actors and spark conversation around important subjects (as well as individually get in contact with people to invite them to events or to ask for a collaboration with dissemination purposes). The main strategy on LinkedIn will be to share regular updates, promote events, engage with members and expand the community.

Additionally, an active engagement strategy will be pursued, looking for sectoral related groups, actively interacting and sharing KT4D content. This is fundamental for broadening the outreach to more targeted audiences that are more likely to be involved in KT4D's overall mission and scope. LinkedIn will also be leveraged to support the recruiting campaign in conjunction with the organisation of KT4D led events (such as the co-creation Workshops and the Webinars), through the "LinkedIn Events" feature that allows to seamlessly extend invitations to the entire community of members.

### 2.3.2 *Twitter*

Twitter is included as a crucial building block of the KT4D Social Media strategy as an additional tool to share news and brief real-time information. KT4D will leverage this channel for posting timely updates and advertising upcoming projects' activities throughout the entire lifecycle. In order to promote webinars, co-creation workshops, participatory design sessions and other project's events, tailored visuals and Twitter cards will be widely used for interacting with stakeholders. These are a perfect way to show the human side behind the project, explaining who the people behind the initiative are and in particular showing the faces of each of KT4Ds' partners.

Besides an exhaustive live coverage of the events, we will take advantage of other moments during each event timeline to increase the visibility of the project:

- Widespread and timely attendance announcement before the event will take place.
- Explore and follow the event account and the ones of the organisers a few days before the event.
- Tweet about our arrival using the event's hashtag.
- Engage in conversation during the event using the event's hashtag, if relevant, redirect to our project website.
- Share interesting quotes and tag the speakers.
- After the event, we will use the opportunity to tweet our reflection on it with "throwback" content.

The dissemination potential of the platform is essential too. We will use Twitter to showcase our key outputs and published work (i.e. the various modules of the Social Risk Toolkit) by linking to the whole work or to its summary. We will also seize the opportunity to provide information about the research project, for example, key milestones, and to developments in the Knowledge Technologies area as a whole, outside our own specific field of research which is a good way of giving a boost to the area as a whole.

### 2.3.3 *YouTube*

YouTube is the most popular platform for video sharing. KT4D will build up its own channel in order to post videos about the project itself, its Use Cases, interviews with partners and the webinars/events recordings.

The platform will play the function of an online repository but, in order to increase the engagement opportunities, videos will be frequently repurposed on other social media and digital channels.

### 2.3.4 *Open Research Europe*

Open Research Europe is an open access publishing platform for the publication of research stemming from EU-funded projects across all subject areas and domains. The platform is a good chance for our project to comply with the open access terms and criteria of funding and, at the same time, to exploit a publishing venue to share results and outputs effectively and facilitate a transparent, constructive research discussion in order to maximise the projects' impact in the long term.

## 2.4 Website Development and UX

The KT4D website represents the main gateway of our communication activities and it acts as the main channel (and primary entry point) to engage with our community. The website is fully GDPR compliant and will be regularly updated, through a series of (at least) three iterations across the progress of the project.

The first version of the website has been created following UX (User Experience) principles. This allows improvements to its usability and interaction rate e.g., a professional visual layout has been implemented. Specifically, the structure of the website has been defined while taking into consideration KT4D main stakeholders.

In our communication strategy the website represents a timely and consistently updated source of information about the project domains and achievements: a combination of information about KT4D results and other correlated initiatives (in the field of social sciences and humanities and/or knowledge technologies at large) that are of interest to our community.

In the next releases (due in M15 and M27) new sections will be added. The current section on the Use Cases will be further broadened and updated showing the new advancements achieved by the project partners and, most of all, putting the outcomes of the participatory design sessions into the spotlight with corresponding outputs, citizens involved and media items. In addition, a dedicated stakeholder section will be implemented; which will explain in detail the benefits KT4D can bring to each stakeholder and how it can solve their challenges. Similarly a detailed FactSheet area will be built, with tailored messaging targeting the identified end-user groups to raise awareness and foster wide uptake of the project results. We can finally describe the website as a "living, ever-changing and flexible tool" that will serve the purpose to reflect any emerging need or priority that should arise over the course of the project.

## 2.5 Videos

Of late, videos play a prominent role in every communication strategy and therefore represent a powerful tool for KT4D to connect with its audience and convey its message in an engaging, concise and effective way. Videos can be used for a wide range of purposes, including KT4D Use Cases testimonials, Workshop takeaways, explainer videos, events' teasers and more. They can easily spark and drive engagement, increase brand awareness and build trust with our stakeholders. Video communication allows us to leverage

at the same time all three types of media (written, sound and visual) to strengthen the overall message and, most importantly, maximise the scientific impact. In this regard, a Springer research has provided irrefutable proof of how papers/publications accompanied by video abstracts have approximately 20 percent higher citation scores in comparison to written publications. Additionally, videos can also be exploited to maximise Search Engine Optimization's effort and boost website traffic and visibility on search engines.

## 2.6 Newsletters

Newsletters play a vital role in our communication strategy as they are an effective way to reach and engage with an audience. They will allow KT4D send carefully profiled, personalised and timely information to our target audiences (sourced and recruited via physical events, webinars, social media and intentional sign-up). Newsletters are a great way to build relationships with our stakeholders and keep them informed about new developments and features. They can also be used to share news, updates, and thought leadership content from Artificial Intelligence, Big data and use (and misuse) of Knowledge Technologies as a whole.

Furthermore, Newsletters are a very mobile-friendly asset that can be easily read on the go. In today's digital landscape, newsletters are a valuable tool for building a strong online presence and driving engagement with the audience.

## 2.7 Webinars and Events

Events and Webinars are a perfect way to convey more specific information and build-up long lasting connections. Training webinars and demos will be organised around the KT4D KERs in conjunction with the projects' progress and the roll out of specific outputs (Democracy Lab Demonstrator, Social Risk Toolkit modules, Digital Democracy Lab Handbook and so forth). These webinars will highlight benefits and provide practical information on how to use the KT4D resources. Recorded demonstrations will be made available via the KT4D website and social media for the whole community (and are likely to be featured in newsletters as well).

Events, such as workshops and networking events, provide an opportunity to meet potential stakeholders, partners and thought leaders in person. They can also be an effective manner to enhance overall brand awareness around the project and establish synergies in a direct way.

In KT4D we have in place a tracking database to monitor the third-party events in the correlated domains, to be populated and continuously filled by each partner on a regular basis. The participation in such third-party events will increase the network, creating useful connections and increasing awareness of KT4D's key goals.

Webinars are a cost-effective and efficient way to reach a large audience and will be a key aspect of our communication strategy. Particularly, webinars will be also the most favourable spot to host external experts and researchers involved in other, like-minded European initiatives or coming from Research institutions, to provide a different standpoint (not uniquely project-centred) on relevant aspects of civic participation through AI and Big-data driven platforms and tools and associated risks and threats). All webinars will be dutifully recorded, repurposing for future use as on-demand webinars.

Expected KPIs:

- >6 training & awareness raising webinars (M6, 12, 18, 24, 30, 36).
- > 30 people per webinar
- 2 KT4D impact events (M22, 34)
- > 50 people per event

Additionally, 2 *Impact events* (Mid-Term and Final, approximately placed around M22 and M34) will be organised to properly showcase the project impact via co-creation methodology, user stories directly engaged in the Use Cases participatory meetings and Key Exploitable Results with a wider and international stakeholder audience to foster wide uptake of the project results.

## 2.8 Stakeholders Engagement Campaign

This initiative starts through a dedicated desktop research to sift through Artificial Intelligence and Big data like-minded initiatives and European clusters (PPPs, research entities and so forth) to tap into the wide Consortium network. The main goal is to identify similar projects, initiatives, clusters of entities, organisations and companies that actively operate in these areas and establish long-lasting synergies (in pursuit of the objectives of *Task 2.2 Engagement, Synergies & Outreach activities*). A stakeholder database has been put into place, expanding the list of selected multipliers and connections presented at the proposal stage, and it will be constantly updated with new additions. Subsequently a dedicated campaign to introduce KT4D to these stakeholders will be executed through tailored messaging and short meetings. This activity will allow the project to obtain multiple benefits such as: building new relationships, increasing our community network, creating reciprocal social media outreach, promoting content towards different audiences (in-depth details under *Section 3.6*).

### 3 Communication, Exploitation & Roadmapping Activities

The activities described in this section are designed to ensure that we meet the three main objectives of the KT4D Dissemination, Exploitation and Communication aspirations utilising best practice methodologies outlined in the previous chapter. These objectives are firstly to ensure a proper communication, dissemination and exploitation strategy for KT4D outputs and activities on a European and International level. Secondly, to roll out a tailored engagement strategy onboarding the target groups in the local use cases, with a shared methodology across the use cases including co-creation workshops and the online, outward-facing collaborative platform. Thirdly, to undertake outreach and stakeholder engagement activities and subsequently raise awareness to the scientific, policy and civil society communities in two awareness-raising KT4D events and third-party events.

The creation of consistent high quality branded materials will convey effective messages to our community(ies) and make the project recognisable over time and through different channels of communication and contexts (events, papers, press releases, conferences, digital placements etc). One of the first of these is the KT4D Brochure that outlines key aspects of the project which can be seen in the images below.

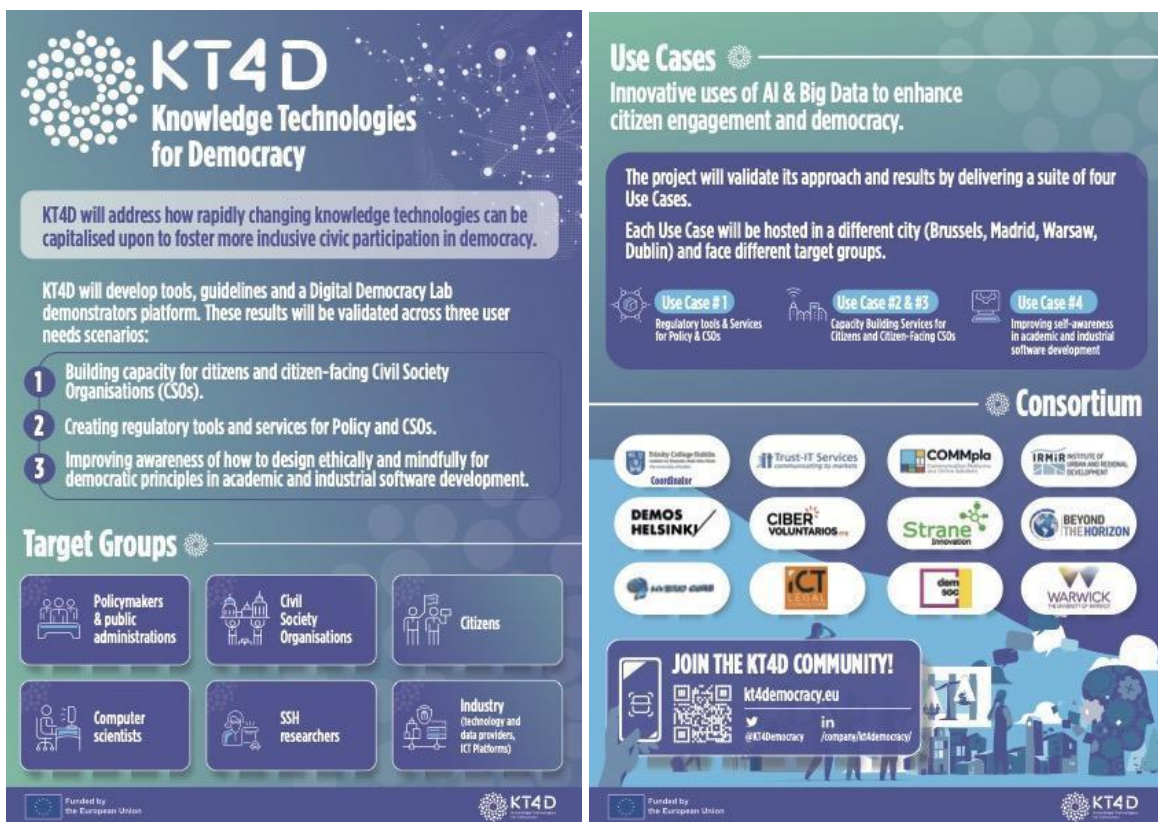


Figure 1 KT4D Project Brochure

### 3.1 Social Media and Professional Networks

Currently the two main KT4D social media accounts are LinkedIn (<https://www.linkedin.com/company/kt4democracy/about/>) and Twitter (@KT4Democracy). These platforms as outlined in the previous chapter are key tools and resources that connect the KT4D project with key professionals and projects in this sphere of research. Developing a social media profile to create a professional network for KT4D requires a strategic approach. The main aims are to showcase the KT4D project, connect with other professionals and researchers in this area, share key outcomes and disseminate the project results as widely as possible.

To date there is a community of 220 members across the current social media channels.

#### 3.1.1 LinkedIn

KT4D will use LinkedIn in several ways to network and build an online presence for the ongoing communication during the project with interested stakeholders and also to disseminate the project results. In Month 1 the project created a LinkedIn page to promote the project and provide updates on its progress. This page is and will be used to share information about the project's progress, events, and any relevant news or events of interest to the wider KT4D online community. By doing so, the project can attract stakeholders and followers who are interested in the project's mission. To date the LinkedIn page has 138 followers and this will continue to grow as the project organises events and widens its network. By the end of the project the KPI for this social media channel is 800 LinkedIn connections.



*Figure 2 KT4D LinkedIn Profile*

#### 3.1.2 Twitter

Twitter posts for KT4D will include regular updates on the project's progress, milestones achieved, relevant news and events in the field of Knowledge Technologies, AI, Digital Democracy and online civic

participation. The KT4D Twitter account will be mainly used to provide brief real-time updates and news, but also as a tool to share generic information about key subjects of the project at large (e.g. KT4D Use Cases and Knowledge Technologies, AI & Big Data), provide information about the project, promote event activities and deliver real-time coverage of virtual events where the project will be involved (both KT4D organised events and third party events). To be noted that Twitter will also be frequently exploited to keep the community updated on the release of relevant documents, reports or papers on science, policy and regulations from the European Commission and other European and international institutions.

The KT4D Twitter account is intended to reach a broader audience and will send out specifically tailored messages to different stakeholders in conjunction with particular occasions.



Figure 3 KT4D Twitter Profile

### 3.1.3 YouTube

The KT4D YouTube channel has been set up and will be launched with the first videos after the physical project kick-off in April 2023. This will result from several videos filmed during this kick-off including interviews with work package leaders and Use Case coordinators.

Videos and podcasts are envisaged to be a key content type for KT4D to publicise the project, raise its profile amongst the research community, disseminate the KT4D outputs as widely as possible and for regular engagement with target stakeholders.

In addition, Youtube will be exploited as an online repository to store recordings of the KT4D Webinars, Workshops and Trainings to allow the community open and easy access.

In the next 6 months, we will begin to publish videos and the Webinar videos on the KT4D YouTube channel. During the project we will produce at least 4 Use Case Videos, as well as Webinars, Training Videos and Recorded Demonstrations.

## 3.2 Website Development and UX

The KT4D website was created and launched on the first day of the project. The site address is: <https://kt4democracy.eu/>. The website ties in with the social media accounts outlined above as the KT4D Twitter and LinkedIn accounts will be the main social media channels harnessed to drive relevant traffic to the project's website over the duration of the project. The KT4D project branding has been comprehensively applied to ensure a consistent yet distinctive look and the website structure has been kept simple to ensure easy navigation with menu options available at the top and bottom of every page. Information in relation to the KT4D project is and will be consistently updated, as the website is a central part of our communication plan, acting both as a repository of what the project has done to date, providing publicity for upcoming events, while driving traffic to our Social Media Channels (this is envisaged to be a two-way operation with the social media channels also driving traffic to the website). Additionally, the website is the main place to sign up for the project newsletter which will be discussed later. Each major part of the project will have its own dedicated space which will be developed over time e.g., the Use Cases are currently described on one single website page however, as they develop, this will be expanded into each Use Case having a dedicated page that is routinely updated. Furthermore, Factsheets are being created for each Use Case which will also have a dedicated space on the site along with other communication and press materials.

Four official iterations are required for the website, the first when KT4D launched, the second at Month 3, then Month 15, with the final iteration in Month 27 of the project. However, as already stated, the website will be a living and changeable tool to timely suit any arising need of the consortium or to provide augmented visibility to specific outputs or results.



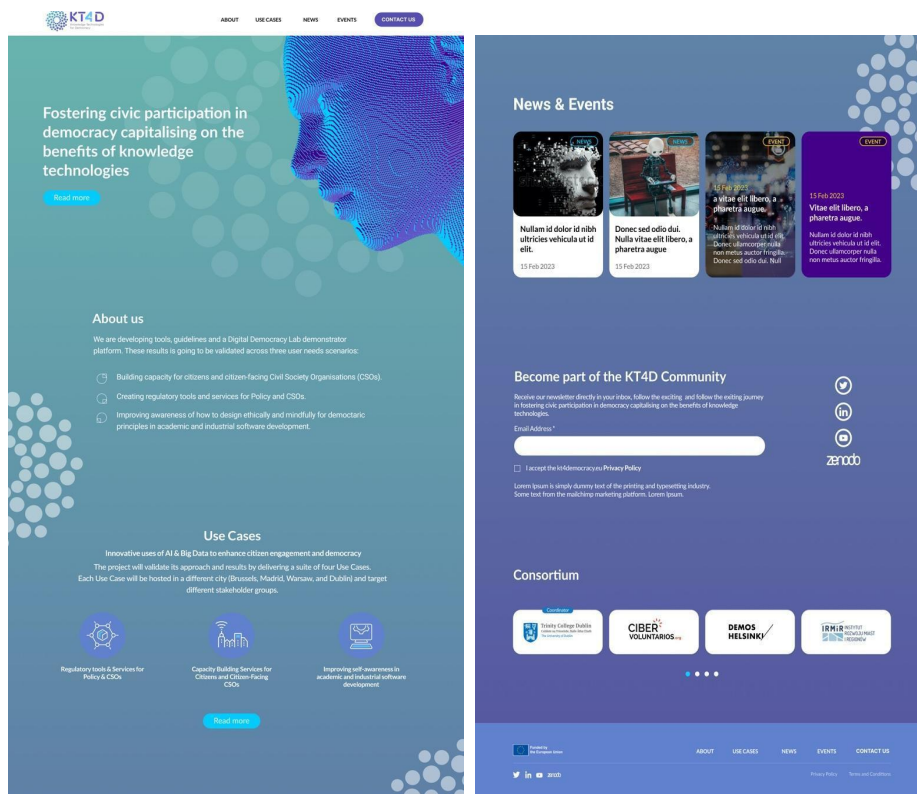


Figure 4 KT4D Website First Iteration in M1

### 3.3 Videos

During the kick off meeting we filmed 7 interviews with representatives from each of our partners. These videos will be the first used to populate the KT4D YouTube channel and will also be available on the KT4D website (release of each video interview will start as of May 2023 on a fortnightly basis). During the course of the KT4D project the intention is to produce 4 Use Case Videos, as well as Webinars, Training Videos and Recorded Demonstrations. Webinars will be hosted mainly on Zoom and then edited and uploaded to YouTube to distribute as widely as possible. Video pills will also be created to be uploaded on all of the KT4D social media channels as well as given their own area on the website. In total the KPI for the videos is 1000 visualisations of the full video collection by M36. Lastly, one KT4D legacy video will be delivered in year 3.

### 3.4 Newsletters

The KT4D newsletters will communicate the ongoing activities of the project. The newsletter sign up form is currently on the KT4D website and is publicised via our social media channels. Webinars and other events will help drive newsletter sign ups and recruitment through the offer to be added during the registration process for webinars and events. As the newsletter is a key part of our communication plan we have included the subscription button to the newsletter already in the first Website release (M1).

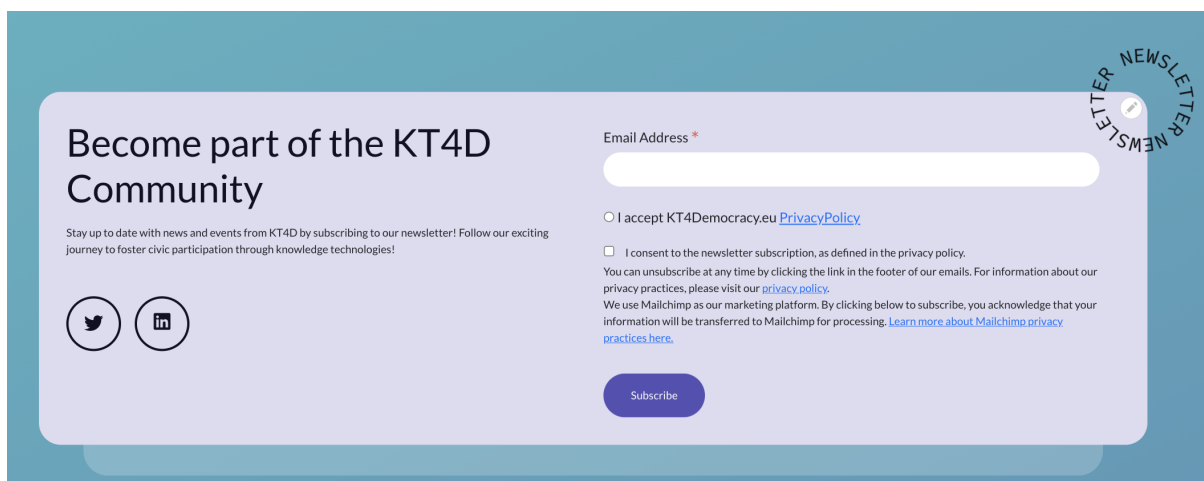


Figure 5 Newsletter sign up form on KT4D Website

The first KT4D newsletter will be sent in M4 and published on the website. It will then be sent out regularly until the end of the project. The KPI for newsletters is to reach 200 reads per issue by month 36. The first newsletter will cover the official launch and introduction to the project as well as publicising the first project webinar which will take place by Month 6.

### 3.5 Webinars and Events

Webinars are an important strategic opportunity to broaden the outreach of the projects, increase visibility of the results and technological developments as well as to attract new synergies with other projects working in this area while providing an opportunity to gather a wider community of stakeholders for the KT4D project. This has been clearly outlined in section 2.7 earlier in this report.



Figure 6 KT4D project webinar series

The first webinar will likely focus on the KT4D use cases . This is an important opportunity to not only present the use cases, but also to outline the project's vision and in particular, highlight some of the aims such as the Social Risk Toolkit, the Narrative Based Simulation Game, the Digital Democracy Lab Demonstrator etc. These are further demonstrated in the figure below.



Figure 7 KT4D Use Cases

The team is currently defining the agenda for the first webinar and once this is completed the webinar will be organised via the following process:

1. Logistical Management:
  - a. Create an event page on the website and set up the registration form
  - b. Creation of Webinar on Zoom and Plan for the recording of the event
  - c. Background Organisation of the event including the organisation of the speakers, preparation of a schedule for the event, rehearsal prior to the event, collection of potential questions to stimulate discussion etc.
2. Publicity/promotion of the first KT4D Webinar
  - a. Creation and publication of a dedicated webpage for online promotion
  - b. Utilise the KT4D partners network to write to and invite key stakeholders and multipliers to ensure the community
  - c. Social Media Plan utilising all the Social Media channels included the creation of a dedicated banner for the event, promotion through professional groups on LinkedIn, branded graphics for the Speakers, live-tweeting during the event and dedicated space in the KT4D newsletter

In addition to Informative and awareness raising webinars during the project there will also be training webinars and demonstrations of the KERs produced by KT4D. In total there will be 6 of these held in M6, M12, M18, M24, M30, and the final one in M36. There is a KPI of >30 participants at each of these. In addition, there are two KT4D impact events to be organised in due course (potentially in M22 & M34) with KPIs of >50 participants per event.

### 3.6 Stakeholders Engagement Campaign

In the first month since its kick off, KT4D joined a cluster of projects including ITHACA and AI4Gov, commencing in an initial call with a follow up call scheduled for late April. These projects will work together at first via cross dissemination of communications to their respective communities and in due course will also organise knowledge sharing and joint events such as webinars.

The next step in this campaign is to reach out directly and individually to key Stakeholders via tailored communication and dissemination measures with an initial campaign focused on 1 on 1 messaging to invite for calls. We will begin using the existing network of project partners as the first contact point with the projects/initiatives they are already in contact with through an internal tailored Database. We will also reach out with targeted email invitations to the first project webinar. Thus each stakeholder group will have a targeted stakeholder campaign and will be approached with tailored communication and dissemination measures as per the image below;

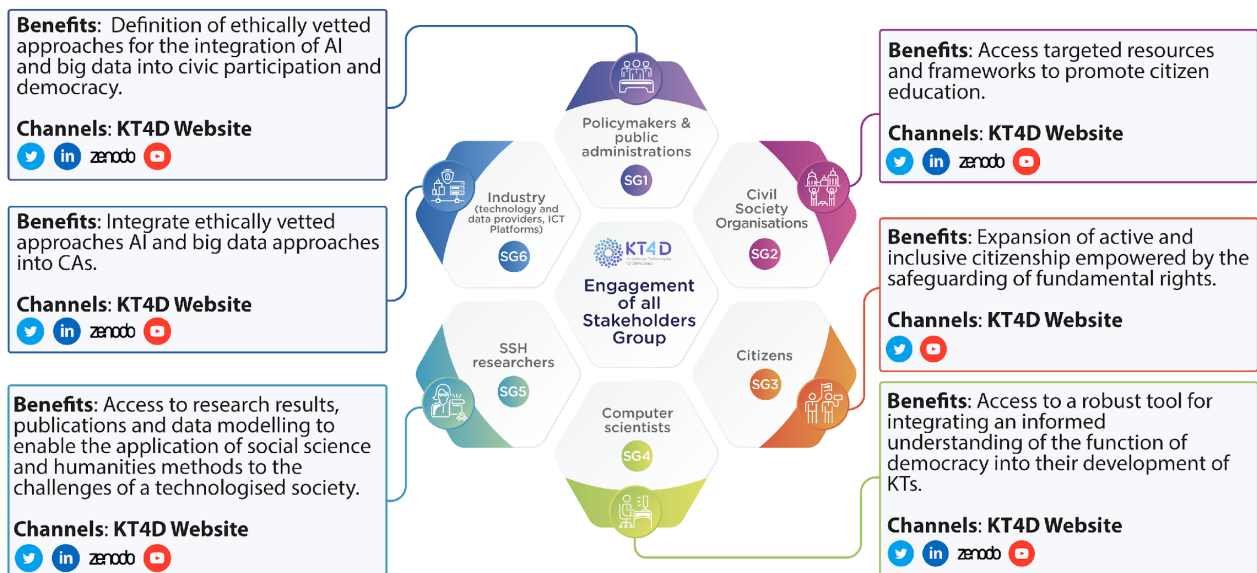


Figure 8 KT4D Stakeholder Groups

The Stakeholder campaign will be introduced in advance of the first project webinar in order to drive attention and participation for our first KT4D project webinar as well as towards our social media channels.

### 3.7 Monitoring Impacts and KPIs for KT4D

In its first three months, KT4D has built a community of 250 community members across several networks including: LinkedIn followers (138), Twitter (86), Newsletter Subscribers (25) which will grow once we launch our YouTube channel in the coming months.

The tracking of all KPIs for the project in the table below will be performed on a regular basis to take stock of progress, potential bottlenecks and the possibility to adopt new strategies to better convey KT4D messages as well as to speed up the community building with regard to the achievements of the targeted KPIs.

These channels are important tools for attracting and building the online community. LinkedIn and Twitter in particular are heavily utilised by the KT4D project team to publicise events such as the Webinar organised for M6 and will be key tools for future communication and dissemination campaigns.

KPI	Number
KT4Democracy.eu website.	>4 iterations (M1,3,15 27) >500 monthly unique sessions
KT4D Social Media connections (Twitter and LinkedIn)	>800 Twitter followers, > 800 LinkedIn connections
KT4D Video Interviews & Videos about the KT4D project	> 1000 visualisations of full video collection at M36
Newsletter	>200 reads per issue by month 36
Articles, blog posts, podcasts or other pieces in the popular scientific communication or public media channels	> 12 content pieces at M36
KT4D KER Factsheets	>1000 views, > 1000 downloads at M36
Number of people engaged via events, including: 1. Use Case Co-creation workshops 2. Training webinars and demos 3. Recorded demonstrations	12 co-creation workshops (M8, M20, M32), >10p. per co-creation workshop >6 training & awareness raising webinars (M6, 12, 18, 24, 30, 36), > 30p. per webinar 2 KT4D impact events (M22, 34) > 50p. per event
KT4D Use Case web pages with marketing packages. Examples: Use Case Booklets and the User Stories Booklet.	>2000 page views at M36
Policy Brief	> 20 policymaker responses
Identification and liaison with potential new adopters of the KT4D KERs	> 10 potential adopters identified and contacted at M36

Figure 9 KT4D KPIs for Monitoring Project

## 4 Conclusions

### 4.1 KT4D PDEC

This deliverable, D2.1 “Plan for Dissemination, Exploitation and Communication Activities” has detailed and illustrated the strategy, objectives and actions for the communication, dissemination, and stakeholder engagement activities for Knowledge Technologies for Democracy (KT4D), as well as providing a detailed description of the methodology and assets underpinning this strategy. It has confirmed the actions taken during the first three months (M1 to M3) as well as the anticipated set of actions for the duration of the project going forward (M3-M36) to ensure the successful achievement of the project objectives in terms of appropriate dissemination of main results and outputs, community building endeavours and project recognition. As a living document, this plan can be quickly and easily adapted during the course of the project to reflect new priorities identified, such as events/workshop timings and stakeholder focus, necessary to maximise impacts. It can also be updated as needed or to respond to unforeseen events.

The implementation of the KT4D dissemination and communication strategy (as outlined in the preceding sections of this deliverable) will contribute to the consolidation of the KT4D identity making the project recognisable, reliable and prominent in relevant areas, leaving a strong legacy and a wide (freely accessible) knowledge hub to tap into for the Knowledge Technologies community as well as for the AI and Big Data research community.