



Safe and Explainable  
Critical Embedded Systems based on AI

## D6.1 Dissemination and Communication Plan

Version 1.0

### Documentation Information

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## Final version

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V1.0	Final version

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## Executive Summary

This document outlines a well-defined and customized SAFEXPLAIN dissemination and communication plan and sets out target audiences, dissemination tools and strategies. It is a “live” document that should be revised periodically by the WP6 team throughout the life of the project.

### 1. Introduction

The main purpose of the Communication and Dissemination work package (WP6) is to maximise the visibility of the project. It will work in collaboration with the exploitation area to disseminate the outcomes of the project. This document details the initial plans for dissemination and communication and develops the ideas defined in section 2.2.1 of the document of action (DoA).

### 2. Dissemination and communication objectives

The overall goal of Communication and Dissemination SAFEXPLAIN is to maximize the impact of the project, increase awareness and engage key stakeholders. The dissemination and communication objectives include:

1. Defining, executing and monitoring the communication and dissemination strategy;
2. Communicating the benefits of SAFEXPLAIN research to key industrial and academic audiences, policy-makers and the wider public;
3. Building a dynamic community of potential users of SAFEXPLAIN outcomes and encouraging take-up of SAFEXPLAIN technologies.
4. Transferring knowledge and technology to targeted stakeholders;
5. Defining a plan for exploiting project results and business and cost-benefit opportunities;
6. Establishing management plans for IPR rights and knowledge ownership;
7. Preparing a handbook that establishes road maps for the replication of results in other domains;
8. Facilitating **cross-fertilisation** with other projects working on overlapping areas, particularly via the AI, Data and Robotics Partnership and CSA.

### 3. Dissemination and communication strategy

This dissemination and communication plan aims to define the strategy for disseminating and exploiting the project results by considering their direct impact on the identified target audiences (see section 3.3). This plan intends to raise awareness and interest in the developed technologies and solutions among the target groups defined.

The difference between dissemination and communication can be defined as follows: while dissemination focuses on results, communication is about the project itself. Communication is also about multiple audiences, while dissemination focuses on audiences that may use the project results. Communication activities inform and reach out to society, while dissemination enables the use and uptake of the results.

Exploitation starts from dissemination, but it is about the business that can be generated from the results themselves. In this context, business means simply that financial aspects are attached to it. However, it can still be for-profit or not-for-profit (even charities have business plans).

The SAFEXPLAIN dissemination and communication plan is structured around four main pillars:

- The brand image of the project
- The target audience

- The dissemination and communication channels
- The dissemination and communication material (the tools developed to help disseminate the brand and the project results to the target audience through the selected channels).

A set of strategic actions have been defined for developing the four pillars mentioned above. These dissemination/communication actions will be monitored through KPIs during the life of the project. Detailed information is provided in the following sections.

### 3.1. Corporate Image

A standard graphic identity has been developed to create a recognisable brand associated with the project. This image should be consistently applied by all partners and in all dissemination materials.

A brand guide will be developed and will serve as a manual to define the SAFEXPLAIN brand usage, including the colours palette, different types of logos, font size, etc. This brand guide will be located in the internal repository of the SAFEXPLAIN project and available for all partners to ensure that they apply it correctly.

The logo of the project has been defined and can be applied in positive and negative. It will be available for download on the project webpage <https://safexplain.eu>:



Figure 1: SAFEXPLAIN logo

The first year will focus on raising awareness of the brand. The WP6 team has also created a logo with a URL to encourage visits to the website, where the main project information will be posted.

There is a variety of font types for the SAFEXPLAIN elements, which provides flexibility for the various dissemination and communication channels. Section 4 details the dissemination and communication channels selected for SAFEXPLAIN.

Channel	Font name
Logo	Berthold Akzidenz Grotesk extra bold condensed
Internal project documentation such as deliverables, presentations, templates, etc.	Calibri

Table 1: Font used in communication channels

The official language of the SAFEXPLAIN project is British English for all dissemination materials, given that the funding is European. However, the dissemination material should be translated into the different partners' languages. Each partner should ensure that the materials are adequately translated into their local languages, e.g., in the case of press releases for the local media. Funding for this purpose is not included in the dissemination budget.

### 3.2. Project templates

Templates have been designed for use in the main dissemination activities of the project (workshops, conferences, training courses, etc.). Presentation, poster and deliverable templates are already available. In particular, the deliverable template has been designed following the same brand in collaboration with the WP7 leader. All templates can be downloaded on the internal project repository.



**Figure 2:** SAFEXPLAIN presentation template

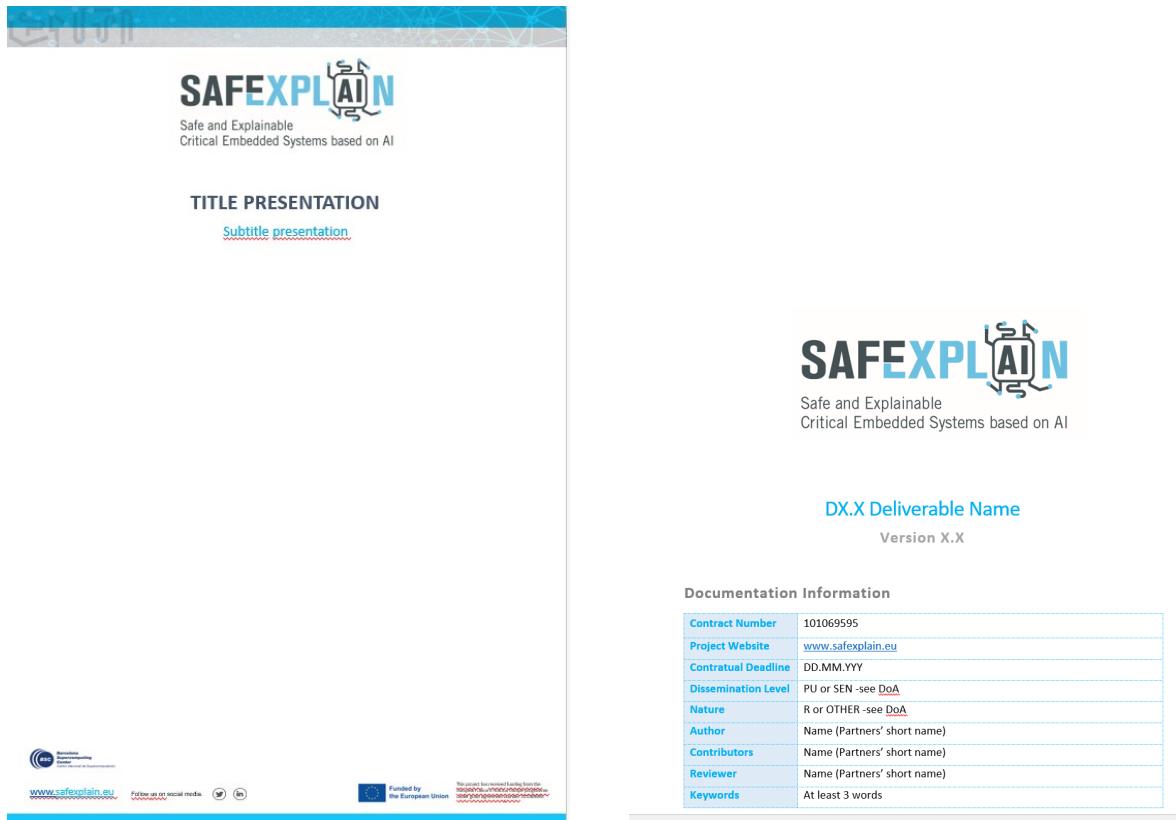


Figure 3: SAFEXPLAIN poster and deliverable template

### 3.3. Target audiences

An identification of target audience and potential stakeholders has been made to facilitate the achievement of the dissemination objectives. They are as follows:

Target audience	Key messages	Value to target audience
<b>End Users in CAIS, e.g. integrators and OEMs</b>	<ul style="list-style-type: none"> <li>(1) DL can be safely used in CAIS</li> <li>(2) Trustable solutions thanks to robust case study evidence and positive assessment by certification experts</li> </ul>	<ul style="list-style-type: none"> <li>(1) Remain competitive in the future while ensuring functional safety in CAIS</li> <li>(2) Provide a clear understanding of the approach proposed by SAFEXPLAIN</li> </ul>
<b>Technology providers in CAIS, e.g. HW and SW providers, AI software companies and developers</b>	<ul style="list-style-type: none"> <li>(1) Encourage the use of high-performance platforms in CAIS. Our approach to performance predictability and platform management allows us to get the best performance out of complex platforms</li> <li>(2) Enable the application of DL in CAIS while meeting FUSA requirements</li> <li>(3) Show that SAFEXPLAIN technology can be efficiently validated in industrial toolsets</li> </ul>	<ul style="list-style-type: none"> <li>(1) Allow for a wider application of complex hardware platforms in CAIS products and insights into how to master the complexity of heterogeneous platforms</li> <li>(2) Speed up adoption of DL SW in new CAIS application areas; ensuring future competitiveness of FUSA SW</li> <li>(3) Provide an economically-viable approach for DL- based CAIS validation exists</li> </ul>
<b>Certification authorities and experts</b>	<ul style="list-style-type: none"> <li>(1) Propose a vision of the approach to certify DL while retaining stringent safety standards</li> </ul>	<ul style="list-style-type: none"> <li>(1) Pave the way towards the certifiability of DL solutions with existing FUSA standards</li> </ul>

	<p>(2) Outline safety patterns reusable across different domains and application fields</p> <p>(3) Provide safety guidelines that can provide the basis for future standards</p>	<p>(2) Provide multi-domain safety patterns (evaluated by experts) to certify DL across a range of CAIS applications</p> <p>(3) Expedite future standard updates for DL adoption based on SAFEXPLAIN guidelines</p>
<b>CAIS/AI research community</b>	<p>(1) Approaches for DL-software specification, implementation and V&amp;V in the context of FUSA, leveraging high-performance heterogeneous platforms.</p> <p>(2) By increasing trust in AI applications, SAFEXPLAIN will ease likelihood of the acceptability of DL research results</p>	<p>(1) Opportunities to research FUSA-aware DL algorithms, and innovative tools to support DL dependable usage in CAIS (validation, time predictability)</p> <p>(2) Greater explainability and traceability will contribute to positive attitudes toward AI, hence encouraging more DL research</p>
<b>Policy makers</b>	<p>(1) Contribute to trust in European AI and European technological sovereignty</p> <p>(2) Promote the competitiveness of the European CAIS industry by enabling the adoption of DL software in key EU sectors such as rail/automotive</p> <p>(3) Synergy of European experts in the fields of FUSA, DL and CAIS</p>	<p>(1) A step towards trustable AI in Europe in the FUSA arena, using made-in-EU solutions</p> <p>(2) New research in AI for CAIS with a huge potential application. A must-have if EU CAIS are to remain competitive in future</p> <p>(3) Inter-disciplinary nature of the project results in increased research benefits and greater application opportunities</p>
<b>General public</b>	<p>(1) Technology allowing society to benefit from systems e.g. transportation, which is more intelligent, autonomous and dependable</p> <p>(2) SAFEXPLAIN contributes to AI that can be understood and therefore trustable</p>	<p>(1) Greater confidence in the dependability of autonomous and intelligent systems used in different sectors</p> <p>(2) Research promoting AI, which is developed in the interests of ordinary people and which can be understood and trusted</p>

**Table 2:** SAFEXPLAIN key messages and value proposition

## 4. Dissemination and communication channels

A broad spectrum of dissemination channels will be used to efficiently reach the dissemination targets to maximise the project's visibility. The public website will play a central role in dissemination as it is the most crucial channel for disseminating and communicating the information of the project. Social media will also be a handy tool for disseminating SAFEXPLAIN together with press releases, leaflets, videos, presence at events, etc. The following sections describe each selected channel in detail.

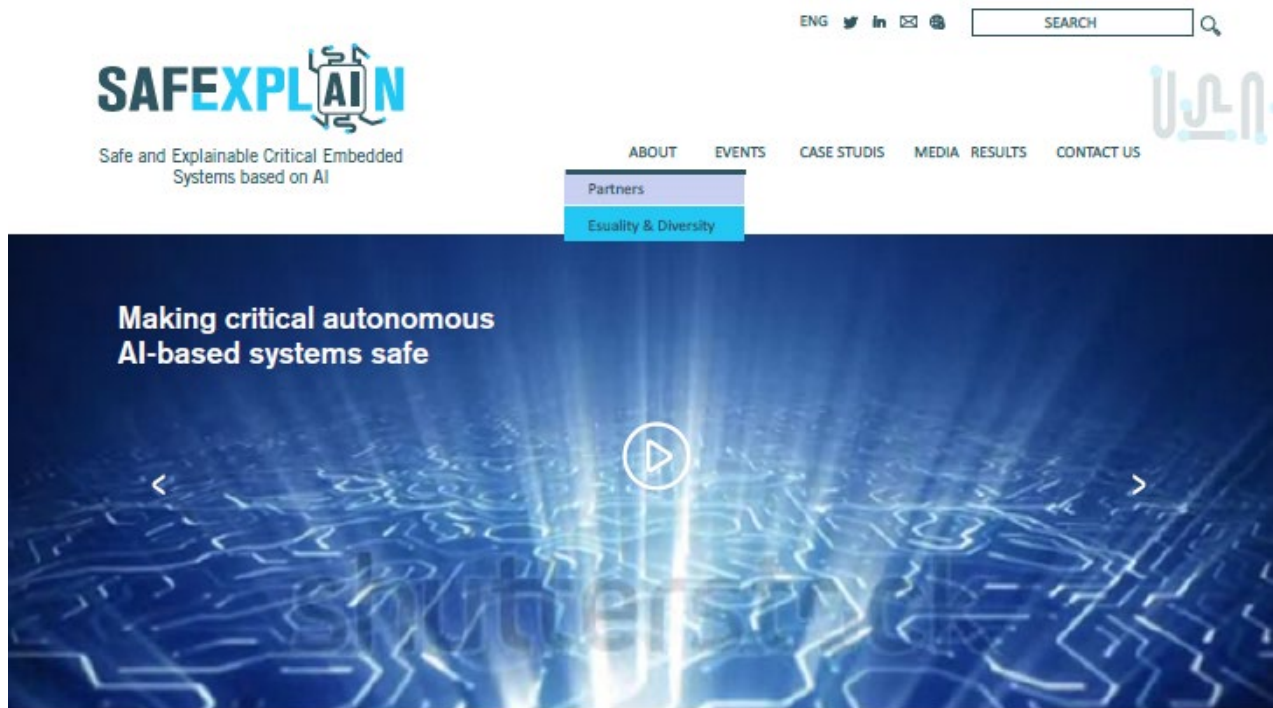
### 4.1. Website

The [public website](#) plays a central role as it is the leading media for disseminating all of SAFEXPLAIN's results and activities.



The WP6 team is primarily responsible for editing the website content and monitoring its statistics. The intranet or wiki (internal repository), which is embedded in the website, is the responsibility of the WP6 leader as a tool for internal communication. The SAFEXPLAIN website is developed using WordPress and is managed by an external web programming company. The domain has been acquired by BSC for two years and is renewable.

The SAFEXPLAIN web page also uses a visitor statistics monitoring system from Google Analytics. The WP6 team will monitor the statistics and, based on these, will take the corresponding actions to increase the visibility of the website. The results will be included in the reports of deliverables D6.3, D6.4 and D6.5.



**Figure 4:** SAFEXPLAIN website

## 4.2. Social Media

Social media can be considered a good dissemination channel to reach above-mentioned target audiences ([see section 3.3](#)). The dissemination team has selected two leading social media channels: Twitter and LinkedIn, since they are the most frequently used by the targeted audience. Both channels will not only be used to disseminate key messages and project information but also to inform audiences about the latest updates of technologies related to the project, such as hardware, software, HPC heterogeneous architectures, big data and trends in identified relevant sectors. SAFEXPLAIN experts will contribute to the social media strategy by creating content and posting information to influence the scientific community.

In addition, BSC's YouTube channel will be used to share the two videos (or any additional ones) that will be developed during the project. YouTube is currently the most used platform for sharing and disseminating videos. BSC's YouTube channel will be used as BSC is the coordinator and the account has 2050 subscribers.

### 4.2.1. Twitter

A dedicated [Twitter account](#) will be used to create synergies with similar stakeholders and influencers to boost the impact of the project's dissemination activities. Through this channel, the objective is to reach researchers, the CAIS/AI research community, and industrial stakeholders.

The most common hashtags that will be followed are #Artificialintelligence, #Machinelearning, #Ontologies, #computerscience, #bioinformatics, etc. This list will be updated throughout the project. Twitter Analytics will provide information about the account's performance and be used to analyse the effect of and reaction to different communication activities, which will help improve our future actions.

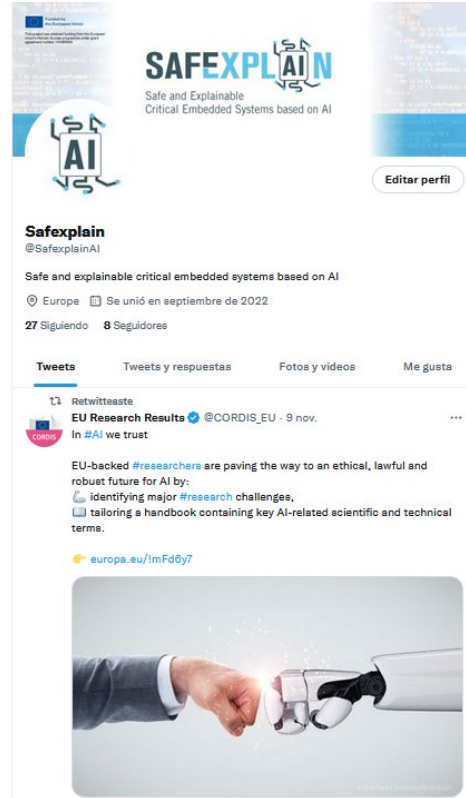


Figure 5: SAFEXPLAIN Twitter's page

#### 4.2.2. LinkedIn

A dedicated company page has been created to engage industry stakeholders and policy-makers. This will be used to post project news and any content related to the Artificial Intelligence and the machine learning sector, such as conferences, seminars, open calls or other information that may be of interest to group members.

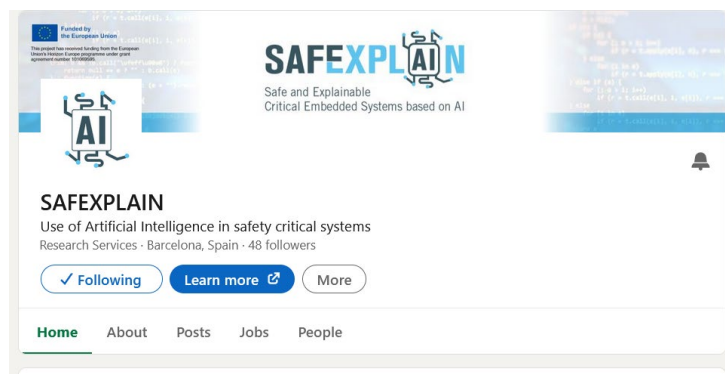


Figure 6: SAFEXPLAIN LinkedIn page

### 4.2.3. Multimedia material

During the project's lifetime, the dissemination team will develop SAFEXPLAIN videos highlighting the most relevant project progress and results. This multimedia content will help to boost the social media channel and reinforce the SAFEXPLAIN brand.

All videos will be done in English with subtitles and released together with a press release addressed to the technical media. It will highlight the significant SAFEXPLAIN achievements and the programming environment developed. All partners will help to disseminate this video. It will be sent to the media and used in events.

## 5. Dissemination and communication pack

The dissemination and communication pack of SAFEXPLAIN includes flyer, factsheets, presentations and a project poster.

### 5.1. Flyer

In the project's first year, a SAFEXPLAIN flyer will be designed to provide information about the SAFEXPLAIN project. It will include the project's objectives, the description of the SAFEXPLAIN project and its potential impacts. The leaflet will be uploaded on the Intranet and the website, so all partners can download it and print it locally. Once developed, it will be used to hand out at events where SAFEXPLAIN will have a presence.

### 5.2. Factsheets

Towards the end of the project, a factsheet will be produced with information about the outcomes of the SAFEXPLAIN project highlighting its impact or benefit to society. The factsheet format will be a one-sided A4 sheet and will be used to summarize the project results. It will be promoted via the SAFEXPLAIN communication channels and on the SAFEXPLAIN partners' communication channels and technical press.

Based on the obtained outcomes, specifically targeted factsheets may be developed (one addressed to industry and one for the scientific community). These factsheets will be sent out to the press and included on the website with links to the individual research results (scientific papers, software codes, technical pages, etc.) and posted on the project website.

### 5.3. Poster

A general overview poster will be developed to be used by all partners. The first versions of the poster will include a general description of the project and its aims, the use cases and a brief description of the architecture. The poster will be periodically updated as the results are published. It will be used in all events where SAFEXPLAIN needs to be promoted.

## 6. Press strategy

Press releases are one of the most effective ways of communicating particular activities of the SAFEXPLAIN project to a specific target audience. Press releases attract attention to the project's progress and achievements. In principle, the idea is to launch a press release whenever significant research results may be newsworthy. It will be agreed upon among all partners whenever a significant achievement needs to be announced.

The procedure for launching a press release should be as follows:

The Dissemination team (or any other partner informing the WP6 leader or the coordinator previously) prepares a first draft of the press release. This text has to be validated by all partners following the procedure defined in the Consortium Agreement. Once these steps have been agreed upon, all partners must agree on the launch date and time. Partners are encouraged to translate the SAFEXPLAIN press releases into their languages. The adequate translation of the materials is the responsibility of each partner.

All press releases will be included in the SAFEXPLAIN media corner of the project website (<https://safexplain.eu>). The SAFEXPLAIN website has to include all press releases in all languages and all press impacts. Furthermore, the dissemination team will encourage all SAFEXPLAIN partners to include it on their partner websites to increase click rates and referrals.

During the project, the dissemination team plans to launch at least two press releases:

- An initial press release aimed at presenting SAFEXPLAIN objectives and its primary expected objectives.
- At the end of the project, a press release will be developed describing the scientific results and their impact and will be accompanied by a video summarising the outcomes. It is essential to highlight that the media addressed to the target audiences will be mainly technical and scientific.

## 7. Events

Another important dissemination channel will be attendance and presentations at high-level peer-reviewed conferences in the field. Furthermore, presenting the latest updates on the project at such events, meetings, or workshops will be an effective means of involving industry leaders. All events counting on SAFEXPLAIN's participation will be previously announced on the dedicated *Events* page and, if necessary, highlighted on the website and disseminated through the partner's social media accounts.

The table below summarises a short initial list of strategic events in which SAFEXPLAIN plans to participate in, and that will be further developed as the project is executed.

Event	Date and location
HiPEAC MCS workshop	January 16-18, 2023   Toulouse, France
Safety-Critical Systems Symposium (SSS)	February 7-9, 2023   York, UK
Association for the Advancement of Artificial Intelligence Conference (AAAI)	February 7-14, 2023   Washington, DC
Workshop on Artificial Intelligence Safety (SafeAI)	February 13-14, 2023   Washington, D.C., US
NVIDIA GTC Conference	March 20-23, 2023
DATE 2023	April 17 - 19, 2023   Antwerp, Belgium
Neural Information Processing Systems (NeurIPS)	April 24-25, 2023   Jerusalem, Israel
Computer Vision Pattern Recognition (CVPR)	June 18-22, 2023   Vancouver, Canada
COMPSAC 2023	June 26-30, 2023   Turin, Italy
VDA Automotive SYS Conference	July 11-12, 2023   Potsdam, Germany
Design Automation Conference	July 9-13, 2023   San Francisco, US

International Conference on Machine Learning (ICML)	July 23-29, 2023   San Diego, CA
International Conference on Computer Safety, Reliability and Security (SAFECOMP)	September 19-22, 2023   Toulouse, France
European Conference on Artificial Intelligence (ECAI)	October 1-6, 2023   Kraków, Poland

**Table 3: SAFEXPLAIN event plan**

This Dissemination and Communication Plan will be updated regularly. The exhaustive reporting list of all dissemination activities will be included in the reports. This list will consist of the type of dissemination and communication activities and the type of audience reached by each activity (scientific community, policymakers, general public, industry, media and civil society) following the classification required by the EC.

## 8. Publications

The consortium is committed to providing open access to published work following the provisions of Horizon Europe guidelines. The project will guarantee open access to scientific peer-reviewed publications by depositing a machine-readable electronic copy of the publisher's final version of the paper or a final peer-reviewed manuscript accepted for publication, always respecting the embargo period. Each publication will be accompanied by bibliographic information, publication date, metadata about project funding (name of the action, acronym and grant number), date of release in open access, and a persistent identifier. All partners will use either a publisher or institutional repository based on the access rights used.

Based on these rules, all resulting publications (publications, white papers, technical reports, etc.), as well as dissemination materials, should include the following sentence:

***“The research leading to these results has received funding from the European Union's Horizon Europe Programme under the SAFEXPLAIN Project (<https://safexplain.eu>), grant agreement n° 101069595.”***

The WP6 team will prepare publication guidelines and will share them with partners and upload them on the Intranet. All publications will be added to a dedicated Publications page on the project website.

The following journals will be taken into account when deciding where to publish the scientific results of the project: IEEE Trans. on Industrial Informatics; IEEE Trans. on Industry Applications, Robotics and Autonomous Systems; Engineering Applications of AI; IEEE Intelligent Transportation Systems Magazine, IEEE Design & Test, IEEE Transactions on Pattern Analysis and Machine Intelligence, Journal of Machine Learning Research, IEEE Micro.

## 9. Key performance indicators

All dissemination activities and tasks will be carefully monitored. Quality metrics will be monitored, and some quantitative indicators can be the following:

Dissemination channel	KPI	Measure
<b>Scientific publications</b>	Papers published, both in scientific venues and Journals	$\geq 10$
<b>Promotional materials</b>	Materials to promote the project promotion and main goals	Flyer: 1 Poster/infographic: 1 Video: 2
<b>Graphic identity</b>	Logo and brand guide to create templates	PPT: 1 Word template: 1 Poster template: 1
<b>Media Liaison</b>	Publicise key milestones to build upon the consortium's large database of media contacts and press release launch	Press release: $\geq 2$ Press clippings: $\geq 30$
<b>Website</b>	Visitor statistics (number of users and their location captured by Google Analytics)	Average 1,000 views per year
<b>Social Media</b>	Dedicated Twitter and LinkedIn accounts as well as using the partners' channels	$\geq 300$ followers by end of project
<b>Collaboration with AI, Data and Robotics projects</b>	Organise a series of periodic virtual half-day meetings (e.g. with webinars, panels, etc.) every 4-6 months and a one-day workshop	Virtual meetings: $\geq 6$ 1 Workshop with around 150 people
<b>Participation in 3rd party events</b>	Present the results at top tier conferences via peer-reviewed papers, workshops and keynotes	Research and industry events, including demos: $\geq 16$
<b>EC dissemination /CSA /Partnership activities</b>		Participation in at least 2 events organized by the CSA/Partnership

**Table 4: SAFEXPLAIN KPI's**

The above-mentioned Key Performance Indicators (KPIs) will be carefully monitored and revised yearly, as they may change or evolve based on the project's progress.

## Acronyms and Abbreviations

- AI- Artificial Intelligence
- CA – Consortium Agreement
- CAIS- Critical autonomous AI-based Systems
- D – deliverable
- DL- Deep Learning
- DoA – Description of Action (Annex 1 of the Grant Agreement)
- EB – Executive Board
- EC – European Commission
- FUSA- Functional Safety
- GA – General Assembly / Grant Agreement
- HPC – High-Performance Computing
- IPR – Intellectual Property Right
- KPI – Key Performance Indicator
- M – Month
- MS – Milestones
- PM – Person month / Project manager
- WP – Work Package
- WPL – Work Package Leader