



Safe and Explainable  
Critical Embedded Systems based on AI

## D6.3 Initial communication and dissemination report

Version 1.0

### Documentation Information

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## Change Log

Version	Description Change
V0.1	Initial draft
V0.2	Reviewed version
V1.0	Final version

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## Executive Summary

This *D6.3 Initial communication and dissemination report* provides an overview of the communication dissemination activities carried in the first year of the SAFEXPLAIN project, defined as the period from 1 October 2022 to 30 September 2023. The project also evaluates the status of the activities and indicators established in the initial *D6.1 Dissemination and Communication Plan*.

The report includes a complete overview of the dissemination channels, tools, and activities undertaken within the scope of the project and their status at month (M) 12. The dissemination goal of the first year of the project was to raise awareness of the project and to establish its brand as a European project that contributes to building European expertise in Deep Learning (DL) solutions that fulfil functional safety properties and that strengthen European competitiveness in critical AI-based systems (CAIS) such as automotive, railway and space domains. Based on the project's presence in a variety of third-party events, in the press, and its consistently growing social media followers and website viewers, it can be said that this goal has been reached.

By identifying key stakeholders and target audiences, the SAFEXPLAIN project has been able to identify key opportunities to share information about the project and its results. In the first year, the dissemination team built a corporate identity for the project and identified and developed dissemination channels tailored to the project's different audiences. It also prepared and shared promotional materials to help consortium partners easily and uniformly present the project's vision and results. A press strategy built on press releases and interviews with relevant media have helped magnify the project's reach and resulted in nine media mentions, two of which include interviews with the project coordinator. The consortium is also active in presenting the project, as illustrated by its participation in several high-tier academic and industrial events, including 5 conferences, 2 workshops, 1 panel.

Moreover, the project has established initial relationships with other European projects including Coordination and Support Actions (CSAs) AI, Data and Robotics ecosystem (ADRAe), the AI4Europe AIOnDemand platform. Meetings are also ongoing with the nine other projects under the HORIZON-CL4-2021-HUMAN-01-01 call on Verifiable robustness, energy efficiency and transparency for Trustworthy AI. These relationships show promise for future collaboration in terms of helping amplify dissemination opportunities and opening potential points of cooperation.

The project is on its way to reach its key project indicators (KPIs) defined in *D6.1 Dissemination and Communication Plan* and these indicators continue to serve as realistic and ambitious marker that will help the project achieve its intended impact. Year two and three will build on the initial communication and dissemination efforts to ensure more collaboration and engagement with other stakeholders and to ensure the project's results and made available to the different stakeholders and that they are updated on any project progress.

## 1. Introduction

This initial report details the communication and dissemination activities carried out during the first 12 months of the project. The document provides an overview of the project status with regard to the *D6.1 Dissemination and Communication Plan* and the initial dissemination and impact goals set in section 2.2.1 of the SAFEXPLAIN Description of Action (DoA).

## 2. Communication and dissemination objectives

The main purpose of the dissemination task under Work Package (WP) 6, Communication, Dissemination and Exploitation is to maximize the visibility of the project.

To accomplish the communication and dissemination goals, the dissemination team is:

- Raising awareness about the project and its results and highlighting the key role of the project in building European expertise in Deep Learning (DL) solutions that fulfill functional safety properties and in strengthening competitiveness in CAIS;
- Updating key stakeholders on project progress;
- Building a focused community that includes the AI and Robotics Coordination and Support Actions (CSAs) to promote an interactive dialogue to ensure that the two communities are kept up to date and their feedback is incorporated into the project's development.

To meet these goals, a set of target audiences were identified as were the messages targeting each group. In the first year, the project sought to reach out to these audience and raise awareness of the project. The six target groups identified and the messages tailored to each group are shown in Figure 1.



Figure 1 SAFEXPLAIN target audiences and messages

This exercise helped the dissemination team create relevant dissemination channels and material that would keep the target audiences and messages in mind.

### 3. Graphic Identity

The *D6.1 Communication and Dissemination Plan* defined a common graphic identity to ensure a cohesive and recognizable brand around the SAFEXPLAIN project. The project logo, brand guide and project templates corresponding to this graphic identity were developed with the help of a subcontracted designer.

Power point, poster and deliverable templates are available and include the project logo and colours as well as the EU funding acknowledgement. These templates are being used in the project's main dissemination activities. The SAFEXPLAIN brand guide, logo and templates have been shared with the consortium and are available in the internal project repository. The consortium has been applying these elements consistently.

#### KPI tracking

An effective graphic identity has been established and the KPIs of 1/1 PowerPoint template, 1/1 Word document, 1/1 Poster template have been met.

### 4. Dissemination channels and tools

Five main dissemination channels are being used to ensure the broad dissemination of the project's results: the project website, two social media channels (LinkedIn and Twitter), events and publications. These channels convey information on the SAFEXPLAIN project, its results and updates the different target audiences. Several dissemination materials have been created to help project partners easily apply the project graphic identity to help raise awareness of the project.

#### 4.1. Website (<https://safexplain.eu/>)

The SAFEXPLAIN project website is the central channel for the project's communication and dissemination information. The website has been active since 2 January 2023 and includes updated and relevant information on events, publications, and news. Once approved, the public versions of the deliverables will also be made available on the website.

The project website has received a consistent number of visitors since its launch. Google Analytics has been used to monitor the number of project website users and sessions, the type and duration of engagement, and visitor background since the beginning of the project. From 2 January to 31 August 2023, there have been 1,900 visits (sessions) to the project website with a little more than half of those sessions coming from new users (980). The session number shows all accesses to the web, while the user number counts unique visitors, that is, new visits to the website.

The peak in website visits illustrated in Figure 2 correspond to specific communication and dissemination campaigns that have sought to attract attention to the project website. For example, the peak on 19 January 2023 corresponds to the dissemination efforts following the project's participation in the [2023 HiPEAC conference](#). A news piece including the PowerPoint and poster presented at the conference were put online. On 13 February 2023, the official [press](#)

[release](#) announcing the project and its goals was launched put on the web. The peak from 28 March 2023 corresponds visits following the [Eetimes article](#) on the SAFEXPLAIN project. The latest peak on 25 August 2023 followed the update of the case study web pages.



Figure 2 SAFEXPLAIN website sessions from 2 January 2023- 25 September 2023

Website visitors come from all over the world. Figure 3 shows breakdown of the top seven countries from where visitors originate. Most of the sessions are from Spain (214) followed by the United States of America (134). With 515 views from European countries, this region has the most visitor numbers combined. These numbers bode well for the project as the map shows that the topic is relevant for many countries. The relevance of this project with regard to Europe's current focus on AI safety and legislation and the importance of AI for business and industry worldwide could be a reason for the especially high level of interest from European countries and the USA. It is also remarkable that Germany, without German partners involved in the consortium is the fourth country, preceding even Italy and Sweden. This is a very positive sign and is possibly related with the established relationship with the Quality Management Centre (QMC) in the German Association of the Automotive Industry (VDA), see *D6.6 Initial Exploitation Report*, for more information on this relationship.

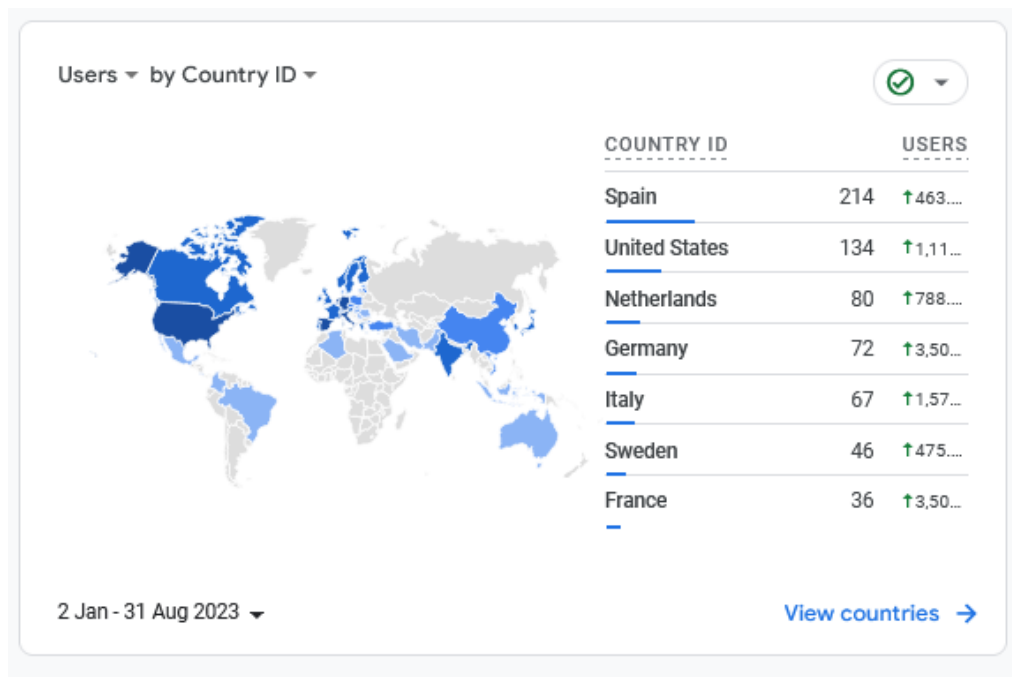


Figure 3 Sessions on the SAFEXPLAIN project website by country, M4-M11.

#### KPI tracking

The project seeks to attract 1000 viewers per year. At M12, there have been 1900 views, 980 of which are from new users. This KPI has been met.

#### 4.1.1. New pieces

To keep the project website updated and relevant, the dissemination team ensures that there are monthly updates on the website. News pieces provides content that can be shared on other channels and that helps attract visitors to the project website. The dissemination team aims to have one technical news piece per partner per month and one general news piece that reports on the consortium's participation in events, any publications, press releases and eventually a "Women in STEM" interview series.

Technical news pieces are intended to allow consortium partners to explain their work in a way that is more accessible to the general public than peer-reviewed publications or conference proceedings. The contributions of the partners are governed by the agreed upon editorial calendar that defines partner contributions. The dissemination team works in close collaboration with the partners to ensure the impact and the newsworthiness of the pieces.

## 4.2. Social Media

The dissemination team uses social media to draw attention to the website and to stay up to date with the latest developments in the research and industrial communities. Each time a news piece, event, or publication is added to the SAFEXPLAIN project website, the dissemination team ensures there is a corresponding social media post that summarises the updates, its addition to the website



and that links back to the website. Through mentions and engagement with topical and relevant content, the SAFEXPLAIN project can also amplify the project's impact and expand its reach.

To stay informed of new developments, the dissemination team monitors content published using the following hashtags: #artificial intelligence #deep learning #machine learning #DNNs #embeddedsystems #autonomus vehicles #autonomoussystem. The project also follows industry leaders, cluster sibling projects, the AI Data and Robotics Association (ADRA), the AlonDemand Platform (AI4EUROPE) and Horizon Europe. In this way, the SAFEXPLAIN project can stay abreast of what other EU projects, industrial and research stakeholders and the general public are engaging with. Moreover, many partners take advantage of the project's social media channels to announce calls for papers, their participation in relevant events, and to engage with stakeholders. Social media is an important part of the dissemination objective of community building. At M11, the SAFEXPLAIN project has 170 social media followers.

#### 4.2.1. LinkedIn

The SAFEXPLAIN project LinkedIn page provides members of the professional and technical community with information about dissemination activities and outreach. Its longer word allowance (compared to Twitter) makes it a dynamic channel where more details can be given to the professional community following the SAFEXPLAIN LinkedIn account.

LinkedIn posts are published on project news and updates, events, and developments in technical fields related to the project. Visitors to this page have shown interest in SAFEXPLAIN technical news and in the specific dissemination activities undertaken by individual consortium partners.

Currently, the SAFEXPLAIN LinkedIn page has 132 followers. The professional background of these followers is mostly engineering (30.6%), research (20.7%), and operations (8.3%). These results are positive as they show that the information posted on LinkedIn is targeting end users and the research community.

The type of posts on LinkedIn are varied and help to highlight project accomplishments, results and to drive traffic to the project website. Figure 4 below shows two types of posts that tend to yield high engagement rates. The [post](#) on the left shares the link to an [interview](#) with the project coordinator in the HiPEAC Vision magazine. It received 724 impressions, 47 clicks and a click-through-rate of 6.49% (way above the average .62% CTR). The [post](#) on the right announces updates to the project website page on the case studies. It received 718 impressions, 6 clicks and .84% CTR).

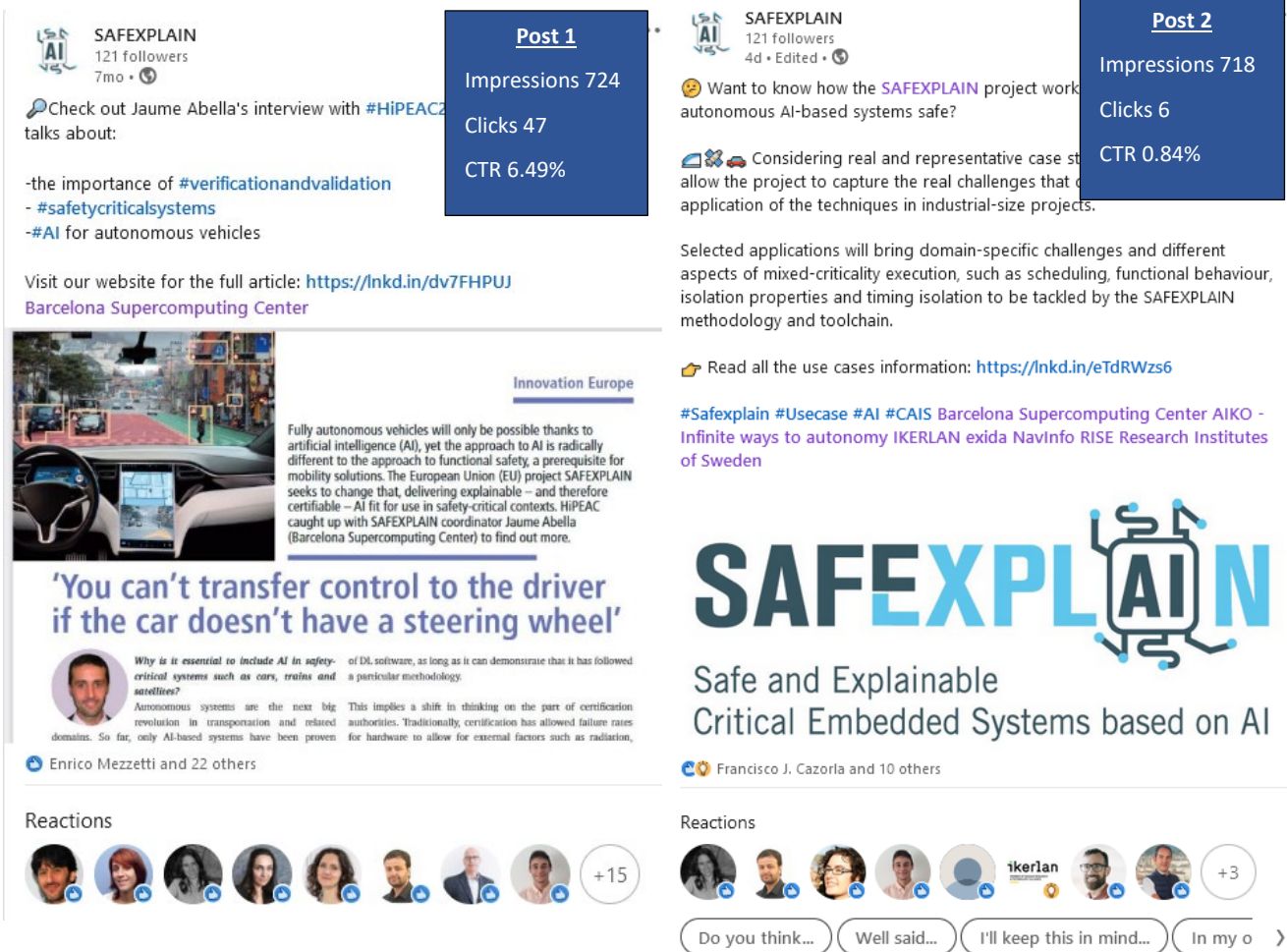


Figure 4 SAFEXPLAIN high-engagement posts from 8 February 2023 and 28 August 2023 announcing web page updates

#### 4.2.2. Twitter

The SAFEXPLAIN Twitter (now X) account has also been used to raise awareness about the project and disseminate project results. Tweets and retweets are posted several times a week. In addition to highlighting specific SAFEXPLAIN project results, tweets are also posted about topics that are of interest to the SAFEXPLAIN target audience. These topics include events, conferences, calls for papers, EU-relevant posts, embedded computing, artificial intelligence, deep learning, machine learning, automotive, rail, space, women in science, etc.

The SAFEXPLAIN Twitter account has 39 followers and has had 4,809 impressions since its inception in October 2022. This channel is mostly used to target the general public and policy makers.

The tweets that achieved the most engagement are those related to the consortium's participation in events.

Jun 2023 • 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 121 impressions

🗣️ #safexplainproject partner @Jon Perez Cerrolazo from @IKERLANofficial will serve as a panelist @ 27th ADA-Europe International Conference

👤 Promises and Challenges of #AI-enabled #Software Development Tools for #Safety-Critical Applications

Info: [ow.ly/JZFj50OLqTp](https://ow.ly/JZFj50OLqTp)  
[pic.twitter.com/YKx1no5d8S](https://pic.twitter.com/YKx1no5d8S)



🔄 2 ❤️ 2

Figure 5 Examples of popular SAFEXPLAIN tweets

Jul 2023 • 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 50 impressions

🗣️ Exciting news! SAFEXPLAIN is set to showcase innovative solutions at the VDA automotive SYSConference in Potsdam, Germany. 🚗💡 Get ready to explore the future of automotive systems with industry leaders. Check out more details! #AutomotiveInnovation

[ow.ly/P6SM50P6189](https://ow.ly/P6SM50P6189)

❤️ 2

#### 4.2.3. Social Media Key Project Indicators (KPIs)

LinkedIn and Twitter are proving to be important channels through which to share information about the SAFEXPLAIN project and to disseminate project results. In addition to attracting our target audience, the social media channels are helping to establish a community around the SAFEXPLAIN project. This will be important as the project moves forward and begins to disseminate more of its results.

##### KPI tracking

The project seeks to attract 300 followers by the end of the project. At M12, there are 170 followers. This suggests that we are one track to meeting this KPI.

A communication crisis management plan has also been defined to ensure that the consortium has a common approach to any communication crises that may emerge throughout the project. This plan will help the consortium pursue a united front in the face of a crisis and avoids fractured or hasty responses that could cause more harm to the project. It also identifies important points of contact, tools and messages that will facilitate problem-solving should a crisis arise. The communication crisis management plan was sent to the consortium for comments and is available in the internal project repository.

## 4.3. Dissemination Materials

### 4.3.1. Flyer

The SAFEXPLAIN flyer was made available to the consortium in January 2023. The flyer aims to raise awareness of the project. It is available in print and digital form to facilitate the ease of its distribution. It is publicly available on the project [website](#) and has been circulated digitally to interested stakeholders. The flyer was also submitted for the [European projects corner](#) of the Catalan Night of European Research “Nit de la Recerca Europea”. The flyer is available in high-resolution so it can be printed and disseminated in events where the consortium participates.



Figure 6 SAFEXPLAIN flyer

### 4.3.2. Poster and presentation

An overview poster and power point presentation were prepared with information about the SAFEXPLAIN project. These materials serve as a foundation for the consortium to use when it participates in dissemination activities. The overview poster was first presented at the 2023 [HiPEAC conference in Toulouse](#) and the PowerPoint presentation serves as the base document for the presentations used in many of the event participations listed in Section [4.5 Events](#).

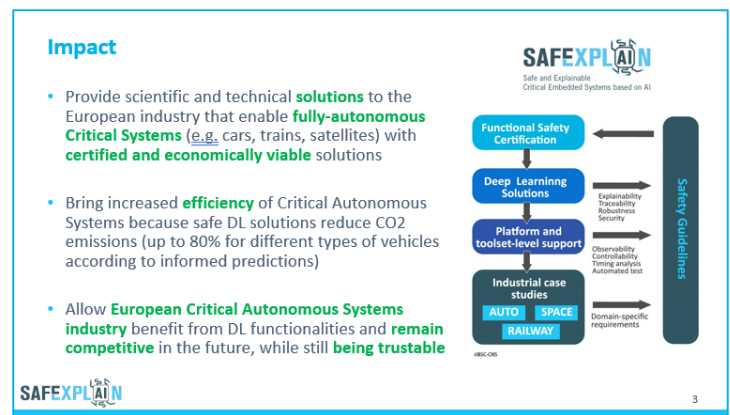
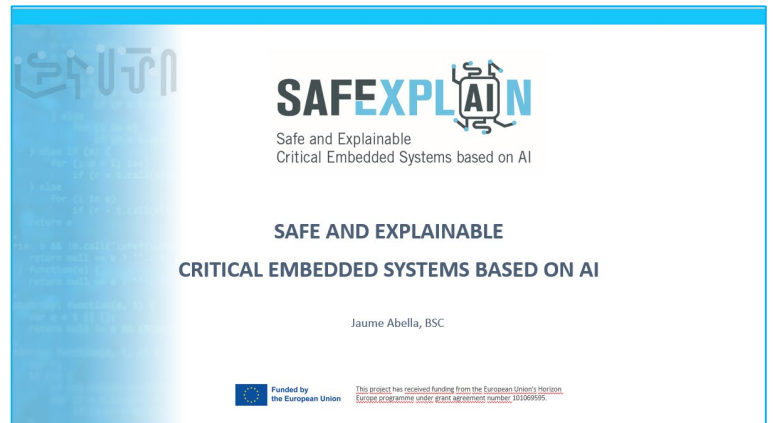
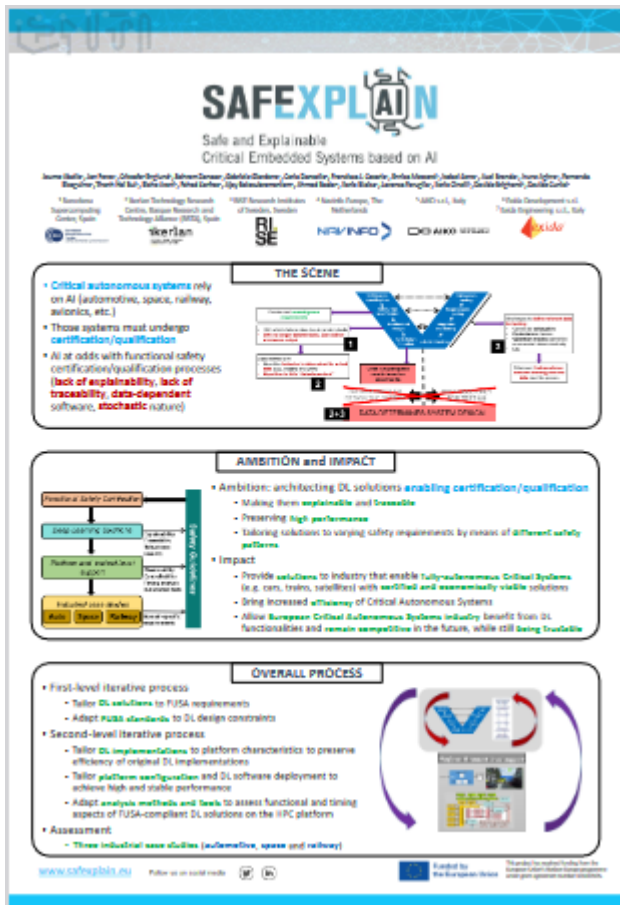


Figure 7 SAFEXPLAIN overview poster and presentation

### 4.3.3. Project video

A two-and-a-half-minute video introducing the SAFEXPLAIN project is in production. A specialized audiovisual company has been subcontracted and is working with the project coordinator to highlight the project’s objectives and impact for a general audience. This is the first of two videos that will be developed in the lifetime of the project. The second project video will serve as a final wrap-up and dissemination of results and is intended to be prepared for M36.

### 4.3.4. Factsheets

The project will develop a final factsheet that will explain the outcomes of the SAFEXPLAIN project, with a special emphasis on the project’s impact and benefit for industry and society. The factsheet will be a one-sided A4 sheet with infographics that will be promoted via the SAFEXPLAIN communication channels and on the SAFEXPLAIN partners’ communication channels and technical press along with the final press release. The factsheet will be prepared for M36.

### KPI tracking

The project set out to create materials to promote the project and its main goals. At M12, the dissemination team has prepared 1/1 flyer, 1/1 poster and is preparing a video (1/2). One video is pending to achieve this KPI. This KPI is on track to be met.

## 4.4. Press

To date, the SAFEXPLAIN project has appeared in nine different media. Media referencing the project, referred to here as press clippings, were updated on the [press clippings](#) web page of the project website with links to the media that mentioned it. Press clippings occurred as the result of interviews with different media, for example Coordinator Jaume Abella's [interview](#) with HiPEAC's Vision magazine, and press releases launched as part of the dissemination strategy.

Press releases are one of the most effective ways of communicating SAFEXPLAIN project results to specific technical target audiences and of amplifying the message about project results to other stakeholders. The first project [press release](#) was launched on 13 February 2023, officially launching the start of the project. This [press release](#) resulted in seven press clippings from high-level publications including [HPC Wire](#) and [EETimes](#). A second press release will be launched with the release of the first project video and a final press release will be published announcing the end of the project and its results.

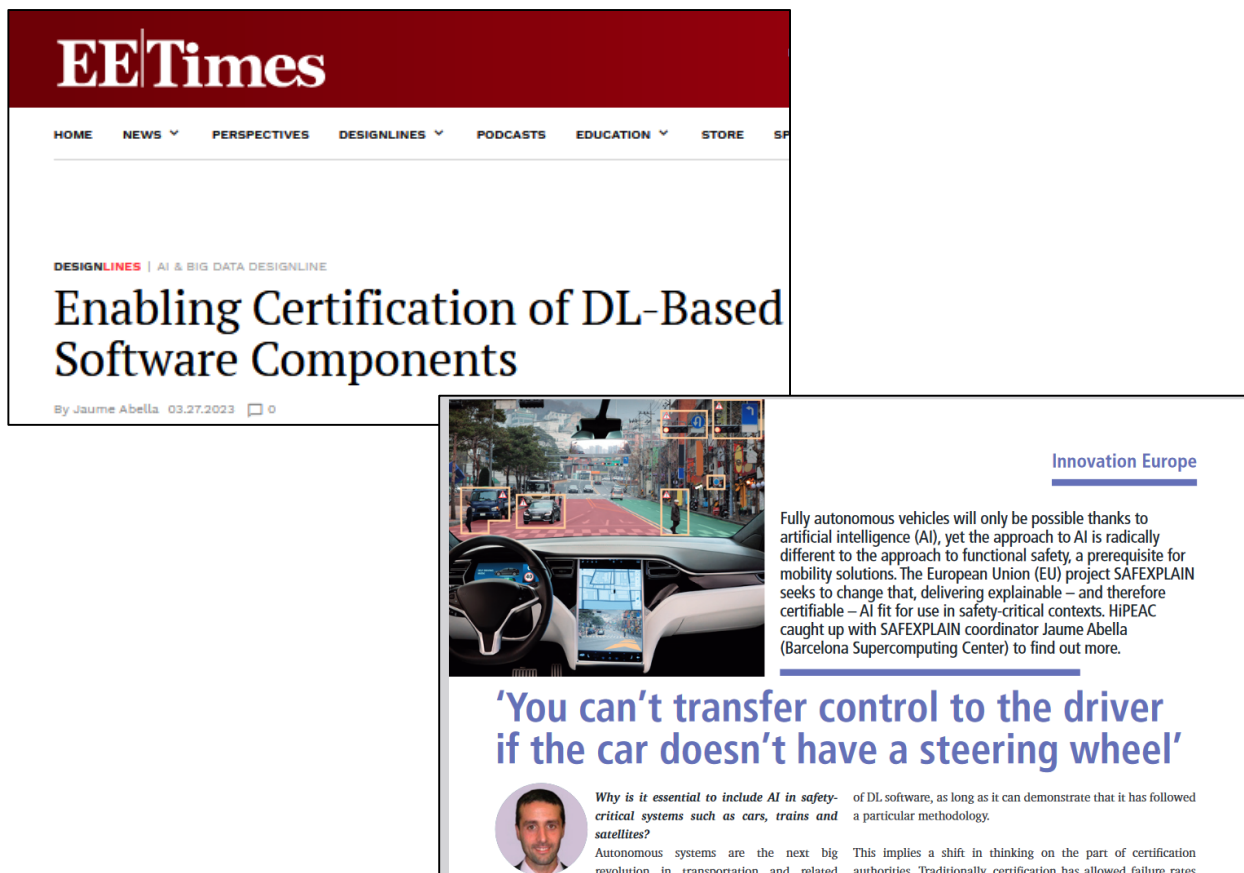


Figure 8 Extracts from high-profile SAFEXPLAIN Press clippings

### KPI tracking

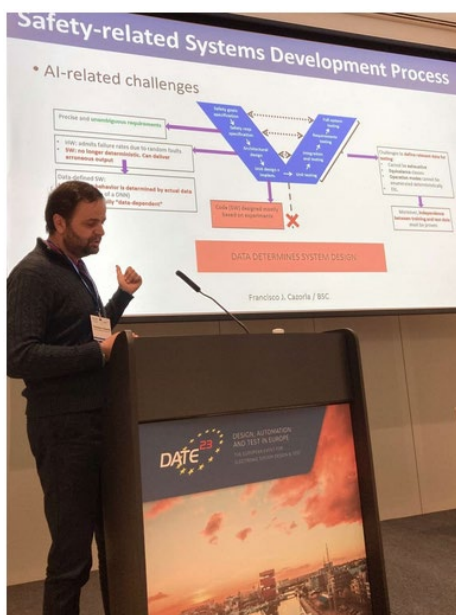
The project aims to publicise key milestones via its large database of media contacts. The KPIs defined include 2 press releases and 30 press clippings. At M12 1/2 press release has been sent and there are 9/30 press clippings. This KPI is on track to be met.

## 4.5. Events

Events provide an important dissemination channel as they give the consortium the opportunity to present at high-level peer-reviewed conferences that target academia and industry. This opens the door to sharing latest findings, building a community around results and collaborating with other stakeholders. To date, the SAFEXPLAIN consortium has participated in a total of nine events, seven of which were tailored to academic and industrial communities.

Some highlights include its event debut at the October 2022 ADRAe-hosted [Launch event](#), which represented the project’s first opportunity to engage with the EU AI community and to understand the work of other projects in this field. In January 2022, the project also participated in a [workshop at HIPEAC](#), the premier focal point for networking, dissemination, training, and collaboration activities in Europe for researchers, industry, and policy related to computing systems. Important presentations were also made at industrial-focused events of 2023 [Automotive Spin Italia](#) and the 2023 [German Association of the Automotive Industry \(VDA\) Conference](#). More research-focused events included [the 2023 Design Automation and Test in Europe Conference](#) and the [Conference on Computers, Software Applications \(COMPSAC\)](#). The full list of event participations are included in the project dissemination register in [Annex 1](#).

Events are previously announced on the SAFEXPLAIN [Events](#) page and disseminated through the project’s social media accounts. A news piece with photos and links to the presentations are then included in the [News](#) page.



Francisco J Casola during the presentation

### Events

	<p><b>EXIDA Automotive Symposium 2023</b></p> <p>The 2023 Exida hosted Automotive Symposium will be held from 18-20 October 2023 in the alpine town of Spitzingens, Germany. This</p> <p><b>Location:</b> Spitzingens, Germany <b>Date:</b> October 18, 2023</p>
	<p><b>2023 VDA Automotive SYS Conference in Berlin</b></p> <p>The Quality Management Centre of the German Association of the Automotive Industry (VDA) hosted the VDA Automotive SYS Conference in</p> <p><b>Location:</b> Berlin, Germany <b>Date:</b> July 11, 2023</p>
	<p><b>SAFEXPLAIN's Presentation "Efficient Diverse Redundant DNNs for Autonomous Driving" Accepted for COMPSAC 2023</b></p> <p>SAFEXPLAIN presented at the Conference on Computers, Software, and Applications (COMPSAC) 2023. The paper, "Efficient Diverse Redundant DNNs for Autonomous</p> <p><b>Location:</b> Torino, Italy <b>Date:</b> June 26, 2023</p>
	<p><b>Expert Panel on AI-Enabled Software Development Tools: Exploring Safety-Critical Applications</b></p> <p><b>Location:</b> Lisbon, Portugal <b>Date:</b> June 15, 2023</p>
	<p><b>EXIDA presents SAFEXPLAIN at Automotive Spin Italia</b></p> <p>On 30 May 2023, G. Nicolis from the SAFEXPLAIN project presented information related to SAFEXPLAIN in the Functional Safety Session</p> <p><b>Location:</b> Bergamo <b>Date:</b> May 30, 2023</p>



*Figure 10 Photos from SAFEXPLAIN event participations , upper left-hand corner, BSC at DATE2023, extract of events list from website. EXIDA presentation at the 2023 VDA Conference*

#### KPI tracking

The project seeks to present its results at third-party top tier conferences via peer-reviewed papers, workshops and keynotes. At M12, the consortium has participated in 7 out of 16 of the events set in the KPIs and in 2 EU-organized events. This KPI is on track to be met.

## 4.6. Publications

The consortium is committed to providing open access to published work following the provisions of Horizon Europe guidelines. Publications under SAFEXPLAIN commit to acknowledging EU funding with the following phrase:

***“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 dissemination team has prepared publication guidelines citing the Horizon Europe Open Science directives and the funding acknowledgement and has made them available to project partners via the internal project repository.

Publications are available via the project’s dedicated [Publications](#) page on the project website. To date, three publications have been published and made accessible on the webpage. Two papers have been submitted and two more are in the pipeline. We expect that the second and third year will yield more publications as project results begin to emerge.

#### KPI tracking

At M12 the consortium has 3 publications (3/10). Ten publications is the goal by the end of the project. This is feasible as most publications happen in year two and three when more results are available. This KPI is on track to be met.



## 5. Collaboration with AI, Data and Robotics projects and Partnership Activities

In the first year of the project, SAFEXPLAIN has taken steps to partake in the activities and discussions relevant to Europe's digital transformation. The SAFEXPLAIN project participated in activities led by the European Commission-funded Coordination and Support Actions of [ADRAe](#) and [AI4Europe](#) to ensure it is part of building a strong European AI, Data and Robotics community. Steps have also been taken to participate in activities with the projects that are also under its call, [HORIZON-CL4-2021-HUMAN-01-01](#), and with other EU-funded projects to ensure an understanding of other initiatives and to help identify targets of future collaboration.

The European AI strategy seeks to position the EU as a world-class hub for AI. Thus, collaboration and synergies are a driving force of the European research landscape and a key player on the strategy. The core goal is to address the challenges of AI trust and uptake, ensuring that AI solutions are not only cutting-edge but that they also resonate with European values.

### 5.1. ADRAe CSA

Following the SAFEXPLAIN project launch on 1 October 2022, the project sought to introduce its vision and understand how it fits with that of other initiatives in the ADRAe ecosystem. For this reason, the project participated in the ADRAe-hosted [Launch Event: Paving the way towards the next generation of R&I excellence in AI, Data and Robotics](#) on 17 October 2022. Project coordinator, Jaume Abella from the Barcelona Supercomputing Center presented the project and its goals.

The SAFEXPLAIN project believes that it can contribute to ADRAe's objective of delivering a multi-stakeholder dialogue through events and activities with the goal of updating and implementing the Strategic Research, Innovation and Deployment Agenda. Importantly, the SAFEXPLAIN project contributes to the ADRAe's important objective of raising awareness of the acceptability and trustworthiness of AI for citizens.

In the second year of the project, SAFEXPLAIN will pursue a greater engagement with this CSA by participating in events hosted by it. Now that SAFEXPLAIN has engaged with ADRAe and has a better understanding its goals, it is likely that the goal of 2 participations in ADRAe events can be reached.

### 5.2. AI4Europe CSA

The EU-funded AI4Europe project is a CSA funded by the EU that seeks to develop an open and cooperative platform for the studies of AI and to provide services from data access, tools, and tutorials. The project works in collaboration with ADRAe to create a thriving European AI research ecosystem that fosters collaboration, reproducibility and experimentation, while maximising academic, social and industrial impact.

The SAFEXPLAIN project is working to make its materials available on the AlonDemand platform. Doing so raises awareness of the project and supports the goal of creating value for the AI research

community. Currently, the [SAFEXPLAIN profile](#) is on the AlonDemand Platform. Next steps will include adding the project's use cases, news and partner information to the profile.

Additionally, it is envisioned that in the second year of the project, three webinars will be made available on the project's AlonDemand platform and ideally hosted for the [AI4EU WebCafé](#) that serves as an online forum to gain insights into the European AI scene.

#### KPI tracking

The project aims to participate in at least 2 events organised by the CSA partnership. At M12 the consortium has participated in one event and is aware of upcoming CSA-hosted activities. This KPI is on track to be met.

### 5.3. Sibling Cluster

Nine projects<sup>1</sup> funded under Horizon Europe call HORIZON-CL4-2021-HUMAN-01-01 are helping to pave the way for the widespread acceptance of Artificial Intelligence (AI) across Europe. These projects focus on verifiable robustness, energy efficiency and transparency.

The Sibling Cluster has met three times since the beginning of the SAFEXPLAIN project'. The first meeting was spearheaded by the project coordinators who participated in a [Workshop on Establishing the next level of 'intelligence' and autonomy](#). The other two meetings were attended by communication and dissemination teams who seek to maintain open channels to understand each other's objectives and identify opportunities for synergies.

In the second year of the SAFEXPLAIN project, it is expected that these "cluster" activities will continue to develop into community building exercises that will respond to the overall call objectives and the Digital Europe Strategy. By pooling their collective expertise, visions and communication channels, these projects aim to mutually amplify their impact.

#### KPI tracking

The project aims to organise a series of periodic virtual meetings (6) or webinars and a one-day workshop. At M12 the consortium has participated in one virtual workshop (1/6). More work is needed to get this KPI on track. Efforts will be made to collaborate and hold external webinars around M18 when more project results are available.

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<sup>1</sup> ENEXA: Efficient Explainable Learning on Knowledge, Graphs, SAFEXPLAIN: Safe and Explainable Critical Embedded Systems Based on AI, TALON: Autonomous and self-organized artificial intelligent orchestrator for a greener industry 4.0, ULTIMATE: mUlti-Level Trustworthiness to IMprove the Adoption of hybrid arTificial intelligence, AutoFair: Human-Compatible Artificial Intelligence with Guarantees, EVENFLOW: Robust Learning and Reasoning for Complex Event Forecasting, SustainML: Application Aware, Life-Cycle Oriented Model-Hardware Co-Design Framework for Sustainable, Energy Efficient ML Systems, REXASI-PRO: REliable and eXplAinable Swarm Intelligence for People with Reduced mObility, and TUPLES: Trustworthy Planning and Scheduling with Learning and Explanations

## 6. Diversity and equality

The SAFEXPLAIN project strongly supports women in science and seeks to partake in activities that help to raise awareness of the women in science and to showcase the work done by the women researchers in the project. A dedicated webpage was created on the project website dedicated to '[Equality and Diversity](#)'. The Gender Equality Plans of partners were made available, as were links to the project's campaigns related to this topic. The dissemination team plans on creating a 'Women in Stem' interview series as a space for women researchers in the project to share information about their research background and specific contributions to the project.

## 7. Key Performance Indicators

Dissemination channel	KPI	Measure	Status at M12
Graphic identity	Logo and brand guide to create templates	PPT: 1 Word template: 1 Poster template: 1	1/1 PPT 1/1 Word 1/1 Poster
Promotional materials	Materials to promote the project promotion and main goals	Flyer: 1 Poster/infographic: 1 Video: 2	1/1 Flyer 1/1 Poster 1/2 videos
Media Liaison	Publicise key milestones to build upon the consortium's large database of media contacts and press release launch	Press release: >=2 Press clippings: >=30	1/2 Press releases, 9/30 press clippings
Website	Visitor statistics (number of users and their location captured by Google Analytics)	Average 1,000 views per year	1900 /1000 views per year
Social Media	Dedicated Twitter and LinkedIn accounts as well as using the partners' channels	>=300 followers by end of project	170/300
Collaboration with AI, Data and Robotics projects	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: >=6 1 Workshop with around 150 people	1/6 virtual meetings 0/1 workshops
EC dissemination /CSA /Partnership activities		Participation in at least 2 events organized by the CSA/Partnership	1/2 participations
Scientific publications	Papers published, both in scientific venues and Journals	>=10	3/10
Participation in 3rd party events	Present the results at top tier conferences via peer-reviewed papers, workshops and keynotes	Research and industry events, including demos: >=16	7/16 participations

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.

## 4 Conclusions and next actions

At one year into the project, the SAFEXPLAIN project has shown positive progress in terms of its communication and dissemination goals. The first year of the project focused on maximising the visibility of the project and building the dissemination channels and tools needed to reach the target audience. The project is on track to meeting the KPIs set in the *D6.1 Communication and Dissemination Plan*.

The main dissemination tasks in the first year have been to define and implement the project brand, create and generate interest around the main communication channels and to raise awareness of consortium participation in key third-party events where project results were disseminated. Joining the AI, Data and Robotics community and showing presence in the different initiatives spearheaded by it, has also been a top priority for setting the foundation for future collaboration.

The second year of the project will yield more project results that will provide greater opportunities for dissemination. Results will be strategically presented at events and through publications. Special attention will be paid to increasing collaboration with AI, Data and Robotics projects, especially in terms of the KPI related to virtual meetings, webinars and workshops.

Concretely, SAFEXPLAIN will continue its involvement in events, with participations confirmed in the [EXIDA Automotive Symposium 2023](#) and at [HiPEAC 2024](#). Four publications are in various stages of preparation and it is expected that in year two, the number of publications will increase significantly. The first project video release in M13, and its corresponding press release, will provide an opportunity to generate greater public interest in the project and provide more material to circulate.

Overall, the dissemination team is satisfied with the evidence and indicators showing that the project is on the right dissemination path. A key goal will be to capitalize on the interested generated in the first year and to share results that are relevant to the project's different target audiences and to engage further with the European industrial groups and associations who are part of the AI, Data and Robotics community.

## 5 Acronyms and abbreviations

- ADRA—AI, Data and Robotics Association
- ADRAe—AI, Data and Robotics Association Ecosystem
- AI – Artificial intelligence
- CA – Consortium Agreement
- CAIS – Critical AI-based Systems
- CSA—Coordinated Support Action
- CTR—Click Through Rate
- 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
- QMC – Quality Management Centre
- VDA—German Association of the Automotive Industry
- WP – Work Package
- WPL – Work Package Leader

## Annex 1 Dissemination register

SAFEXPLAIN Dissemination Register M1-M12			
Partner	Type of Activity	Details	Date
all	Press clipping	<a href="#">CORDIS press clipping- Safe and explainable critical embedded systems based on AI</a>	25/08/2022
BSC	Video/film	<a href="#">Video: SAFEXPLAIN at the Horizon Europe AI &amp; Robotics Launch event</a>	04/10/2022
all	Website	Coming Soon page	15/10/2022
BSC	Webinar	<a href="#">Launch Event: Paving the way towards the next generation of R&amp;I excellence in AI, Data and Robotics- ADRA Event</a>	17/10/2022
All	Project meeting	<a href="#">KOM</a>	26/10/2022
BSC	Website	<a href="#">Project website</a>	01/01/2023
all	Social media	<a href="#">Twitter followers</a>	10/01/2023
all	Social media	<a href="#">Linkedin followers</a>	10/01/2023
BSC	Non-Scientific and non-peer reviewed publication	<a href="#">HIPEAC magazine article</a>	13/01/2023
BSC	Participation to a workshop	<a href="#">HIPEAC MCS workshop (Mixed-Criticality workshop)</a>	16/01/2023
BSC/IKR	Poster presentation	<a href="#">HIPEAC Poster session</a>	16/01/2023
BSC	Participation to a workshop	<a href="#">AI4EUROPE workshop</a>	19/01/2023
BSC	Flyer	<a href="#">Flyer online</a>	20/01/2023
all	<u>Press release</u>	<a href="#">SAFEXPLAIN facilitates the safety certification of critical autonomous AI-based systems for a more competitive EU industry</a>	13/02/2023
all	Press clipping	<a href="#">BSC to Facilitate the Safety Certification of Critical Autonomous AI-based Systems- HPC wire</a>	14/02/2023
BSC	Participation other EU initiatives	<a href="#">Presentation- Standardizing the Probabilistic Sources of Uncertainty for the sake of Safety Deep Learning- SAFEAI2023</a>	14/02/2023
All	Press clipping	<a href="#">EU Funds SAFEXPLAIN to Push CAIS in Automotive</a>	15/02/2023
All	Press clipping	<a href="#">La confiabilidad, uno de los pilares de la conducción autónoma - Autoev@l</a>	15/02/2023
BSC	Participation to a workshop	<a href="#">EU Clustering Workshop: Establishing the next level of 'intelligence' and autonomy</a>	02/03/2023
AIKO	Participation to a conference	<a href="#">Discussions at Paris Space Week</a>	09/03/2023
Ikerlan	User group meeting	<a href="#">safe.trAI n user group – Safe and trustworthy AI - safe.trAI n - KI - Künstliche Intelligenz (din.one)</a>	13/03/2023
BSC	Press clipping	<a href="#">EETimes Enabling DL-Based</a>	27/03/2023

All	Press clipping	DELTA Elettronica- Enabling Certification of DL-Based Software Components	27/03/2023
All	Project meeting	<a href="#">F2F M6 @Ikerlan</a>	28/03/2023
All	Press clipping	<a href="#">EETimes- Asia- Enabling Certification of DL-based Software Components</a>	06/04/2023
BSC	Participation to a conference	<a href="#">Presentation at the DATE 2023 conference</a>	17/04/2023
BSC	Participation EU projects	<a href="#">Initial meeting with communication team of HUMAN-01-01 Sibling projects</a>	26/04/2023
All	Engagement AIoD platform	<a href="https://www.ai4europe.eu/ai-community/projects/safexplain">SAFEXPLAIN profile Live on AIoDemandhttps://www.ai4europe.eu/ai-community/projects/safexplain</a>	02/05/2023
EXIDA	Private project presentation	<a href="#">Presentation of SAFEXPLAIN to Renesas (industry) - RENESAS is a major semiconductor company that has expressed interest to be kept updated on project's results</a>	07/05/2023
BSC-EXIDA	NDA with industry	<a href="#">VDA-QMC released to coordinator early version of ASPICE ML/DL Model</a>	07/05/2023
EXIDA	Participation to a conference + presentation	<a href="#">Automotive Spin Italia</a>	30/05/2023
Ikerlan	Participation to a conference	<a href="#">Ada-Europe International Conference on Reliable Software Technologies (AEIC)- Panel participation-“Promises and Challenges of AI-enabled Software Development Tools for Safety-Critical Applications”</a>	13/06/2023
BSC	Participation to a conference	<a href="#">COMPSAC 2023 - Presentation "Efficient Diverse Redundant DNNs for Autonomous Driving"</a>	26/06/2023
EXIDA	Participation to a conference + presentation	<a href="#">VDA Automotive SYS Conference</a>	11/07/2023