



# European Lighthouse of AI for Sustainability

## D6.1 ELIAS Communication, Dissemination & Exploitation Plan

Date:29/02/2024





<b>Project acronym</b>	<b>ELIAS</b>
<b>Project full title</b>	European Lighthouse of AI for Sustainability
<b>Project Coordination</b>	University of Trento (Italy)
<b>Start date</b>	01/09/2023
<b>Start date</b>	31/08/2027
<b>Grant agreement No.</b>	101120237

<b>Deliverable Title</b>	D6.1 ELIAS Communication, Dissemination & Exploitation Plan
<b>Work package</b>	WP6 – Communication, Dissemination and Exploitation
<b>Version</b>	0.1
<b>Deliverable Type</b>	OTHER
<b>Dissemination Level</b>	PU
<b>Leading Partner</b>	FBK
<b>Author(s)</b>	Aygun Garayeva (FBK)
<b>Reviewers</b>	Filareti Tsalakanidou (CERTH), Ulf Lueder (UT)
<b>Date of Delivery</b>	22/02/2024
<b>Submission Date</b>	29/02/2024

© Copyright 2023 ELIAS Consortium

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the ELIAS Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of copyright notice must be clearly referenced.

All rights reserved.



## Document History

Version	Issue Date	Status	Changes	Contributor
0.1	30/01/2024	draft	V0.1 created.	Aygun Garayeva (FBK)
0.2	02/01/2024	pre-final	Preliminary review conducted.	Nicu Sebe (UNITN)
0.3	06/01/2024	pre-final	Updated based on received feedback; all comments resolved.	Aygun Garayeva (FBK)
0.4	14/02/2024	pre-final	Pre-final version reviewed.	Filareti Tsalakanidou (CERTH), Ulf Lueder (UT)
0.5	20/02/2024	pre-final	Pre-final version completed, all comments addressed, and sent to the coordinator	Aygun Garayeva (FBK)
0.6	20/02/2024	pre-final	Minor comments and suggestions.	Nicu Sebe (UNITN)
0.7	22/02/2021	Final	Final version completed.	Aygun Garayeva (FBK)



## Acronyms

Abbreviated	Extended
ADRA	AI, Data and Robotics Association
AI	Artificial Intelligence
C&D&E	Communication, Dissemination & Exploitation
CSO	Civil Society Organisation
DIH	Digital Innovation Hub
DoA	Description of the Action
EC	European Commission
EU	European Union
HLEG	High-level Expert Group
ICT	Information and communication technology
KER	Key Exploitable Results
KPI	Key performance indicator
NoE	Network of Excellence
SME	Small and Medium-sized Enterprises
SRA	Strategic Research Agenda
URL	Uniform Resource Locator
WP	Work Package

# Table of Contents

<b>Executive Summary .....</b>	<b>7</b>
<b>1. Introduction .....</b>	<b>8</b>
<b>2. ELIAS Communication, Dissemination &amp; Exploitation Plan .....</b>	<b>9</b>
2.1 ELIAS Communication, Dissemination & Exploitation Objectives .....	9
2.2 Internal Communication: communication at the project level .....	11
2.3 External communication & dissemination: outreach across regional, national, and international level.....	13
2.3.1 Target Audiences.....	14
2.4 Exploitation Strategy.....	16
2.5 Liaison with other networks and collaboration activities.....	19
2.6 Innovation Management.....	19
2.7 Promotion of Open Calls .....	20
<b>3. ELIAS Communication &amp; Dissemination Activities .....</b>	<b>22</b>
3.1 ELIAS Logo - Project's visual identity.....	23
3.2 ELIAS Communication & Dissemination kit & Information Package.....	24
3.3 Communication & Dissemination Channels.....	24
3.3.1 ELIAS Website.....	24
3.3.2 Newsletter .....	28
3.3.3 Social Media Channels & Planning.....	29
3.4 Scientific publications.....	31
3.5 Events.....	31
3.5.1 Event Promotion Strategies.....	32
<b>4. Key Performance Indicators (KPIs) of ELIAS Communication &amp; Dissemination Activities .....</b>	<b>35</b>
<b>5. Conclusion.....</b>	<b>37</b>
<b>Annex I – Branding Guidelines.....</b>	<b>38</b>
<b>Annex II - ELIAS Communication &amp; Dissemination Kit.....</b>	<b>43</b>
<b>Annex III – ELIAS Information Package.....</b>	<b>48</b>



---

## List of figures

Figure 1 ELIAS Project Repository - Google Drive Folder.....	11
Figure 2 ELIAS Logo .....	23
Figure 3 ELIAS Logo Colours.....	23
Figure 4 ELIAS Website - Homepage.....	25
Figure 5 ELIAS Website - About & Our Partners Page.....	25
Figure 6 ELIAS Website - Resources Pages.....	26
Figure 7 ELIAS Website News & Events Pages .....	27
Figure 8 ELIAS Website - Footer.....	27
Figure 9 ELIAS Newsletter Subscription - "Welcome" email.....	29
Figure 10 ELIAS on X .....	30
Figure 11 ELIAS on LinkedIn .....	30
Figure 12 ELIAS on YouTube .....	30
Figure 13 ELIAS Community on Zenodo.....	31

---

## List of tables

Table 1 Partner roles & responsibilities .....	12
Table 2 Target Audiences.....	14
Table 3 ELIAS Key Exploitable Results (KERs) .....	17
Table 4 ELIAS Event Promotion Strategy .....	32
Table 5 List of Events.....	33
Table 6 ELIAS Communication & Dissemination KPIs.....	35

---

## Executive Summary

This document is the first deliverable of Work Package (WP) 6 – Communication, dissemination, and exploitation within the ELIAS project.

The main objective of this document is to detail the Communication, Dissemination and Exploitation (C&D&E) Plan, the main materials, channels, and tools that will be used and developed, as well as the activities conducted throughout the project from M1 (September 2023) to M6 (February 2024) by the ELIAS consortium. During this period, the dissemination and communication of the project focused on creating awareness about the project, building a community to disseminate project activities, events, and preliminary results, and engaging the target groups to participate in or collaborate with ELIAS.

Highlighted within this document are various dissemination and communication activities, with a special emphasis on the creation and consistent application of ELIAS's identity across all channels, materials, and tools of the project. The materials created within ELIAS are designed to support partners in both formal and informal communication and dissemination efforts related to the project. A significant strategy for disseminating ELIAS's research and contributions to the state-of-the-art involves the active participation and co-organisation of events by partners, along with the authoring of scientific publications, including conference papers, journals, and open datasets, among other outputs.

The overarching objective is also to cultivate synergies through collaborative communication initiatives involving the ICT-48 networks, along with the ELLIS Network, to disseminate project results and amplify their visibility across diverse audiences. Coordinated efforts in joint communication efforts play a crucial role in averting public confusion when conveying information from multiple projects with distinct objectives, topics, and targets.

As the Communication, Dissemination and Exploitation (C&D&E) Plan is a living document, updates to reflect the evolving landscape of the project are foreseen. Further updates of this document will be provided on M18 (D6.2 – ELIAS Communication, Dissemination, and Exploitation Report v1), M36 (D6.3 – ELIAS Communication, Dissemination, and Exploitation Report v2), and M48 (D6.4 – ELIAS Communication, Dissemination, and Exploitation Report v3).

## 1. Introduction

ELIAS adopts a comprehensive approach to Communication, Dissemination and Exploitation activities and tasks, as outlined in this document (hereafter called C&D&E Plan). Within its strategic framework, the plan delineates a cohesive set of communication tools, dissemination channels, engagement actions, and outreach activities, all aimed at achieving multifaceted objectives:

1. **Fulfilment of the Project's Overarching Goal:** This entails a holistic strategy geared towards achieving the central objective of the ELIAS project.
2. **Establishment of a Recognisable Project Identity:** Enhance the project's presence by increasing awareness and visibility, ensuring a prominent position in relevant domains. Cultivate a recognisable project identity, establishing ELIAS as a reputable network capable of influencing future actions through knowledge and information.
3. **Ensure consistency of communication and dissemination activities within ELIAS:** Support consortium partners in their communication activities to foster unity, while ensuring the consistency of communication and dissemination activities within ELIAS, maintaining a cohesive strategy across all project facets.
4. **Network Collaboration:** ELIAS seeks to establish meaningful connections with [AI4Media](#), [VISION](#), [HumanE-AI-NET](#), [TAILOR](#), [euROBIN](#), [dAIEDGE](#), [ENFIELD](#), [ELSA](#), [ELISE](#), [ELIZA](#) and [ELLIS](#) networks, fostering collaboration and leveraging synergies for enhanced impact.
5. **Effective Stakeholder Engagement:** Develop a cohesive approach that ensures interlinked and reinforcing activities for engagement and dissemination, amplifying their collective impact, while concurrently fostering comprehensive and effective stakeholder engagement in a dynamic and mutually beneficial interaction.
6. **Maximising Project Result Exploitation:** The plan will outline strategies to ensure that the project's results are fully exploited and disseminated widely, contributing to broader knowledge dissemination.

This document further provides a nuanced exploration of the ELIAS C&D&E Plan, elucidating not only its objectives but also its strategic alignment with distinct target groups. Specific attention is given to the identified communication tools directed at ELIAS stakeholder groups. Additionally, the document delves into the current strategic approach for ELIAS communication products, their dissemination, and the overall strategy for monitoring, self-assessment, and reporting.



## 2. ELIAS Communication, Dissemination & Exploitation Plan

The main objective of the C&D&E Plan for ELIAS revolves around raising awareness among potential stakeholders and interested parties regarding the project's cutting-edge technologies and impactful outcomes. Simultaneously, the goal is also to propagate best practices, fostering widespread adoption of the generated results.

Each ELIAS partner is dedicated to disseminating results across the stakeholder ecosystem. The communication, dissemination, and exploitation efforts are designed to operate at multiple levels, leveraging the strengths of each partner and aligning with their operational models and areas of expertise. This holistic approach ensures a nuanced and impactful communication strategy, setting the stage for a successful engagement with diverse audiences and stakeholders.

### 2.1 ELIAS Communication, Dissemination & Exploitation Objectives

The ELIAS C&D&E Objectives are strategically organised into three categories: 1) Communication and Collaboration; 2) Dissemination; and 3) Exploitation. This is to maximise project outreach and impact, ensuring a comprehensive and focused approach.

#### Communication and Collaboration:

- **Objective 1: Amplify Outreach, Create Awareness and Raise Visibility**

ELIAS strategically employs communication tools to amplify outreach and raise awareness among the consortium and research community, industry representatives, policymakers, technical communities as well as the general public.

- **Objective 2: Targeting and Informing AI Community and Policymakers**

ELIAS directs its communication efforts towards the AI community, including academics, researchers, students, industry representatives, policymakers, National and EU Authorities and other relevant policy-making bodies. This entails communicating project progress, technologies, and results beyond the consortium to inform policy decisions and regulatory frameworks.

- **Objective 3: Encourage Participation and Connecting with other similar projects & initiatives.**

Communication activities are intricately designed to actively encourage the participation of individuals and entities capable of contributing to the development, evaluation, uptake, and exploitation of ELIAS's project results at local, national, and European levels. This involves connecting with key actors and networks instrumental in advancing the project's goals and establishing liaisons and synergies with related projects and networks ([AI4Media](#), [VISION](#), [HumanE-AI-NET](#), [TAILOR](#), [euROBIN](#), [dAIEDGE](#), [ENFIELD](#), [ELSA](#), [ELISE](#), [ELIZA](#) and [ELLIS](#)) to exchange knowledge and best practices.

#### Dissemination:

- **Objective 4: Share Use Case Results, Promote Project Outcomes and Publish Research**

Dissemination efforts centre around sharing use case results and promoting project outcomes to diverse audiences, including policymakers and industry representatives (such as ICT, energy, security, advertising, etc.). ELIAS aims to publish research findings and scientific publications to effectively communicate and disseminate the project's progress and achievements, thereby contributing to policy-making processes and facilitating industry adoption.

- **Objective 5: Facilitating Overall Objectives**

Dissemination efforts, including face-to-face meetings, networking, conference participation, and contributions to AI networks, align with ELIAS's broader objectives outlined in the proposal and grant agreement and facilitate the start of new collaborations.

#### **Exploitation:**

- **Objective 6: Develop a Long-Term Exploitation Plan and Foster Industry Interactions**

The exploitation dimension involves crafting a robust long-term exploitation plan, fostering meaningful interactions with industry stakeholders, and ensuring that ELIAS's results and achievements are widely disseminated and exploited by the identified target audiences in a manner suitable to their needs. This strategy emphasises sustained industry engagement and strategically leveraging project outcomes to maximise commercial potential, while also ensuring broader public access and use of the outcomes from the ELIAS project. This involves integrating feedback loops and prioritising user-centric considerations to enhance the reception of results.

- **Objective 7: Long-Term Stakeholder Engagement**

The primary objective is to foster engagement by consistently informing stakeholders on the project's objectives and progress, while encouraging ongoing use of project results. This approach entails actively engaging stakeholders from academia, industry, and European institutions, fostering the establishment of a collaborative and dynamic network.

To execute these objectives effectively, ELIAS adopts a strategic approach that distinguishes between internal and external dimensions:

**Internal Dimension (Project Dimension):** Ensuring a shared understanding of roles and responsibilities among partners, promoting consistency in delivering information to external stakeholders, and enhancing collaboration among project participants.

**External Dimension (Regional/National and International):** Taking a broader stance, the external strategy unfolds across regional/national and international dimensions,

strategically positioning ELIAS in the wider external landscape and bridging the gap between project advancements and the global community.

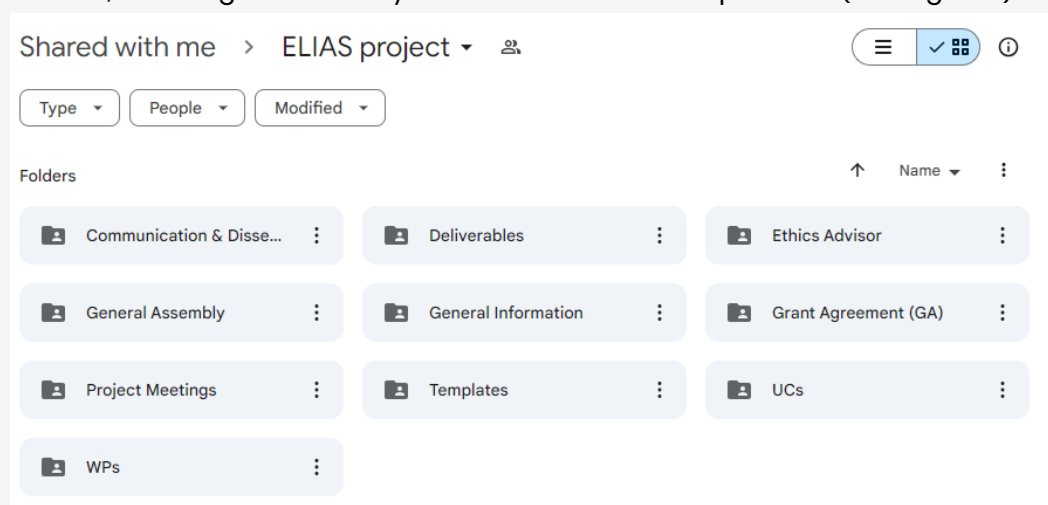
In summary, ELIAS's C&D&E Plan not only aims to inform and engage but also to strategically position the project within the broader research and stakeholder landscape, ensuring a lasting impact and fruitful collaborations.

## 2.2 Internal Communication: communication at the project level

In the strategic implementation of the ELIAS C&D&E Plan, recognising the crucial role of effective internal communication is paramount. The plan acknowledges the diverse information needs of its partners and their respective organisations, treating them as internal 'customers' to ensure tailored communication. As the project progresses, especially with increasing technical complexity, internal communication within the consortium becomes of utmost importance.

To facilitate seamless interaction and secure information exchange within the consortium partners have agreed, and the coordinator has established robust internal communication channels, including:

- A dedicated project mailing list designed for efficient communication within the partnership.
- Specialised Work Package (WP)-related mailing lists allowing partners within each WP to communicate without overwhelming the entire consortium.
- a shared virtual partner space has been established using Google Drive as a repository, enabling the exchange and sharing of diverse materials such as documents, meeting minutes, templates, presentations, deliverables, and visual materials, ensuring accessibility to information from all partners (see Figure 1)



**Figure 1 ELIAS Project Repository – Google Drive Folder**

Additionally, regular plenary teleconferences have been set up, providing comprehensive updates across all Work Packages (WPs). Each WP, from WP1 to WP7, conducts bi-weekly or

monthly online meetings among designated representatives from each partner, fostering detailed discussions and progress updates. Furthermore, plenary meetings in person are scheduled every six months to enhance collaboration and strategic planning, offering partners the opportunity for in-depth discussions and agreement on next steps for each WP.

During the early phases of the ELIAS project, **partner roles and responsibilities** for communication, dissemination, and exploitation activities were established to ensure smooth coordination and effective execution of WP tasks (see Table 1). This process also included the sharing of contacts responsible for Communication and Dissemination, ensuring their inclusion in the dedicated mailing list.

**Table 1 Partner roles & responsibilities**

Activity	Role	Description
<b>Communication &amp; Dissemination</b>	<b>Lead:</b> FBK, <b>Participants:</b> All partners	Responsible for mapping prospective stakeholders to future ELIAS results, establishing and updating the Plan for C&D&E of Results, developing the Dissemination Kit, creating the ELIAS website, disseminating scientific results, and implementing a comprehensive dissemination campaign.
<b>Exploitation</b>	<b>Lead:</b> <i>To be decided</i> , <b>Participants:</b> FBK, CERTH, HPI, CTU, UmU, UPB, IDEAS, BD, UMAN	Responsible for developing the sustainability and exploitation strategy, identifying exploitable assets and target groups, formulating exploitation plans, and iteratively updating the exploitation plan to maximise the commercial potential of ELIAS's outcomes.
<b>Networking and Collaboration across EU</b>	<b>Lead:</b> CERTH, <b>Participants:</b> UNITN, UMORE, IMT-TP, ALC, HPI, UNIMI, CTU, MPG, IDEAS, FBK, AALTO	Tasked with identifying and liaising with AI networks and initiatives, collaborating with DIHs and EU/international organisations, researching relevant initiatives, engaging in promotion activities, and organising Theme Development Workshops (TDWs) to foster effective partnerships.
<b>Innovation Management</b>	<b>Lead:</b> BD, <b>Participants:</b> FBK, CERTH, CTU, IDEAS, IBM	Responsible for managing stakeholders' engagement and the innovation process, defining engagement and innovation management strategy, monitoring of potentially useful innovations and assessment of their potentialities, and developing the Strategic Research Agenda (SRA) on Sustainable AI.

In addition to the roles outlined, the contributions of **Academic partners** are pivotal, significantly advancing research, innovation, and dissemination within their respective

domains, enriching the project's scientific output, and fostering collaboration among academic communities. On the other hand, **industrial partners** bring practical experience, market insights, and industry connections, leading the exploitation of project results and facilitating their adoption within the industry.

Moreover, the consortium has implemented **robust mechanisms for internally monitoring** project activities. This includes the establishment of a dedicated file for tracking Communication & Dissemination Activities and Scientific Publications, accessible to all partners. Each partner is required to input relevant information regarding the activities undertaken, ensuring comprehensive documentation and transparency. Additionally, collaborative efforts led to the initiation of monthly content scheduling for publication on project social media channels and the website. Furthermore, dedicated folders have been allocated to partners, facilitating streamlined reporting on all activities and events related to ELIAS throughout the project's lifespan. These structured approaches guarantee a cohesive and efficient internal communication framework, laying the groundwork for successful collaboration and effective project implementation.

### 2.3 External communication & dissemination: outreach across regional, national, and international level

Within the WP6, External Communication and Dissemination emerge as pivotal elements, central to the engagement and achievement of objectives by all project partners. Regional and national outreach strategies prioritise the customisation of communication to resonate with local audiences, amplifying the impact within specific geographical contexts. Simultaneously, on an international scale, the strategy expands, enabling the project to reach a global audience effectively even beyond the EU. This comprehensive approach functions as a dynamic conduit, adeptly promoting project events and activities on a worldwide scale. By employing this strategy, the project not only showcases its results and outcomes but also strategically connects with diverse target groups, fostering widespread engagement and impact.

Ensuring a unified voice for ELIAS involves the establishment of clear guidelines governing branding and visual identity of ELIAS and the content of communication and dissemination materials. A coordinated visual identity is crucial for conveying information in a consistent, clear, and institutional manner, aiding stakeholders in comprehending ELIAS's activities and outcomes, while also fostering brand recognition and value. To achieve this, ELIAS has established and will continuously update a comprehensive **Communication & Dissemination Kit**, encompassing branding guidelines, communication & promotional materials, project visual identity, and channels for effective communication and dissemination. ELIAS will also develop tailored dissemination materials – **the ELIAS Information Package** (factsheets, brochures, posters, etc.), videos and webinars for both public audiences and partners participating in event, conferences, workshops etc. Scientific

results will be disseminated through the publication of scientific papers and participation in conferences. The consortium has thoughtfully designated specific channels, including the website and social media platforms, to ensure broad outreach and engagement with diverse audiences. A dissemination campaign will also run on offline channels, such as the ELIAS events, exhibitions, industry events etc. These elements collectively contribute to a cohesive and recognisable project identity.

### 2.3.1 Target Audiences

To achieve the ELIAS goals and objectives, the project partners pinpointed key stakeholders who necessitate consistent updates on the project's progress and outcomes. Recognising the inherent diversity among these audiences and their varied information needs, a segmentation strategy has been developed.

The segmentation of target audiences is a strategic initiative that anticipates the diverse information requirements of stakeholders. As the project unfolds, this segmentation will prove instrumental in tailoring communication and dissemination activities to cater to the specific needs of each identified group. Furthermore, within the exploitation strategy, this will serve as a tool to engage stakeholders proactively and maximise the utilisation of ELIAS project results.

The table below briefly outlines the envisaged dissemination and communication target groups of ELIAS, providing a comprehensive view of the proposed activities to reach and engage these diverse audiences. This strategic alignment ensures that the project's outreach efforts are not only comprehensive but also finely tuned to the specific needs of each identified target group.

**Table 2 Target Audiences**

Target audience	Message to be communicated	Measure / Channel
TG1. Researchers and academia regarding the AI community of experts	<i>Raise project awareness, involve as stakeholders, validate the project results in education and research.</i>	Website   Social media   Publications   Conferences and symposia   Stakeholder Workshop and Forum
TG2. Companies and related R&D personnel from the different industries (e.g., ICT, AI, energy etc.,) particularly regarding SMEs	<i>Raise project awareness, involve as stakeholders, validate the project results, and encourage the contribution of relevant resources &amp; participation in the Open Calls.</i>	Website   Stakeholder workshop and Forum   Social media
TG3. Students enrolled in higher education programs (MSc), PhD	<i>Raise awareness for the project. Stimulate interest in project technologies. Encourage the</i>	Website   Social media

students and researchers	<i>usage and validation of project outcomes.</i>	
TG4. Policymakers / National, EU Authorities, EC and other EU Institutions and Agencies	<i>Raise project awareness, exchange info, highlight importance and relevance of project results in society and the policy making process.</i>	Website   Publications   Conferences and symposia   Stakeholder Workshop and Forum
TG5. International CSOs and networks	<i>Raise project awareness, stimulate interest (and co-creation) in AI and how they can solve social challenges</i>	Website   Social media   Stakeholder Workshop and Forum
TG6. European Citizens	<i>Raise project awareness, stimulate interest (and co-creation) in AI and how they can solve social challenges</i>	Website   Social media   Media

### **TG1. Researchers and academia regarding the AI community of experts – Academic and Scientific Community**

At both European and international levels, the AI research community covers all areas of AI and overlaps strongly with the open-source AI community. They also participate in the design and operation of training programmes and provide much-needed AI experts and data scientists to the market.

### **TG2. Companies and related R&D personnel from the ICT, energy, security, advertising, and AI industry, particularly regarding SMEs**

Industrial companies and entrepreneurs are one of the main target groups of ELIAS. In terms of dissemination, they transfer ideas, concepts, and results on the latest AI research advances and may act as a reference for other industries in particular domains. Also, they provide valuable responses on the latest trends and AI implementations from an economical point of view, evaluating solutions and results of the projects. Companies involved in AI differ substantially regarding their level of knowledge and expertise, as well as in their operational and strategic needs. This target group comprises large corporations and SMEs, end-users, developers, integrators, start-ups, and scale-ups, as well as technology innovators and providers. The industrial stakeholders in AI domains are impacted or interacting with the main activities as community outreach, education, and training.

### **TG3. Students enrolled in higher education programs (MSc), PhD students and researchers**

To increase Europe's attractiveness for young talents and researchers from the international community as a place of latest innovations and breakthroughs in AI domains is one of the goals of the call as well as of ELIAS. AI talents are recruited from various fields beyond the traditional technical sciences. Thanks to the expected pressures on inevitable re-skilling, talents come from cross-disciplinary areas of tertiary and postgraduate education with integrated knowledge disciplines of the ethical, legal, and social aspects of AI.

#### **TG4. Policymakers / National, EU Authorities, EC and other EU Institutions and Agencies**

At the EU and national level, there is a broad range of stakeholders responsible for policy development, i.e. industrial associations, trade unions, regional authorities and administration, chambers of commerce, expert groups (i.e. HLEG). They are involved in identifying possible policy improvements to support the adoption of AI implementations at the local, national, or European levels and also to reflect the recommendations and findings concerning the AI impacts on society.

#### **TG5. International CSOs and networks & TG6. European Citizens**

AI is transforming our lives and the world we live in, generating positive and negative impacts on society, with far-reaching economic, healthcare, legal, political, and regulatory implications. AI will not only cause the workforce to evolve but it might even shift ethical and legal boundaries. These topics shall be addressed as they might be to some extent unclear to the society. Public and societal actors shall be informed about the ELIAS actions, results as well as general impacts of AI applications on their lives. Specific sub-group: young people with their teachers and families - to increase their motivation to be active and familiar with new technologies and AI-science.

The C&D&E plan is expected to target all the above mentioned parties. It is also expected to identify potentially interested members, who will spread the word of ELIAS, increasing audience participation.

## **2.4 Exploitation Strategy**

Taking advantage of this highly favourable global economic environment, the ELIAS consortium will develop a robust exploitation strategy that will strive to identify opportunities to transform innovative research outcomes into products and services with transformative potential across various industries, such as ICT, energy, security, advertising, etc. In line with these objectives, two exploitation models will be adopted:

1. **Technological Exploitation Model:** Focuses on utilising ELIAS technological know-how for developing AI-driven products and services, contributing to different industries, building on the outcomes of the ELIAS use cases.



2. **Research Exploitation Model:** Aims to valorise research know-how acquired in ELIAS for future research, academic activities, and strengthening the European AI Lighthouse.

The exploitation plan will include an open-source strategy and guidelines to share selected research outcomes openly with the European AI community.

ELIAS research and industry partners have individual plans, and the exploitation strategy supports these by providing a framework for joint outcomes. **Industrial partners** anticipate boosting internal innovation, strengthening portfolios of AI technologies, and creating new revenue streams by introducing potential new AI products. **Academic partners** will reinforce research competencies, transfer research findings to university curricula, offer consultation services to industry and policymakers, and contribute to creating an **AI entrepreneurship ecosystem**. The exploitation plans will be formulated through a co-creation process:

- An internal training workshop led by ELIAS' industry partners, aiming to provide guidelines for research partners to get a better understanding of business, market and commercialisation aspects and support the **project's sciencepreneurship approach**.
- A technology workshop with real-life demonstrations of the project's most mature outcomes (including real-world applications developed within the ELIAS use cases) and concept-level demonstrations of less mature technologies, open to external stakeholders. ELIAS European Innovation Alliance will aim to explore the exploitation potential of ELIAS outcomes and receive valuable feedback on stakeholder needs.

In the proposal stage, ELIAS Partners proactively aimed to optimise the impact of project outcomes for both individual partners and the consortium as a whole. Key Exploitable Results, outlined in the tables below, have been identified as integral components of this strategic approach.

**Table 3 ELIAS Key Exploitable Results (KERs)**

No	Key Exploitable Result	Target groups	Exploitation potential	Task	Partners
KER1	AI methods for computational design, simulations of physical systems and digital twins	Academia, researchers; Tech providers; Industry.	- Commercial tools for modelling catalytic reactions, climate change, vegetation state, energy consumption.	T1.2 T1.3	UvA, HPI, CTU, JSI, UVEG, UMAN, IIT, UNIGE, UPB, RB, RBHU, MPG, UCPH
KER2	AI toolbox for faster and energy efficient computations		- Commercial solutions for cyber-security of microservices in the cloud.	T1.4 T1.5	JSI, UvA, UVEG, HPI, UMAN, IIT, MPG, UNIGE, UPB, CERTH, UMORE, IDEAS

KER3	ML toolbox to increase robustness against adversarial attacks		-Publications /open software	T2.2	POLIMI, UCPH, UMORE, UNIMI, BD, IMT-TP, JSI, ANITI, INRIA, ETH
KER4	AI tools for agent coordination and cooperation			T2.4	UNIMI, UNITN, POLIMI, UT, JSI, ANITI, IIT, UNIGE, FBK
KER5	AI methods for inclusive and sustainable urban development		- Integration in third parties' products and solutions - Commercial solutions for urban development	T2.3	ANITI, UNITN, POLIMI, IMT-TP, UT, ALC, UNIMI, IDIAP, ETH, JSI
KER6	AI methods for trustworthy decision-making systems (privacy-preserving, fair, explainable)	Academia, researchers; Tech providers; Industry; Policy makers; Civil society	planning or advertisement management - Publications /open software	T3.2 T3.3 T3.4	UNITN, ALC, FBK, UMORE, IMT-TP, IBM, CERTH, JSI, UmU, ETH, CTU
KER7	AI methods for personalisation and diversification		- Open tools for fact-checking and fighting migrants-related disinformation	T3.5	UMORE, IBM, FBK, EP, IDIAP, UmU
KER8	Methodology and guidelines for enhancing AI scientific excellence (education, training, mobility, community building)	Academia, researchers; Tech providers;	- Transfer of results and good practices to other networks or research areas	T4.1 T4.2 T4.3 T4.4	All partners
KER9	Methodology and guidelines for boosting AI-related entrepreneurship & tech transfer (alliances, competitions, startups)	Industry; Policy makers; Civil society	- Policy papers /Roadmap - Consulting Services - Training activities	T5.1 T5.2 T5.3 T5.4	UT, UvA, UMORE, CERTH, HPI, CTU, IBM, INRIA, UMAN, ETH, UNITN, MPG, IDEAS, RB, RBHU

This ELIAS Exploitation strategy will follow an iterative approach, commencing with the initial sustainability and exploitation strategy at M18 (D6.2) and reaching its finalisation in the comprehensive final exploitation strategy (D6.4) at M48, all encapsulated within the T6.2 Exploitation Strategy. This approach involves key components, starting with the early development phase at M18, where exploitable assets, key partners, target groups, and markets are identified through a comprehensive market and competitor analysis. Subsequent iterative updates on the ELIAS Exploitation strategy at M18 (D6.2), M36 (D6.3), and M48 (D6.4) ensure continuous adjustment, keeping the strategy aligned with the

dynamic project landscape and market trends, maintaining its relevance throughout the project's duration.

## 2.5 Liaison with other networks and collaboration activities

ELIAS will actively engage in networking and collaboration activities across the European AI landscape fostering partnerships and synergies with key initiatives contributing to the field. The project is dedicated to identifying and liaising with existing networks and initiatives, such as ICT-48 Networks, ELLIS, and ADRA. Moreover, ELIAS will seek collaboration with relevant Digital Innovation Hubs (DIHs) to share knowledge, tools, and address their specific needs.

### Objectives:

1. **Diverse Collaborations:** ELIAS aims to collaborate with a range of networks and initiatives, embracing a multi-disciplinary approach to Sustainable AI. This involves connecting with EU or international organisations and initiatives that focus on societal and environmental values, exploring the broader impact of AI on society, individuals, and the planet.
2. **Opportunity-Based Promotion:** Partners actively participate in conferences, workshops, and lectures to promote ELIAS's mission and build effective partnerships. Drawing from the successful networking activities of AI4Media (led by CErTH), ELIAS leverages experience and best practices to engage with ICT-48 Networks and other relevant projects.

### Strategies and Activities:

1. **Theme Development Workshops:** Several workshops organised by UvA, CErTH, UVEG, UNIMI, CTU, and IDIAP will provide insights for researchers, industry professionals, and policymakers.
2. **Benchmarking Activities:** ELIAS will conduct periodic benchmarking, scouting relevant AI projects to optimise resource utilisation.

ELIAS has already initiated collaborative efforts with various projects and initiatives, including [AI4Media](#), [VISION](#), [HumanE-AI-NET](#), [TAILOR](#), [euROBIN](#), [dAIEDGE](#), [ENFIELD](#), [ELSA](#), [ELISE](#), [ELIZA](#) and [ELLIS](#). By fostering these connections, ELIAS is actively contributing to the collective advancement of European AI initiatives, with the goal of enhancing the impact of Sustainable AI in Europe and beyond. These collaborative endeavours are integral to Task 6.3 – Networking and Collaboration Activities across the EU, led by CErTH.

## 2.6 Innovation Management

Within Task 6.4, ELIAS places significant emphasis on the strategic development and implementation of knowledge and intellectual property management and protection. The task involves formulating common principles and policies governing knowledge management and protection. These policies outline rules and procedures for Access to Background, Ownership of Results, Protection and Exploitation of Results, Dissemination of Results, Transfer and Licensing of Results, and Access Rights to Results. ELIAS aims to define a comprehensive strategy for stakeholder engagement, innovation management, and IPR protection, ensuring compliance with the Consortium Agreement.

### Key Objectives:

1. **Stakeholder Engagement:** Develop a stakeholder engagement strategy to foster collaboration and gather valuable insights for sustainable innovation.
2. **Innovation Management:** Monitor and assess potential innovations produced by the project, adhering to ELIAS Consortium Agreement policies.
3. **Long-term Sustainability Plan:** Leverage the network developed to enhance ELIAS's long-term sustainability, maximising benefits for individual partners and the consortium beyond the project's lifespan.
4. **IPR Protection:** Ensure robust protection of Intellectual Property Rights while facilitating appropriate dissemination and exploitation of results.
5. **Strategic Research Agenda (SRA):** Develop an SRA on Sustainable AI, aligning with ELIAS's core spheres: AI for a sustainable planet, AI for a sustainable society, and Trustworthy AI for individuals.

The collaborative nature of ELIAS extends beyond research and innovation to include a collective commitment to responsible and effective intellectual property management. The ELIAS Consortium ensures the protection of intellectual assets, fostering a collaborative environment where innovations can thrive and contribute to the sustainable advancement of AI.

## 2.7 Promotion of Open Calls

Acknowledging the importance of communicating the ELIAS Open Calls in the frame of the project, distinct dissemination and communication activities will be conducted in parallel to the main plan, in collaboration with WP5 – Entrepreneurship and Tech Transfer. Indicative activities at different stages of the ELIAS Open Calls cycle will include:

- **Phase 1:** Timely promotion of the Open Calls through the project's digital channels, traditional media and SME-centred associations, startups from the EU and to Horizon Europe associated countries.
- **Phase 2:** Announcements of the selection process results, emphasising the expected impact of the accepted projects and the beneficiaries.



- **Phase 3:** Frequent publication of project progress and achievements, production of dissemination material, inclusion of open call project presentations in major events.
- **Phase 4:** Promotion of project results through the joint scientific publications/white papers.

### 3. ELIAS Communication & Dissemination Activities

This section delves into the comprehensive communication and dissemination strategies and activities employed by ELIAS to effectively convey project objectives, progress, and outcomes. These activities are essential for enhancing project visibility, engaging stakeholders, and facilitating the widespread adoption of the project results and include the development of the project's visual identity, the creation of communication and dissemination kits, the establishment of online platforms, strategies for scientific publications, and participation in conferences and events. Through these proactive measures, ELIAS aims to foster collaboration, exchange knowledge, and ensure impactful dissemination of its research findings to both the academic and broader audiences.

In addition to these ongoing efforts, ELIAS is actively planning future activities to further enhance the reach and impact of its communication and dissemination activities which include:

- **Production of Informative Booklets and Factsheets:** Tailored to different stakeholder groups, these materials will provide accessible and detailed information about ELIAS's research findings, technologies, and their potential applications. They will serve as valuable resources for researchers, industry professionals, policymakers, and the general public.
- **Development of Compelling Videos:** ELIAS will produce videos showcasing project developments and results, serving as powerful tools to highlight its significance and impact.
- **Comprehensive Social Media Campaigns:** Leveraging platforms such as X and LinkedIn, ELIAS will launch targeted social media campaigns to amplify project visibility and engagement. These campaigns will include paid promotions tailored to specific stakeholder groups, driving traffic to project resources, and encouraging participation and interaction.
- **Collaborative Initiatives with Partner Networks:** ELIAS will collaborate with partner networks and initiatives (such as [AI4Media](#), [VISION](#), [HumanE-AI-NET](#), [TAILOR](#), [euROBIN](#), [dAIEDGE](#), [ENFIELD](#), [ELSA](#), [ELISE](#), [ELIZA](#) and [ELLIS](#)) to share knowledge and tools, expanding its reach within the European AI landscape.
- **Continuous Monitoring and Evaluation:** ELIAS will continuously monitor and evaluate the effectiveness of its activities, making adjustments and improvements as needed while ensure responsiveness to the evolving needs and preferences of its target audiences.

These efforts collectively aim to establish a dynamic and multifaceted strategy for communication and dissemination, with the overarching objective of maximising the reach and impact of the ELIAS project across diverse audiences and stakeholders.

### 3.1 ELIAS Logo – Project’s visual identity

The [ELIAS logo](#) maintains consistency with the design introduced during the proposal stage, both in its distinctive shape and colour palette. It includes the graphical element featured in the form of a leaf, symbolising a broader association with sustainability. Additionally, the logo incorporates three spheres, each emblematic of ELIAS's three key research spheres: **AI for a Sustainable Society, AI for a Sustainable Planet, and Trustworthy AI for Individuals.**



Figure 2 ELIAS Logo

The 4 colours used for the positive version of the logotype are the following:

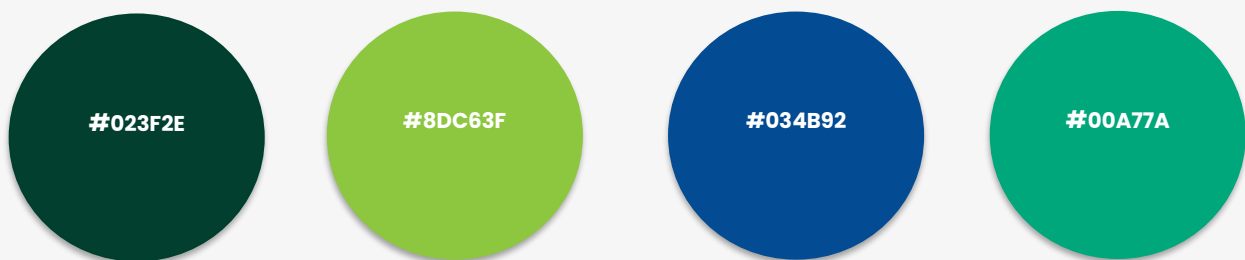


Figure 3 ELIAS Logo Colours

The [ELIAS Branding Guidelines \(Annex 1\)](#) serve as a handbook, guaranteeing that each project communication and dissemination material prominently features the ELIAS logo and EU financial statement. The project logo, an essential component of visual identity, will be prominently featured on all public documents, publications, websites, and promotional materials during project implementation, enhancing project visibility and recognisability. For further variations of the ELIAS logo and guidelines on its correct usage, please refer to

Annex 1 of this Deliverable. The logo package is also available **on the ELIAS website under the [Media Resources](#) sub-page.**

## 3.2 ELIAS Communication & Dissemination kit & Information Package

ELIAS will deliver two pivotal promotional resources: a comprehensive **Communication & Dissemination Kit (Annex 2)** and an **Information Package (Annex 3)**, each comprising of the materials that aid the consortium in their formal and informal communication activities, such as reporting and participation in meetings and events, while concurrently enhancing brand identity for lasting recognition. The contents of these kits encompass project templates and promotional support materials.

- **ELIAS Communication & Dissemination Kit**
  - **Project templates:** Word, latex/overleaf, and power point templates used for reporting purposes and for presentations at meetings or events, respectively; meeting agenda and minutes templates.
  - **Communication support materials:** [Wallpapers](#), [banners](#), [business card](#); and roll-up to increase the project's visibility in events.
- **ELIAS Information Package**
  - **Dissemination support materials:** factsheets, posters, one-page-flyers, and brochures containing comprehensive information about the project's objectives, activities, and both expected and achieved results and power point presentation of the project for partners to use when participating in events.

The templates have been made available on the common Google Drive folder for ease of access by all partners since the very start of the project and will be updated regularly. All partners have been encouraged to use the communication and promotional materials in their dissemination activities, in order to increase the project awareness and the effectiveness of dissemination actions.

A series of electronic banners have been created to help promote the project online, bearing the project's brand identity, logo and colours and an accompanying tagline to highlight the unique proposition of the project 'European Lighthouse of AI for Sustainability'. These banners are freely available for partners to use on their social media, organisational websites, announcements about the project, press releases etc. This material is also available **on the ELIAS website under the [Media Resources](#) sub-page** for use by journalists or other stakeholders.

## 3.3 Communication & Dissemination Channels

### 3.3.1 ELIAS Website



The ELIAS website ([www.elias-ai.eu](http://www.elias-ai.eu)) functions as a centralised hub for comprehensive project information, serving as a platform that guides users to various communication tools, channels, and activities. Launched in M2, the website will continuously be updated by Fondazione Bruno Kessler (FBK), with valuable contributions from all project partners. The ELIAS website is designed to host and redirect users to a spectrum of communication resources, channels, and activities. Currently, the ELIAS website features the following pages:

**'Homepage'** offers a succinct summary of the ELIAS vision, project objectives, key numbers, a brief introduction to use-cases, a banner for the latest news and updates, and an upcoming event banner.

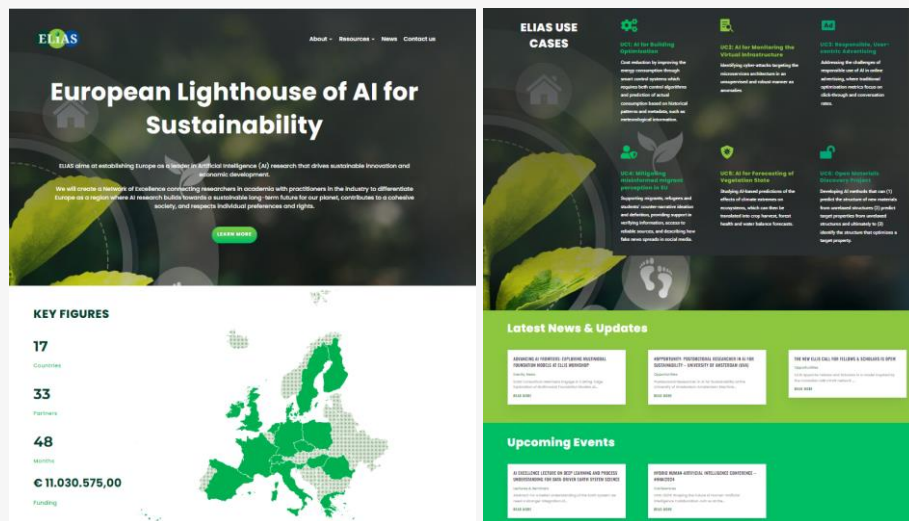


Figure 4 ELIAS Website - Homepage

**'About'** page provides an in-depth description of the project's vision and objectives. Additionally, it features a dedicated subpage on Consortium Partners, offering detailed information about each partner involved in the project.

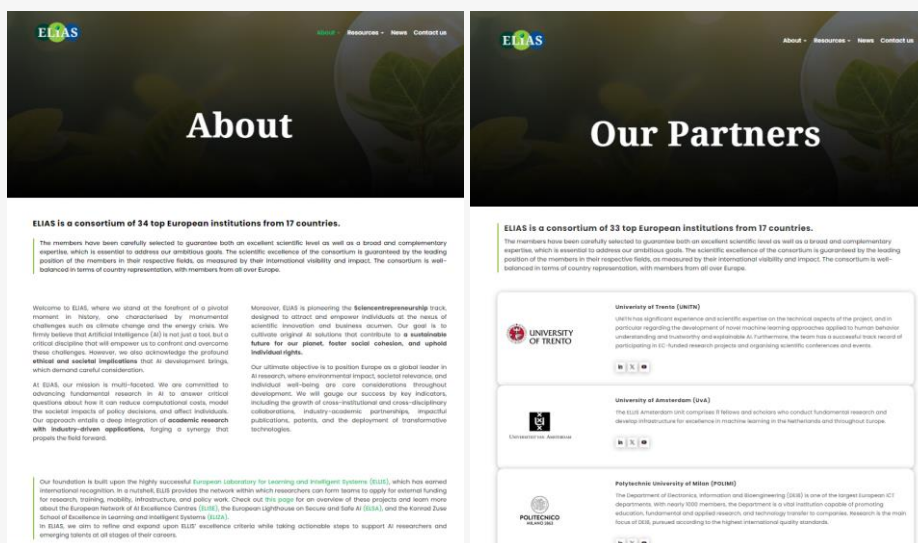


Figure 5 ELIAS Website - About & Our Partners Page

'Resources' page is a valuable repository presenting key information about the project's accomplishments. It includes three subpages: **Scientific Publications, Public Reports, and Media Resources.**

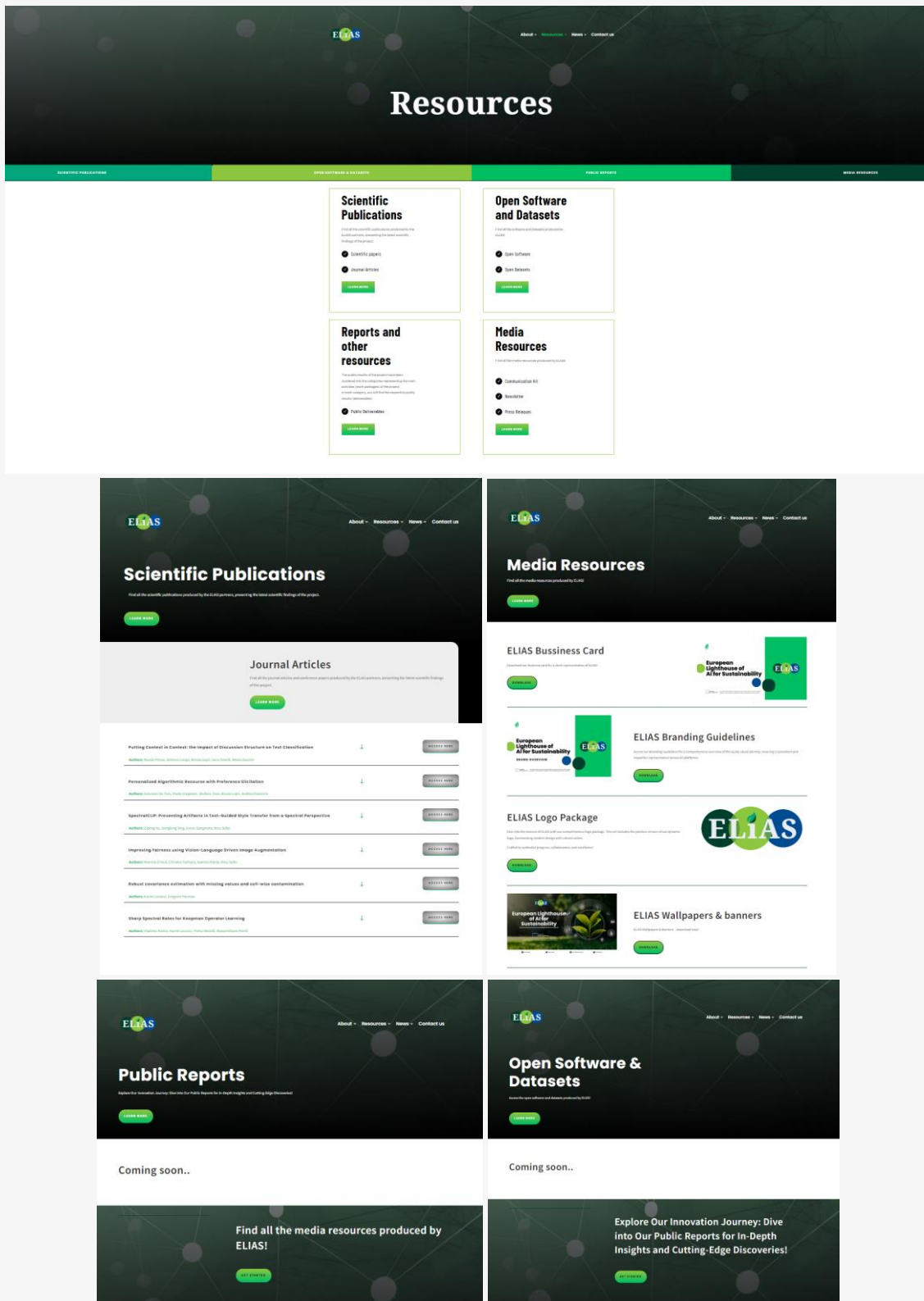


Figure 6 ELIAS Website – Resources Pages

'News' page includes frequent updates about the project and has one subpage: **Events**.

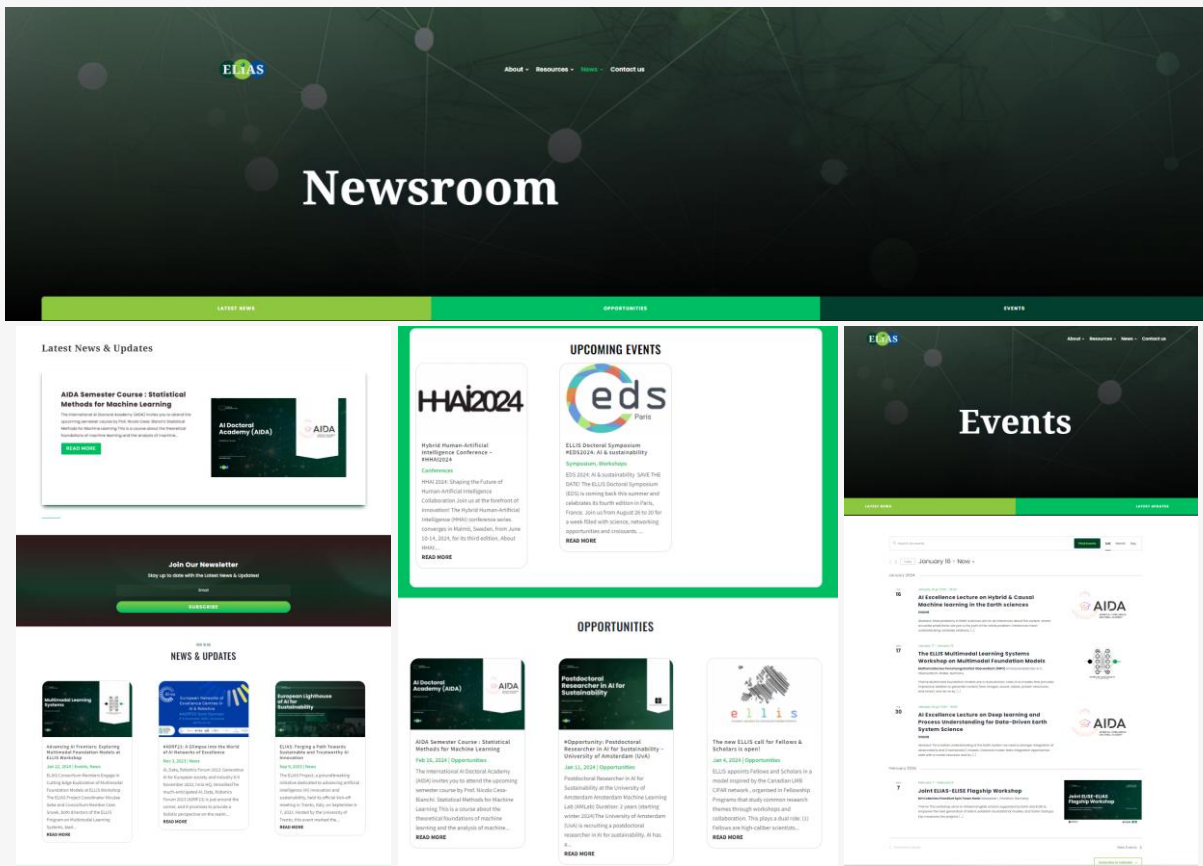


Figure 7 ELIAS Website News & Events Pages

**Footer**, globally present on every page includes a Newsletter subscription box, ELIAS's Partners' logos, social media accounts box, and a section highlighting the connection with ELLIS, Privacy & Cookie Policy, and ELIAS and EC logos.

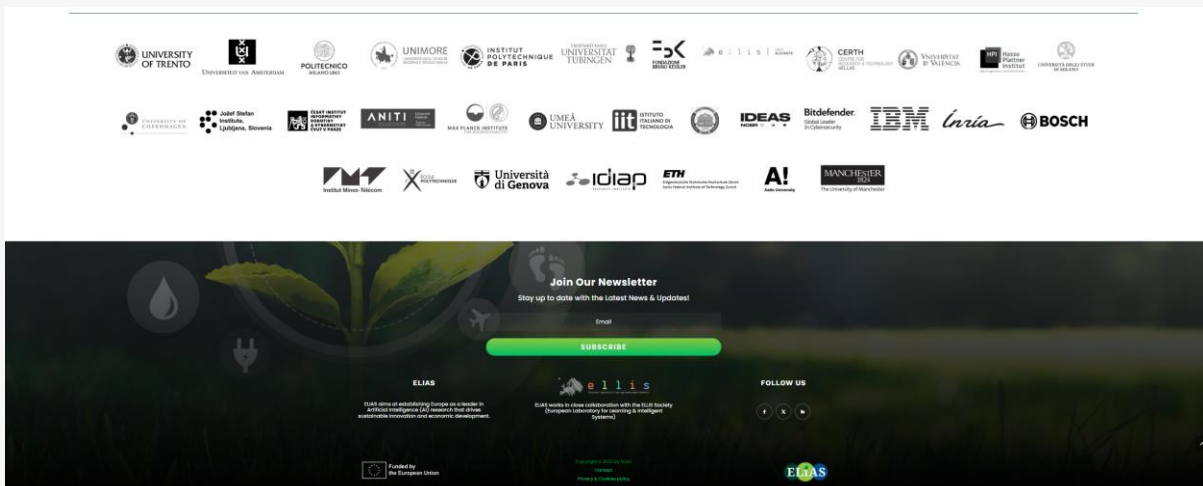


Figure 8 ELIAS Website - Footer

To obtain maximum visibility of the website and achieve the set goals of an annual average of 1.000 page views, ELIAS will use:

- Catchy design and easy-to-use navigation.
- Easily identifiable information relevant to each communication target (e.g., press corner/partner corner/).
- Optimisation for search engines, incorporating relevant keywords and external website links on local pages and partner projects.
- Archive of all project events conducted in chronological order with descriptions.
- Interactive content, including news about the project and topics relevant to keeping the website active throughout the project duration.

The ELIAS website undergoes regular updates to reflect the current project state, with new pages and sections regularly added and updated. FBK, together with all partners, plays a key role in maintaining and updating the website to ensure the timely presentation of pertinent project information, encompassing news, public documents, publications, presentations, and more. The website has been linked to all social media channels opened for the project.

### **3.3.2 Newsletter**

The biannual newsletter serves as a comprehensive communication tool, acting as a regular update and project reminder for all subscribers. It functions to convey project news while providing swift access to daily updates through links to ELIAS social media accounts, fostering engagement and interaction. All the newsletters will maintain a consistent design aligned with the ELIAS visual identity for brand reinforcement. Content will be curated from FBK and each partner's communication liaison officer, ensuring a structured yet flexible approach to highlight project developments.

Newsletters are tools that can assist with creating a community around the project and can help establishing its sustainability and impact in the long term. The ELIAS Newsletters will be distributed biannually to share updates, materials, news, and relevant events in English. The electronic distribution will target users who have voluntarily subscribed through a secure database linked to the website. The sign-up box for the Newsletter is easily accessible on every page of the ELIAS website. Upon subscription, an automatic thank-you email will be generated, providing information on the latest news & updates and upcoming events (see Figure 9), thereby completing the communication loop.



Figure 9 ELIAS Newsletter Subscription – "Welcome" email

The biannual newsletter's content will be organised into sections. The initial part will prominently feature ELIAS's logo and goal at the top, followed by a section describing the main activities planned for the next six months. Subsequently, a section will summarise the accomplishments of the past six months. The newsletter will conclude with an invitation to participate in future events in the area of AI organised by the consortium, other NoEs, the European Commission, and Europe-wide institutions. This structured approach aims to engage subscribers and provide comprehensive insights into ELIAS's ongoing and upcoming activities.

The newsletter is managed and sent through MailPoet, a WordPress plugin installed on the project website which does not process personal data collected with the newsletter plugin or its extensions. All data collected from the website is stored in the Project website provided by Microsoft Azure. Archived newsletters will be easily accessible in a dedicated section on the website, serving as a valuable resource for users seeking historical information or updates missed during previous distributions.

### 3.3.3 Social Media Channels & Planning

In the project's early stages, a dynamic social media plan was crafted to adapt to the project's evolving nature. Although the DoA initially outlined the initiation of X, YouTube, and LinkedIn channels, a strategic decision-making process considered various factors, including the preferences of the project's domain, sibling projects, key stakeholders, policy makers, governmental bodies, and the EC. As a result, X and LinkedIn were selected for their broader accessibility. Additionally, a YouTube Playlist has been established under the Coordinator's Account (UNITN). This strategic choice of platforms enhances the project's

online visibility and engagement, catering to the diverse preferences of both partners and the broader ecosystem.



Figure 10 ELIAS on X

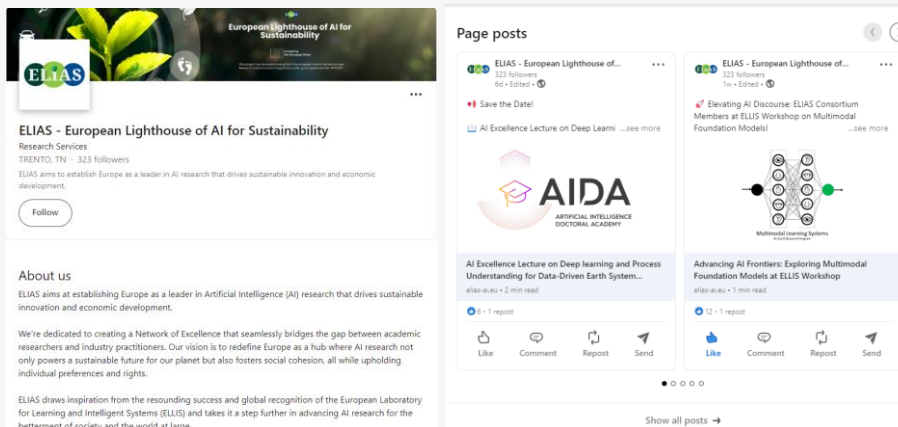


Figure 11 ELIAS on LinkedIn

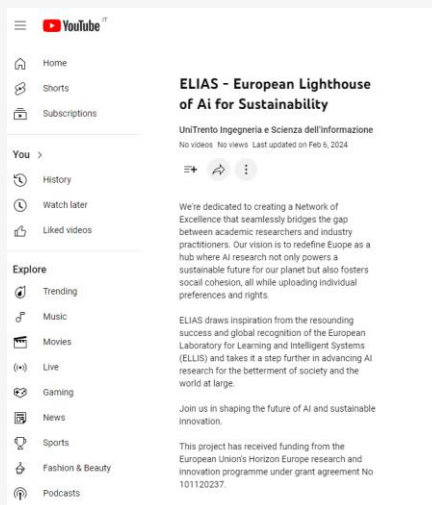


Figure 12 ELIAS on YouTube

In the initial project months, efforts to enhance partner communication involved a survey to collect social media accounts and tags of all the partners, creating a shared folder with partner logos for visual content (e.g., videos, posts, slides). To maintain cohesion, clear references and materials, including templates for posts, will be provided for use on individual organisations' social media pages.

### 3.4 Scientific publications

The publication strategy of ELIAS focuses on open access dissemination, encompassing peer-reviewed scientific and industrial journals e.g., JMLR, PAMI, IJCV, TMM, etc. and conference proceedings, e.g., ICLR, NeurIPS, CVPR, ECCV, ICCV, ICML, AAI, IJCAI, ACM Multimedia, etc.,. Leveraging the practice of open access, ELIAS is committed to providing free and reusable online access to scientific information, including peer-reviewed publications related to project results (journal papers, conference papers, etc.) and associated research data (both curated and raw). All peer-reviewed scientific publications linked to project outcomes are mandated to be published in Green or Gold Open Access and archived in a publication repository with an Open License. This open-access approach is also encouraged for books, conference proceedings, and technical reports. In the case of datasets, deposition is required either alongside or linked with the corresponding journal article in a designated data repository, adhering to the specifications outlined in D7.5 (Data Management Plan).

As a key component of this approach, ELIAS leverages the established community on Zenodo – an open-access digital repository to augment the visibility and accessibility of its publications and research data. Additionally, all scientific publications will be featured on the Scientific Publications Page of the ELIAS website ensuring broader dissemination and easy access to the project's valuable contributions within the scientific community and beyond.

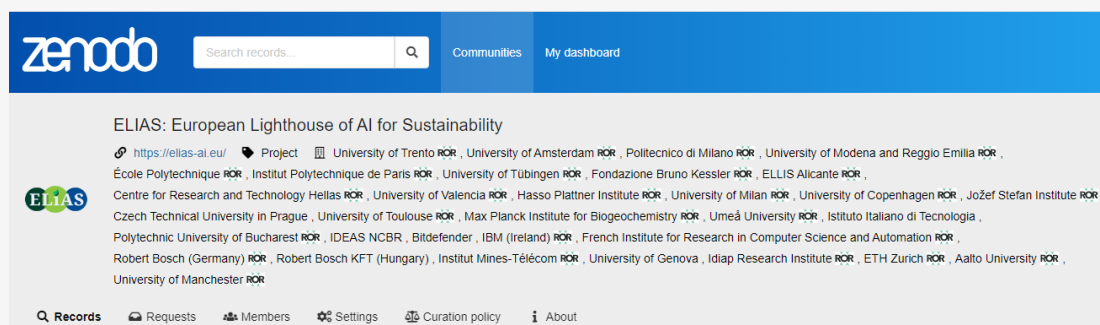


Figure 13 ELIAS Community on Zenodo

### 3.5 Events

In alignment with its commitment to widespread dissemination and engagement, the ELIAS consortium will actively participate in, contribute to, and organise numerous conferences, workshops, and events. The primary objective is to share the project's progress and

outcomes with a diverse audience, fostering collaboration, knowledge exchange, and the establishment of synergies within the AI community. ELIAS is set to attend multiple external events, providing valuable opportunities to showcase project developments, share insights, and connect with the broader community. ELIAS member will participate and present AI conferences such as IJCAI, ECAI in Europe, AAAI in the USA, PRICAI in Asia, plus major conferences on specific AI areas, such as NeurIPS, ICML, ICLR, CVPR, ECCV, ICCV, and ACM Multimedia. Additionally, ELIAS will engage in clustering activities with other EU projects and initiatives ([AI4Media](#), [VISION](#), [HumanE-AI-NET](#), [TAILOR](#), [euROBIN](#), [dAIEDGE](#), [ENFIELD](#), [ELSA](#), [ELISE](#), [ELIZA](#) and [ELLIS](#)) amplifying its impact and strengthening ties within the European AI landscape.

Key events that will be organised by ELIAS to present the key findings of the project, to encourage wider replicability are as follows:

1. **Kick-off Conference:** An inaugural event introducing ELIAS, outlining its objectives, and establishing connections with initial networks (already organised in Trento on September 8, 2023, in conjunction with the Kick-off of the project).
2. **Stakeholder Workshops:** Roundtable debates involving national and local policy stakeholders, along with high-level speakers from EU institutions, civil society, networks, and academia.
3. **Joint Scientific Workshops:** Dedicated workshops engaging the AI community, fostering collaborative research, and sharing insights within the scientific domain.
4. **Final Conference:** The culmination of the project featuring a comprehensive presentation of key results to a wide-ranging audience at the end of the ELIAS project.

These events are strategically shaped to meet the targeted needs of connecting with and garnering interest from a broad range of stakeholders and networks, both within the EU and beyond. Through these collaborative efforts, ELIAS aims to contribute significantly to the discourse surrounding sustainable AI and establish a lasting impact on the broader research and innovation ecosystem.

### 3.5.1 Event Promotion Strategies

This section details the communication strategies employed within ELIAS to enhance the visibility and promotion of events in which project partners played various roles—be it as organisers, participants (speakers), or attendees. The actions to be taken for the communication and promotion of ELIAS’s events are systematically presented in the table below:

**Table 4 ELIAS Event Promotion Strategy**

Pre-Event	During the Event	Post-Event
-----------	------------------	------------



<b>Website Entry</b>	Upload event details on the events page of the ELIAS website.	-	Update website with a comprehensive news entry featuring event recordings & presentations.
<b>Visual Design</b>	Create eye-catching cover images and banners (samples in Annex 2).	-	-
<b>Agenda and Material Design</b>	Develop event agendas and promotional materials (samples in Annex 2).	-	-
<b>Social Media Teasers</b>	Announce and share "save the date" posts on social media.	Share pictures and quotes from the event on social media.	Share news and event recordings (if available) on social media platforms.
<b>Newsletter Promotion</b>	Include in the Newsletter under "upcoming events."	-	Include a post-event recap in the Newsletter under "in case you've missed it."
<b>Press Releases</b>	Issue press releases if applicable.	-	-
<b>Network Sharing</b>	Disseminate pre-event information to ELIAS partners, ICT-48 projects & other NoEs such as ELLIS, ELSA, ELISE & ELIZA	-	Disseminate post-event information to ELIAS partners, ICT-48 projects & other NoEs such as ELLIS, ELSA, ELISE, & ELIZA.
<b>Partner Dissemination</b>	Partners actively share event details across their networks.	Partners actively share event details across their networks.	Partners actively share event details across their networks.
<b>Networking (if applicable)</b>	-	Facilitate networking activities and distribute promotional materials.	-

These comprehensive actions are tailored to the specific roles of ELIAS partners (organisers, participants, or attendees). Over the course of this period, ELIAS partners actively engaged in 7 events. For detailed insights into each event, please refer to Table 4 below.

**Table 5 List of Events**

<b>Date</b>	<b>Event Name &amp; Location</b>
<b>06-07 Sep, 2023</b>	ELIAS KoM Meeting   Trento, Italy.
<b>08 Sep, 2023</b>	ELIAS Kick off Conference   Trento, Italy
<b>08 Nov, 2023</b>	Participation at AI, Data, Robotics Forum 2023 (ADRF23)   Versailles, France.
<b>16 Jan, 2024</b>	AI Excellence Lecture on Hybrid & Causal Machine learning in the Earth sciences, Gustau Camps-Valls (UVEG)   Online



<b>17–19 Jan, 2024</b>	The ELLIS Multimodal Learning Systems Workshop on Multimodal Foundation Models   Oberwolfach–Walke, Germany.
<b>23 Jan, 2024</b>	Future of AI in Europe   Brussels, Belgium
<b>30 Jan, 2024</b>	AI Excellence Lecture on Deep learning and Process Understanding for Data-Driven Earth System Science (Markus Reichstein, MPG)   Online
<b>7–8 Feb, 2024</b>	Joint ELISE–ELIAS Flagship Workshop   Frankfurt, Germany
<b>27 Feb, 2024</b>	AI Excellence Lecture on Learning manipulation skills from instructional video (Josef Sovoc, CTU)   Online

## 4. Key Performance Indicators (KPIs) of ELIAS Communication & Dissemination Activities

For ELIAS partners and EC officials to be able to measure and evaluate the impact of the dissemination and communication strategy, a set of measurable success indicators has been established setting a basis for verifying objectives' achievement. For online dissemination data to be gathered and to track user visits in an aggregate and anonymous fashion, a Matamo Analytics Plugin has been set up and linked to the project website, while for all other social media, available analytics tools are being used (e.g.: X and LinkedIn Analytics). The following table provides measurable indicators of the project's dissemination and communication activities and sets a basis for verifying whether the project dissemination objectives are being met along the way.

**Table 6 ELIAS Communication & Dissemination KPIs<sup>1</sup>**

	<b>Key Performance Indicators (KPIs)</b>	<b>Expected Results by M18</b>	<b>Expected Results by M36</b>	<b>Expected Results by M48</b>
<b>ELIAS Website</b>	No. of page views	1000 page views	2000 page views	3000 page views
<b>Newsletter targeting close stakeholders and press coverage</b>	No. of eNewsletter produced	3 newsletters	5 newsletters	8 newsletters
	No. of subscriptions	300+ subscriptions	600+ subscriptions	900+ subscriptions
	No. of press releases	5 in total	10 in total	15 in total
	No. of people awareness	1000+ people	2000+ people	3000+ people
<b>ELIAS in Social Media Channels</b>	No. of LinkedIn followers	300 followers	400 followers	500 followers
	No. of X followers	400 followers	800 followers	1000 followers
	No. of Youtube followers	350 followers	450 followers	500 followers
<b>ELIAS leaflets/ brochures</b>	No. of leaflets/ brochures printed and distributed	150 leaflets/ brochures	300 leaflets/ brochures	500 leaflets/ brochures
<b>Journal publications</b>	No. of scientific publications	>100 journal articles and/or conference papers	>200 journal articles and/or conference papers	>250 journal articles and/or conference papers
<b>Participation in events</b>	No. of external events where the project will be presented	>8 external events	>16 external events	>24 external events
	No. of clustering events with other EU project and initiatives	>10 clustering events	>15 clustering events	>20 clustering events
<b>Organisation of events</b>	No. of participants in Kick-off conference	100+ participants	N/A	N/A

<sup>1</sup> The KPIs are period-specific, representing the total numbers by the end of the respective timeframe.



	No. of joint scientific workshops	5+ joint scientific workshops	10+ joint scientific workshops	15+ joint scientific workshops
	No. of stakeholder workshops	N/A	5+ stakeholder workshops 30-35 participants per stakeholder workshop	N/A
	No. of participants in Final conference	N/A	N/A	150+ participants

## 5. Conclusion

In conclusion, the ELIAS project's Communication, Dissemination, and Exploitation (C&D&E) Plan stands as a well-structured roadmap, meticulously outlining strategic objectives for impactful project outreach. The plan adeptly targets diverse stakeholders, demonstrating a commitment to creating lasting impacts and fostering tailored collaborations.

ELIAS not only embraces a rigorous research agenda encapsulated in the three core spheres of Sustainable AI (**AI for a Sustainable Society, AI for a Sustainable Planet, and Trustworthy AI for Individuals**) but also envisions a future where the outcomes seamlessly integrate into real-world applications across various industries. The project's dedication to open access and dissemination, as illustrated in the Plan, reflects its aspiration to share knowledge freely and foster a community around Sustainable AI.

Moreover, the strategic collaboration and networking activities underscore ELIAS's ambition to be an active participant in the European AI landscape. By engaging with key networks and initiatives, ELIAS seeks to create synergies, share insights, and contribute to the broader discourse on AI's impact on society, individuals, and the planet.

The Innovation Management and Long-term Sustainability efforts highlight ELIAS's commitment to not only generating innovative solutions but also managing them strategically for long-term impact beyond the project's lifespan.

In summary, the ELIAS C&D&E Plan guides project implementation and strategically positions the project within the broader research and stakeholder landscape. It establishes the groundwork for successful engagement with diverse audiences, ensuring sustained visibility and influencing the discourse on Sustainable AI. The holistic and thoughtful approach outlined positions ELIAS as a significant contributor to the evolving landscape of research and innovation in Sustainable AI.

## Annex I – Branding Guidelines

The branding guidelines document is available on the project website ([link](#)).



# Logo



*Pin this!*  
ELIAS Colour Palette

## European Lighthouse of AI for Sustainability

Our color palette for logo usage





# Logo Font



# ELIAS

Our official logo font

Droid Serif -  
Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



# Logo Positioning

The safe distance to put your logo in



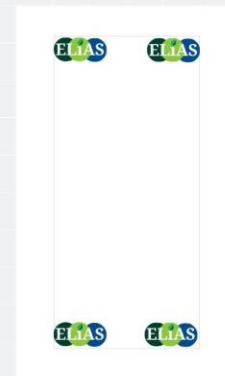
The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



Portrait





# Font for Documents



Headers

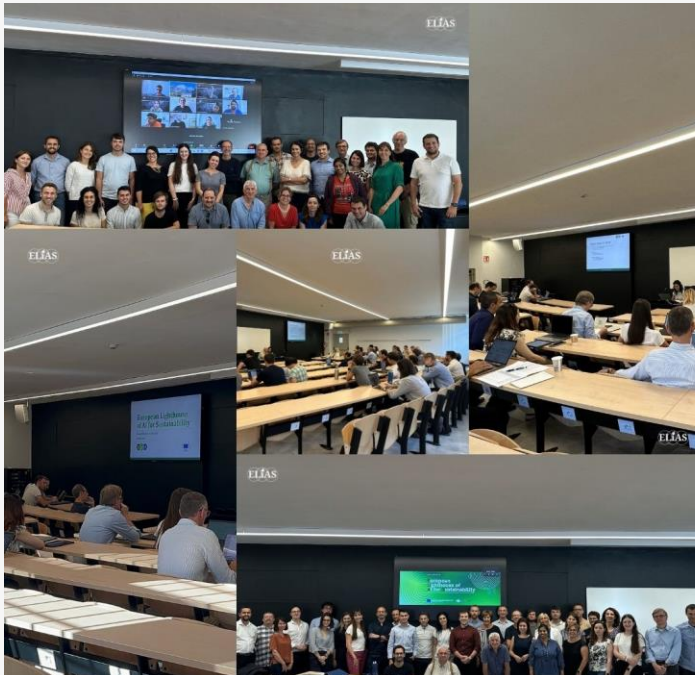
Body

**Poppins -  
Bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Poppins -  
Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



# Icons



## Social media



Download: [ELIAS Branding Guidelines](#)



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10120237.



# Annex II – ELIAS Communication & Dissemination Kit

## Deliverable Template:

10102027 – ELIAS – HCR20W-CL4-2022-16MAY-02 www.elias-ai.eu

### European Lighthouse of AI for Sustainability

**Deliverable X.Y. Deliverable TITLE**

Date: 29/02/2024

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10102027.

### Table of Contents

**Executive Summary** .....7

**1. Title level 1** .....8

    1.1 Title level 2 .....8

    1.1.1 Title level 3 .....8

**References** .....11

**Annex I** .....12

---

### List of figures

Figure 1 / figura 1 .....10

---

### List of tables

Table 1 / tabelle 1 .....9

Table 2 / tabelle 2 .....9

Table 3 / tabelle 3 .....9

Table 4 / tabelle 4 .....9

Funded by the European Union	
<b>Project acronym</b>	ELIAS
<b>Project full title</b>	European Lighthouse of AI for Sustainability
<b>Project Coordination</b>	University of Trento (Italy)
<b>Start date</b>	01/09/2023
<b>Start date</b>	01/09/2027
<b>Grant agreement No.</b>	10102027
<b>Deliverable Title</b> DXK Title	
<b>Work package</b>	WPX – Title
<b>Version</b>	0.1
<b>Deliverable Type</b>	R – DMP – OTHER – etc.
<b>Dissemination Level</b>	PU – SEN – Etc.
<b>Leading Partner</b>	Acronym
<b>Author(s)</b>	Author 1 (Partner Acronym), Author 2 (Partner Acronym), ...
<b>Reviewers</b>	Reviewer 1 (Partner Acronym), Reviewer 2 (Partner Acronym), ...
<b>Date of Delivery</b>	e.g. 30/11/2023
<b>Submission Date</b>	e.g. 30/11/2023

© Copyright 2023 ELIAS Consortium

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the ELIAS Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of copyright notice must be clearly referenced.

All rights reserved.

**1. Title level 1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Ut enim ad minima veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Quis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**1.1 Title level 2**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Ut enim ad minima veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Quis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minima veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Quis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**1.1.1 Title level 3**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minima veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Presentation Template:



## ELIAS Agenda Template:

101120237 – ELIAS – HORIZON-CL4-2022-HUMAN-02 www.elias-ai.eu

**Meeting\_Title**  
Date:  
Adress:  
Zoom link:

### Agenda

---

**Day, Date**

Time	Duration	Session name	Moderator
		Break	

The Presentation Template can be found here: [link](#)  
Please upload your presentations here: [link](#)

Funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101120237 (ELIAS).

## ELIAS Meeting Minutes Template:

101020237 – ELIAS – HORIZON-CL4-2022-HUMAN-02 www.elias-ai.eu

**Meeting\_Title**

Date: \_\_\_\_\_

**Participants**

Name & Surname	Affiliation	Day 1		Day 2	
		Morning	Afternoon	Morning	Afternoon
		Virtually	Physically	Virtually	Physically

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101020237 (ELIAS).

101020237 – ELIAS – HORIZON-CL4-2022-HUMAN-02 www.elias-ai.eu

**Agenda**

*Day, Date*

Time	Duration	Session name	Moderator
		Break	

101020237 – ELIAS – HORIZON-CL4-2022-HUMAN-02 www.elias-ai.eu

**Presentations and Discussion Points**

Presentations are in the following shared folder: [link](#)

**Day 1**

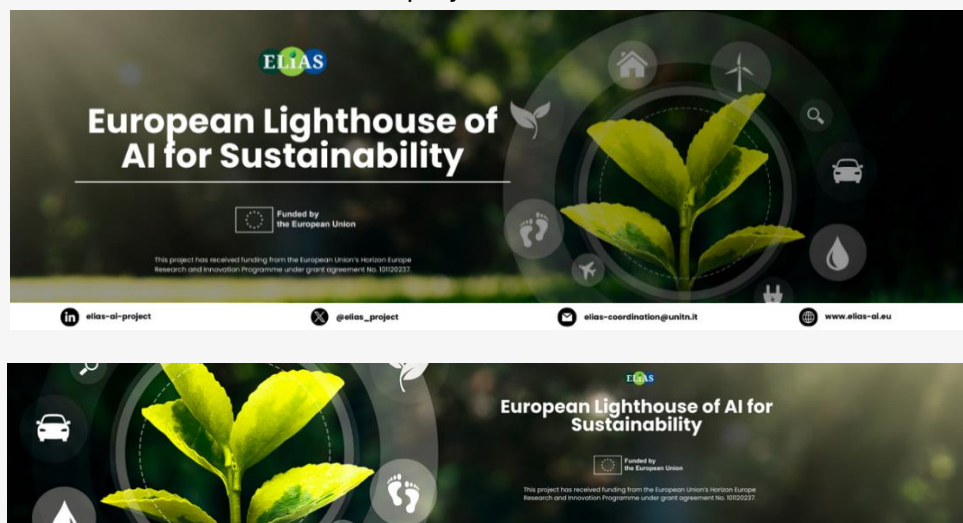
### ELIAS Wallpaper:

The ELIAS wallpaper is available on the project website ([link](#)).



### ELIAS Banners:

The ELIAS banners are available on the project website ([link](#)).



### ELIAS Business Card:

The ELIAS business card is available on the project website ([link](#)).



# Annex III – ELIAS Information Package

## ELIAS General Presentation:

**European Lighthouse of AI for Sustainability**

17 Countries  
34 Partners  
48 Months  
€ 11.030.575,00 Funding

**AI for a Sustainable Society** (SO2)  
Sustainable AI for design problems | AI for inclusive and trustworthy democracy | Energy-efficient AI models

**AI for a Sustainable Planet** (SO1)  
Data-driven mobility of physical systems | AI for food economic computations | AI algorithms for coordinated use of resources

**Trustworthy AI for Individuals** (SO3)  
Algorithmic fairness | Digital-assisted formal decision making systems | Privacy-preserving machine learning | Personalization vs. discrimination

**Supporting AI Research in startups & industry** (SO6)

**AI for a Sustainable Society** (SO5)  
Building-up the AI Lighthouse

**Reinforcing the world-class EU AI community** (SO6)

**Fostering the next generation of AI Talents** (SO4)

**UCs**  
UC1: building optimisation  
UC2: virtual infrastructure monitoring  
UC3: responsible user-centric advertising  
UC4: migrant perception in EU  
UC5: material recovery  
UC6: vegetation state forecasting

**AI for a Sustainable Planet**  
**AI for a Sustainable Society**  
**Trustworthy AI for Individuals**

**Pioneering Europe's AI Leadership for Sustainable Innovation and Economic Growth!**



## ELIAS Press Release:

101020237 – ELIAS – HORIZON-CL4-2022-HUMAN-02
www.elias-ai.eu
101020237 – ELIAS – HORIZON-CL4-2022-HUMAN-02
www.elias-ai.eu

**Press Release**  
08 October 2023

**ELIAS: Forging a Path Towards Sustainable and Trustworthy AI Innovation**  
Trento, Italy, on September 6-7

**The ELIAS Project, a groundbreaking initiative dedicated to advancing artificial intelligence (AI) innovation and sustainability, held its official kick-off meeting in Trento, Italy, on September 6-7, 2023. Hosted by the University of Trento, this event marked the commencement of a four-year journey encompassing Sustainable AI, Trustworthy AI, and Nurturing Excellence in AI.**

Artificial intelligence has become a ubiquitous topic of conversation, with numerous research groups around the world actively engaged in advancing cutting-edge technologies across various domains. Yet, true competitiveness in this field requires aspiring to broader and more ambitious goals, particularly for those seeking to establish European leadership in this domain. Such an achievement can only be realised through collaborative networking, and this is where the ELIAS project truly shines.

ELIAS, an acronym for "European Lighthouse of AI for Sustainability," stands out as a pioneering endeavour due to both its scope and innovative approach. With a mission to galvanize the field of machine learning, ELIAS aims to establish itself as a central reference point by fostering collaboration among 34 active affiliates in this sector, along with a cohort of associated partners hailing from 17 different countries.

Over the next four years, researchers will be dedicated to developing new computational systems and mathematical models to provide original and achievable solutions to urgent contemporary issues. ELIAS' challenge is to bridge the academic and business worlds at the European level. The tools to achieve this include research, the mobility of doctoral students, and support for young talents who, upon completing their studies, can establish innovative startups. The research areas are diverse but interconnected. For instance, artificial intelligence can be used to identify the best materials for constructing green buildings or environmentally friendly industrial components. It can also be employed to monitor the migration of people arriving in Europe and investigate the motivations behind their journeys. Additionally, AI can be applied to develop cybersecurity prevention systems and models for analysing climate change.

The University of Trento will coordinate the collaborative efforts among different partners, encompassing universities, research institutions, and industrial entities, all united in their commitment to addressing the pressing challenges of our time: environmental sustainability, equitable economic development, and societal well-being. **Niculae Sebe**, a professor at the Department of Information Engineering and Computer Science (DISI) and the project's coordinator, highlighted the project's mission: "Our objective is to ensure that technological breakthroughs in the realm of machine learning not only elevate the quality of life for individuals, but also benefit society as a whole and contribute to the well-being of our entire planet. Our endeavours will revolve around the development of algorithms designed to uncover solutions that promote and attain this sustainability."

ELIAS will embark on collaborative initiatives in tandem with other European Network of Excellence (NoE) projects, such as AI4Media, TAILOR, and HUMANE AI, as well as European Laboratory for Learning and Intelligent Systems (ELLIS) units. This collaborative effort establishes a comprehensive ecosystem for the advancement of artificial intelligence. Representatives from ELLIS, ELISE, and ELSA offered insights into ELIAS's role within the broader AI research community.

The future of AI research holds immense promise, and ELIAS stands at the forefront of this transformative journey. With its multidisciplinary approach and steadfast commitment to nurturing young talent, the project underscores its dedication to making substantial contributions to the evolving landscape of artificial intelligence.

The ELIAS Project is dedicated to propelling the scientific advancement of AI in Europe, with the ultimate goal of positioning the continent as a global leader in AI research.

For additional information about the ELIAS Project, please refer:  
ELIAS: <http://www.elias-ai.eu/>

Funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101020237 (ELIAS).

Funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101020237 (ELIAS).

## ELIAS Brochure:

# European Lighthouse of AI for Sustainability

ELIAS aims at establishing Europe as a leader in Artificial Intelligence (AI) research that drives sustainable innovation and economic development.

www.elias-ai.eu
in: elias-ai-project

elias-coordination@unitn.it
@elias\_project

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 101020237.

### ELIAS Research Spheres

ELIAS aims to elevate the trajectory towards a "new generation of AI methods and applications that benefit all in society." This initiative seeks to refine the existing research agenda, focusing on key aspects crucial for a sustainable long-term future, cohesive societies, and safeguarding individual rights.

**AI for a Sustainable Planet**

ELIAS leads the way in developing and implementing technologies focused on efficient energy and material usage, addressing the urgent need for a sustainable planet. The initiative integrates innovative solutions to make a tangible difference in alleviating the ecological burden.

**AI for a Sustainable Society**

ELIAS is dedicated to fortifying democratic foundations by introducing liquid democracy mechanisms. These mechanisms enhance public participation, aggregate collective preferences, and establish smart working structures. In a globalised and digitised world, ELIAS places AI at the core to supervise and combat manipulation, foster social influence, and support collective efficiency.

**Trustworthy AI for Individuals**

ELIAS recognises the transformative potential of data-driven algorithms in decision-making. While addressing human limitations, such as corruption and biases, ELIAS is committed to ethical considerations. Pioneering research ensures the responsible and ethical deployment of AI, unlocking its positive potential for fairer, more inclusive, and objective decisions.

At ELIAS, our mission is multi-faceted. We are committed to advancing fundamental research in AI to answer critical questions about how it can reduce computational costs, model the societal impacts of policy decisions, and affect individuals. Our approach entails a deep integration of academic research with industry-driven applications, forging a synergy that propels the field forward.

Moreover, ELIAS is pioneering the **Sciencentrepreneurship** track, designed to attract and empower individuals at the nexus of scientific innovation and business acumen. Our goal is to cultivate original AI solutions that contribute to a sustainable future for our planet, foster social cohesion, and uphold individual rights.

**Our Partners**

ELIAS Flyer:

**ELIAS**

**European Lighthouse of AI for Sustainability**

ELIAS aims at establishing Europe as a leader in Artificial Intelligence (AI) research that drives **sustainable innovation** and **economic development**.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 10120237.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 10120237.

### Key figures

**17**  
Countries

**34**  
Partners

**48**  
Months

**€ 11.030.575,00**  
Funding

ELIAS, a pioneering initiative committed to advancing AI for societal benefit, has identified key research areas and use cases that underscore its dedication to sustainable development, societal cohesion, and individual rights. In the domain of environmental sustainability, ELIAS takes the lead with **"AI for a Sustainable Planet"** focusing on efficient energy and material usage to alleviate the ecological burden. Concerning societal well-being, **"AI for a Sustainable Society"** employs liquid democracy mechanisms to strengthen democratic foundations, combat manipulation, and enhance collective efficiency in a globalised and digitised world. Acknowledging the transformative potential of data-driven algorithms, ELIAS addresses individual concerns with **"Trustworthy AI for Individuals"** emphasising ethical considerations and responsible deployment to unlock AI's positive potential for fair, inclusive, and objective decision-making. ELIAS is also actively engaged in cutting-edge use cases such as **"AI for Forecasting of Vegetation State"**, **"Mitigating misinformed migrant perception in EU"**, **"AI for Monitoring the Virtual Infrastructure"**, **"Responsible, User-centric Advertising"**, **"AI for Building Optimisation"**, and the **"Open Materials Discovery Project"**, all contributing to a multi-faceted mission that integrates fundamental research with industry-driven applications for a sustainable and equitable future. Additionally, ELIAS pioneers the **Sciencentrepreneurship track**, aiming to attract and empower individuals at the intersection of scientific innovation and business acumen to cultivate original AI solutions.

[www.elias-ai.eu](http://www.elias-ai.eu)

[elias-ai-project](https://www.linkedin.com/company/elias-ai-project)

[elias-coordination@unitn.it](mailto:elias-coordination@unitn.it)

[@elias\\_project](https://twitter.com/elias_project)

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 10120237.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 10120237.