



HERMES

D4.1

Dissemination and communication plan

Project Title	Trustworthy Multi-Objective and Multi-Stakeholder Recommenders
Contract No.	09l03-03-V04-00336
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 Recommenders
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Dissemination Level		
PU	Public	x
NP	Non-public, only for members of the consortium (including the Agency Services)	

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1. Introduction

This document presents the first version of the plan for dissemination and communication activities in a structured way. It also covers the initial approach to exploitation and sustainability aspects. The plan will be continuously updated as the project progresses, with the final version scheduled for submission at M24. These activities aim to maximize the project's visibility and impact by sharing its results with audiences beyond the project.

2. Communication, Dissemination and Exploitation: Overview

The activities related to the communication, dissemination and exploitation of the project results, will be realized under the WP4. Tailored activities will be designed to make the project outcomes visible and accessible to various target groups, specifically taking into account the call and project specific objectives, i.e., increasing the visibility of the Principal investigator and the Host organization.

2.1 Objectives

The general objectives for the project are derived from the European Commission Horizon Europe programme as follows:

- Inform, promote and communicate activities and results
- Make knowledge and results publicly available free-of-charge
- Make concrete use of results for commercial, societal and political purposes

2.2 Project Identity

To maximize the project communication, dissemination and exploitation consistency and to ensure recognizable visual identity, the brand kit was developed under the WP4, and is included as the annex of this document. It consists of a logo and the guidelines for the use of the visuals in different formats, sizes and colors. It already is and will be used throughout the project in all channels, which include the website, newsletters, social media channels, text documents, presentations, and other visual and branding materials used during the project.

Communication and dissemination activities related to HERMES project results must acknowledge EU support, where relevant. This acknowledgement is specified in the Article 6 General conditions of HERMES Grant Agreement (in Slovak):

“b) ak Predmet Projektu nie je hmotne zachytiteľný:

- 1. uvedenie emblému EÚ s nápisom „Financovaný Európskou úniou NextGenerationEU“/„Financované Európskou úniou NextGenerationEU“ a loga Plánu obnovy na vlastnom webovom sídle, a*
- 2. uvedenie Plánu obnovy, na základe ktorého je umožnené financovanie z Prostriedkov mechanizmu, v komunikácii voči verejnosti, na sociálnych sieťach a pod.”*

3. Communication

A communication strategy is designed to effectively propagate the goals, findings, and implications of HERMES project to diverse audiences. This strategy groups a range of communication methods and tools tailored to engage specific target groups. By clearly articulating the research objectives, methodologies, and outcomes, the strategy aims to foster transparency, collaboration, and general awareness for the project topics. Through targeted channels such as social media, web pages or newsletters, it ensures that the research gains visibility, and contributes to the broader knowledge of the general public.

3.1 Communication strategy

3.1.1 Target groups

- General public
- Recommender system providers
- Content producers / sellers
- AI researchers / engineers
- Policy-makers & regulators

3.1.2 Communication channels

The communication will inform on and promote the HERMES activities and results to the identified target groups by:

- HERMES **project webpage** will present up-to-date information and knowledge repository of the project. It will communicate and translate the project aims, objectives and results to the general public using visual tools (e.g., infographics, videos). The research team will also publish regular blog posts to share insights from the latest events and scientific achievements.
- **Social media** of the host institution will be utilized to ensure efficient audience reach and impact of the communication, focusing on Facebook and LinkedIn to communicate with professionals.
- The **KInIT newsletter** will be used to inform about the project results. It will summarize the project progress and inform the target audience about upcoming events.

3.1.3 Communicated content

Based on the identified target groups and specific communication channels the content disseminated will cover:

- project basics
- fairness in recommender systems
- trustworthy AI,
- research continent - WP2 and WP3,
- dissemination milestones (e.g., publication acceptance, conference attendance, dataset released)
- other project achievements

3.2 KPIs

Most related WP/Task	Tools & Channels	Metrics	Target
T4.1 Branding and communication	Project website	Number of views	≥ 100 (M12), ≥ 250 (M24)
T4.1 Branding and communication	Blogs	Number of	≥ 2
T4.1 Branding and communication	Press releases / Interviews and mentions	Number of	≥ 2 (M24)
T4.1 Branding and communication	Social media posts	Number of	≥ 3 (M12), ≥ 8 (M24)

3.3 Communication plan

Year 1	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Project website			x	x	x	x	x	x	x	x	x	x
Blogs										x		
Press releases / Interviews												x
Social media posts			x			x			x			x

Year 2	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Project website	x	x	x	x	x	x	x	x	x	x	x	x
Blogs							x					
Press releases / Interviews											x	
Social media posts			x			x			x			x

4. Dissemination

HERMES project dissemination strategy aims at effective dissemination of project's objectives, outcomes, and benefits to a wide range of stakeholders. This strategy ensures that the project's results and knowledge reach the intended audience, including industry professionals, policymakers, and academics. By utilizing various dissemination channels and tools, such as scientific papers, reports, presentations, and workshops, it will ensure the knowledge transfer, stakeholder engagement, and uptake of project outcomes.

4.1 Dissemination strategy

4.1.1 Target groups

- Recommender system providers
- AI researchers / engineers
- Policy-makers & regulators

4.1.2 Dissemination channels

The dissemination will focus on and promoting the HERMES activities and results to the identified target groups primarily by:

- International scientific conferences:
 - ACM International Conference on Recommender Systems (RecSys);
 - International Joint Conference on Artificial Intelligence (IJCAI);
 - ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT),
 - ACM Conference on Web Search and Data Mining (WSDM), Web Conference (WWW),
 - ACM Conference on User Modeling, Adaptation and Personalization (UMAP), ACM SIGIR Conference on Research,
 - Development in Information Retrieval (SIGIR).
- International scientific journals:
 - ACM Transactions on Recommender Systems; Artificial Intelligence Journal,
 - Internet Policy Review,
 - IEEE Trans. on Knowledge and Data Engineering,
 - Elsevier Knowledge-Based Systems,
 - Elsevier Information Processing & Management,
 - Springer User Modeling and User-Adapted Interaction.
- Open Repositories - HERMES will fully utilize existing EUs tools and publish results through Zenodo, AI4EU and/or ARGOS.
- Industry partners - project will establish synergies with complementary projects and initiatives of the hosting institution (i.e., existing industry partners, European Digital Innovation Hub - SKAI-eDIH Hopero).
- Regular research and scientific seminars will be organized at the institutional level, open to the public, focusing primarily on Slovak and European researchers and industry.

- Case Studies will illustrate the use of proposed methods in real-world applications and will help target groups to understand project benefits and how these could work in their operational environments.

4.1.3 Open science policy

All the results created in the project will follow the Open science policy of the Host organization and be accessible for the public as appropriate in the conditions of IPR management and rights to the exploitable assets. Knowledge obtained by implementing project activities will be disseminated for the benefit of society by adopting practices of open, reproducible and responsible research. For further information see Deliverable D1.1 - Data management plan.

4.2 KPIs

Most related WP/Task	Tools & Channels	Metrics	Target
T4.2 Dissemination	Scientific publications	Number of	≥ 3
T4.2 Dissemination	Methods, models or frameworks	Number of	≥ 3 (M24)
T4.2 Dissemination	Scientific presentations	Number of	≥ 1 (M12); ≥ 3 (M24)
T4.2 Dissemination	Industry and public presentations	Number of	≥ 1 (M12); ≥ 2 (M24)
T4.2 Dissemination	Participation at co-hosted events	Number of	≥ 1 per annum

4.3 Dissemination plan

Year 1	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Scientific publications												x
Methods, models or frameworks											x	
Scientific presentations												x
Industry and public presentations				x								
Participation at					x							

co-hosted events												
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Year 2	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Scientific publications						x						x
Methods, models or frameworks					x						x	
Scientific presentations						x						x
Industry and public presentations			x									
Participation at co-hosted events				x								

5. Exploitation

An exploitation strategy is designed to optimize the use of resources to maximize project results and future utilization. The strategy focuses on improving operational efficiencies, and leveraging established market positions to generate sustainable uptake of the results. It focuses on exploiting current assets of the Host organization.

5.1 Exploitation strategy

5.1.1 Target groups

- Recommender system providers
- AI researchers / engineers
- Policy-makers & regulators

5.1.2 Exploitation means

Exploitation will be focused on key target groups with identified key exploitable results directly mapped on the specific deliverables of the HERMES project:

- The **recommendation system service providers** (within two selected domains) will benefit from the trustworthiness framework which will help to assess the developed recommender systems.

Moreover, novel methods proposed under the HERMES can (when translated to higher TRL) further improve their services and products.

Deliverable D2.1, D3.1 - technology designers, researchers, recommender systems providers

- **Policy-makers** and regulators will benefit from the operationalization of the trustworthiness for the selected domains of the recommender systems considering multi-objective and multi-stakeholder environments.

Deliverable D2.1, D4.3 - policy and decision-makers, civil society, technology designers

5.1.3 Sustainability and IPR

The sustainability of the project will be ensured by utilizing the Open science principles making publicly available all relevant project outputs via the standard repositories (e.g., OpenAire, Zenodo, Github). The scientific publication will be made publicly available immediately after the publishing (project webpage, publisher website or Arxiv). Within the project implementation a research proposal with the PI involvement will be prepared.

Intellectual property rights will be managed under the WP1 and will balance the public availability of the results with the commercial applications. The IPR strategy will focus on the knowledge generated by the project, the IP rights, the patentability and optimal IPR protection options. Legal requirements for commercialization will be explored through analysis as well as individual patent filing strategies and drafting of patent applications for promising project results with help of the legal department of the host institution.

Last but not least, as foreseen in deliverable D4.4 a submission of a research project/grant with the involvement of the PI will be realized during the project implementation, to ensure the sustainability of the PI and research team activities, beyond the HERMES project scope.

5.1.4 Exploitation artifacts

- data
- models
- frameworks
- software

6. Conclusions

The initial version of this document leverages the existing Marketing department of the Host organization, which will collaborate throughout the project to enhance the impact and reach of its activities. To ensure broader impact, all project members are expected to contribute to communication and dissemination efforts in line with the Grant Agreement.

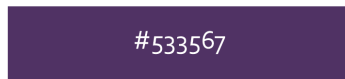
This document will function as a "living document" throughout the project's duration, guiding the consortium's communication and dissemination activities. Additional interim updates will be provided as needed.

Annex 1 - Brand kit

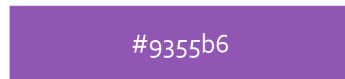
Logo



Primary colors



Additional colors





HERMES

DX.X

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