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## D8.2 COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

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Abstract	This deliverable defines and describes the dissemination and communication strategy and set of activities that will be pursued by the WeNet partners so as to guarantee broad and effective visibility, promotion and up-take of the project's work and outcomes.
Keywords	Dissemination, communication, events, impact creation.

## Document Revision History

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\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

## EXECUTIVE SUMMARY

The WeNet Work Package 8, WP8, is dedicated to the “Impact Creation” and includes 5 tasks:

- T8.1 Dissemination and Communication
- T8.2. Organization of events
- T8.3 Education, Tutorial and Training Materials
- T8.4 Open Calls
- T8.5 Exploitation planning

The work package efforts aim at defining, maintaining and coordinating the appropriate mechanisms and tools ensuring broad visibility and impact of the project’s work and results. The main objective is to promote the developed project’s concepts and technologies. Furthermore, WeNet Dissemination Plan will focus on the promotion of the Open Call, which will be launched at Year three, and will be instrumental to involve additional EU academic institutions interested in piloting WeNet approaches, technologies and services with their own students.

This document will focus mainly on T8.1 and T8.2, while providing an initial overview of the plans regarding the T8.3, T8.4, T8.5. It describes how WeNet is following a comprehensive and effective approach to dissemination and promotion activities so as to support project partners in their daily activities, by first elaborating on what are our main dissemination and promotion objectives.

Second, this deliverable presents the foundation of the dissemination and promotion strategy, and the identified primary projects’ stakeholders, which have been defined in the perspective of aligning the project’s activities with the overall Future and Emerging Technologies initiative (FET) and Next Generation Internet (NGI) vision and programme-level community building and marketing activities.

In relation to that, the deliverable goes on by presenting a set of measures and actions that have been implemented in the first six months of the project: this includes the dissemination and communication actions (online and offline). Then, the central part of this document presents the dissemination and communication plan envisaged for the next 42 months, including the initial discussions related to the exploitation and sustainability plan, which will be detailed in D8.3 Exploitation and Sustainability Action Plan at M48.

We conclude the deliverable with an overview of the quantitative and qualitative indicators which we will use to monitor the project’s communication and dissemination results, allowing a precise assessment of WeNet impact.

This document, which will evolve in line with the development of the overall project work and activities in close collaboration with all work packages, is written primarily as a guide for WeNet project partners and for key stakeholders in the FET context to have a clearer understanding of the intended dissemination and promotion activities.

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## ABBREVIATIONS

<b>FET</b>	Future and Emerging Technologies (Initiative)
<b>NGI</b>	Next Generation Internet (Initiative)
<b>H2020</b>	Horizon 2020
<b>EC</b>	European Commission
<b>AI</b>	Artificial Intelligence
<b>GDPR</b>	General Data Protection Regulation



# 1 INTRODUCTION

## 1.1 PROJECT DESCRIPTION

WeNet, The Internet of Us, is a **FET research and innovation action**, started in January 2019 which sees 15 partners from 3 continents (Europe, Asia and Latin America) working together to develop a new online platform that will empower machine mediated diversity-aware people interactions. It is a multidisciplinary project – blending computer science, ethics, sociology and engineering – that will create a platform that enables people to support each other in a way that transcends geographical and cultural backgrounds.

Diversity is a key enabler of the WeNet platform. It will use machine-learning algorithms to build user-profiles based on behaviour and other key factors. The profiles will then be matched to positively exploit the diversity of users, allowing them to help one another. By connecting people from diverse backgrounds and skill sets, WeNet will enable them to interact and incentivize them to assist one another in ways that would not formerly have been possible.

The WeNet platform will be the basis of a series of studies within universities worldwide with diverse student populations to improve students' quality of life inside and outside the academic environment, taking into consideration ethical and privacy guidelines.

WeNet is starting with a number of Smart University pilots to exploit diversity case studies. These will be extended by further engaging 5 new pilot sites that will be found via the Open Call funding system.

## 1.2 GROUNDING WENET DISSEMINATION & COMMUNICATION STRATEGY

WeNet Dissemination & Communication **main goal is to ensure durable impact of the WeNet activities and outcomes, fostering a large scale adoption of the developed concepts, technologies and tools**. The orchestrated outputs of our multidisciplinary team, operating in over 15 countries, working together for 4 years, will offer a great number of concepts, methodologies, use cases evidences, technological tools and experience which **MUST** be communicated across several stakeholders in order to generate exploitation opportunities and create the foundation for a long-term sustainability of the diversity-aware platform which will be launched.

We have therefore **broken down the main goal in 5 specific objectives**, which will be tackled by corresponding Tasks, under the guidance of dedicated and experienced team members. Nevertheless, a strong collaboration among all partners, tasks and work packages is required to funnel news, achievements, technology advancements and conceptual architecture development into a coherent and strong narrative towards all the stakeholders.

- Ensuring broad visibility of WeNet by disseminating and communicating the results of the project (T8.1 and T8.2).
- Establishing an open and sustainable community, while ensuring liaisons with related projects and initiatives (T8.1, T8.2, T8.3).
- Running educational and training activities ensuring transfer of generated know-how and technologies (T8.3)

- Engaging 3rd party players for the validation and uptake of WeNet concepts and outcomes (T8.4)
- Identifying sustainability models built on successful approaches developed and adopted within the project building business evidence for the value of the proposed approach. (T8.5)

### 1.2.1 T8.1 Dissemination and communication

WeNet Dissemination and Communication team is in charge of establishing the project's brand identity, set up the internal tools for communications (such as an online repository and templates), design and animate the online channels (website, social media) and develop the project's story telling with a multimedia approach which includes: editorial content curation and related infographics, video filming and distribution, design and distribution of promotional materials such as flyers, posters and brochures, as needed. We will also curate the promotion of events attended and organized by the project to maximise their impact and strengthen liaisons and synergies with relevant organizations and peers. Scientific publications will be made available on the project's website to encourage academic follow-up of the project's results and make our works accessible to all. Last but not the least, we will make sure we keep a close collaborative relationship with the FET Proactive projects' cluster and the European Commission, contributing to events and initiatives organized at an international level. Section 2 outlines the Communication and Dissemination Strategy while Section 3 the results achieved in the first 6 months of the project. Section 4 presents the plan for the future.

### 1.2.2 T8.2 Organization of events

WeNet has planned several events (total of 5) to present its activities and achievement to selected audiences. We have in fact envisaged 2 policy workshop and 2 engagements workshop plus a final conference well distributed in the project timeline. These events will be co-located with relevant, well established conferences in order to maximise attendance and impact. See Section 4.3 for the details.

### 1.2.3 T8.3 Education, tutorial and training materials

One outcome of WeNet's project is the delivery of an online course to target various interested users on the project's related topics and the WeNet platform. The course will be delivered through the WeNet's online platform. The course will include material related to WeNet's platform usage and functionality and users will be guided to its features through a step-by-step guide and video lectures. See Section 4.8 for the details.

### 1.2.4 T8.4 Open call

WeNet will also provide funding for third parties through the cascade funding Open Call mechanism. The open call will be managed with an open and transparent process, under the decisions made by an assigned Steering Committee, which will be in charge of the quality assurance of the eligible proposals for the call itself. The open call (to be launched at M34) is intended to be launched for fostering the new fields of application of the WeNet framework by third parties. The ideal target of such open call is technology start-ups as well as research spinoffs. Not only those counterparts are requested to apply the open call, but also research team or established companies can be interested. See Section 4.8 for the details

### 1.2.5 T8.5 Exploitation planning

The exploitation plan targets future commercial activities, as well as any other project results that create worthy and tangible returns to all the partners and the Project Consortium as a

whole. The plan starts from the main dissemination objectives, sets up the principles and the approach, and identifies a broad range of relevant target audiences, with whom interact for fostering the exploitation activities. Within the exploitation plan, the main key performance indicators will be implemented in order to measure the effectiveness of the activities carried out and establish a roadmap of them. The plan defines how dissemination work is the basis for the exploitation strategy. For each project partner there are assigned key exploitable results, including the legal aspects, barriers to entry and competition issues. A special focus is dedicated to the post-project roadmap. In Section 4.9 each project partner details its exploitation plan, which will be a living document, as the project moves forward.

## 2 COMMUNICATION & DISSEMINATION STRATEGY

To ensure broad span and effective reach of all target stakeholders, all WeNet's project partners are involved in the Dissemination and Communication activities, under the lead of UNITN, with the collaboration of Martel team which, through consolidated experience in leading several R&I projects' dissemination activities, is pursuing cohesive and coordinated efforts aligned with related initiatives spanning across the whole FET Programme.

### 2.1 OBJECTIVES

As mentioned in the Introduction, we have a set of ambitious Communication & Dissemination objectives for WeNet, which require the engagement of different stakeholders, bringing forward different levels of understanding of the concepts and technologies underpinning the project's activities and with different needs and interests. We will tackle each objective along the project's lifetime (see Figure 1) according to the project's work progress and the continuous monitoring and analysis of the communication results. While a well-structured plan is in place, we will remain alert and open to the changes in the EC context (See Horizon Europe launch), and in the fast-changing technology and regulatory landscape, which directly impact on the project's work.

- Ensuring broad visibility of WeNet by disseminating and communicating the results of the project
- Establishing an open and sustainable community, while ensuring liaisons with related projects and initiatives
- Running educational and training activities ensuring transfer of generated know-how and technologies
- Engaging 3rd party players for the validation and uptake of WeNet concepts and outcomes
- Identifying sustainability models built on successful approaches developed and adopted within the project building business evidence for the value of the proposed approach.

### 2.2 STRATEGIC APPROACH

WeNet is part of the FET Programme, answering to the FET Proactive call whose topic is "Socially Interactive Technologies". The [FET Proactive goal is to encourage researchers from different disciplines to work together to open promising paths towards radically new technological possibilities and to transform promising results](#) of FET-funded projects into genuine technological or corporate innovations and disruptive innovations. These are the preconditions on which WeNet has been built, based on a multidisciplinary and open approach.

The ambition of WeNet is to stimulate and nourish new research directions in a multidisciplinary perspective, but also to create new technologies that will be capable of changing people's lives for the better; and to do so, while ensuring tangible and sustainable impact on a large scale, technologies will be trialed in the pilots and newcomers will be engaged to the WeNet ecosystem via the cascade funding system that will allow third parties to experiment the platform developed within the project.

The integration of research excellence with entrepreneurial ambitions will enable a fertile ground for the results to mature, to the point where exploitation and investment opportunities can be discussed, and ultimately adopted by the market.

To this scope, the FET programme also provides opportunities to finance proposals based on the results of an ongoing or completed project, under a FET Open or FET Proactive call. WeNet while the project will be in a more advanced state will investigate the possibility to exploit at maximum its outcomes by creating a federated Research Infrastructure, which will include large amounts of data on human behaviour and social interactions.

WeNet ambition matches with the European vision named *Trustworthy AI*, which summarizes the unwavering commitment of the European Commission to a form of AI development that does neither antagonize nor manipulate humans but is rather a means of empowering citizens. Conceptual analyses of trust among human and artificial agents have distinguished between **trust in competence** (the AI is capable of achieving a goal the human user delegates to it) and **trust in disposition** (the AI has the honest intention of achieving the human-delegated goal as if one of their own).

This dual nature of trust informs the requirements for trustworthy AI, such as the ones that the **AI High-Level Experts Group (AI HLEG)** published in their **Ethics Guidelines**: some requirements, e.g. the one about technical robustness and safety, or privacy and data governance, support the competence aspect. Others, such as the ones dealing with human agency and oversight, with accountability, or with transparency, strive to ensure that humans can put their trust in the honest disposition of European AI systems.

Chief among them is the requirement of **diversity, non-discrimination, and fairness**. When enabled by human agency, diversity results in several human behaviours, all different but of equal ethical worth. An implemented trustworthy AI system is compelled to fairly deal with all these behaviours and do not discriminate on their basis. The match with WeNet's own goals and approach is certainly striking.

From a concrete software infrastructure point of view, it is envisaged that the WeNet platform will be an example of trustworthy AI, which discloses the possibility of engaging with the more practical aspects of the Ethics Guidelines document: namely, the Trustworthy AI Assessment List and the associated piloting process. On a similar level, WeNet will engage with the overall European AI ecosystem, as brought forward by the AI On-Demand-Platform from the landmark AI4EU project, as well as several other European initiatives.

WeNet goal is to provide a general solution to the limitations of the systems which exist today by introducing a technology able to empower richer and deeper social interactions through diversity-aware artificial intelligence. It will be developed as an end-to-end people network ('The Internet of Us'), built on top of the Internet, which will be robust to the many forms of diversity and to the fact that most of them will be unexpected and unknown. The move from the Internet to WeNet is a move from a network of computers, which in turn may be connected to people, to a network of people, whose interactions are mediated and empowered by computers.

Therefore WeNet also perfectly aligns with the **Next Generation Internet (NGI)**, which aims to shape the development of the Internet of tomorrow towards an Internet of humans that responds to people's fundamental needs, including trust, security and inclusion, and reflects the values and norms that we enjoy in Europe. WeNet, Internet of Us, responds to the increasing lack of trust in the Internet as a safe, reliable, and trustworthy space, following revelations about the exploitation of personal data, large-scale cybersecurity and data breaches, and growing awareness of online disinformation. The technological development of WeNet social platform is based on the ethical, diversity-aware and privacy driven studies of

the projects' partners while validated, step-by-step, through several pilots in multiple locations, in Europe and beyond.

To ensure that scientific achievements and experimental findings of the project will be known and exploited by the R&I community at large in all related scientific domains, including both computer science (where the focus will be on the methods and tools developed by the project) as well as social sciences (where the focus will be on the analysis that can be carried out starting from the datasets collected and shared by the project), WeNet will carry out knowledge transfer activities towards both the scientific and industrial communities, including the identified target stakeholders, such as students, policy makers and citizens. The envisaged activities include conference papers, peer-reviewed articles, white papers, webinars, videos, presentations, panels and demonstrations as appropriate to achieve broad impact and in line with individual partners' dissemination and exploitation plans. Another important set of activities at the forefront of dissemination, sustainability and exploitation include releasing the project's core code as open source software and the creation of dedicated training and educational material.

As represented in Figure 1 below, we have organized the Communication Activities in 3 phases.

### **Phase 1: Awareness creation and communication foundation (M1-M06)**

The main goal of Phase 1, which we just concluded, was to create a strong brand / identity for the project, and announce to the relevant communities the vision, the main objectives and planned work. The Section 3 of this document details the activities carried out in this phase and the results achieved so far.

### **Phase 2: WeNet targeted outreach and engagement bootstrap (M07-M18)**

In this phase, which just started, we intend to start engaging target groups, establish liaisons and identify synergies starting from local partners' ecosystem to the broader international research and innovation landscape. We will reach out to the target stakeholders to **generate interest and demand, creating potential synergies and fostering collaboration opportunities**; liaising with related initiatives within the broader context and beyond like the AI international scene, NGI etc.; engage users for pilot trials and organise WeNet first round of community engagement workshops and a scientific workshop (co-located with a major international scientific conference). Section 4 provides the details of the envisaged activities.

### **Phase 3: WeNet ecosystem growth and sustainability (M19-M48):**

In the last phase of the project we will focus our efforts to engage and support all stakeholders in the **adoption and deployment of the WeNet technology**; to create conditions for the long-term sustainability through exploitation of IPR and creation of institutional support for the WeNet research infrastructure. Dedicated promotional activities and specific support to the pilots and demonstrations will be arranged in close coordination with the local stakeholders, including Open Calls and educational activities. Broad outreach to all relevant scientific communities to ensure the establishment of a large-embracing and sustainable ecosystem that will continue after the project termination, guaranteeing the sustainability of WeNet platform beyond the funding lifetime. We will dedicate substantial efforts to the organization of the final conference, which should present the results achieved and stimulate interest of stakeholders to be part of a federation for running the research infrastructure after the end of the project. The partners' exploitations' plans will be consolidated.



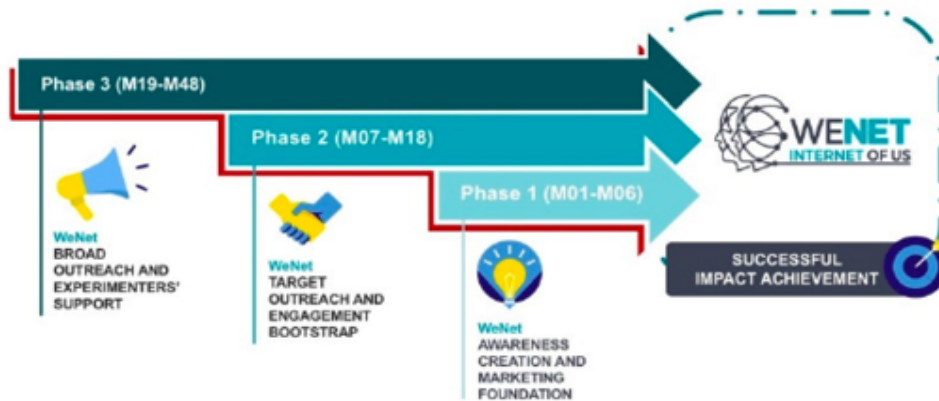


FIGURE 1: DISSEMINATION & COMMUNICATION STRATEGY PHASED APPROACH

### 2.3 STAKEHOLDERS

Our project encompasses different stakeholders, as the development and long-term sustainability of WeNet online platform requires the involvement of a wide range of practitioners, from researchers to students participating in the pilot experiments, from policy makers to SMEs, from social scientists to educators. Whether and how multiple stakeholders will be involved in CARISMA will depend on the work package and task concerned (section 3 specifies stakeholder roles).

As a start, WeNet partners have identified stakeholders from their national, international and professional network, which form a broad stakeholder basis.

We have mapped in the Figure 2 below and in Table 1 the key stakeholders which we will engage with, through different media channels, 1-to-1 communication and specific events (e.g. Policy Workshop)

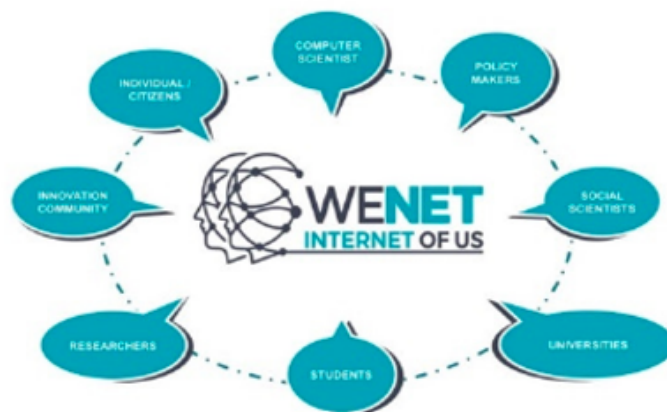


FIGURE 2: WENET'S STAKEHOLDERS MAP

- Innovators and researchers both in the academic and corporate R&D&I domains working

- New experimenters especially Small and Medium-sized players, that could benefit from the WeNet concepts, technologies and pilots to experiment, test and speed up the time-to-market for new services.
- Students participating in pilot experiments, on a volunteer basis, who will actually test WeNet technologies
- The General public and the society as a whole including citizens, media, educators, that could benefit from a machine mediated diversity-aware online social interaction serving at social inclusion
- Policy makers (in EU and beyond) which are closely monitoring the regulatory, privacy, trust and inclusion aspects of citizens online social interactions

RESEARCH	POLICY MAKERS
Universities	EU policy-makers
Research Centres	Global policy-makers
Independent Researchers	National policy-makers
Other EU projects (with a focus on FET ecosystem)	EU and Global governmental bodies and officials
BUSINESS	CIVIL SOCIETY/SOCIAL MEDIA USERS
ICT SMEs	Universities students
Cooperatives and Social Entrepreneurs	NGO, Association and Charities
Non-ICT SMEs	Schools, Teachers and Educators
Industry	Press and Citizens at large

TABLE 1 TARGET SEGMENTATION

## 2.4 SUSTAINABLE COMMUNICATION

WeNet Dissemination and Communication Strategy and Plan takes into account the sustainability principles for the organization of events and the production of communication materials. For this purpose, we will:

- Avoid using material resources where possible (avoiding printing flyers when unnecessary and promote the online download, producing promotional materials using recycled materials and avoiding single-use products, for example)
- Encourage the reduction of emissions through sustainable mobility practices (for example, recommend bicycle use, public transport at WeNet events and rewarding these actions)
- Work with suppliers (printers, caterers etc) that use sustainable products and materials.
- Evaluation. Try to measure the carbon footprint and compensation of emissions of partners' traveling to dissemination events.

### 3 DISSEMINATION & COMMUNICATION ACHIEVEMENTS AT M06

WeNet project started in January 2019 and immediately kicked off the set-up of its communication fundamental tools. In this section we describe in detail the activities deployed in the first 6 months of the projects and the main achievements.

#### 3.1 PROJECT’S BRAND IDENTITY

WeNet project identity has been already presented in detail in *Deliverable D8.1 WeNet Project Website*, here we briefly summarize the key elements. Brand identity is a critical aspect of communication and marketing. To establish a clear and well-defined identity of the project, the WeNet logo was already created at proposal time and fine-tuned at the very beginning of the project (M1) and it appears and will appear in the website, the social networks, deliverables, presentations, promotional materials, etc. A well-designed logo contributes to a quick identification of the project’s activities and, hence, to a better communication of the project’s outcomes.

WeNet logo which is composed by a visual element (the dotted human faces silhouettes) and the project’s name text. We have also added “The Internet of Us” as a short but evocative tagline to communicate the project’s ambition at a glance. The text and visual elements are well combined in a graphical compact and versatile logo.



FIGURE 3: WENET LOGO

The chosen primary colours “black” and “light blue” highlight the focus on the “net” “internet”, visually emphasising the project’s technological focus.

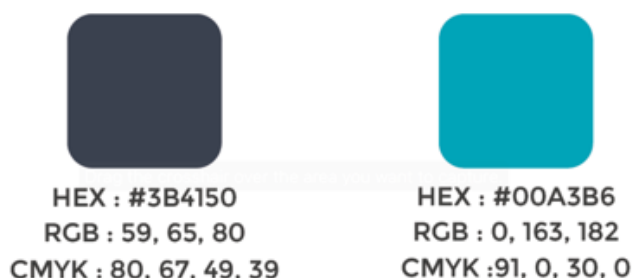


FIGURE 4: WENET PRIMARY COLORS

From a typographic point of view, the project has also chosen Montserrat as the font to be used for all the promotional materials online and offline. For all partners' convenience, we have adopted the Arial font (standard and already installed) will be used for word and powerpoint documents. Moreover, we have designed an "avatar logo" to be used on social media platforms, which keeps only the visual element of the logo as distinctive feature.



FIGURE 5: WENET AVATAR

A comprehensive [brand guidelines](#) has been made available on WeNet online repository to allow all partners to develop or, most likely, adapt the marketing materials as needed. Moreover, the high-resolution logo, in all its versions and the Montserrat font have been made available online for fast and easy retrieval.

## 3.2 INTERNAL COMMUNICATION TOOLS

In order to facilitate the internal project's communication flow, since its inception WeNet has established a few, easy and flexible tools, such as:

- Project Mailing list: it includes all the partners' representatives involved in the project. It is used to share project's update, periodic calls details, link to relevant documents and meeting minutes.
- Project bi-monthly calls: these calls see all partners updating the progress of their work packages/tasks activities, they are recorded in the minutes which are circulated to the whole mailing list
- Project's online repository: it is organized in several folders corresponding to each work package and it allows the partners to share relevant information, working files, meetings, draft and completed deliverables, administrative documents. It is password protected in order to maintain confidentiality (and where relevant IPR) protected.

Nome ↓	Proprietario	Ultima modifica	Dimensioni file
WP10 - admin	Fausto Giunchiglia	30 gen 2019 Fausto Giunchiglia	–
WP6 - Impact Creation	Margherita Facca	15 mag 2019 Margherita Facca	–
WP8	Ronald Chenu Abern Acosta	11 apr 2019 Ronald Chenu Abern	–
WP7 - Pilots Activities	Amalia de Goetzen	2 apr 2019 Wanyi Zhang	–
WP6	Daniele Miorandi	5 giu 2019 Daniele Miorandi	–
WP1	Matteo Busso	18 giu 2019 Matteo Busso	–
Templates - pptx & docx	Margherita Facca	28 feb 2019 Margherita Facca	–
meetings	Fausto Giunchiglia	19 gen 2019 Fausto Giunchiglia	–
Logo + Guidelines	Margherita Facca	3 apr 2019 Margherita Facca	–
Deliverables	Wanyi Zhang	7 mar 2019 Wanyi Zhang	–
calls	Fausto Giunchiglia	19 gen 2019 Fausto Giunchiglia	–

FIGURE 6: SCREENSHOT OF WENET ONLINE PROJECT'S REPOSITORY

### 3.3 STORYTELLING

It's easy for innovators, researchers, start-uppers and academics, in particular - to talk about their work and achievements to their audiences the way they talk about them internally or with peers at scientific and technological conferences. Engineers and analysts think their hallway talk about concepts, algorithms and outcomes will be just as fascinating to their audience. But in reality, Research and Innovation projects such as WeNet address a much wider audience (see Table 1 Target Segmentation), with different interests and priorities who may not be ready to hear this tech talk. First, they need to warm up to the overarching concept of our research, they need to understand which are the beneficial outcomes of the project (e.g. NGOs, SMEs, end users) or which are the policy making implications of such innovation. This is particularly true for a project like WeNet which spans from AI researchers, to economists, to sociologist, to students (end users of the project's pilots) and policy makers. We are here to create the technology of the future; therefore, we need to create a story in which that technology exists.

In order to do so, given the variety of entry points to tell a WeNet story and its intrinsic multidisciplinary and multicultural approach, we have defined a rigorous editorial approach and planning. The primary outlet of WeNet stories is the website, with the addition of conferences and presentations. Progressively we will also engage the media and the generic public.

It is never easy to “simplify” the complexity of a R&I project such as WeNet to make it relatable, and inspirational. The first effort is to clarify the issue we are tackling, highlighting how and why is widely relevant across stakeholders and how we're solving the problem, outlining the innovative approach and solution adopted.

We have therefore outlined a set of **Editorial Guidelines** for publishing news across WeNet outlets (See Annex 1) which simply describes how news, events, webinars should be drafted. The Editorial Guidelines document is available for all partners on the online repository. Furthermore, we leverage on the editorial expertise of Martel's team to refine each news and to complement it with visuals, infographics and video material.

We have also drafted an **Editorial Plan** (see Annex 2) to engage each partner in the storytelling process providing their unique expertise, knowledge and specific contribution to the project into the story. We envisage 2 stories per month, in the form of short articles, covering different aspects of WeNet work, such as: meaning of diversity, the role of the project



in the future technologies’ development, ethics and AI. The Editorial Plan allows us to have a backbone of news planned well ahead but it also remains flexible to accommodate events announcements, seminars and workshops results, partners’ achievements.

This established approach will be implemented along the project life time, with an expected incremental impact as the project develops intensifies its communications activities.

### 3.4 ONLINE COMMUNICATION

#### 3.4.1 WeNet website

The project’s website [www.internetofus.eu](http://www.internetofus.eu) was launched at M02 and it has been described in details in Deliverable *D8.1 WeNet Project Website*. Here we describe the integrations made since the deliverable has been submitted and provide some initial analytics on the traffic generated. The website has been extended with:

- A newly released section visible on the top menu of the website, called “Resources”, which includes: deliverables (with direct links to the pdf of public deliverables, as they become available), presentations given at conferences, accepted scientific papers, newsletters archive, promotional materials (such as posters, flyers), press clipping and videos.
- The first video has been published on the homepage and the link to the YouTube channel video has been added
- In the footer of the homepage a Twitter live feeding application allows us to publish the most recent Tweets and retweets of the project

The internet website represents the main hub of information for the academic, researchers and the general public interested in knowing more about the project and its activities. It is constantly updated with editorial content provided by the partners (see the editorial plan), conferences’ news and scientific publications. The figures below show the traffic generated so far, providing some details: Figure 7 (Incremental Traffic Overview M02-M06), Figure 8 (Visit Duration), Figure 9 (Top Visited Pages) and Figure 10 (Country). We have an average of 400 visitors (exceeding the per month with a steady growth from the M02. The most visited pages (aside from the homepage) are: the project description page and the news page. As expected, the traffic is evenly generated from the countries where the partners operate.

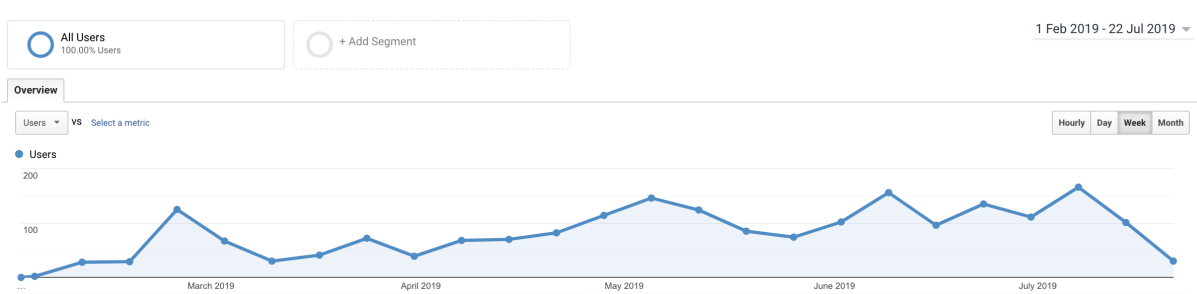


FIGURE 7: WENET WEBSITE TRAFFIC M02-M06

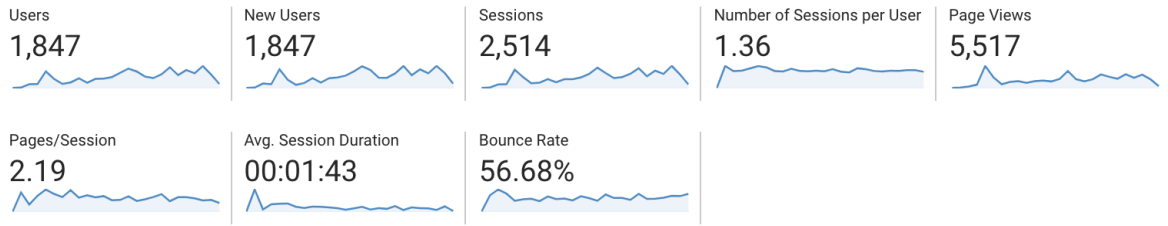


FIGURE 8: WENET WEBSITE VISIT DURATION

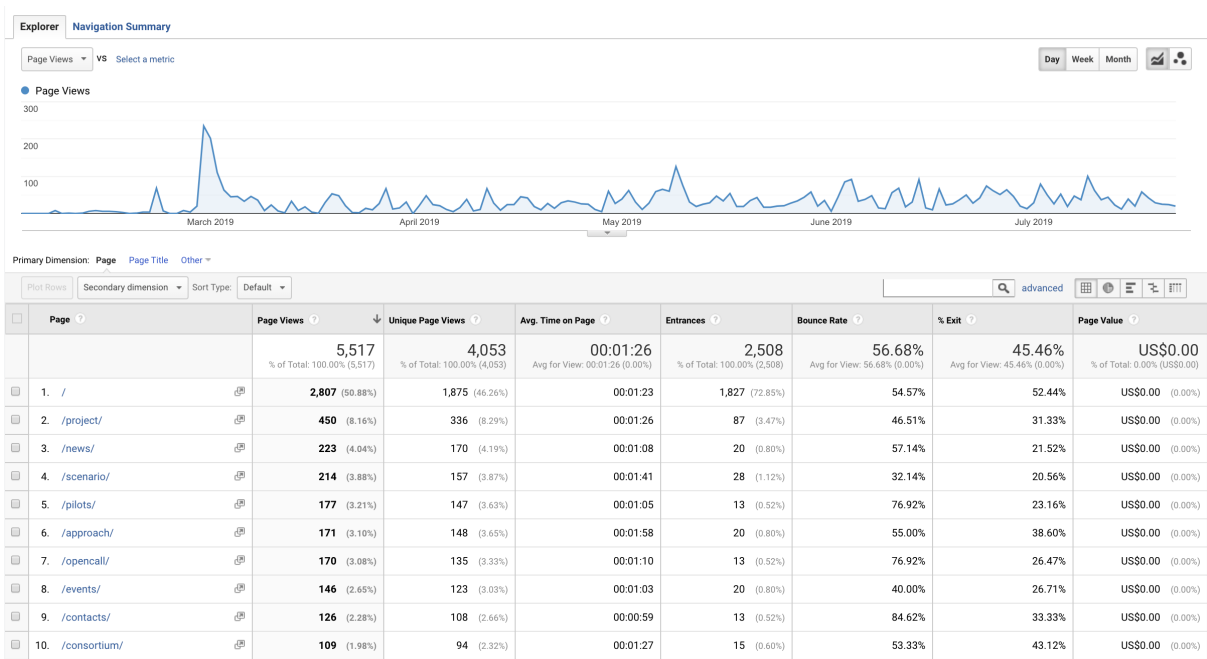


FIGURE 9: WENET WEBSITE MOST VISITED PAGES



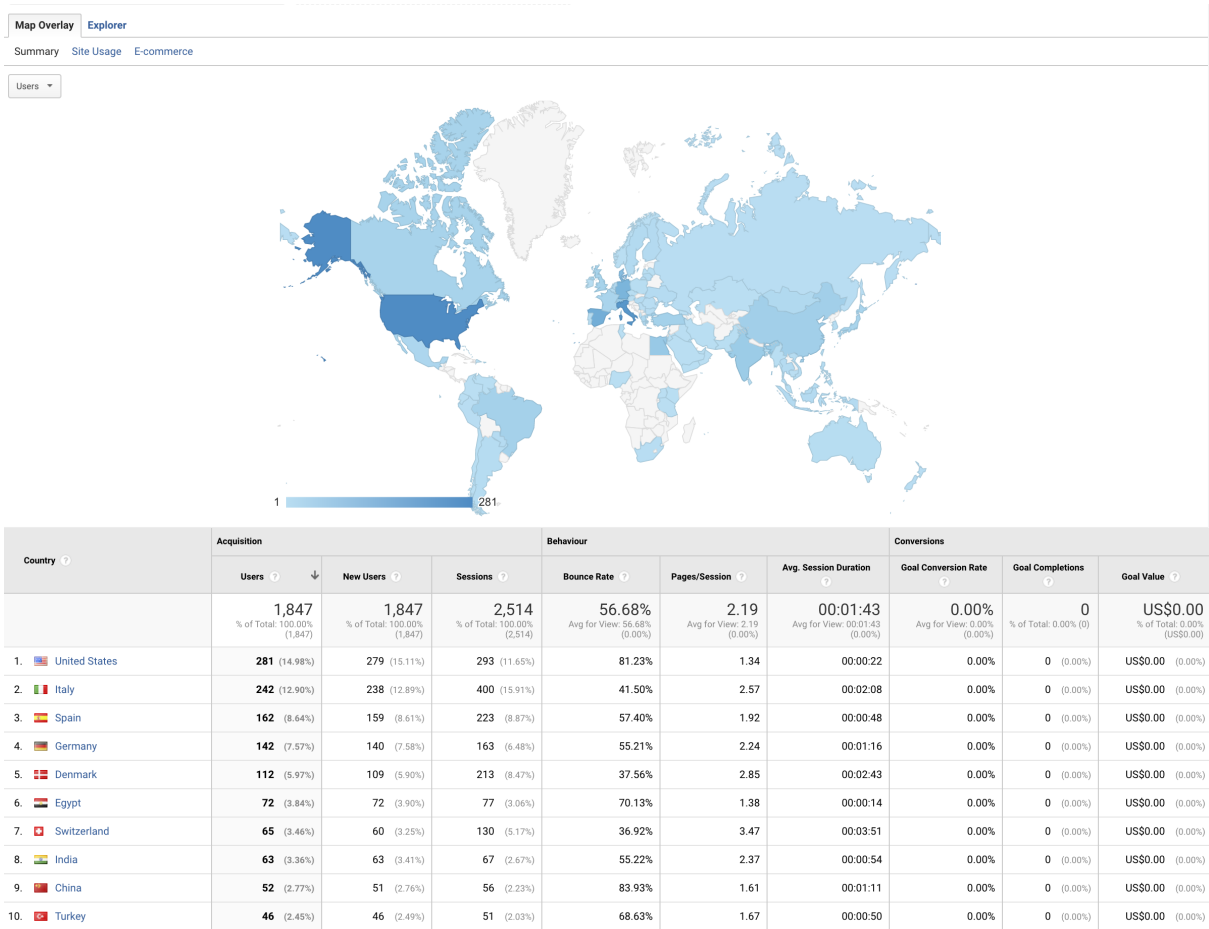


FIGURE 10: WENET WEBSITE COUNTRIES

### 3.4.2 WeNet social Media Channels

WeNet is active on three social media channels: Twitter, LinkedIn and YouTube.

- **Twitter:** @WeNetproject was set up in M01, we currently have 168 followers, we published 268 Tweets and we are following 143 accounts.



FIGURE 11: SCREENSHOT OF WENET TWITTER ACCOUNT





- **LinkedIn page**, opened in M04, it counts now 41 followers, it gives us the chance to reach a professional audience, publish and link with Artificial Intelligence, innovation and scientific groups and communities. We are now working to increase the visibility of the page and the number of followers.

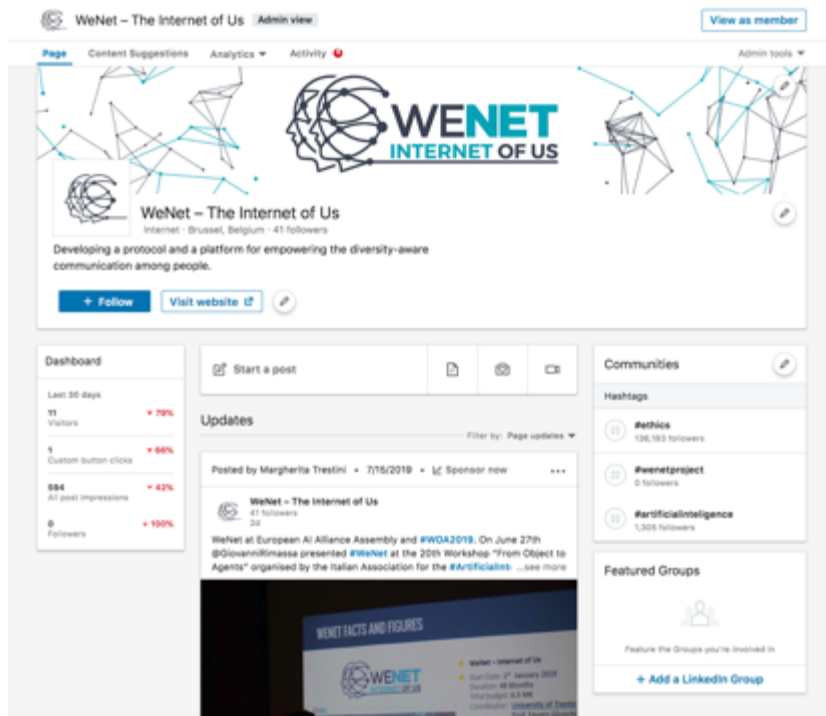


FIGURE 12: SCREENSHOT OF WENET LINKEDIN ACCOUNT

- **YouTube channel**, opened in M06, once the first WeNet video has been released. So far it has enabled over 100 views of the video. We will populate the channel with the recording of WeNet webinars, WeNet promotional videos and interviews to the students participating in the pilots.

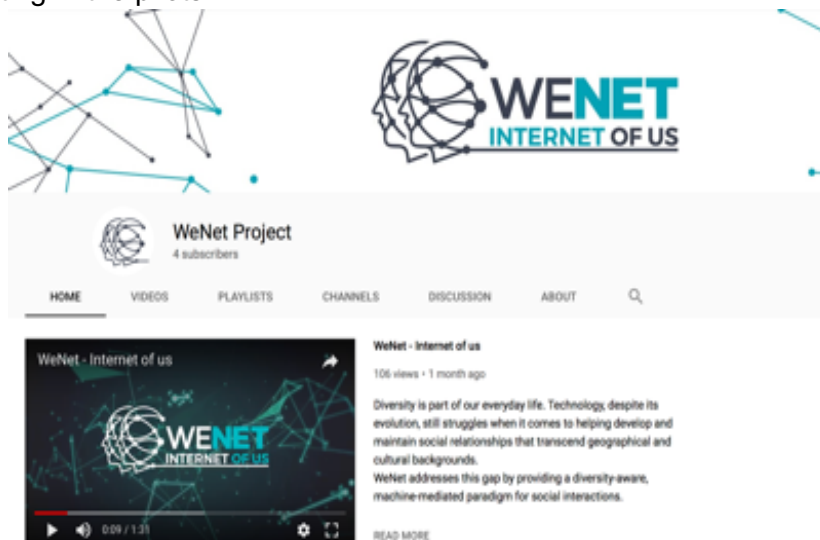


FIGURE 13: SCREENSHOT OF WENET YOUTUBE CHANNEL

### 3.4.3 WeNet newsletter

We issued WeNet first newsletter in July 2019, presenting the most relevant news of the first semester and the highlights and events for the second month of the year. The newsletter presents a clear and visual driven layout, accompanied by short text captions and links to the website for the complete news. All the newsletters will also be available on WeNet project for future consultations. The subscriber base is still low (only 33 subscribers), which is reasonably explained by the recent launch of the project; moreover, we just launched its first issue. We are now forwarding the newsletter to relevant mailing lists and contacts, promoting it across our social media channels in order to reach a wider audience in the future, in a push modality. Obviously, the subscription to the newsletter is on double-opt-in base and the data are treated in accordance to the GDPR. Here below a screenshot of the first Newsletter. All the newsletter will be collected here: <https://www.internetofus.eu/resources/newsletters/>

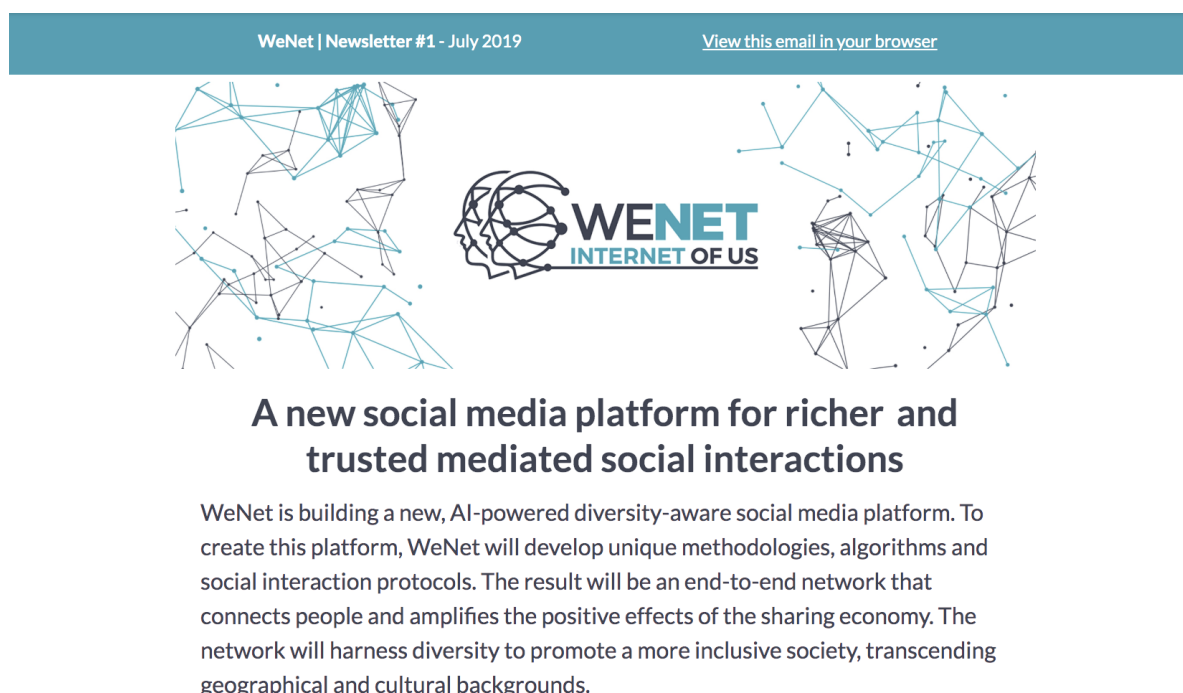


FIGURE 14: SCREENSHOT OF WENET NEWSLETTER #1

## 3.5 PROMOTIONAL MATERIALS

### 3.5.1 WeNet 1<sup>st</sup> Flyer

WeNet 1<sup>st</sup> flyer provides an overview of the project's ambitions, its building blocks and key facts and figures of the activities. The flyer has been printed in 500 copies, distributed to all partners to be brought to events and conferences as necessary. It gives a quick overview of the project and intends to generate interest and pull readers to know more on our website and social media. The flyer has been promptly published on the WeNet website under Resources, [Promotional Materials section](#).



FIGURE 15: PICTURE OF WENET FLYER TAKEN AT THE EUCNC2019

### 3.5.2 Videos

WeNet first video aimed at presenting the context and ambition of the project to a wide audience. For this reason, we asked the project coordinator, Fausto Giunchiglia, to shortly present it on camera. At the same time, we thought it was important to emphasize the multicultural, multidisciplinary and international team at work. This is why we asked each partner to choose a keyword and say it on camera in his/her own language. The rhythm of the video is pretty fast in order to maintain the viewers' attention high and it mixes video animation with interview style and quick people's statements. It has been filmed in Copenhagen, at the Aalborg University, taking advantage of a project meeting, to reduce travelling and resource consumption.

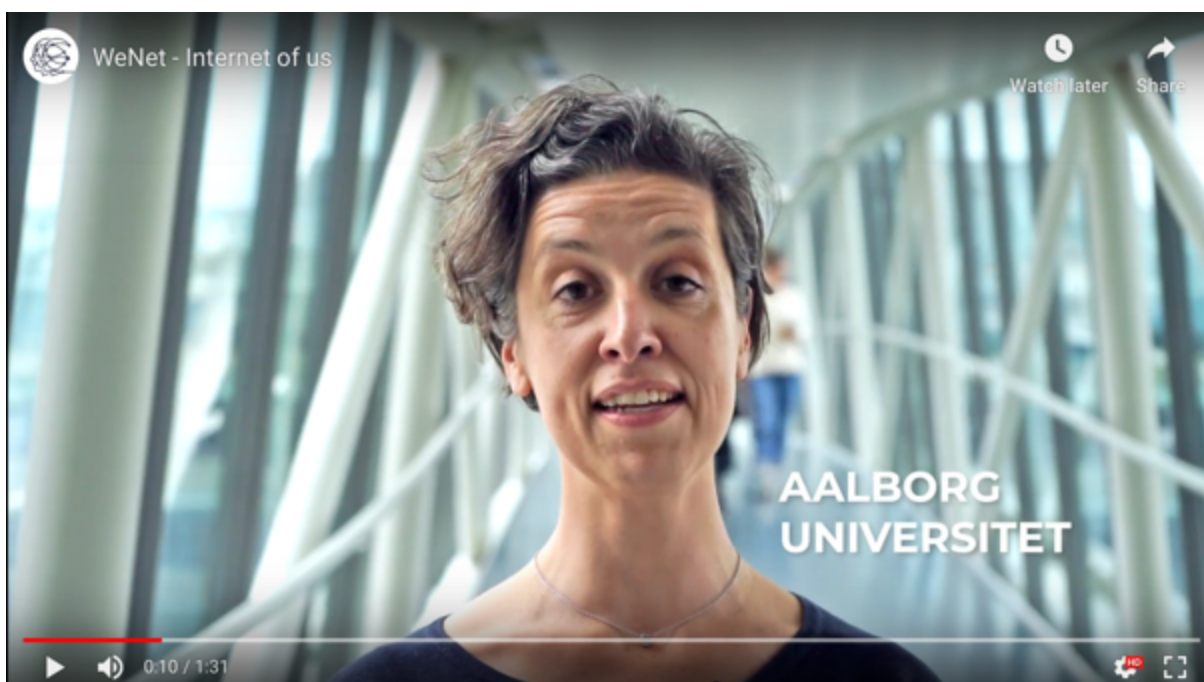


FIGURE 16: SCREENSHOT OF WENET VIDEO #1

## 3.6 EVENTS ATTENDED

WeNet has already attended 23 events by the end of June 2019, covering 13 countries across Europe, Asia, United States, Canada and Latin America. Several partners have already played

an active role in presenting WeNet work at academic, policy making and innovation focused conferences and workshops. Table 2 below presents the details for each event attended so far, while a short description and photographic material is available on a dedicated [Events](#) area on WeNet website. Overall, we have been able to present and/or network already with an audience of ±3,000 people directly involved in the development of AI solutions and actively engaged in the social, economic and technological debate around its impact and principles.

EVENT	DATE, LOCATION	TYPE OF AUDIENCE	APPROX AUDIENCE SIZE	ACTIVITY RUN	LEAD PARTNER
20th Workshop “From Object to Agents” (WOA 2019)	27-28 June, Parma (Italy)	Academic	80	WeNet project’s presentation and Networking	MARTEL
First European AI Alliance Assembly	26 June, Brussels	Policy makers, Academic	50	Social media animation and networking	MARTEL
EuCNC2019	18-21 June, Valencia	Researchers, Policy makers, Industry	800	WeNet flyers distribution	MARTEL
EIC Pathfinder event, organised by the European Commission	19 June 2019, Bucharest	People interested in the future of the EC FET calls	100	Attended the event	IIIA-CSIC
Next Generation Recommender Systems workshop	Mountain View, 17-18 June 2019	Academics and Google researchers	30	Talk on constructive recommender systems, presentation of WeNet	UNITN
CHIST-ERA conference	Tallinn, 11-12 June 2019	Researchers and EC representatives	50	Presentation of WeNet, networking	UNITN
Techfestival kick-off meeting	12 June 2019, Copenhagen	Event co-creators (tech-entrepreneurs, tech-fellows, design agencies)	20	Present WeNet and make a proposal for organising a related event for the Techfestival	AAU
“Critical Data Studies” Workshop at ICWSM 2019	11 June 2019, Munich, Germany	Academics and practitioners	30+	Presentation of WeNet and ethical challenges in the project	EKUT

UMAP 2019	9-12 June Cyprus	Researchers in user modelling	250	Paper on modelling diversity in Q&A sites (best student paper)	BGU
Swiss Innovation Night	6 June 2019 Madrid, Swiss Embassy	Entrepreneurs, diplomatic, NGOs	100+	Talk & panel	Idiap
FIET 2019: Education and Technology International Forum - Topic: AI in Education	30 May 2019, Barcelona	People from the Education sector	50	Taking part in the panel on “Hope or Fear: what can education expect of artificial intelligence?”	IIIA-CSIC
Cumulus Conference	May 29th - June 1 <sup>st</sup> Rovaniemi	Academic Design Community	200	Presentation of the Service Design Lab and its projects, including WeNet	AAU
AI for Good Global Summit	May 28-31, Geneva	Policy makers, researchers, industry, media	1000	Flyers distribution and networking (speak opportunity next edition)	MARTEL
H2020 Call on European Network of AI Excellence centers: Information and brokerage day	28 May 2019 Brussels	Researchers and EC representative s	50	Presentation of WeNet, networking	UNITN
Cyprus Research and Innovation Week 2019	May 26, 2019, Nicosia, Cyprus	Researchers and General Public	20	Talk on “Why Did You Do That? The Million Dollar Question for Machine Learning” with brief presentation of the WeNet Project	OUC
EU Day, Mongolia	May 26, Ulaanbaatar, Mongolia	General Public, local government, EC representative s	500	Presentation of WeNet at the NUM booth	NUM

AIAED 2019 Conference	24-25 May 2019, Beijing	Academic & Industry	500	A featured talk (and paper) AI and Education	IIIA-CSIC
AAMAS 2019 Conference	13-17 May 2019, Montreal	Academic	500	Talk on "Responsible Autonomy"	IIIA-CSIC
Data Driven Innovation 2019	10-11 May 2019, Rome	IT companies, policy makers, start-ups, academic	800	Presented WeNet at the UH booth	UH
Iberoamerican Conference on Software Engineering ClbSE2019	April 22-26, 2019, La Habana - Cuba	Researchers and practitioners in Software Engineering	30	Brief presentation of WeNet project	UC
FAS (Fundació Autònoma Solidaria) meeting	16 March 2019, Barcelona	Students at the UAB (Universitat Autònoma de Barcelona)	200	Presentation of WeNet and the uHelp app and obtaining initial feedback on uHelp	IIIA-CSIC
Lecture Series at Heinrich-Pesch-Haus, Katholische Akademie Rhein-Neckar	11 March 2019, Ludwigshafen (D)	Citizens and Academics	50	Presentation: "Humanistic AI? Applications in the light of ethics "	EKUT
2nd CLAIRE Symposium	27 February 2019, Rome	Academics	100	Presentation of WeNet	IIIA-CSIC

TABLE 2: EVENTS ATTENDED M01-M06

### 3.7 JOURNALS AND CONFERENCES PUBLICATIONS

PUBLICATION TITLE/TOPIC	SUBMISSION TO	LEADING PARTNER
Value alignment: a formal approach	International Workshop on Responsible AI Agents, co-located with AAMAS 2019	IIIA-CSIC
The pywmi Framework and Toolbox for Probabilistic Inference using Weighted Model Integration	International Joint Conference on Artificial Intelligence 2019	UNITN
Diverse Teams in the Classroom	AIAED19	IIIA-CSIC

Detecting Creativity in an Open-Ended Geometry Environment	Educational Data Mining 2019	BGU
One Size Does Not Fit All: Badge Behavior in Q&A sites	UMAP 2019 (best student paper)	BGU
Machine Coaching	Workshop on Explainable AI (XAI), co-located with IJCAI 2019	OUC

TABLE 3: PUBLICATIONS SUBMITTED IN M01-M06

### 3.8 PRESS COVERAGE

WeNet Mexican partner (IPICYT) organized a press conference in San Luis Potosi to present the project and its pilot phase in Mexico to the academic community and 14 journalists. Prof. Luis Antonio Salazar Olivo, Director of the Instituto Potosino de Investigación Científica y Tecnológica introduced Dr. Salvador Ruiz Correa, responsible for WeNet Mexico, and Viridiana Robledo Valero, health sciences specialist collaborating with the project. They explained how the WeNet platform will be used in Mexico to collect mobile data of young Mexican volunteers to study behavioural and environmental patterns that could be linked to health issues like overweight and obesity. This first mobile study will test the initial version of some of the WeNet platform technological components, while allowing the Wenet partners to understand ethical and legal aspects related to collecting and processing personal data in North-South settings. The press conference resulted in an impressive media coverage with 11 short stories published on different media outlets, which have been published on a dedicated press area on WeNet website.



FIGURE 17: WENET PRESS CONFERENCE IN MEXICO, JUNE 2019

## 4 DISSEMINATION & COMMUNICATION PLAN (M07-M48)

### 4.1 ONLINE COMMUNICATION

Communication will ensure both ad hoc and regular updates to be pushed out. The online communication will be articulated as follows:

#### Website & Website promotion

WeNet will enhance the visitors' experience, providing a one-stop shop for promotion of WeNet activities. In particular, we have already implemented the following actions:

- Create and share an editorial calendar with all partners to both encourage sharing and participation within the community, as well as promote a consistent schedule of producing and publishing update news articles.
- Provide clear definitions of target audiences, and guidelines for how to best approach and engage with them. Example targets include industry, media, and the public.
- Define and share with the partners the best channels by which to access the appropriate target audiences.
- Clearly define the positioning and tone of voice for WeNet, and share it as a guiding document to the partners to ensure consistency and alignment in all communications.
- Encourage partners to submit their project's news to the WeNet website for republishing to the broader audience. This will strengthen the relevance of the website as well as increase the reach and impact of news.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that WeNet is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.
- Organise and aggregate news articles by topic and relevance to improve the ability to share e.g. via social channels, especially when dealing with calls to action such as events and open calls. This allows each project to maximise the value of its communication outreach.

#### Social media

To ensure a robust and prominent presence within our targeted audiences' social media sphere, WeNet will:

- Create and share a social media publishing schedule that identifies optimal times for publishing project's information on social media, as well indicating offset times for resharing partners and relevant projects/initiatives social content. Through this, each partner can publish their social content at the most appropriate time while ensuring that the network shares and amplifies it to the best extent.
- This amplification is achieved by ensuring that all partners follow each other on social media, and reshare content with commentary regularly. To maximise the value of the reshares, WeNet will provide offset windows to each partner. For example, if a post is made on a Tuesday morning, some partners' offsets will ask for sharing that afternoon, while some will be asked to share the next morning or afternoon. In this way, the message is shared widely and reinforced, instead of saturating the channels at one time.



- Encourage and assist the WeNet partners in creating and optimizing their social profiles on all the relevant social media channels, including Twitter and LinkedIn. The overall aim is to assist their efforts by sharing best-practices social media indications including hashtags, groups, and guidelines on content production. This will be done via the dedicated project's calls.
- Encourage project partners to actively monitor and share the WeNet channels managed by WeNet for content suitable for resharing, preferably with commentary. This will increase the reach and impact for each partner as well as the WeNet community.
- Consolidate important calls to action, news articles and events posted to the WeNet Editorial Plan and website and directly share them with partners.

All social media communications will be:

- Engaging. Content means nothing if it does not get read: content must be topical and engaging, and inform the target stakeholders both about the facts as well as remind them what WeNet is and aims for.
- Consistent. All content must be consistent with the WeNet positioning, content structuring, channels and scheduling.

With different media channels, the reach is, by nature, differentiated. In general terms:

- Twitter. News, partners, pundits, general audience – short form copy to draw attention to another channel.
- LinkedIn. Current and potential collaborators, SMEs, researchers. Framed, targeted stories for the general readership, group posts for technical specialists.
- YouTube. Event coverage and feature videos for all stakeholders

The plan is to have:

- Twitter.
  - 3 tweets per week
  - 2-3 Retweets/day
- LinkedIn.
  - 1 LinkedIn article of commentary/week
  - Event content on an ad-hoc basis
- YouTube.
  - Videos released on a per-event basis

With respect to active communication via Twitter, specific attention will be paid to the choice of the most appropriate hashtags on a case-by-case basis. Hashtags can be a very useful tool for broadening the community reach and acquiring new followers. However, they need to be carefully chosen or they are just wasting character count.

- Too broad hashtags mean our message will be lost in the noise. For example, if we use #media, we are going to be instantly buried under mass media communications.

Too specific hashtags mean that we will only be visible to people who are already aware of the project and are therefore already following. For example, #PROJECTNAME will only be visible to those who are already aware. WeNet uses Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the research community, media general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It serves as well to tell everybody in real time what is

happening in the co-creation workshops and other activities of the project. The credentials for Twitter are the following:

- **@WeNetProject - Twitter handle, mentions the project**
- #WeNet – hashtag
- #InternetofUs – hashtag
- Examples of appropriate hashtags:
  - #artificialintelligence
  - #ai
  - #Alethics
  - #ethicsbydesign
  - #diversity
  - #diversityaware
  - #EUeic
  - #EICPathfinder
  - #H2020
  - #privacy
  - #innovation
  - #socialmedia

To maximize the impact of the project on social media channels, images and gifs will be created and shared with all the partners. Tweets can be directed to specific accounts using: @TWITTER-HANDLE in tweets. This is the list of the project partners' Twitter handles or hashtags (in case they have no Twitter account). They are mentioned in the WeNet Twitter account to generate conversations and interactions whenever is possible. List of the European Union related Twitter accounts and hashtags:

- @EU\_H2020 #H2020 shall be included in our tweets to maximise their visibility
- @fet\_EU
- @fetfx\_EU
- @EUScienceInnov
- @dsmeu
- @EU\_Commission
- @NetTechEU

List of WeNet supporters and project's partners:

- @AI\_x\_IA
- @AI4Europe
- @NGI4EU
- @DISI\_UNITN
- @oucyprus
- @uhopper
- @martel\_innovate

- @idiap\_ch
- @aautech
- @aaucrate
- @amarsanaag
- @num\_edu
- @amrita\_edu
- @benguriou
- @unicatolicapy
- @LSEnews
- @IIIACSIC
- @vision\_claire
- @PASCALNetwork

## 4.2 PROMOTIONAL MATERIALS

### 4.2.1 Flyer, Posters, Merchandising

We will produce posters, flyers and brochures as needed as the project advances. Dedicated promotional materials will be released to disseminate the results of the Pilots and to promote the Open Calls. We also foresee a promotional flyer promoting participation to the Final Conference (Y4). Posters, Roll-ups and merchandising will be designed and produced as necessary at time of the Policy workshops (1 and 2) and the 2<sup>nd</sup> Engagement Workshop. Nevertheless, in compliance with the “sustainable communication” approach we will make sure to produce materials which can be re-used and/or adapted and to promote the dissemination of materials through the online channels where possible, reducing waste and environmental impact.

### 4.2.2 Videos

WeNet plans to produce 2 videos per year to engage our stakeholders. The first introductory video has been delivered in M06. We plan to publish by M12 the edited recording of the 4 workshops which will take place during the FutureTech Week in September (see Section 4.3) in four different locations and live streamed on WeNet YouTube channel. For Year 2 we intend to involve the students participating in the Smart Universities Pilots, in order to provide a different angle and point of view on the projects’ proceedings. A selected number of volunteering students will be asked to answer a few key questions regarding their interest in the project and their experience in the pilots. Moreover, we will investigate their views regarding the relationship between technology and diversity, technology and ethics, impact of Artificial intelligence in the students’ life and social interactions. We will also take advantage of the upcoming events organized by WeNet in the following years to conduct brief interviews to invited keynote speakers and participants. More detailed planning will be presented at review time, as the project’s work advances and the communication opportunities become clearer.

## 4.3 PLANNED WORKSHOPS AND CONFERENCE

WeNet will organize 4 workshops: 2 Policy Workshops and 2 Engagement Workshops, as well as 1 Final Conference. Table 4 below shows the general topics, the target participants and the timeline. The consortium has already discussed the best approach to these events and it was

agreed to have them co-located with major relevant conferences in order to maximise impact and attendance. Furthermore, the timeline provided in the DoA was indicative; we are now revising it to ensure we exploit opportunities as they arise (e.g. events not foreseen at time of DoA), that the project may offer high quality content and that partners can provide substantial support and engagement to each event (e.g. avoid overlapping with critical project's implementation phases).

The first change in planning regards the 1<sup>st</sup> Engagement Workshop (planned at M18) which will be anticipated to M09 (September 2019). Moreover, the 1<sup>st</sup> Policy Workshop will be instead replanned for around M18 (June 2020) in order to allow enough time for the project to develop significant content and to choose the best venue where to organize the event (several relevant international conferences take place between April and July 2020).

EVENT	MONTH	TOPIC	TARGET PARTICIPANTS	REVISED PLAN
Engagement and Policy workshop	M18	Coupled with the 13 internal pilots and aim at involving local communities for effective participation to the pilot trials	40	This workshop is <b>anticipated at M09</b> (September 2019) in coordination with the Future TechWeek
Engagement and Policy workshop	M30	Coupled with the 13 internal pilots and aim at involving local communities for effective participation to the pilot trials	40	
First Policy Workshop	M12	Focusing on the implications of the WeNet vision and outcomes for policy makers.	50	The 1 <sup>st</sup> Policy Workshop will be <b>postponed at M18</b>
Second Policy Workshop	M36	<b>Focusing</b> on the implications of the WeNet vision and outcomes for policy makers.	50	
Final Conference	M48	Focusing on the results obtained by adoption and deployment of the concepts, technologies and tools offered by WeNet and demonstrating the Open Call Participants results.	100	

TABLE 4: PLANNED EVENTS TO BE ORGANIZED BY WENET (M07-M48)

### 4.3.1 1<sup>st</sup> Engagement Workshop

We are currently organizing the 1<sup>st</sup> Engagement Workshop, which will be part of the [FutureTech Week](#) 23-29 September, organized by the [FETFX](#) Coordination and Support Action. The FutureTech Week groups together events happening across Europe in the same week under the umbrella of Future Technologies. WeNet will be leveraging this opportunity to

offer 3 workshops organized in 3 different locations and engaging researchers, students and local media:

- Workshop 1: Adaptive norms for online interactions, led by CSIC, Barcelona
- Workshop 2: Co-designing AI service with and for students, led by AAU, Copenhagen
- Workshop 3: Follow the WhiteRabbit! From FET to innovation (how to turn privacy from an obstacle to an opportunity), led by UNITN, Trento

The workshops will also be streamlined live through the WeNet YouTube channel, recorded, edited and made available online.

We are currently pulling together the abstracts of each workshop and we will initiate the promotion in August (Northern Europe) and early September (Southern Europe) to maximise the audience onsite and online. Each workshop will take place on a different day of the TechWeek to avoid overlapping and internal competition (for online audience). All the presentations will be published on WeNet website right after the event for future consultation.

#### 4.4 PRESENTATIONS OR TALKS

Table 5 below presents the initial plan of events and conferences where WeNet project could be presented in the future. Some of them have already been confirmed and partners are preparing their presentations and defining the participation’s details (e.g. TechFestival 2019, Copenhagen), while some others are in our radar and will be monitored closely once more details become available.

EVENT	DATE, LOCATION	TYPE OF AUDIENCE	APPROX AUDIENCE SIZE	ACTIVITY RUN	LEAD PARTNER
Educational Data Mining 2019	Montreal, July 2-5	Researchers in AI	200	Paper on creativity and diversity	BGU
Annual Conference of the Platform Lernende Systeme – Germanys Platform for AI of the German federal department for science and education	3 – 4 July 2019, Berlin, Germany	Academics, Politicians, Economy and practioners	200	1. Panel Discussion on societal impacts of AI 2. Organizati on of a workshop on AI and health	EKUT
International Joint Conference on Artificial Intelligence 2019	10-16 August 2019, Macao	Academic and Industry	>2000	Demo presentation on hybrid probabilistic inference	UNITN

Workshop on Explainable AI (XAI), co-located with IJCAI 2019	August 11, 2019, Macao	Researchers	~100	Paper presentation will mention WeNet	OUC
XXV Jornadas de Epistemología de las Ciencias Económicas	20-22, August 2019 Universidad de Buenos Aires, Buenos Aires, The Republic of Argentina	Academic Audience	100-200	WeNet will be mentioned during the JLU presentation speech at the conference	JLU
KSEM conference 2019	28-30 August 2019, Athens, Greece	Academic and Industry	100-150	Keynote speech on the combination of knowledge and learning	UNITN
TechFestival	5-7 September 2019, Copenhagen (annual event)	Citizens, Designers, Entrepreneurs Innovators	40	Workshop	AAU
ECMLPKDD conference 2019	16-20 September 2019	Academic and Industry	600-800	Tutorial on constraint learning	UNITN
NGI Forum	25 September 2019, Helsinki (annual event)	Policy makers, innovators	300	Presentation at Workshop	MARTEL/UH
Conference "Categories in Flux: Continuity and/or Change?"	09-11 October 2019, Tübingen, Germany	Academics	50	Poster presentation on ethical challenges in WeNet	EKUT
"Feminist Data Protection" Workshop	20 November 2019, Berlin, Germany	Academics and practitioners	30-40	Presentation of WeNet and ethical challenges in the project	EKUT
CPDP 2020 Data Protection and Artificial Intelligence	22-24 January, Brussels	Academics, policy makers	200	Presentation of WeNet	TBC

ACM FAT 2020	27-30 January, Barcelona	Academics	200	Presentatio n of WeNet	IDIAP
ILP (International Conference on Inductive Logic Programming) 2020	Presumably September 2020, location and precise date TBD	Researchers	~100	Invited Talk will mention WeNet	OUC
IC2S2 (International conference in computational social science)	2020, Location and precise date TBD	Academic and private sector	100	Presentatio n	LSE-UNITN Social
ESA (European Sociological Conference) conference	2020, Location and precise date TBD	Academic	50-100	Presentatio n	LSE-UNITN Social
Annual Meeting of the Society for Social Studies of Science	2020/2021, USA	Academics	± 100	TBD	EKUT
AAAI Conference on Artificial Intelligence	2020/2021, USA	Academics	± 100	TBD	EKUT
CLEI (Latin American Conference on Informatics)	2020/2021	Academic Audience			UC
Mongolian Information Technology	2020/2021	Academic Audience	100-150		NUM

TABLE 5: EVENTS PLAN FOR M07-M48

## 4.5 JOURNALS AND CONFERENCES PUBLICATIONS

WeNet’s partners have set a particularly ambitious goal (25 papers per year) in submitting scientific papers to conference publications and scientific journals, starting from M1 of the project. Table 6 below presents the relevant publications which will be considered for submission, along with the leading partners. We expect this list to be further populated in the upcoming months as all the academic partners take a deeper dive in WeNet results, methodologies and challenges, which may be relevant for the scientific community. All scientific publications issued by the Consortium will be made available through the project’s website, where a [specific section](#) has already been created (Green Route).

PUBLICATION TITLE/TOPIC	SUBMISSION TO	LEADING PARTNER
Co-designing AI services	International Conference on Communities and Technologies	AAU
Scaling and adapting: UX challenges in a multicultural project	CHI Conference	AAU
Designing diversity aware AI services: the WeNet approach	International Conference on Engineering and Design (ICED)	AAU
Design tools to bring AI into the design process	ACM Conference on Creativity and Cognition	AAU
AI for services: a literature review	ServDes Conference	AAU
Participatory AI: changing the narrative of data driven services	Design Journal	AAU
Diversity aware AI services: an evaluation framework	Behavior & Technology, ECCE	AAU
“The ethical challenges of diversity-aware technology”	AI & Society: Knowledge, Culture and Communication	EKUT
“Gender diversity in technology: a way towards gender justice in the digital world?”	Gender and Society	EKUT
“Ethik der öffentlichen Kommunikation“ (“The ethics of public communication“)	Studienbücher zur Kommunikations- und Medienwissenschaft, Reihen-Hg.: Günter Bentele, Hans-Bernd Brosius, Otfried Jarren	EKUT
“Challenges to online media regulation”	Routledge Companion to Journalism Ethics	EKUT
“Verantwortlich Forschen mit und zu Big Data und Künstlicher Intelligenz“ (“Responsible Research on Big Data and Artificial Intelligence“)	Springer	EKUT
Empirical study on the use of WeNet platform	TBD	UC
Sceptical learning	CIKM conference	UNITN
Open world sceptical learning	AAAI conference	UNITN





Explainable sceptical learning	IJCAI conference	UNITN
Context-aware conflict resolution in human feedback	PERCOM conference	UNITN
A diversity-aware WeNet case study towards Smart University	Mongolian Information Technology conference	NUM
Algorithms for Creating a User's Social Profile	TBD	OUC

TABLE 6: RELEVANT SCIENTIFIC, CONFERENCES PUBLICATIONS

## 4.6 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

The main goal of this activity is to ensure broad outreach and impact of the project's outcomes, including fostering worldwide collaboration with related initiatives and stakeholders from Europe, India, Mongolia, China, Mexico and Paraguay where our partners operate and possibly beyond at regional levels. The project will work exploiting existing cooperation synergies and establishing new ones as relevant.

WeNet liaises with the following international initiatives and support the dissemination and communication efforts and reach the widest audience possible.

PROJECT TITLE	SHORT DESCRIPTION	FOCUS AND LINK WITH WENET
<a href="#">Next Generation Internet</a>	The Next Generation Internet (NGI) initiative aims to shape the development of the Internet of tomorrow towards an Internet of humans that responds to people's fundamental needs, including trust, security and inclusion, and reflects the values and norms that we enjoy in Europe.	Common technological challenges and audiences (innovators, academics etc)  Participation to NGI events (NGI Conference / NGI Forum) and
<a href="#">Cyprus Center for Algorithmic Transparency (CyCAT)</a>	CyCat informs and educates people about algorithmic bias and collaborates with researchers around the world	Algorithmic Transparency
<a href="#">Humane AI</a>	A CSA funded project of the FET Flagship initiative. The Humane AI Flagship will develop the scientific foundations and technological breakthroughs needed to shape the ongoing artificial intelligence (AI) revolution.	IIIA-CSIC is part of the Humane AI team
<a href="#">FETFX</a>	A CSA funded project of the FET-Open Programme which aims to orchestrate and amplify the FET Research and Innovation projects' communication efforts	Contribution of multimedia contents for a multiplying effect

<p><a href="#"><u>AI4EU</u></a></p>	<p>An EU project focusing on building the European AI on demand platform</p>	<p>Collaborating with WeNet on the grouping algorithms that find the best group for a given task (to be incorporated in the uHelp app)</p>
<p><b>AppPhil</b></p>	<p>A RecerCaixa (Catalan) project on understanding how to incorporate values within technologies</p>	<p>Collaborating with WeNet on the uHelp app, understanding the values that people might be interested in, and getting people's feedback</p>
<p><b>CIMBVAL</b></p>	<p>A Spanish national project on developing a formal approach on values and norms</p>	<p>Collaborating with WeNet on understanding how to formally account for values when developing a technology</p>
<p><a href="#"><u>Platform Lernende Systeme</u></a> – <b>Germany's Platform for AI of the German federal department for science and education</b></p>	<p>“Plattform Lernende Systeme brings together leading experts in self-learning systems and Artificial Intelligence from science, industry, politics and civic organisations. In specialised focus groups, they discuss the opportunities, challenges and parameters for developing self-learning systems and using them responsibly. They derive scenarios, recommendations, design options and road maps from the results.”</p>	<p>Jessica Heesen is member of the platform as an expert for ethics and AI.</p>
<p><a href="#"><u>Forum Privacy and Self Determined Living in a digital world of the German federal department for science and education</u></a></p>	<p>Interdisciplinary consortium dealing with questions of data privacy in different fields of applications,</p>	<p>Jessica Heesen is head of the ethics project in the Forum Privacy</p>
<p><a href="#"><u>Cluster Machine Learning in Science of Tübingen University</u></a></p>	<p>“The aim of this cluster is to enable machine learning to take a central role in all aspects of scientific discovery and to understand how such a transformation will impact the scientific approach as a whole.”</p>	<p>EKUT/International Center for Ethics in the Sciences and Humanities is part of the Ethics and Philosophy Lab within the Cluster</p>



<p><b><u>CLAIRE</u></b></p>	<p>An initiative to increase efforts on strengthening research, innovation and collaboration on AI in Europe</p>	<p>IIIA-CSIC and UNITN are two of the research groups and institutions that form the CLAIRE Research Network</p>
<p><b>InnovaPY</b></p>	<p>The innovation Paraguayan initiative promoted by the government, academia, and the productive sector</p>	<p>WeNet with the associated platform, can help bring together people that can offer better solutions to specific social problems.</p>
<p><b>SenSky</b></p>	<p>Mobile crowdsourcing and citizen action tools to address air pollution issues in Mexican cities</p>	<p>Citizen participation is very important for the project, and we think that WeNet can be a very valuable tool for us to use AI tools to interact with them during data collection activities in the field</p>

TABLE 7: RELEVANT ORGANIZATIONS, INITIATIVES AND PROJECTS

## 4.7 OPEN CALLS ORGANIZATION & PROMOTION

The Open Call will be announced at M30, it will open at M34 and close at M36, it will have a total budget of 250k€ and it will fund at most five subgrants, that will be used to involve additional EU academic institutions interested in piloting with their own students the WeNet approaches, technologies and services. The WeNet Open Call will be broadly advertised:

- Publication of the Open Call to WeNet website
- Publication of the Open call to all relevant FET and NGI web sites and project web sites
- Dissemination through WeNet social channels, partners and community social channels
- Dissemination through NGI, FET, 5G PPP mailing list
- Flyer to be distributed online and offline at attended and organized events;
- Promotion through the National Contact Points dedicated to Future Technologies
- Dissemination through communities and portals, such as [Funding Box](#) and [F6S](#)
- A dissemination kit (visual/copy/link) will be distributed to major community websites to further multiply the visibility
- Focused presentations will be given at conferences and third parties workshops to promote the Open Call opportunity
- Tutorial and Training materials (as described in Section 4.8)

## 4.8 EDUCATION, TUTORIAL AND TRAINING MATERIALS

WeNet provides and offers online courses and training materials to facilitate uptake of the project outcomes to the target stakeholders. For that purpose, the WeNet eLearning Platform was developed to allow users to register and enrol to courses. The eLearning platform is already available online at <https://elearning.internetofus.eu>. WeNet consortium members have access to the platform for collaboration activities and course design.

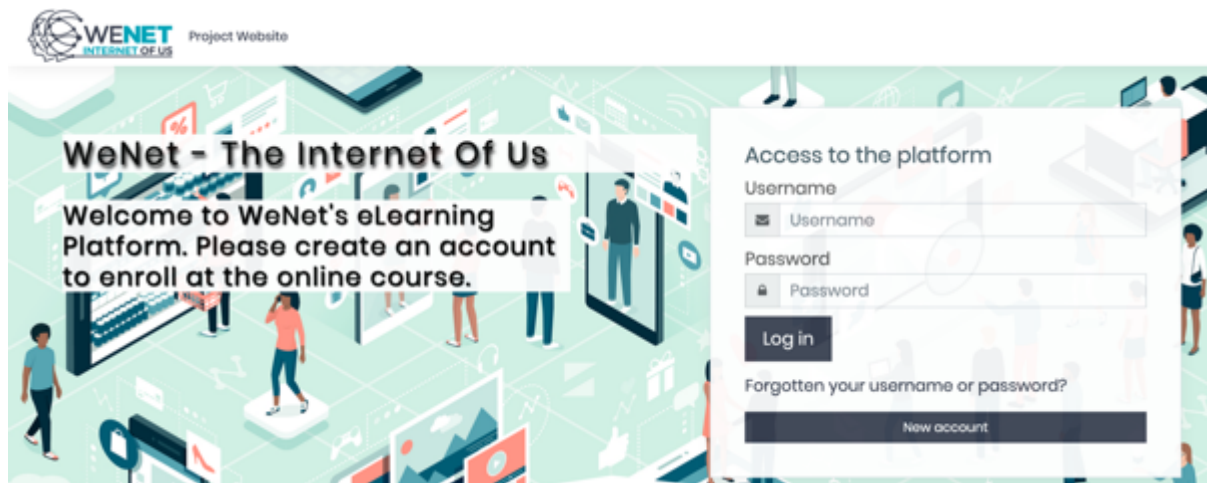


FIGURE 18: THE E-LEARNING PLATFORM'S INTRO PAGE

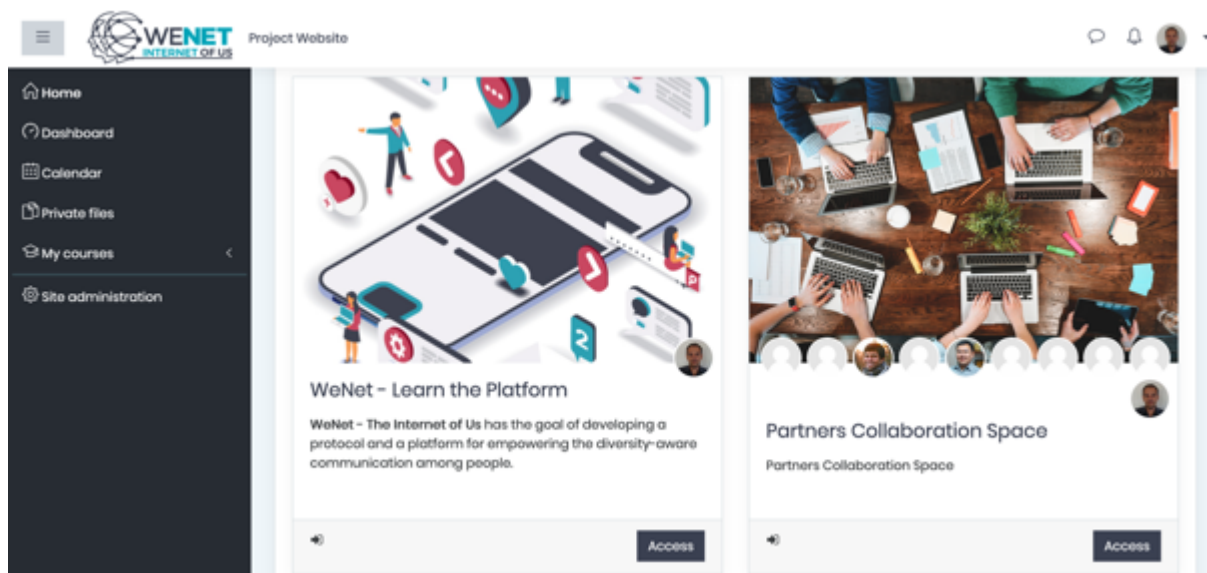


FIGURE 19: LIST OF AVAILABLE COURSES

Interested users can create an account on the system and choose one or more courses to enrol. At this time, the consortium is actively designing the courses with possible topics including but not limited to ethics, diversity, AI, incentive design, privacy and GDPR.

Courses will include video lectures, talks, tutorials, selected publications, reading material, self-assessment exercises and links to related material. Due to the diverse audience of the project, we identified the following user groups as potential users of the platform:

- General public (anyone)
- Pilot studies participants
- Undergraduate students
- Postgraduate students
- Developers
- Researchers
- Innovators

A dedicated course on the WeNet platform, will be delivered, offering a step-by-step video guide on how to use the platform and documentation on the various features and functionality of the application.

## 4.9 EXPLOITATION PLANNING

The exploitation plan targets future commercial activities, as well as any other project results that create worthy and tangible returns to all the partners and the Project Consortium as a whole. The plan starts from the main dissemination objectives, sets up the principles and the approach, and identifies a broad range of relevant target audiences to interact with for fostering the exploitation activities. Within the exploitation plan, the main key performance indicators will be implemented in order to measure the effectiveness of the carried-out activities and establish a roadmap of them. For each project partner there are assigned key exploitable results, including the legal aspects, barriers to entry and competition issues. A special focus is dedicated to the post-project roadmap.

### 1. The typical path to follow is reported in the figure below:



FIGURE 20: GO TO MARKET PHASES

The partners will need to work as a team but, beforehand, the team have to work in order to define expectations and returns in the scope of WeNet exploitable results. This aspect will require that the Exploitation Manager of Project work for aligning all the partners' expectations and assess marketable conditions, until a final decision has been made by the Project Consortium as a whole. At the same time, all the partners have to be responsive into giving feedback to the Exploitation Manager, as a mutual interaction, in order to define the Go to Market strategy of the exploitable results, as per the following steps:

- Enhancing existing developments
- Implementing shared best practices

- Facilitating cross-channel communications in liaison with other organizations and/or projects;
- Collaborating with stakeholders to deliver best practices for market launch
- Fostering regular evaluation reviews with the end users

### 4.9.1 Consortium-wide exploitation

The exploitation plan has to be intended as a handbook for ensuring the maximum impact of the dissemination and exploitation activities. A clear strategy is needed to reach those goals aiming at getting the maximum visibility of the project, as well as engaging the target audience, including the most appropriate stakeholders in a suitable and easily accessible format and in accordance with agreed procedures among the partners. As all project partners are involved in the dissemination and exploitation efforts, they have to contribute with tangible and measurable actions to the dissemination and exploitation tasks in order to facilitate their preparation for and active involvement in the planned activities.

Since exploitation of the results of a cooperative R&D project is a complex task, it becomes important to take into account the individual partners' objectives, merging them with a common strategy that will target the development of a go to market strategy and a post-project roadmap. The consortium has also to agree on specific Key performance indicators – numerical targets that facilitate the measuring of how well the project achieves its exploitation goals – to be set, as well as a detailed time plan for exploitation activities to ensure strategic and effective actions until the end of the lifetime of the project and beyond. In order to maximize these results, UH will define dedicated workshops during the project lifecycle; more precisely we will propose the adoption of some models, such as the Key Exploitation Results (KER) matrix as an effective tool for helping all the partners to check out their own respective positions into getting tangible returns from the project activities. Below there is an example of such KERs that will be used during the dedicated exploitation workshops.

WeNET			
No.	Partner name	Name of the key exploitable result	Contact Person (name and contacts)
Brief description of the key exploitable result		Where in the project	Ownership
			Dependencies
Target group	Problem addressed	User key benefits	Competitors
Key innovative aspects	Exploitation plan (if any)		Notes

FIGURE 21: KEY EXPLOITATION RESULTS MATRIX

This visual tool will be the basic template out of which all the partners will be asked to give their point of views on how to get value from the project's results, both as individual partners and as a consortium as a whole.

## 4.9.2 Individual partner exploitation

### UNITN

UNITN will exploit the results of WeNet in several ways:

- It will be actively involved in the generation of the research infrastructure, as also described in the project proposal
- The joint research between the department of Computer Science and the Department of Sociology of the University of Trento will continue towards the development of more and more sophisticated models of diversity
- It will use the software and methodology developed for experiments outside the scope of WeNet. The first goal is to provide services to interested institutions (current talks are with Eurostat, French Institution is statistics, the Italian private company for market research BVA-DOXA). After an initial tune-up phase the possibility for a start-up will be considered
- Last but not least, it will evaluate the possibility of using WeNet in real world applications. The first domain will of course be Universities

### OUC

OUC will promote the exploitation of the results of the project by: 1) coordinating, and contributing to, the creation of online materials and resources as part of the development of an online course aimed to communicate the research outcomes of the project to interested students and researchers; 2) promoting to the R&I community the use of the open-source tools and techniques that will be developed on the social profiling of users; 3) disseminating the aims and results of the project through public talks and events.

### BGU

BGU will assist exploitation of project resources in several ways. First, by disseminating the Incentive Server - which is an open source API based server that allows to generate diversity aware incentives to users and communities in general applications.

Second, by participating in efforts to create online materials and resources for teaching diversity aware principles to students and researchers. Third, by providing data driven and machine learning models to predict and to reason about human and community aware interactions.

### MARTEL

Martel brings to WeNet its long-established experience with research and innovation projects, the involvement in digital social innovation communities ([CAPSSI](#)) and its prominent role within the [Next Generation Internet Initiative](#) (Martel is currently leading the NGI Outreach Office), which aims to develop an Internet of Humans, very much relevant to the WeNet area of interest. Moreover, Martel is at the centre of the 5G PPP community (leading dissemination and communication activities) and the FED4FIRE community. Furthermore, Martel CEO, Dr Monique Calisti and Martel CIO, Dr Giovanni Rimassa, have a strong R&D background in Computer Science and Artificial Intelligence, with an extensive network in the field. They

attended the [First European AI Alliance Assembly](#) in Brussels in June 2018 and they are actively promoting the WeNet project across AI events in Europe.

The concurrent projects and specific high AI level expertise give Martel the opportunity to transfer and share dissemination and communication results of WeNet project to a wider community in EU and beyond and enhance its impact leveraging on an extended network. Moreover, thanks to the project Martel had the opportunity to attend key networking events in the FET programme and more specifically in the Artificial Intelligence segments internationally, strengthening its position and reputation. Through WeNet, Martel has the opportunity to boost its international experience in the LATAM market and in Asian countries establishing liaisons and cooperation plans with leading research centres. This project will also further enhance Martel's reputation in the AI research field. The results of the diversity-aware platform developed by WeNet will be evaluated as possible AI enhancers of [Orchestra Cities](#), a smart city pilot platform.

## CSIC

In general terms, IIIA-CSIC will support the project's exploitation plans around the two main exploitable results identified: the WeNet platform and the WeNet research infrastructure. Besides, IIIA-CSIC plans to use the results to advance research in incorporating human values and norms into the main phases of software development. It will also contribute to the formation of new PhDs students by creating a broad partner network in this area to apply to future ITN calls. The IIIA-CSIC will work in exploiting the use of ICT-value oriented tools in large communities developed during and after the project on top of the uHelp pilot. Other developed tools, e.g. a diversity-aware interaction component, will be incorporated into the CSIC's valorisation and commercialisation portfolio. The UDT-AI, the technology transfer unit of the IIIA-CSIC, will be in charge of developing the different paths for exploitation, with a special interest in social innovation areas.

## IDIAP

In this period, the work has focused on the procedures (legal and ethical) needed to launch experiments in Mexico, in collaboration with IPICYT and UNITN. Possible exploitation plans could emerge from this initial experience in this future, but at this point the work has been focused on understanding the complexities for possible exploitation of project results outside Europe.

## LSE

LSE and UNITN Sociology plan to use the data collected in pre-pilots and pilots about social practices and diversity during this project to write academic articles to be submitted to international peer-reviewed journals. Besides, if the findings will be suitable, the plan could be to write a book on the theoretical and methodological aspects of diversity declined in computational social science. In both the above cases, the audience will be primarily academic. It will privilege open-access solution whenever funds are available.

We also aim to produce policy briefs, short documents aimed at a non-specialist audience and in particular targeting policymakers and developers. Such policy documents will be also published on open access platforms.

## EKUT

The International Center for Ethics at the University of Tübingen will publish several papers in international journals that should ideally have an open access option for scholars to benefit



from the results produced by WeNet. EKUT will also do a workshop and leverage the expertise of researchers on artificial intelligence and ethics in the area of Tübingen to discuss ethical and technical challenges and opportunities for innovation in the context of WeNet. Finally, EKUT will visit several conferences and workshops to present ethical considerations about the development of the WeNet technology.

## AAU

WeNet has provided the Service Design Lab of Aalborg University the opportunity to apply Human Centered Design methods related to user requirements elicitation and evaluation within the development of smart digital platforms. In particular the AAU team will explore how to integrate AI and Machine learning techniques into the design process with a participatory approach. This is an emerging area with little research and development that needs new tools and methods to foster cross-disciplinary collaboration between designers and engineers while keeping the process user centred. AAU will design and develop:

- A user requirements elicitation process for digital smart platforms that will be scaled and adapted to the different pilots. The collected data will be used to build scenarios and define the specific user requirements that will guide the implementation of the platform;
- Questionnaires, interviews and focus groups conducted in different languages and designed for University students;
- Formative evaluation processes to iteratively adapt the designed platform and application to meet the user expectations and desires in the different pilots and provide a good user experience.

The outcomes will be used as the basis of academic publications. Furthermore, the methods and evaluation tools developed will be exploited in future research and commercial projects.

## UC

For the exploitation of project resources and results we are planning different initiatives. We have already briefly presented the WeNet initiative at the most relevant Ibero-American conference on software engineering. In similar way, we will present WeNet initiative to the scientific community in Paraguay and we are planning to verify with EU office in Paraguay for a presentation to more general audience (considering WeNet is the only Horizon 2020 on-going project that includes a group from Paraguay). After obtaining experimental results with the study in Paraguay and in the other activities of the WeNet project we are collaborating in, we are planning to submit one or more papers to Latin American conferences (e.g., CLEI, the Latin American Conference on Informatics) and other international conferences. Comparative results and analysis from the different studies (also considering different cultural aspects) will be submitted to a journal. Moreover, the resulting platforms from the WeNet Project, will be presented at different potential stakeholders in Paraguay (e.g. InnovaPY, the innovation Paraguayan initiative promoted by the government, academia, and the productive sector), and considered for adoption at least for our University (that is present in Paraguay with 16 campus covering the entire national territory).

## NUM

The NUM team plans works as follows:

- to disseminate Smart University pilot results (in case of Mongolian student life) by presenting and publishing research papers to relevant workshops and conferences (e.g., domestic)

- to organize local trainings of the WeNet platform for students among Mongolian universities, and for application developers and companies (e.g., start-ups)
- to promote the WeNet research infrastructure to students and researchers from various disciplines
- to promote opportunities created by the project outputs to media and policy makers within Mongolia

## AMRITA

As a non-funded partner, Amrita will help WeNet in various formats and in several ways. Through internal funding from Amrita, we will firstly assist UNITN to setup, collect data and study a Smart University pilot involving academic members in India. We will try incorporating the assessment of diversity from our ongoing ICT in Education projects and will indicate WeNet in the acknowledgement wherever the study highlights the awareness of diversity and with involvement of WeNet-style objectives. We will employ machine learning methods to analyse remote learning and compare to available data from this afore-mentioned pilot. We will also involve awareness and marketing campaign for WeNet in all our University outreach with our University partners in the US, EU, UK and indicate the need for teaching diversity-awareness in schools and Universities. Amrita is also involved in a National Mission on Education through ICT project called Virtual Laboratories where we have more than 300000 users on Amrita Virtual Labs and are currently being extended to include other components. Studies related to this project will also be used to complement WeNet related studies.

## IPICYT

During this period of time IPICYT's work has focused on:

- To conduct the procedures (legal and ethical) needed to launch experiments in Mexico in collaboration with IDIAP and UNITN.
- To organize and conduct an official press conference to present the WeNet project in México.
- To recruit a group of health sciences specialist (volunteers) that will help with the organization of WeNet MX in the context of the campaign topic (obesogenic environments).
- To start a recruiting campaign of student volunteers that will participate in the pre-pilot experiments that will be conducted in México (WeNet MX).

## JLU

JLU will exploit the results of the project by presenting it at different events (e.g. courses in JLU and relevant conferences) organized in collaboration with other institutions with the main focus to apply the results of WeNet in educational domains, e.g., in providing better students' lives in Chinese universities.

## 5 IMPACT ASSESSMENT

By implementing the WeNet’s Communication and Dissemination Plan we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project. To assess the impact of WeNet, the Dissemination Plan includes appropriate metrics that can be categorised in:

- Quantitative indicators such as Key Performance Indicators (KPIs) and online metrics;
- Qualitative indicators such as a proactive community, press coverage and long-term influence.

These types of indicators are detailed in the following sections.

### 5.1 QUANTITATIVE INDICATORS

Table 8 below details the KPIs which have been set for the Dissemination & Communication Activities and the status at M06. Some of them have already been achieved, or even surpassed, for some others we shall take into account some corrective measures.

- Project flyer: the first flyer has been designed at M05, printed in 500 copies distributed to all the partners attending the 2<sup>nd</sup> Project Meeting in Copenhagen (8-9 May, 2019) and saved in high resolution on the project online repository for reprinting by partners as needed.
- The project website, launched at M02 is now kept updated with news, publications and events, and promoted across the social media. It reached a peak of 466 visitors in M6.
- WeNet Twitter channel, established at M01 has already surpassed the KPI, having (at the time of writing 167 followers. We have also created a [LinkedIn page](#) for the project which currently has 41 follower and which we are actively feeding and liaising with relevant initiatives and projects.
- The 1<sup>st</sup> promotional video has been filmed and distributed online, and it has already accumulated over 100 views on YouTube and 421 views on Twitter.
- As per talks at relevant conferences/events, set at 3 per year, we have already overachieved the target, having attended 23 events, as detailed in Section 3.6
- As per the scientific publications at M06 two scientific publications have been submitted (see Section 3.7). For this KPI we shall anyway highlight that we do not expect to achieve the target set in Y1 (25 publications per year) as the project just initiated and partners need more time to be able to funnel the project’s research into scientific documents.

MEASURE	INDICATORS	TARGET	MEANS OF VERIFICATION	ACHIEVED AT M06
<b>Project flyers/leaflets</b>	Number of flyers leaflets distributed	> 500 per year	Report of activities by partners	1 flyer – 500 copies printed
<b>Project website</b>	Unique visitors per month	200	Built-in website statistics tool	Online at M02 – <b>400</b> monthly visitors average

<b>Social networks</b>	Number of new followers per year in Twitter, YouTube	150	Built-in platform analytics tool	Twitter (M01), LinkedIn (M03), YouTube (M06) social networks set-up 167 Followers Twitter 41 Followers LinkedIn
<b>Engagement and policy workshops</b>	Number of attendees per event	40 (engagement), 50 (policy)	Registration and attendance lists, reports, presentations	N.A.
<b>Scientific conference</b>	Number of attendees	100	Registration and attendance lists	N.A.
<b>Open Online Course</b>	Total duration in hours, number of attendees	30 hours, 100 participants	Built-in platform analytics tool	N.A.
<b>Promotional videos</b>	N. of videos published, average number of views	2 (videos per year), 500 views	YouTube analytics	1 video published (M06) 108 views on YouTube and 421 views on Twitter
<b>Keynotes and Invited Presentations</b>	N. of keynotes and invited presentations about WeNet given at events	3 invited talks per year; 5 keynotes at M48	Presentations published on the WeNet web site	8
<b>Scientific publications</b>	N. of peer-reviewed scientific publications	≥ 25 per year on average	Conference proceedings and journal volumes/issues	6
<b>Innovators and SMEs utilizing WeNet tech</b>	N. of contributors and clones of open source code	>50 contributors, 100 clones by M48	Built-in analytics from code repository	n.a.
<b>Liaising with industry</b>	Number of meetings with industry stakeholders	>50 by M48	Meeting minutes available	n.a.

TABLE 8: WENET KPIs DISSEMINATION AND COMMUNICATION

## 5.2 MILESTONES

Here below Table 9 presents the milestones related to WP8. MS1 has been successfully achieved in January 2019, with the kick-off meeting held in Trento and duly reported with a [news](#) published on WeNet website.

MILESTONE NO	MILESTONE TITLE	LEAD PARTNER	DUE DATE (MONTH)	MEANS OF VERIFICATION
<b>MS1</b>	Project Kick off	UNITN	1	Meeting organized successfully
<b>MS10</b>	Publication of Open Call	UNITN	32	Open call launched, guide for applicants available
<b>MS11</b>	WeNet Open Online Course	UNITN	36	Platform available online with complete contents

TABLE 9: WENET WP8 MILESTONES

### 5.3 QUALITATIVE INDICATORS

Additionally, there are other positive results that cannot be easily measured since they cannot be quantified. Thus, in order to better measure the overall impact of the dissemination plan we will use the following qualitative indicators:

- Proactive online community. Social networks dissemination efforts will ensure an interesting outcome in terms of discussions, feedback and content sharing and engagement.
- Press/media coverage. Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project.
- Long-term influence. Sometimes the impact takes longer than just an immediate reaction.

Therefore, it is expected that the "seeds" scattered at the beginning will be "harvested" quite later. This will be considered when monitoring the impact of the project.



## 6 CONCLUSIONS AND NEXT STEPS

As described in this deliverable, the first 6 months of the project have been very intense for the Dissemination and Communication team, which has been working to set-up the processes and tools to drive the communication activities across several media and regions. WeNet multicultural and multidisciplinary team offers a variety of ideas and starting points to be exploited in the communication activities. Some of these topics have already been explored and widely disseminated towards a more academic and scientific audience (as shown by the KPIs achievements), some others are still “boiling up” internally and will be better outlined in the next year. This is particularly relevant for the policy makers audience, where their engagement and contributions will be triggered around M18 when the project is at a more mature stage. The upcoming FET Future Tech Week in September, 2019, will give us the opportunity to engage (online) a wider scientific and technical audience, raising the project’s awareness. As described in Section 4.3.1 we are at work to define the online workshops programs and their promotion. Last but not least, WeNet work is relevant to several initiatives and to the debate around the social, economic and ethical impact of new technologies in Europe and beyond. We will therefore make sure that our radar is always on to identify opportunities to contribute to the ongoing debate, leveraging the consortium experience and projects’ outputs. The wider audience (media and general public) might not be easily engaged with the more conceptual and “algorithmic” work conducted by WeNet, but it can be surely involved on the high-level values, which underpin WeNet approach: diversity, trust, openness and privacy rights and how they impact the AI development and its applications (such as social media platforms).

All the partners showed already a high level of commitment to maximise the project’s impact attending several events, contributing to the news publications and animating the social media dialogue with our stakeholders. WeNet editorial calendar proved to be a useful tool to converge on a stable news production and to give visibility to each partner’s area of expertise and work within the project. At present, we aim at making the process faster and to maximise our reach online, converging with relevant initiatives and projects.

The 1<sup>st</sup> Periodic Report (PPR), due at M12, will provide the details regarding the progress of the Dissemination & Communication Plan, the KPIs achieved, the events attended and organized and the effectiveness of the online communication.

## APPENDIX A: EDITORIAL GUIDELINES

Here below an extract of WeNet Editorial Guidelines which has been designed by Martel team and shared with the projects' partners for efficient and effective news production.



### EDITORIAL GUIDELINES



## Editorial Guidelines



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## WENET CHANNELS

Please make sure to follow our social media channels from your official ones. Any materials you want published should be sent to [communication@internetofus.eu](mailto:communication@internetofus.eu).

- **WeNet** web portal/ web site <https://www.internetofus.eu>
- **@WeNetProject** Twitter <https://twitter.com/WeNetProject>
- **WeNet LinkedIn** page <https://www.linkedin.com/company/wenetproject>
- **Subscribe to WeNet Newsletter** landing page [http://bit.ly/WeNet\\_subscribe](http://bit.ly/WeNet_subscribe)





## HOW TO PUBLISH NEWS VIA THE WENET WEBSITE

In order to populate the WeNet website, we need your help. Please, send your material to [communication@internetofus.eu](mailto:communication@internetofus.eu).

Do you have an event report to publish or a news? We will need some information from you.

If it's news about the WeNet project (e.g. the launch of a pilot, a research insight, the publication of scientific research - but please check any restrictions and embargoes for the latter), we will need:

- **a headline** , that should summarise the core of the news
- **the main text**, the news that you want to promote on the website (between 200 and 500 words)
- **images** (at least one with minimum 1080x1080px. HiRes is better), we will use it as a featured image in the website and for the social media promotion
- **links, tags...** or any other relevant information

If it's an event report, it works more or less in the same way as news, but we will need some more info:

- **Title of the Event** (e.g. Mobile World Congress 2019, Web Summit 2019 etc)
- **Location / Date**
- **Link to the event's website** and/or twitter account
- **WeNet Project Role:** e.g. keynote speaker (insert title or key message), panel guest (insert panel title), etc.
- **Audience:** (a) approx. number of participants, (b) type (e.g. vertical industries, academia, SMEs, policy-makers, European, Asian)
- **Key Message(s)** : what was the event about, was there a major announcement, was there a report published afterwards, was there a summary session with key take-away messages, etc.
- **Relevant hashtags** (like #FET #FETeu #diversity #AI #ArtificialIntelligence #SocialInteractions #Ethics)

**Please, remember that we need a news story. Not just bullet points. We will help you to edit and organise it, but we cannot write the news on your behalf.**

If you participate in an event, please remember to take some pictures with your smartphone. We can support you with tweeting them from the



## Editorial Guidelines



WeNet account live (please also send a short text for the content), or we will use them to populate the event's report.

If you have a twitter account related to the event, please notify us. We'll tag it in the WeNet twitter promotion.

Remember to keep the Twitter account sheet updated in advance at [https://docs.google.com/spreadsheets/d/1fTqUN\\_SyR-oxlii2qhOD7dvzagNBTFN5Ls5-o6qWu5A/edit#gid=0](https://docs.google.com/spreadsheets/d/1fTqUN_SyR-oxlii2qhOD7dvzagNBTFN5Ls5-o6qWu5A/edit#gid=0)

## What is news?

We use **NEWS for newsy things** – upcoming events, pointing to EU other projects, partners' news...

You can also supply news stories that are short report of an event attended by WeNet consortium members. A story about something relevant in the industry (eg: a new piece of research or technology), publications, consortium members winning prizes, and state of the art work within the project from a partners' view (eg: how the WeNet project contributes to standardization or a recent report about diversity in social media, etc.)

# HOW TO ADD AN EVENT TO WENET WEBSITE

**First thing: compile the event table at**

[https://docs.google.com/spreadsheets/d/1IA\\_o8o1vitPjeSUnEsBipLqYvX3VsoJRFZtk1hm4jBM/edit#gid=0](https://docs.google.com/spreadsheets/d/1IA_o8o1vitPjeSUnEsBipLqYvX3VsoJRFZtk1hm4jBM/edit#gid=0).

To publish it on the website we will also need any other relevant info like:

- event website and/or twitter account
- the event description
- relevant hashtags (like #FET #FETeu #diversity #AI #ArtificialIntelligence #SocialInteractions #Ethics)

If you participate in an event, please remember to take some pictures with your smartphone. We can support you tweeting them from the WeNet account in live way (please also send us a short text for the content), or we will use them to populate the event report.

If you have a twitter account related to the event, please notify us. We'll tag it in the WeNet twitter promotion.



## Editorial Guidelines



# HOW TO ADD A WEBINAR TO WENET WEBSITE

Similar to the events, we can also add **WEBINARS\*** to the events page on [www.internetofus.eu](http://www.internetofus.eu)

In the **event location details** for “venue” we will write: **WEB-STREAMED | TIME CET** and add the Webinar link (eg: Zoom, GoToMeeting etc.)

Send us any relevant **tags**: these are like hashtags for better SEO, eg: FET FETeu diversity AI ArtificialIntelligence SocialInteractions Ethics etc.

If you have a twitter account related to the webinar , please notify us. We'll tag it in the WeNet twitter promotion.

\*Note - we can also add similar content such as Online Tutorials, Training Materials, etc. Let us know what you have and we'll see where we can upload it, as appropriate.

# HOW TO PUBLISH NEWS VIA DEDICATED NEWSLETTER / NEWSFLASH

The **newsflashes** are for upcoming public events organized by the consortium or attended by a project partner(s) as relevant for WeNet.

Ideally, you should write a short NEWS story about the event and get it published and then it will be included in the newsflash to alert the stakeholders.

The **newsletters** go out every six month and feature roundup of the top news stories and blogs that have been published on the website, including notification of scientific publications, reports, public deliverables, videos, etc. Once again, if you want something to be included, please write to [communication@internetofus.eu](mailto:communication@internetofus.eu).



## APPENDIX B: EDITORIAL PLAN

WeNet editorial plan has been developed as a collaborative living document to ensure a constant content flow from the project towards the external audience and ensuring an even distribution of efforts among partners. It is kept as a guideline and updated by Martel team, always available on [WeNet online repository](#) for partners' consultation.

WENET BOOSTED MULTIMEDIA EDITORIAL PLAN						
Topic	Category	Format	Media	Timeline	Partner Author	Status
uHelp testing with FAS - Kick-off	Project	200 words article	Website/social media	20-Apr	CSIC	DONE
First results from AAU	Project	200 words article	Website/social media	30-May	AALBORG UNIVERSITY	DONE
Diversity meaning and why it's relevant to WeNET	Project & Beyond	200 words article	Website/social media	15-Jun	UNITN	DONE
WeNET in a nutshell	Project	Video	Website/social media / other online	30-Jun	Martel (interview at meeting Copenhagen)	DONE
Is ethical AI even possible?	AI	200 words article	Website/social media	15-Jul	LSE	
Diversity aware routine learning algorithm	Project	200 words article	Website/social media	30-Jul	IDIAP	
Pilots 18 in xx countries	Project	Infographic	Website/social media / other online / local media		Martel	
The Commonality of A.I. and Diversity	Project & Beyond	200 words article	Website/social media / other online	30-Aug	TBD	
Impact of computer-mediated communication on young adults	Project & Beyond	200 words article	Website/social media / other online	15-Sep	TBD	

Using technology to create bridges among cultural diversity: WeNET ambition	Project & Beyond	200 words article	Website/social media / other online / local media	30-Sep	TBD	
WeNET at the NGI Forum	Project	200 words article	Website/social media	15-Oct	Martel	
Why Diversity in Artificial Intelligence (AI) Is Non-negotiable	Project & Beyond	200 words article	Website/social media / other online /	30-Oct	TBD	
How social media use AI and what makes WeNET different?	Project & Beyond	200 words article	Website/social media / other online /	15-Nov	TBD	
Voice to the students participating in the pilots	Project & Beyond	Skype/online video - short statements / edited in one 30* video	Website/social media / other online	30-Nov	Martel + pilots students universities	
WeNET platform: synopsis features/principles	Project & Beyond	200 words article	Website/social media	15-Dec	UH (Carlo/Daniele)	
Does AI ethics need to be more inclusive?	Project & Beyond	200 words article	Website/social media	15-Jan	TBD	
Report from event	Project	200 words article	Website/social media	30-Jan	TBD	
Y1 of WeNET accomplishments and 2nd Y goals	Project	200 words article	Website/social media	15-Feb	TBD	