TRUSTAI

TRANSPARENT, RELIABLE
& UNBIASED SMART TOOL

WP8 - DISSEMINATION AND ECOSYSTEM GENERATION

D8.4 – Communication & Dissemination update

INESCTEC

April 18, 2023

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Executive Summary

The objective of the Work Package 8 “Dissemination and Ecosystem Generation” is to foster the project dissemination in order to consolidate TRUST and spread the human-guided empiricism paradigm. In addition, the WP aims to promote communication between partners and stakeholders and define future exploitation routes for the achieved results.

The Work Package 8 (WP8) is structured in three tasks, of which the first task has been successfully completed and other two being developed and implemented during the whole project (Task 8.1 – Communication & Dissemination Plan and Data Management Plan; Task 8.2 – Communication, Dissemination activities and Ecosystem generation; Task 8.3 – Development of Exploitation Plan).

Three deliverables have been written and this document corresponds to the fourth deliverable that will be submitted within the scope of the WP8 and it presents the updated version of communication and dissemination plan. Two more deliverables will be written and submitted.

This document is divided into eight sections: introduction, dissemination plan, communication plan, cooperation with other activities, WP8 plan, budget overview, deliverables and conclusion.

The dissemination plan section defines the dissemination objectives, the target to reach, the communication tools to achieve it (with four dedicated subsections that correspond to the four structural communication tools that are being used to communicate the TRUST-AI project), and the key performance indicators to measure each action.

The communication plan section introduces the communication strategy that follows an integrated marketing approach based on four communication campaigns that are being implemented according to a 54-month calendar.

Section 4 presents the strategy to engage with related AI projects. Sections 5, 6 and 7 summarize the structure of the work package, the budget, and the deliverables, respectively.

This document ends with Section 8 (conclusion) that highlights the main strategy behind the dissemination and communication and summarizes how activities are taking place within the scope of the existing plan.

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Abbreviations and Acronyms

AI	Artificial Intelligence
EC	European Commission
EU	European Union
HCXAI	Human-centered Explainable AI
KPI	Key Performance Indicators
MS	Milestones
PM	Person Month
PR	Press Release
SMEs	Small and Medium-sized Enterprises
WP	Work Package
XAI	Explainable Artificial Intelligence

1. Introduction

The TRUST-AI project proposes a new direction for explainable AI: human-guided symbolic learning. The project aims at bridging the gap between the analytical expressions derived from theory and the numerical models obtained with Machine Learning, towards the development of a novel paradigm and the creation of a tool that aims to address setbacks in different sectors, thus contributing to an innovative ecosystem focused on this paradigm.

That disruptive tool should be applied to different sectors where human intervention still plays a vital role, such as healthcare, retail, energy, banking, public administration and insurance. TRUST-AI is exploring use cases in the first three sectors, more specifically in the treatment of cancer, in decision-making processes in online retail and in the creation of forecasting models for energy demand and related decision support.

The project is being implemented based on a 54-month work plan, structured in nine work-packages (WP).

The WP8 “Dissemination and Ecosystem Generation” objectives are:

1. To create awareness around the project;
2. To engage community around the ‘human-centric’ new paradigm - Community build-up and educational development
3. Scientific and business exploitation of results.

This document consists of a Communication and Dissemination Plan, following an Integrated Marketing Strategy approach, to reach the expected outcomes.

The plan outlined in this document focuses on the period that goes from the beginning of the project (M1) until its end (M54). The following communication tools, with different goals and actions, will keep being implemented during that period: advertising, digital marketing and public relations. The actions include a project website and blog, newsletters, press releases, events, social media channels and other communication support materials.

The following stakeholder groups are targeted in this plan: academia and scientific community, industry and companies, software providers, European Commission (EC), the media and the general public.

2. Dissemination Plan

The TRUST-AI dissemination plan consists of strategic and targeted measures for promoting the project and its results to a multitude of audiences, including the media and the public, engaging in a two-way exchange.

The aim is to reach out to European society demonstrating how EU funding contributes to tackle societal and socio-economic challenges.

In this sense, dissemination objectives have been defined and will be clarified in section 2.1. “Dissemination Objectives”. The dissemination objectives are targeted towards different stakeholders’ groups, that will also be described in the dissemination plan, section 2.2. “Target groups". To reach the target groups of the project and, therefore, achieve the dissemination goals, different communication tools are being implemented during the 54 months of the project. These tools are described in section 2.3. “Communication tools”, which is composed of four subsections - advertising, digital marketing, public relations and scientific publications - that correspond to the four main dissemination tools that are being used to communicate the TRUST-AI project to our targeted audiences.

Measuring the impacts of the project dissemination actions will help understand if the dissemination objectives are being achieved. Therefore, section 2.4. “Key Performance Indicators (KPIs)” will list the variables that will be used to measure the success of the actions.

2.1 Dissemination objectives

The dissemination strategies that are being implemented during the project are focused on achieving the following objectives:

1. Promote information about project activities to all targeted stakeholders;
2. Communicate news and facts about the use cases, the project solutions and their benefits;
3. Generate awareness to the AI community and academia groups about the new “human centric paradigm”.
4. Engage the target sectors from industry (healthcare, retail and energy) towards the utilisation of new technologies that are being developed within the scope of the project, facilitating the knowledge transfer to academic groups and software providers
5. Spread excellence and build a leading innovation capacity across Europe by involvement of key actors that can make a difference in the future, for example excellent young researchers, ambitious high-tech SMEs or first-time participants to FET under Horizon 2020, favouring innovation and improving European competitiveness.
6. Produce and disseminate scientific publications.

2.2 Target Groups

The TRUST-AI project is targeting 5 main groups:

1. Academic and scientific community, focused on artificial intelligence and machine learning techniques, including, scientists/researchers and students;
2. Industry sectors that are possible beneficiaries of the developed tool, namely healthcare, retail, energy, banking, public administration and insurance sectors;
3. Software providers;
4. Influencers (EC influencers, EU projects, Relevant Media, PR Agencies);
5. General Public.

2.3 Communication Tools

As mentioned in the beginning of this section, four main marketing communication tools are contributing to reach the project target audiences and achieve the project objectives. In an Integrated Marketing Communication (IMC) approach, these tools are known as the promotional mix and each element of this process is viewed as an IMC tool that plays a distinctive role in the dissemination strategy. Each tool has a variety of possible actions and certain advantages associated.

This section is divided in four sub-sections: advertising, digital marketing, public relations (that are part of the promotional mix in an IMC approach), and scientific publications and whitepapers.

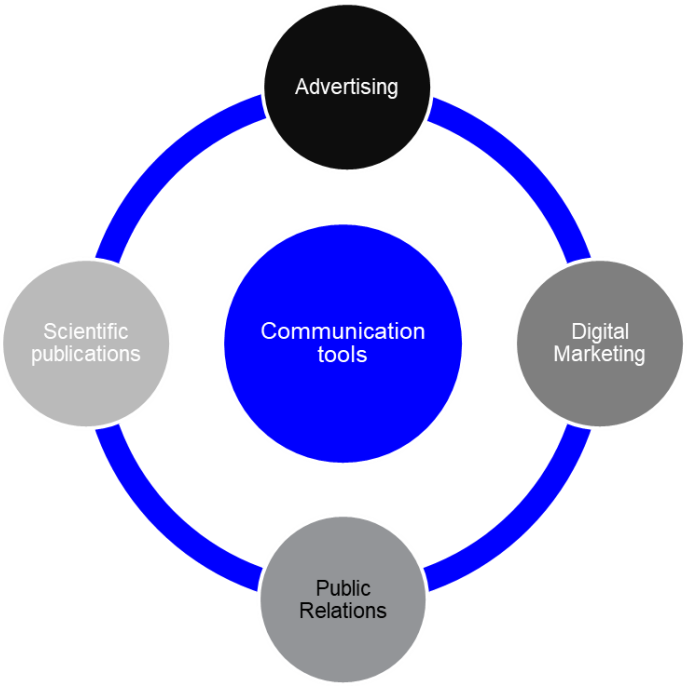


Figure 1 Communication Tools

2.3.1 Advertising

A visual identity has been created to communicate the TRUST-AI project. An identity manual, presenting the project logo, the official colours, the typography, backgrounds and incorrect applications, has been conceived to establish the TRUST-AI brand.

Based on the visual identity that has been created, several communication materials have already been designed and produced to advertise the project in an institutional way. These materials are listed and explained, in an individual way, in the following subsections. Evidence of all the materials are presented in the annex section and are also available for download on the project website.

2.3.1.1 Project logo, colours and typography

The project brand logo has been designed to be unique and to be used in all graphic material. It is composed of two elements: the symbol and the logo. They should be used together in all communication material and, whenever possible, reproduced in its official colour — blue.

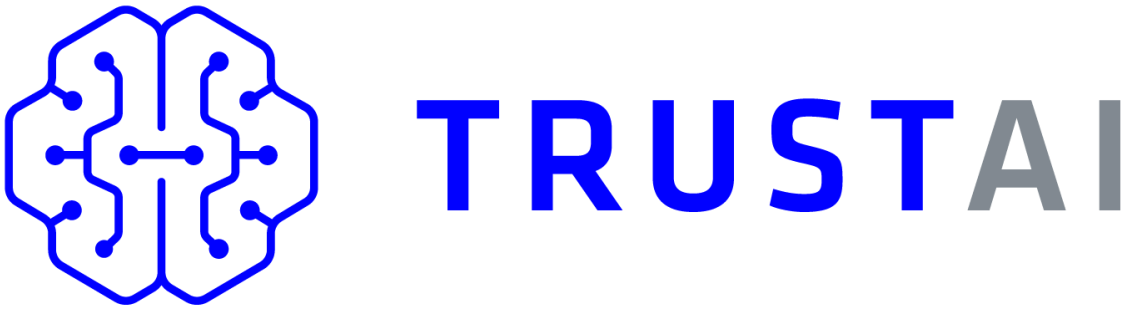


Figure 2 Trust AI brand

Colour is key to identify the brand. The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose (printing or digital).

The font defined for the TRUST AI brand is Titillium Web, which should be used in all graphic material, including all internal and external communication materials such as brochures, flyers, posters, etc.

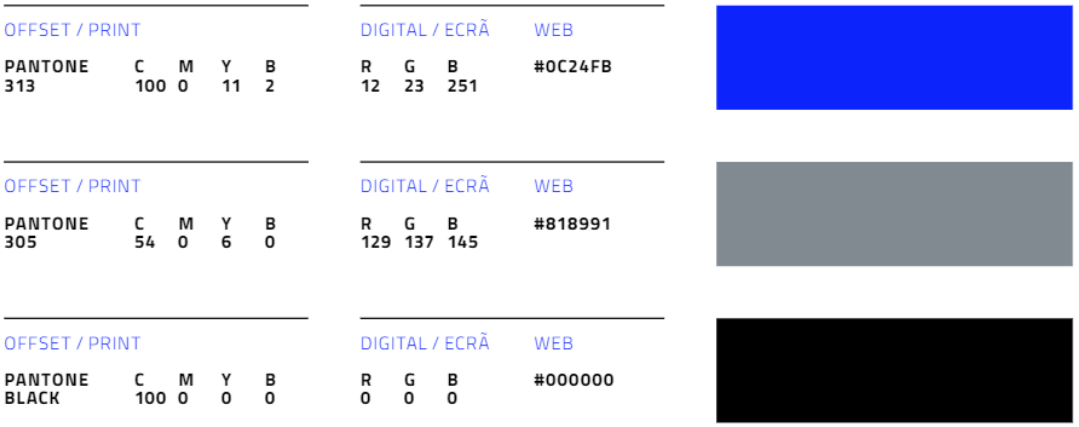


Figure 3 Institutional Colors

2.3.1.2 Leaflet

A project leaflet has been developed, highlighting the goal of the project, the proposed solution and the use cases. The leaflet is uploaded on the project website and distributed in meetings and events. The leaflet is available in Annex 1.

2.3.1.3 Roll-up

A project roll-up has been developed, as illustrated in Annex 2.

2.3.1.4 Videos

The first video was produced to present the project at Future Tech Week 2020. The video aims at presenting the project while giving it reputation, visibility and reliability. It is targeted to all the audiences of the project, and it will be disseminated in the project's social media platforms, website, meetings and other events.

The second video is recorded to illustrate the work that has been done within the scope of D1.2. The video illustrates the structure of a data neutral and data sharing environment for building applications.

The third video is recorded to present the first version of the framework, comprising data uploading and symbolic models training, comparison, and visualisation functionalities.

The last video is recorded to present the recently developed interfaces for what-if and counterfactuals analysis on TRUST AI Framework.

The videos that have been recorded and posted on the Youtube channel can be found in Annex 4. At least 2 more videos are planned, one for Explainability Module and the other for Hyperparameter Optimization.

2.3.2 Digital Marketing

This communication tool allows managing in different forms the online presence of the project, such as the project website or the social media pages. It also helps to deliver the project message to a broader audience, supporting the development of relationships and boosting interaction between the project and its stakeholders.

TRUST-AI expects to achieve these goals throughout three types of digital tools: project podcast, project website and project social media channels.

2.3.2.1 Podcast

The main project podcast name is “Linking human and artificial intelligence”. The podcasts will go beyond the state of the art of artificial intelligence and discuss social and ethical implications of Explainable AI. It will also be gender representative, encouraging female participation in science.

The project podcast will be an important source in attracting traffic to the website and retaining users. It will also contribute to the reliability and reputation of the project, by establishing its authors as experts in the area, influencing the whole market and decision makers. Podcasts are, as well, one of the most effective ways to build brand awareness, while providing relevant and useful content to your target audience. In time, podcasts that are helpful and informative on a regular basis can make the project the "go to" resource in industry niches, which will subsequently lead to more inquiries and prospects, establishing the project as an industry influencer.

Eight podcasts are expected to be published (1 every 6 months). Each one has a duration of 12 minutes maximum. Each podcast will be led by one/two project members and occasionally an invited personality, following the schedule below.

Date	Podcast theme	Partner(s) responsible
June 2024	What is XAI: state of the art. What are the project goals? TRUST framework.	INESC TEC/ UT
July 2024	Human-Machine Interaction	Tazi
July 2024	Cognition Models	UT
October 2024	Next Generation of symbolic Learning algorithms	INRIA

January 2025	XAI in Health Care – TRUST implementation	CWI
January 2025	XAI in Online Retail - TRUST implementation	LTPlabs
January 2025	XAI in Energy - TRUST implementation	AIT
March 2025	Project results (discuss social and ethical implications)	INESC TEC/Tazi/UT

Figure 4 Podcasts' Plan

2.3.2.2 Project Website

The website http://trustai.eu/ is presenting the project objectives and expected outcomes. It is also serving as an interaction tool within target groups and dissemination platforms.

Regular updates on the project progress and activities, reports, leaflets, videos and recommendations are being shared there. It also includes most of the other tools used to communicate with the project target audience during the project, such as news feeds, press releases, scientific publications, newsletters or public deliverables.

The website continues to be an important platform to drive engagement and grow the newsletter subscription list as well as the social media community, through signup forms and links to TRUST AI social media. The website is structured in four main menus: About, Innovation, Case Studies and Communication.

The website is illustrated in Annex 3.

2.3.2.3 Social Media

All these targeted actions are being complemented with a strong Social Media Strategy which is designed to integrate Owned Media (Twitter, LinkedIn, YouTube), Paid Media (the vision is led internally but paid services are being used for marketing automation, among others) and Shared Media (disposing with Partners' social media channels).

The social media channels is covering the general goals of:

1. Brand awareness;
2. Building reputation;
3. Influence market and attract decision makers;
4. Building relationships with partners and target groups;
5. Discussing social and ethical implications of Explainable AI.

With the general goals in mind, each channel is acting differently and have a different impact, according to the mainstream audience. Therefore:

- **Twitter** for building an AI community around the project, increasing online visibility.
- **LinkedIn**: to influence the market and reach out industry sector target, as well as academic targets. In addition to the page, a Linkedin group has been setup, conceived as a host of the community build up activities
- **YouTube**: spread the multimedia content produced within the project (videos and podcasts)

The social media channels of the project are available in the following links:

- Twitter: https://twitter.com/TRUSTAI2
- LinkedIn page: https://www.linkedin.com/showcase/trust-ai
- LinkedIn group: https://www.linkedin.com/groups/13915907
- YouTube channel: https://www.youtube.com/channel/UCOMBT1AmV5I1TurOC5ABuow

Researchers participating in the project are also encouraged to disseminate project related papers in Research gate, a social media platform focused on scientific research and scientists.

The overall strategy is summarized in the following table.

Social media	Objectives	Audience	Content Strategy
Twitter	Brand awareness. Attract Decision makers. Build a XAI community.	AI Community; Influencers (EC influencers, EU projects, Relevant Media, PR Agencies).	Type of content: Scientific papers; project milestones; news, trends about XAI in general; clipping about the project; videos, podcast; inform about project participation in events; media coverage Frequency: at least once a week
LinkedIn page	Brand awareness. Influence market. Building reputation.	Industry sectors; General public	Type of content: videos about the project; News piece about the project; Clipping; white papers; project podcast; project milestones. Use cases info; media coverage Frequency: at least 1 every month

LinkedIn group	Building relationships with partners and target groups.	Academic and scientific community; Project Partners	Scientific papers, white papers, Frequency: whenever applicable
YouTube	Brand Awareness; Building reputation.	All	Videos, podcasts Frequency: whenever applicable

Figure 5 Social media strategy

The contents published on social media make use of the visual identity designed, in order to promote an integrative and coherent communication. Specific hashtags are being also used to help increase project social media presence, as they make your content viewable. These are #xai#, #ai#, #analyticalexpressions. More and use case related tags may be added in the future.

Past activities on social media are demonstrated in Annex 4.

2.3.3 Public Relations

The Press Releases and events organized and attended by the Consortium are the communication instruments used in this section.

2.3.3.1 Press Releases

One of the target stakeholders to reach within the TRUST-AI project are the media and public relations offices that act as influencers.

This kind of relationship with the media, through trusted and credible channels, is a most efficient way of disseminating. The importance of good media coverage to gain credibility, acceptance and knowledge about the project is very high. Through the media, it is possible to spread the project goals and vision to other stakeholders.

So far, 4 press releases have been published and can be found in Annex 5.

2.3.3.2 Events

The project is participating in FET-organised events as conferences, workshops and working groups. TRUST partners are encouraged to promote project results in events to the target industry sectors and AI software providers, such as H2020 events or important trade shows that the SMEs partners usually attend.

In addition to academic publications and conferences, the plan includes events' promotion, participation in working groups and online forums, and educational content creation, such as courseware and webinars. Moreover, the participation of the SMEs in AI platform communities (such as tensorflow.org) are also being explored.

Participations in events are demonstrated in Annex 5.

2.3.3.3 Dedicated Workshops

Workshops on Human-centered Explainable AI (HCXAI) involve academia, the targeted industry and the AI community (software providers and consumers). Female participation is especially encouraged.

Participation in forums and blogs such as http://www.euroscientist.com/ are also observed. 2 workshops have been organized and moreover, eight courseware/webinars (on the above topics) will be organised.

Workshops are also demonstrated in Annex 5.

2.3.4 Scientific publications and White papers

The dissemination through scientific publications in conferences and peer review journals will also be used as a communication tool. In line with H2020 rules, peer-reviewed publications and research data developed within the scope of the TRUST-AI project should be made available through open access, meaning they are free of charge to the end user. There are several advantages in disseminating the results developed in the project through open access platforms, such as a broader involvement of the citizens and the society and a speed-up of innovation.

Examples of journals are Foundations and Trends in Machine Learning, IEEE Transactions on Evolutionary Computation, Data Mining and Knowledge Discovery, Computers & Industrial Engineering, the European Journal of Operational Research and the International Journal of Approximate Reasoning. Also, journals in the areas of the use cases. Moreover, the partners are committed to spreading their work at high level scientific conferences.

More than 20 scientific articles and more than 30 conference communications are planned to be developed and submitted within the project.

Several white papers on the relevance of Human-Centric AI and Socio-ethical issues will be also developed.

The existing publications can be found in Annex 5.

2.4 Key Performance Indicators

It is only possible to measure the success of each communication action, which will be developed to promote the project, by using KPIs that are associated with those actions.

The KPIs are presented in the table below:

Action/	Timing	KPI/target	Responsibility	Progress
Social media channels (Twitter, LinkedIn, YouTube)	M3 (December)	1K reactions year | 200 Twitter followers | 300 LinkedIn followers	AIT	Continuous
Project website	M6 (March)	5.000 unique visitors per year	LTPLabs	Done
Project Videos	M6 (March)-continuously	5 videos; 200 online views (websites/social media)	TAZI, AIT, UT	(3/5)
Communication Materials (logo, flyer, poster, roll-up)	M3 (December)	300 brochures/flyers/posters distributed/downloaded	INESC TEC	Done
Project Podcast	M6 – continuously	8 podcasts (1K reach)	All partners contribute, 1 leading partner/podcast (Tazi has 2 podcasts).	(1/8)
Press Releases	M3-Continuously	4 PR (40 news pieces on the media)	Tazi	(4/4)
Events	Continuously	3 workshops, 6 webinars Participation in 8 EU/industry events.	Workshops organization: TAZI, INESC TEC, Tartu; webinar 1/partner (except INESC TEC)	Workshops(2/3) Webinars(0/6) Participation in EU/industry events (5/8)
Scientific Publications	M12 -Continuously	3 white papers +20 scientific articles +30 conference communications	White papers (Ucs:CWI, LTPlabs, AIT). Other papers: all partners.	White papers (0/3) Scientific articles (8/20) Conference communications (5/30)

Figure 6 Project's KPI

3. Communication Plan

The dissemination strategy has been defined in the previous section, meaning that the project has established its dissemination objectives, the target groups that it wants to achieve, the communication tools are being used to do it and the key performance indicators are the measure of each action.

However, there is a need of defining how and when the communication tools are being used to achieve certain goals with certain target audiences. In this sense, the purpose of this section is to establish, according to a 48-month calendar, a communication plan that follows an integrated marketing approach based on several communication campaigns. Each communication campaign has a specific goal and, therefore, aims at targeting specific project stakeholders. For that to be successful, different communication tools are being used in different times of the project.

This section is divided in four subsections, one for each communication campaign (total 4).

3.1 First Communication Campaign

The goal of the first communication campaign is to inform the project stakeholders about the existence of the project. TRUST-AI has been approved by the EC, has officially started and, therefore, its existence needs to be perceived by the target audiences that the project wants to reach.

In this sense, in the first six months of the project – from October 2020 until March 2021 – the communication plan is working on the awareness of the stakeholder's groups about the AI area and how these two areas connect in order to develop advanced solutions for smart homes and buildings.

Only by working on the awareness and knowledge level of the target audiences it's possible to define future communication strategies that aim, for example, at engaging the stakeholders and involve them in the solutions and technologies that the project is developing.

In this sense, the 1st integrated communication campaign is targeted to all the stakeholder's groups mentioned in section 2.2, meaning academic and scientific community, focused on artificial intelligence and machine learning techniques, including, scientists/researchers and students; industry sectors that are possible beneficiaries of the developed tool, namely healthcare, retail, energy, banking, public administration and insurance sectors; software providers; influencers (EC influencers, EU projects, Relevant Media, PR Agencies); and general public.

To accomplish the goals established for the first communication campaign, four communication tools, involving different actions, were used in different months. The following figure summarizes the 1st integrated communication campaign.

Action	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021
Social media channels (Twitter, LinkedIn, YouTube) creation and continuous update						
Project website - launch						
Project Videos -1st video created						
Communication Materials (logo, flyer, poster, roll-up)						
Project Podcast – 1st podcast						
Press Releases – 1st PR disseminated						
Events – participation in 2 events						

Figure 7 1st integrated communication campaign

The success of this campaign was measured at the end of March to evaluate if it has been well succeeded or not and to promote and/or adapt new strategies, in case the results are unsatisfactory.

3.2 Second Communication Campaign

The goal of the second communication campaign is to generate awareness to the AI community and academia groups about the new “human centric paradigm”. The campaign will start in Month 7 until Month 43.

The target will be the academic and scientific community, focused on artificial intelligence and machine learning techniques, including scientists/researchers and students.

The strategies that will be developed and implemented in this campaign will depend on the activities of WP2, WP3, WP4. The table below presents an overview of the tools that will be used but more details about this campaign is being provided in this D8.4 “Communication & Dissemination Plan update”, to be submitted in month 30.

Action	Timing (M7-43)
Social media channels (Twitter, LinkedIn, YouTube)	continuous update
Project website	continuous content update such as news pieces
Project Podcast – publication of three podcast on the theme of “Human-Machine Interaction”, “Cognition Models” and “Next Generation of symbolic Learning algorithms”	July 2024, July 2024, October 2024
Press Releases – 2nd PR disseminated	March 2021
Events	continuously
Scientific Publications	continuously

Figure 8 2nd integrated communication campaign

3.3 Third Communication Campaign

The objective of the third campaign is to disseminate the use cases, engaging with the target sectors from industry (healthcare, retail and energy) towards the utilisation of new technologies that are being developed within the scope of the project, facilitating the knowledge transfer to academic groups and software providers. This campaign started at month 7 and will end at month 43.

The main target is industry sectors that are possible beneficiaries of the developed tool, namely healthcare, retail, energy, banking, public administration and insurance sectors; and software providers.

The strategies developed and implemented in this campaign depend on the activities of WP5, WP6, WP7. The table below presents an overview of the tools being used.

Action	Timing (M7-43)
Social media channels (Twitter, LinkedIn, YouTube)	continuous update
Project website	continuous content update such as news pieces
Project Podcast – publication of three podcast on the theme of each Use Case	January 2025
Press Releases – 4th PR disseminated	June 2021
Events	continuously
Scientific Publications	continuously; three white papers (one on each Use case)

Figure 9 3rd integrated communication campaign

3.4 Fourth Communication Campaign

The fourth Communication campaign will be starting in August 2024 and ending in February 2025. The last campaign will focus on the conclusion of the project. The results achieved regarding technological sustainability, business and market sustainability, societal sustainability and even the project ecosystem sustainability will be the core messages of this campaign and all the stakeholders previously identified will be targeted.

Once again, the dissemination of the project including all the stakeholder's groups will continue to follow the same approach presented before. The final event of the project will be included as one of the communication activities to be organised in this time period.

4. Cooperation with other activities

Cooperation with other initiatives is essential to share the learnings, best practices, recommendations and to influence the AI community. It is also important to monitor and benefit from the experience of other projects and from the on-going work of relevant initiatives.

So far, the following projects/communities were identified:

- AI4EU-European artificial intelligence on-demand platform and ecosystem - which has involved substantial work from several European institutions and includes a task devoted to XAI.
- TAILOR - Foundations of Trustworthy AI, which aims at bringing together research centres working on reasoning, learning and optimization, thereby being of paramount importance to TRUST-AI. INRIA leads a WP in this project, hence facilitating the necessary communication.
- Other projects funded under FETPROACT-EIC-05-2019, particularly ALMA, which like TRUST-AI explores symbolic/algebraic models, but under a completely different paradigm. Opportunities for collaboration (and even hybridization) should therefore be assessed.
- PEER - Hyper expert collaborative AI assistant - is focused on human-centric AI approaches to solve complex sequential decision problems by finding explainable policies. This is intimately connected to the second Use Case of TRUST-AI.

5. WP8 Plan

WP8 is structured in three tasks, which are being developed and implemented during the project. The tasks, durations and correspondent leaders are:

Task 8.1 –Communication & Dissemination Plan (CDP) and Data Management Plan (DMP)

(M1-M3) [Leader: INESC TEC]

The CDP was produced, detailing the target groups and defining the communication tools and distribution channels to reach them. The schedule and objectives of the dissemination actions were also presented. The project's website is presenting its objectives and expected outcomes. Regular updates on the project progress and activities, reports, leaflets, videos and recommendations are being shared there. It serves as an interaction and dissemination platform. In addition, regular mailings were made to inform about timely news and events. Partners also participated in online forums and scientific blogs. The task will also describe the DMP, to conciliate confidentiality and the replicability of results.

Task 8.2 –Communication, Dissemination activities and Ecosystem generation

(M4-M54) [Leader: TAZI]

Project results will be published in widely accessible journals and presented in conferences, FET-organised events and working groups. Moreover, Tazi will lead specific dissemination actions to develop an innovation ecosystem around the new TRUST paradigm. These actions include attendance and promotion of workshops and educational material (courseware and webinars). We also consider the production of podcasts and webinars on TRUST paradigm and social/ethical implications of AI. In addition, white papers will highlight the relevance of HCXAI models to policy-making and possibly lead to participation in EC working committees. Moreover, AIT will proactively link the project with the global neural network community tensorflow.org, to which it participates and where incidentally the explainability discussion has just begun. The final results of the project will be disseminated at a final public workshop.

Task 8.3 –Development of Exploitation Plan

(M31-M54) [Leader: TAZI]

At the end of the project, the partners will consolidate all relevant findings into further exploitation alternatives. They will evaluate the potential applicability of TRUST components in different sectors, covering many aspects of AI. Tazi's previous experience with HCXAI will facilitate this analysis. The Exploitation Plan will be detailed, considering the identification of risks and uncertainties provided by the use case work packages (WP5-7).

6. Effort overview

WP8 involves 37-person months (PM) and 7 partners. The table below presents the WP effort allocation.

Name of partner	INESC TEC	UT	INRIA	CWI	AIT	LTPlabs	Tazi
PM	6	2	2	2	8	4	12

Figure 10 WP effort overview

7. Deliverables

Two of the six deliverables were written and submitted under the scope of WP8.

- D8.1 Communication & Dissemination plan. (month 3);
- D8.2 Data Management Plan. (month 6);
- D8.3 Website of the project. (month 6);
- D8.4 Communication & Dissemination update. (month 30);
- D8.5 Exploitation Plan and feasibility studies. (month 54);
- D8.6 Report on the achievement of the Communication & Dissemination KPIs. (month 54).

8. Conclusion

This deliverable aimed at describing the dissemination and communication plan update for the TRUST-AI project.

The dissemination objectives have been defined, as well as the target groups, and the communication tools that are being used to foster the impact of the project. Some of the activities that have been and will be developed have also been described. Furthermore, the progress is demonstrated among KPIs

Four integrated communication campaigns have been defined according to a 54-month calendar. The first campaign is concluded, the second and third campaigns are 60% done. The fourth campaign will start in August 2024.

This deliverable also includes a strategy to cooperate with other initiatives (section 4), the division of the WP8 in four tasks (section 5), a budget overview of the WP (section 6) and the six deliverables of this project.

The evidence of all the dissemination activities referred in the deliverable are available in the annex section of this document.

Annex 1 – Project Leaflet

THE NEXT GENERATION OF AI

The TRUST-AI project aims at bridging the gap between the analytical expressions derived from theory and the numerical models obtained with Machine Learning.
A novel paradigm will be developed, whereby humans and machines can collaborate and discover new solutions.

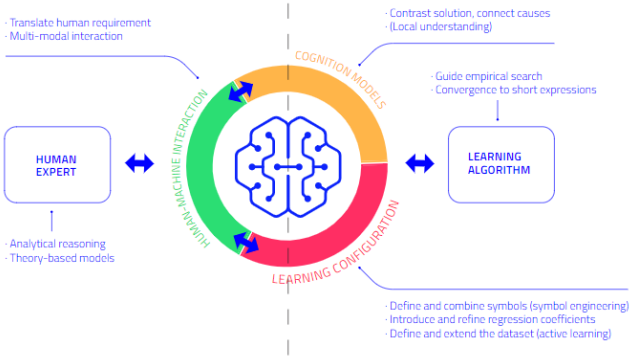
CONTACTS
www.trustai.eu
info@trustai.eu
https://twitter.com/TRUSTAI2
https://www.linkedin.com/showcase/trust-ai/
https://www.youtube.com/channel/UCOMBT1AmV5ITurOCSABuow

FINANCING
This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No 952060.

TRUSTAI

TRANSPARENT, RELIABLE & UNBIASED SMART TOOL

THE PROPOSED SOLUTION- TRUST SYSTEM



TOTAL FUNDING OF 4 M€ 7 PARTNERS INVOLVED

1 OCTOBER 2020 – 20 SEPTEMBER 2024

Project coordinator

INESCTEC

Research institutions

UNIVERSITY OF TARTU · Inria · NWO

SMEs

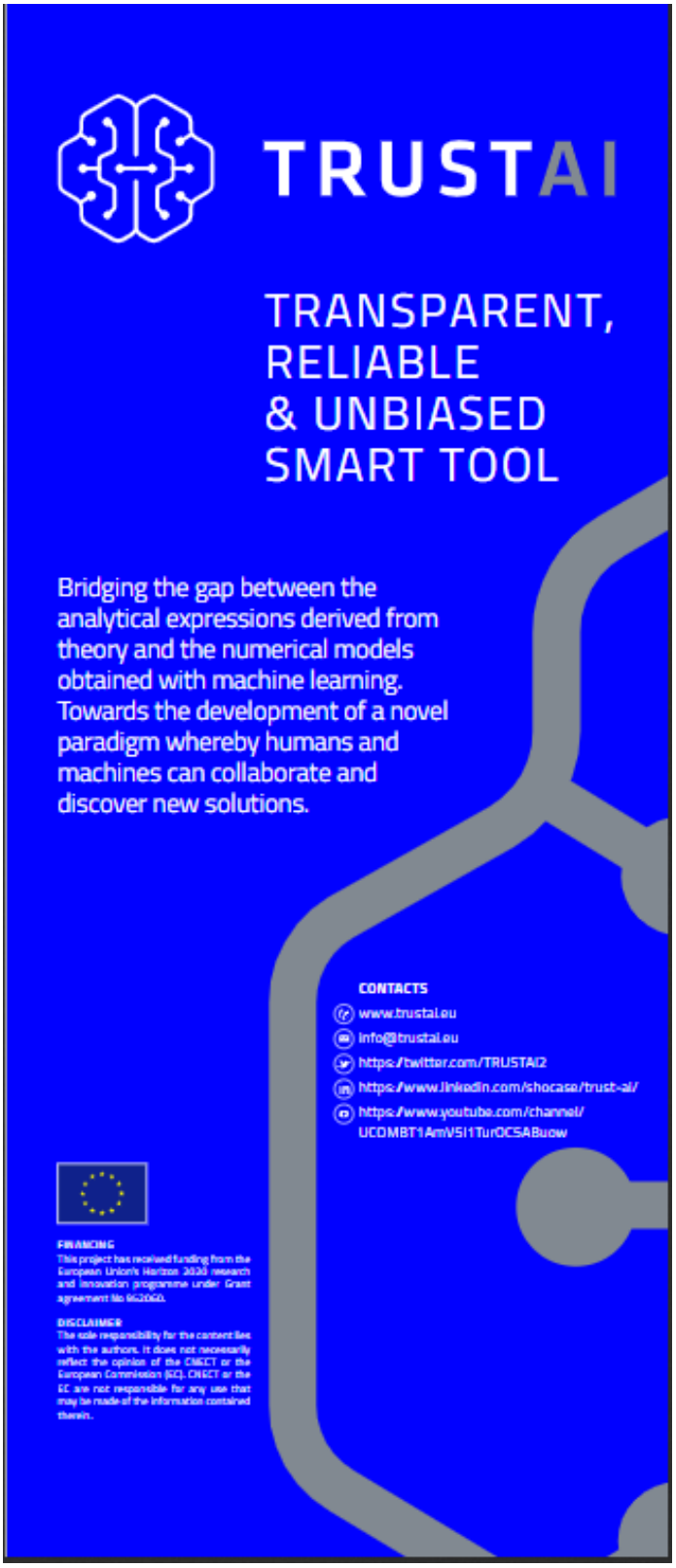
APINTECH · TAZI · LTP

THREE USE CASES

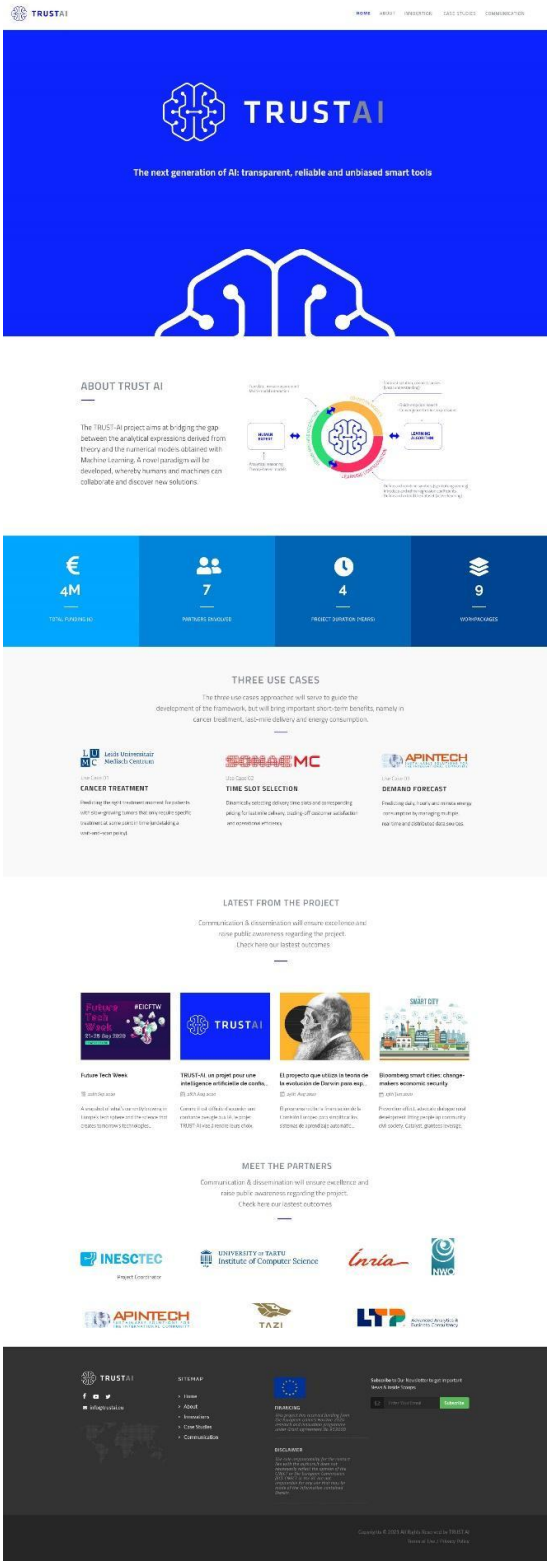
The three use cases approached will serve to guide the development of the framework, but will bring important short-term benefits, namely in cancer treatment, last-mile delivery and energy consumption.

	USE CASE 1	USE CASE 2	USE CASE 3
PROBLEM/APPLICATION	Cancer Treatment (Healthcare)	Time Slot Selection (Retail)	Demand Forecast (Energy)
AI TASK	Regression (Predictive)	Selecion (Predictive)	Regression (Predictive)
KEY FEATURES	Risk, Learning from Small data	Fairness (to multiple stakeholders), Multi-criteria	Distributed Sources of Data, Incremental and Active Learning
PARTNER	LUMC Leiden University Medical Center	SONAE MC	APINTECH

Annex 2 – Project Roll-up

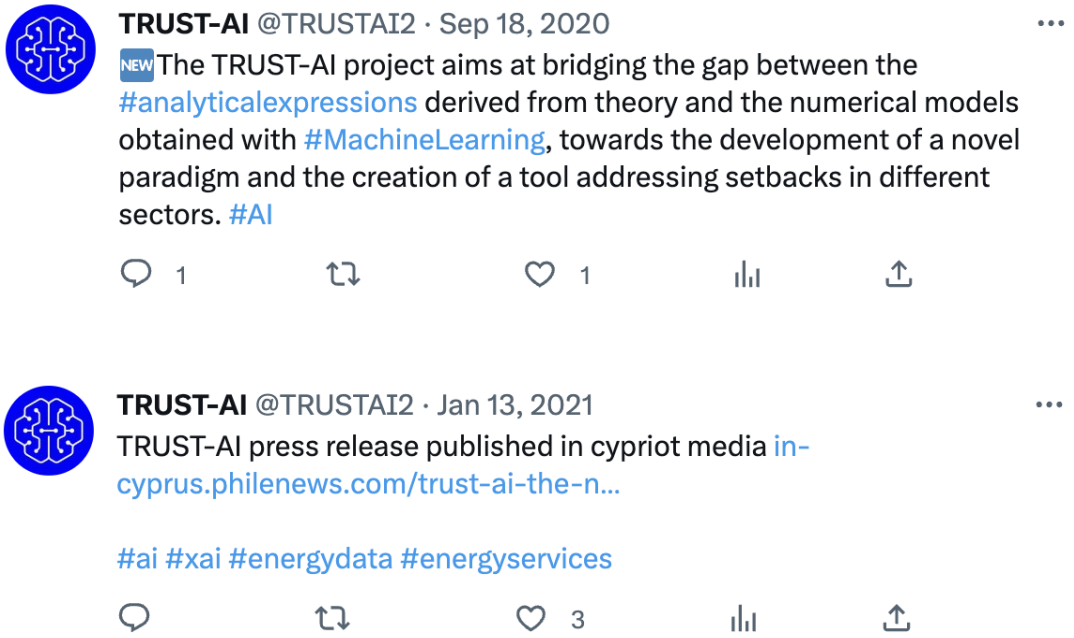


Annex 3 – Project Website



Annex 4 – Social media channels (Twitter, LinkedIn, YouTube)

Twitter:



TRUST-AI @TRUSTAI2 · Dec 8, 2022

REGULATORY SUPPORT & INNOVATIVE MEDICAL TECHNOLOGY

INFO DAY!

No registration required! Just join the EIC – EMA Info Day at this YouTube channel.

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#innovation #pathfinder #fet

eic.ec.europa.eu
EIC – EMA Info Day: Regulatory support for the development of inno...
Join this EIC-EMA Info Day on January 31, 2023 and discover the wide range of support services that the European Medicines Agency (EM...

TRUST-AI @TRUSTAI2 · Nov 30, 2020

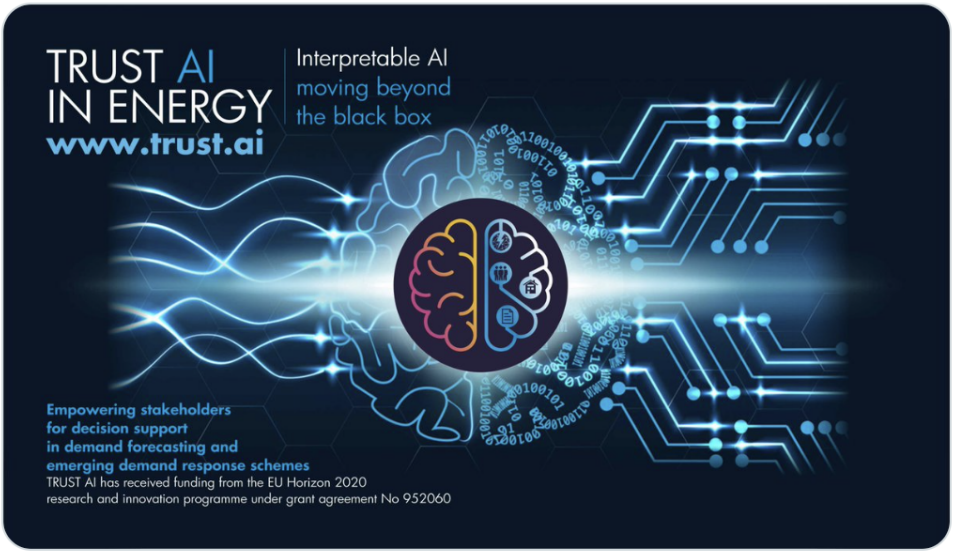
Learn about our TRUST AI project (HORIZON/ FET), on interpretable AI

youtube.com
Interpretable AI: An introduction to TRUST AI
A 2.5 min introduction to the TRUST-AI project HORIZON (FET) project. The project will last till th...

2 3

TRUST-AI @TRUSTAI2 · Dec 21, 2020

APINTECH, as part of its HORIZON TRUST AI exploitation activities, looks forward to launching a building-energy, data-sharing service for training xAI algorithms. The development is planned to go public in 2022. For more information contact trustai@apintech.com. #ai #energy #xai



1 2

TRUST-AI @TRUSTAI2 · Sep 18, 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No 952060. It Is coordinated by @INESCTEC in partnership with @unitartu @Inria, NOW-I, @APINTECH, @LTPlabs and @tazi_ai @EU_H2020

2

TRUST-AI Retweeted

European Innovation Council @EUeic · Nov 4, 2020

Could #ArtificialIntelligence 🤖 be a transparent, reliable & an unbiased smart tool?

Yes! It is made possible by the #eicPathfinder TRUST-AI project that develops a trustworthy & collaborative #AI platform for a wide range of sectors!

Read more 👉 europa.eu/!Dk66cu

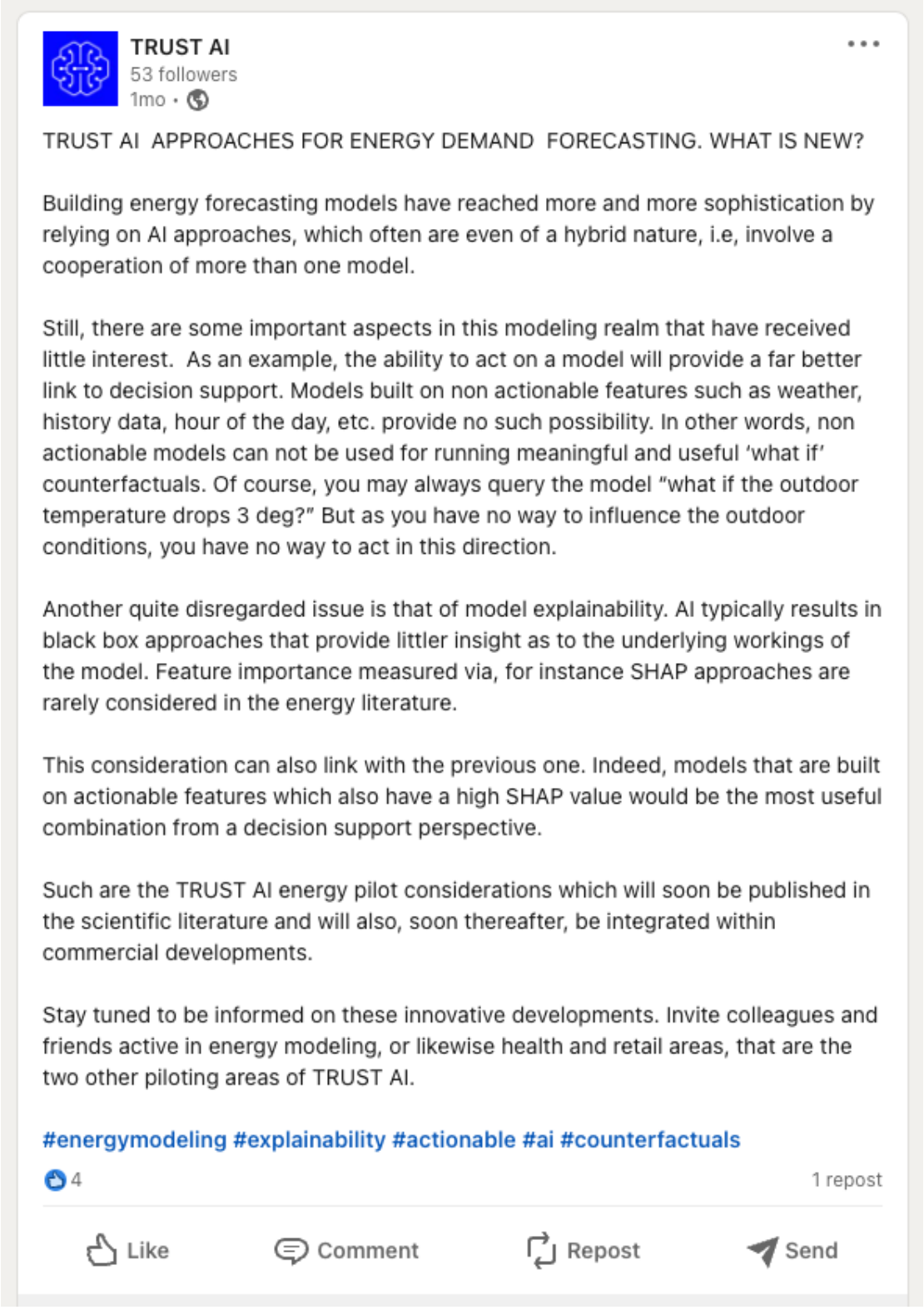
9 15

TRUST-AI @TRUSTAI2 · Sep 18, 2020

Do you want to know more about our project? Check out the video at youtube.com/watch?v=O5na8g... #ArtificialIntelligence #xAI #AI #H2020 This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No 952060.

1 1

LinkedIn:



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TRUST AI APPROACHES FOR ENERGY DEMAND FORECASTING. WHAT IS NEW?

Building energy forecasting models have reached more and more sophistication by relying on AI approaches, which often are even of a hybrid nature, i.e, involve a cooperation of more than one model.

Still, there are some important aspects in this modeling realm that have received little interest. As an example, the ability to act on a model will provide a far better link to decision support. Models built on non actionable features such as weather, history data, hour of the day, etc. provide no such possibility. In other words, non actionable models can not be used for running meaningful and useful 'what if' counterfactuals. Of course, you may always query the model "what if the outdoor temperature drops 3 deg?" But as you have no way to influence the outdoor conditions, you have no way to act in this direction.

Another quite disregarded issue is that of model explainability. AI typically results in black box approaches that provide littler insight as to the underlying workings of the model. Feature importance measured via, for instance SHAP approaches are rarely considered in the energy literature.

This consideration can also link with the previous one. Indeed, models that are built on actionable features which also have a high SHAP value would be the most useful combination from a decision support perspective.

Such are the TRUST AI energy pilot considerations which will soon be published in the scientific literature and will also, soon thereafter, be integrated within commercial developments.

Stay tuned to be informed on these innovative developments. Invite colleagues and friends active in energy modeling, or likewise health and retail areas, that are the two other piloting areas of TRUST AI.

#energymodeling #explainability #actionable #ai #counterfactuals

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Youtube:

1. Interpretable AI: An introduction to TRUST AI: https://www.youtube.com/watch?v=pG04VmxVJvM&t=6s
2. Building data sharing middleware and open APIs (deliverable D 1.2) https://www.youtube.com/watch?v=JmwK0ywdedQ
3. TRUST AI Framework - What-if and Counterfactuals Analysis https://www.youtube.com/watch?v=VAAkg5TxCkI

Annex 5 – Public Relations

Press Releases:

1. https://www.inesctec.pt/en/press-releases/new-tool-will-make-artificial-intelligence-more-explainable-transparent-and-reliable
2. https://www.tazi.ai/news/domestic-ai-receives-funding-from-eu
3. https://trustai.eu/2021/06/25/trust-ai-improves-trustworthiness-of-artificial-intelligence.html
4. https://in-cyprus.philenews.com/insider/business/trust-ai-the-next-generation-of-artificial-intelligence-will-be-explainable-and-collaborative/

Conferences:

Partner	Type	Conference	Authors	Title
INESC TEC	Poster	IO 2021	N. Marques, G. Figueira, L. Guimarães	Using Reinforcement Learning to Select Dispatching Rules for the Dynamic Flexible Job Shop Scheduling
INESC TEC	Presentation	EURO 2022	N. Marques, G. Figueira, L. Guimarães	Generating Dispatching Rules for the Dynamic Flexible Job Shop Scheduling Problem with Genetic Programming
INESC TEC	Presentation	IO 2022	N. Marques, G. Figueira, L. Guimarães	Genetic programming generated dispatching rules for flexible job shops
INESC TEC	Presentation	IO 2021	S. Castro, G. Figueira, B. Almada-Lobo	Genetic Programming: A new way to rethink online fulfillment optimization?
INESC TEC	Presentation	EURO 2022	S. Castro, G. Figueira, B. Almada-Lobo	Using Genetic Programming to induce policies for Fulfillment Optimization
INESC TEC	Presentation	MSOM 2022	S. Castro, G. Figueira, B. Almada-Lobo	Optimizing order fulfillment via genetic programming generated policies
INESC TEC	Poster	IO 2022	S. Castro, G. Figueira, B. Almada-Lobo	Online Fulfillment in online marketplaces: Optimization opportunities
INESC TEC	Presentation	EURO 2022	F. Maia	Hybrid Machine Learning/Simulation Approaches applied to Logistics Systems
INESC TEC	Poster	IO 2021	Fábio Neves-Moreira, Mário	On the impact of refueling decisions in multi-period vehicle routing problems

			Amorim-Lopes, Pedro Amorim	
INESC TEC	Presentation	MSOM 2022	Fábio Neves-Moreira, Pedro Amorim	Playing hide and seek: tackling in-store picking operations while improving customer experience
NWO-I	Presentation	GECCO 2022	D. Liu, M. Virgolin, T. Alderliesten, P.A.N. Bosman	Evolvability Degeneration in Multi-Objective Genetic Programming for Symbolic Regression
NWO-I	Presentation	GECCO 2022	E.M.C. Sijben, T. Alderliesten, P.A.N. Bosman	Multi-modal multi-objective model-based genetic programming to find multiple diverse high-quality models
UNIV TARTU	Poster	ESSCASS 2022	M. Domnich, E. Barbu, R. Vicente	Formalizing cognitive biases and constraints for human-centric explanations
UNIV TARTU	Poster	Spring School on Causality	M. Domnich	Formalizing cognitive biases and constraints for human-centric explanations
UNIV TARTU	Poster	Spring School on Causality	E. Barbu, N. Sakkas, P. Bosman, F. Amorin	Advancing Causality Assessment in Trust AI project
POLIS21	Presentation	SBE Fin 22	Nikos Sakkas, Christina Chaniotaki, Nikitas Sakkas	Building data models and data sharing. Purpose, approaches, and a case study on explainable demand response.
POLIS21	Presentation	WDBE 2021	Nikos Sakkas, Maria Papadopoulou, Dimitrios Sakkas.	Real time Data and Application Sharing and Collaboration for the Building Energy Domain

Participation in Workshops:

Partner	Workshop	Speaker	Title
INESC TEC	ReStartSMEs	G. Figueira	Data Science for Advanced Manufacturing: Challenges and Project Examples
INESC TEC	SUPTECH	G. Figueira	Explainable Artificial Intelligence: A perspective from decision support
NWO-I	SymReg – Symbolic Regression Workshop at the GECCO 2022 Conference	M. Virgolin	Coefficient Mutation in the Gene-pool Optimal Mixing Evolutionary Algorithm for Symbolic Regression

Dedicated Workshops:

Partner	Date	Description
INESC TEC	26/05/2021	Use cases workshop (in the 1st physical meeting)
INESC TEC	29/06/2022	Framework workshop - current prototype and future developments (in the 2nd physical meeting)

Other Participations:

Partner	Date	Event	Speaker	Title
INESC TEC	02/09/2020	Future Tech Week	G. Figueira	The next generation of artificial intelligence will be explainable and collaborative
INESC TEC	11/11/2020	World Manufacturing Week 2020	G. Figueira	Collaborative and Explainable Artificial Intelligence: AI that we can trust and interact wit
UNIV TARTU	21/10/2022	Department seminar	M. Domnich	Counterfactual explanation formalisation

Scientific Publications:

WP	Partner	Authors	Title	Type	DOI / Source
WP7	POLIS21	N. Sakkas, M. Papapodoulou, D. Sakkas	Real time Data and Application Sharing and Collaboration for the Building Energy Domain	Conference	https://wdbe2021.exordo.com/programme/presentation/3
WP7	POLIS21	N. Sakkas, S. Yfanti, C. Daskalakis, E. Barbu and M. Domnich	Interpretable Forecasting of Energy Demand in the Residential Sector	Journal	https://www.mdpi.com/1996-1073/14/20/6568/pdf
WP7	POLIS21	N. Sakkas, N. Athanasiou	Drivers of and counterfactuals for the final energy and electricity consumption in EU industry	Journal	https://www.academia.edu/51243950/Drivers_of_and_counterfactuals_for_the_final_energy_and_electricity_consumption_in_EU_industry
WP7	POLIS21	N. Sakkas, S. Yfanti	Open data or open access? The case of building data.	Journal	https://www.academia.edu/55583548/Open_data_or_open_access_The_case_of_building_data
WP5	NWO-I	E. M. C. Sijben, T. Alderliesten, P. A. N. Bosman	Multi-modal multi-objective model-based genetic programming to find multiple diverse high-quality models	Conference	https://gecco-2022.sigevo.org/HomePage
WP4	NWO-I	D. Liu, M. Virgolin, T. Alderliesten, P.A.N. Bosman	Evolvability Degeneration in Multi Objective Genetic Programming for Symbolic Regression	Conference	https://doi.org/10.1145/3512290.3528787
WP3	UNIV TARTU	Florian Stelzer, André Röhm, Raul Vicente, Ingo	Deep neural networks using a single neuron: folded-in-time	Journal	https://www.nature.com/articles/s41467-021-25427-4

		Fischer, Serhiy Yanchuk	architecture using feedback-modulated delay loops		
WP4	INESC TEC	A. Silva	Using Dimensionally Aware Genetic Programming to find interpretable Dispatching Rules for the Job Shop Scheduling Problem	MSc Thesis	https://repositorio-aberto.up.pt/bitstream/10216/135073/2/485161.pdf
WP1	INESC TEC	L. Ramos	A generic scalable web platform for XAI algorithms	MSc Thesis	https://repositorio-aberto.up.pt/bitstream/10216/143762/2/576107.pdf
WP1	INESC TEC	J. Varela	Interface Design for Human-guided Explainable AI	MSc Thesis	
WP6	INESC TEC	C. Leite	Genetic Programming Approaches for Solving Transportation Problems	MSc Thesis	https://repositorio-aberto.up.pt/handle/10216/144322
WP4	NWO-I	M. Virgolin, P.A.N. Bosman	Coefficient mutation in the gene-pool optimal mixing evolutionary algorithm for symbolic regression	Conference	https://dl.acm.org/doi/10.1145/3520304.3534036