



**Certification for Ethical and Regulatory Transparency
in Artificial Intelligence**

D8.2: COMMUNICATION, DISSEMINATION, COMMUNITY BUILDING PLAN, INTERIM REPORTS



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Abstract	This deliverable provides a comprehensive mid-term overview of the CERTAIN project's communication and dissemination activities from Month 1 to Month 18. It details the strategic deployment of the project's digital infrastructure, the successful launch of its multimedia channels, and the collaborative efforts used to broaden the project's visibility. A central focus of this reporting period is the advancement of stakeholder engagement and community building, highlighting how the project connects with key actors across its business sectors and strengthens its presence through strategic alliances with related initiatives. By reviewing the progress made during this foundational phase, the document establishes a clear roadmap for the second half of the project, ensuring that CERTAIN's outcomes are effectively disseminated to the wider research, industrial, and public communities.
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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.
- DATA: Data sets, microdata, etc.
- DMP: Data management plan
- ETHICS: Deliverables related to ethics issues.
- SECURITY: Deliverables related to security issues
- OTHER: Software, technical diagram, algorithms, models, etc. D

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EXECUTIVE SUMMARY

This deliverable (D8.2) presents the interim Communication, Dissemination and Community Building Plan of the Horizon Europe CERTAIN project, covering Month 1 to Month 18. It reviews the activities implemented during the first half of the project, assesses performance against established Key Performance Indicators (KPIs), and outlines the strategic roadmap for the remaining duration (M19–M36).

During the first 18 months, the project successfully established its core communication infrastructure and built a solid foundational community. Key achievements include the launch of the project website, which has already exceeded mid-term traffic and geographic reach targets, the activation of major social media channels, and the creation of essential promotional and multimedia materials. A major milestone of this period was the official launch of the DICE Alliance, establishing a structured collaboration with sister Horizon Europe projects across dedicated communication, technical, and legal task forces.

KPI monitoring confirms strong overall progress, particularly in digital outreach, which is performing above expectations. While indicators dependent on technical maturity (such as peer-reviewed publications and event participation) reflect the natural, foundational pace of the early project lifecycle, a significant increase in scientific and dissemination output is anticipated as project pilots enter their validation phases.

Looking ahead to M19–M36, the communication strategy will shift from awareness creation toward amplifying validated results, deepening stakeholder engagement, and supporting the exploitation of CERTAIN outcomes. Future efforts will focus on pilot-specific campaigns, increased scientific publication, and active stakeholder participation in validating project outputs, culminating in a final project conference. Overall, CERTAIN has established a robust foundation and is well-positioned to maximize its impact and visibility across the European AI ecosystem.

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GLOSSARY AND ACRONYMS

The list of terms, groups of words, expressions used in this document are explained below.

Table 1: Glossary

Term, expression	Definition
Advisors	Strategic experts who actively shape the project's direction. They contribute insights on technology foresight, ethical and legal frameworks, ecosystem development, and scalability of impact.
Communication	Measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.
Dissemination	The public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
Stakeholders	Actors with a vested interest in the project outcomes, providing input, feedback, and support, but not directly involved in core decision-making.

The list of acronyms used in this document and their meaning is explained below.

Table 2: Acronyms

Acronym	Meaning
ADR	AI, Data, Robotics Forum
ADRA	AI, Data and Robotics Association
AI	Artificial Intelligence
BDVA	Big Data Value Association
CERTAIN	Certification for Ethical and Regulatory Transparency in Artificial Intelligence
DICE	Data, Innovation, Compliance, Ethics
EBDVF	European Big Data Value Forum
EU	European Union
GDPR	(European) General Data Protection Regulation
HR	Human Resources
IEEE	Institute of Electrical and Electronics Engineers
KPI	Key Performance Indicator
GA	General Assembly
M	Month

SERI	Swiss State Secretariat for Education, Research and Innovation
TG	Target Group
WP	Work Package

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1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

The purpose of this document is to present the interim Communication, Dissemination and Community Building Plan of the CERTAIN project, building upon the initial strategy defined in Deliverable 8.1 (M5). It provides an overview of the outreach, dissemination, and community-building activities implemented from the start of the project in January 2025 up to June 2026 (M18), corresponding to the mid-term phase of the project.

The document describes the approaches, tools and channels used to engage stakeholders and maximise project visibility and assesses their effectiveness in terms of outreach and impact. It also outlines the planned activities for the second half of the project.

1.2 STRUCTURE OF THE DOCUMENT

This report is organized into five main sections, providing a comprehensive overview of the CERTAIN project's communication and dissemination performance during the first half of its duration, alongside a strategic roadmap for the remaining period.

- Section 1: Introduction provides the context of the report, its specific purpose within the project lifecycle, and a reminder of the foundational strategy guiding outreach efforts.
- Section 2: Outreach and impact creation activities (M1-18) serves as a detailed retrospective of all actions performed during the first 18 months. It covers the deployment of tools and channels (website, social media, and press), promotional materials, specific communication campaigns such as the "CERTAIN Talks" and podcast, and our collaborative efforts within the DICE Alliance and with external stakeholders.
- Section 3: Dissemination and communication impact assessment transitions from activities to results. It provides a data-driven evaluation of our performance against the established Key Performance Indicators (KPIs). This section also includes a critical analysis of any deviations or challenges encountered, outlining the mitigation measures taken to ensure project objectives are met.
- Section 4: Outreach and impact creation plan (M19-M36) looks forward, presenting an optimized strategy for the second half of the project. It outlines upcoming campaigns, planned scientific dissemination, and future events.
- Section 5: Conclusions summarizes the main achievements to date and reinforces the project's commitment to maximizing its impact and visibility through to its completion.

1.3 FUNDAMENTALS OF CERTAIN'S DISSEMINATION AND COMMUNICATION STRATEGY

CERTAIN's dissemination and communication activities are implemented in line with the strategy defined in [Deliverable D8.1 \(Communication, Dissemination, Community Building and Exploitation Plan\)](#), which establishes the project's target audiences, key messages and outreach approach. During the first reporting period (M1–M18), activities have focused on ensuring broad visibility of the project's objectives and results, while progressively building a community of stakeholders aligned with CERTAIN's vision.

Particular attention has been given to promoting awareness of trustworthy and ethical AI, with a focus on compliance assessment frameworks, regulatory compliance and standardisation efforts. Communication and dissemination actions have been carried out through a combination of online channels, promotional materials, events and stakeholder engagement activities, in coordination across all work packages.

In parallel, efforts have been made to foster synergies with relevant initiatives in the AI, cybersecurity and data ecosystems, as well as to engage with industry stakeholders and policymakers. These activities support the integration of CERTAIN's compliance assessment framework into AI development processes and contribute to positioning the European Union as a leader in ethical and trustworthy AI.

The main objectives pursued can be summarised as follows:

- Promote visibility and awareness of CERTAIN by ensuring a strong and consistent online presence, disseminating project results and participating in relevant events, while building a recognisable project identity.
- Engage and expand a diverse community of stakeholders, including industry, policymakers, researchers and standardisation bodies, to ensure uptake, validation and feedback on project outcomes.
- Support knowledge transfer and open access to results, by developing and sharing high-quality dissemination materials and making project outputs accessible to the wider AI and R&D community.
- Facilitate exploitation and sustainability of project results, by promoting the uptake of CERTAIN's compliance assessment and identifying opportunities for further development and market adoption.
- Contribute to standardisation activities, by engaging with relevant European and international bodies and fostering dialogue around compliance assessments for trustworthy AI.
- Strengthen collaboration and synergies, by liaising with related initiatives, partnerships and networks in AI, cybersecurity and digital innovation ecosystems.

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2 OUTREACH AND IMPACT CREATION ACTIVITIES M1-18

This section provides a comprehensive overview of the communication and dissemination activities implemented during the first 18 months of the CERTAIN project (M1–M18). During this initial phase, the project focused on establishing a robust visual identity, launching core digital infrastructure, and initiating strategic outreach to key stakeholder groups. The following subsections detail the specific tools, channels, and collaborative efforts deployed to build project visibility, foster community engagement, and lay the groundwork for long-term impact within the research and innovation ecosystem.

2.1 OBJECTIVES AND STAKEHOLDERS MAPPING UPDATE

CERTAIN addresses key challenges related to the development, deployment and compliance assessment of trustworthy and ethical Artificial Intelligence in Europe, including regulatory compliance, data governance, and the need for standardised compliance assessment frameworks. In this context, CERTAIN aims to support the development of reliable AI systems by fostering trust, transparency and alignment with the European regulatory landscape, while facilitating collaboration among key actors of the AI ecosystem.

Outreach and impact creation activities are central to achieving CERTAIN's objectives. These activities are closely coordinated across the consortium to ensure broad visibility of the project, effective knowledge transfer, and active engagement of all relevant stakeholders. A particular focus is placed on building a strong and diverse community around trustworthy AI, enabling dialogue, validation and uptake of the project's results.

During the first reporting period, CERTAIN's stakeholder engagement strategy has evolved from a broad target group mapping toward a more structured, pillar-based approach. The target groups identified in the initial communication and dissemination strategy remain relevant as an overall reference. However, at the interim stage of the project, stakeholder engagement is understood not only as a communication activity, but as a strategic process supporting requirements gathering, feedback, validation, synergies, capacity building, exploitation, standardisation and impact evaluation.

The stakeholder engagement strategy is therefore organised around a set of strategic pillars. These pillars help clarify who CERTAIN engages with, why the engagement is relevant, which WP or task it supports, and how it contributes to the project's expected impact.

During the first reporting period, CERTAIN engaged with a diverse range of stakeholders across the European AI ecosystem, strengthening links with key actors relevant to trustworthy AI, compliance assessment, data governance and standardisation. In total, CERTAIN engaged with 32 unique stakeholder representatives through targeted outreach activities, including the EIT AI Community multi-stakeholder workshops in Brussels (11 December 2025), the ADRA Forum workshop (23 September 2025), and the BDVA Forum session (14 November 2025). The engaged stakeholders include EU-level AI ecosystem actors (10 stakeholders), research and technical communities (11 stakeholders), data spaces and interoperability actors (4 stakeholders), policy, standardisation and compliance-related stakeholders (5 stakeholders), and related EU initiatives and projects (4 stakeholders). These engagements contributed to requirements gathering, validation, knowledge exchange, community building and the creation of synergies with relevant European AI initiatives. A detailed list of engaged stakeholders, including organisations, representatives and roles, is available on the CERTAIN SharePoint repository.

Table 3: Stakeholder's engagement strategy

Pillar	Purpose	Operational link
Synergies with SISTER and other related EU projects	Align with related EU projects and create joint feedback, policy and technical synergies.	DICE Alliance, sister project liaison, joint events, community building.
EU-level AI stakeholders	Position CERTAIN in the European AI ecosystem and connect with policy and innovation actors.	EU AI initiatives, ADRA, Digital Europe, EIT AI Community, policy dialogue.
Data spaces actors	Align CERTAIN with data governance, interoperability and compliance needs.	Data spaces initiatives, DSSC/IDSA links, data-related technical results.

Technical result stakeholders	Validate tools, methods and outputs with relevant external actors.	Technical feedback, validation, exploitation inputs, uptake pathways.
Pilot stakeholders	Use pilots as entry points for domain-specific requirements, co-creation and validation.	WP7 alignment, pilot owners, focus groups, interviews, living labs.
Standardisation stakeholders	Connect CERTAIN outputs with relevant standards work.	T8.3, CEN/CENELEC, ETSI, ISO/IEC, standardisation workshops.
Compliance assessment stakeholders	Support compliance assessment pathways and practical adoption of CERTAIN results.	WP6, compliance assessment bodies, notified bodies, conformity assessment feedback.

This pillar-based approach also helps structure the broader target groups identified earlier in the project. For example, data holders, data spaces, AI system providers and AI system deployers are closely connected to the technical validation, compliance assessment and uptake pillars. Notified bodies, compliance assessment and standardisation bodies are linked to compliance assessment and standards-related engagement. Academic communities, policymakers, open-source communities, end users and the wider public remain important broader audiences for dissemination, awareness raising, policy dialogue and impact creation.

This structure provides a clearer bridge between the stakeholder strategy and the activities presented in the rest of this deliverable. The synergies with sister projects, participation in events, pilot-related engagement, standardisation activities, exploitation-related work, dissemination campaigns and future community-building actions can all be understood as operational channels through which these stakeholder pillars are activated.

Given the interconnected nature of CERTAIN, stakeholder engagement cannot be addressed in a siloed manner. Effective implementation requires active input from WP3, WP4, WP5, WP6, WP7 and the relevant task leads to identify who they are engaging with for their deliverables and outputs, and where further outreach or alignment is required. This cross-WP alignment will be strengthened in the second half of the project through targeted exchanges with WP leads, task leads and pilot owners, as well as through capacity-building sessions, focus groups, interviews, pilot-linked engagement and strategic synergies with external initiatives.

2.2 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

2.2.1 Website and analytics overview

Launched at the early stages of the project (M04, April 2025), the [CERTAIN website](#) has been developed to act as a central information hub presenting the project's objectives, activities and results. The website supports communication, dissemination and community building efforts by providing structured and regularly updated content, including:

- General information about the project, its vision and objectives
- Introduction of the consortium and Advisory Board members
- Information on project activities, liaisons, use cases and key outcomes
- News items and press releases
- List of relevant events and participation in external initiatives
- A repository of resources, including publications, presentations, promotional materials, videos and public deliverables
- Information on stakeholder engagement activities and opportunities to get involved
- Contact information

The website is continuously updated in line with the project's progress and dissemination needs. Until M18, the website has recorded approximately 4,900 visits, generating around 12,477 page views, with an average visit duration of 2m 53s.

The most visited pages include the homepage, as well as sections related to the consortium, about page, and latest news, which together account for approximately 2,295 views.

The figures below provide an overview of the website performance, including traffic trends, most visited pages and geographical distribution of visitors:

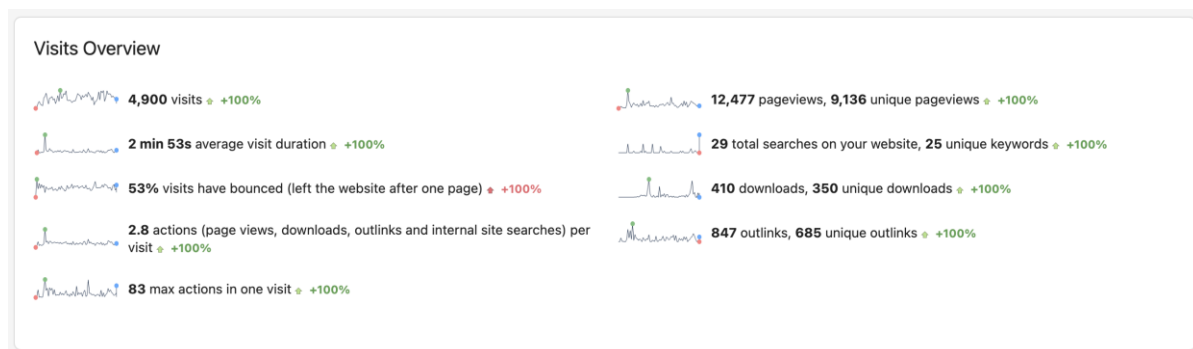


Figure 1: Website traffic overview and visit duration

Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate	Avg. page load time
/index	5,166	3,709	51%	00:00:49	67%	3.33s
certain-consortium	995	734	44%	00:01:21	49%	1.98s
about	865	677	57%	00:00:56	57%	2.99s
latest-news	435	323	50%	00:01:00	25%	1.47s
public-deliverables	309	258	55%	00:01:22	40%	1.82s
contact-us	245	215	63%	00:00:51	42%	3.15s
videos	252	199	61%	00:01:31	60%	2.09s

Figure 2: Top visited pages

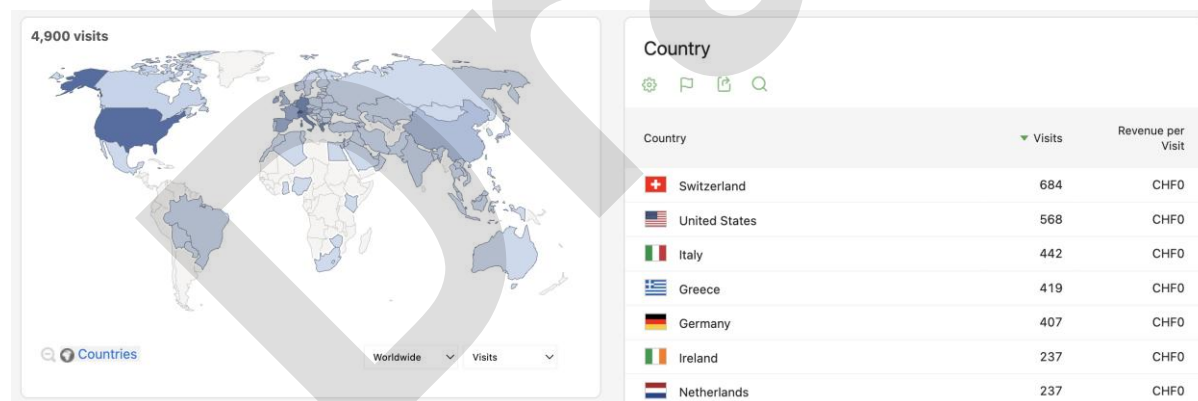


Figure 3: Visits per country

All personal data collected through the website is processed in full compliance with the General Data Protection Regulation (GDPR). Contact is only established with users who have explicitly submitted inquiries or subscribed to receive communications. Users can request the removal of their personal data at any time. Detailed information on data processing and usage is available in the [Privacy Policy section](#) of the website.

Pilots page

A key highlight of the website's evolution in M1-18 was the launch of the dedicated [CERTAIN Pilots page](#). This section was designed to translate the project's complex technical framework into tangible real-world applications by showcasing the seven pilots across six critical sectors (Biometrics, Healthcare, Energy, HR, Data Economy, and Finance). To ensure high user engagement and clarity for a general audience, the page utilizes an intuitive layout that breaks down each pilot into its business focus, core ethical values, and specific performance targets. By detailing the "Require-Living Lab-Validate" cycle, the page serves as a transparent window into how CERTAIN validates AI compliance in practice, effectively bridging the gap between theoretical research and operational deployment.

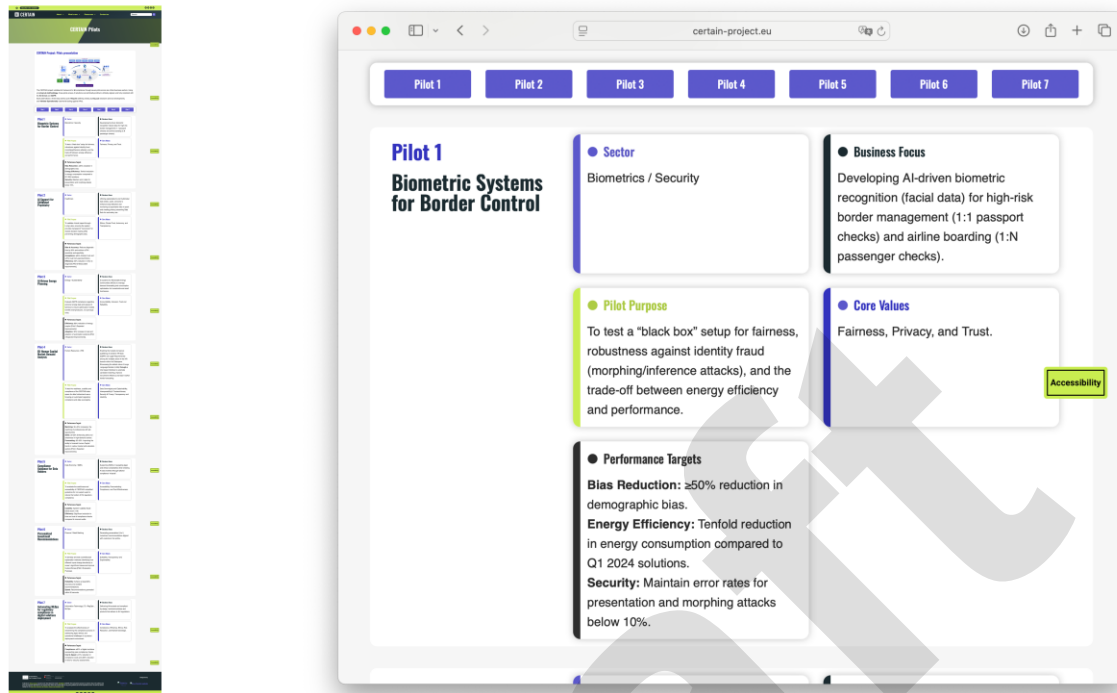


Figure 4: Pilots page

Ethical Advisory Board page

Another key highlight of the website's deployment in M1–18 was the launch of the dedicated [CERTAIN Ethical Advisory Board page](#). This section introduces the independent experts who form the Ethical Advisory Board (EAB), bringing together strong backgrounds in AI ethics, law, data protection, and responsible innovation. To ensure transparency and foster community trust, the layout provides direct access to the profiles and strategic insights of the board members, including dedicated interviews regarding their vision for trustworthy AI. By highlighting the active role of the EAB as an independent sounding board, the page serves as a transparent window into how the project continuously aligns its data governance, fairness, and accountability frameworks with European values, the AI Act, and GDPR.

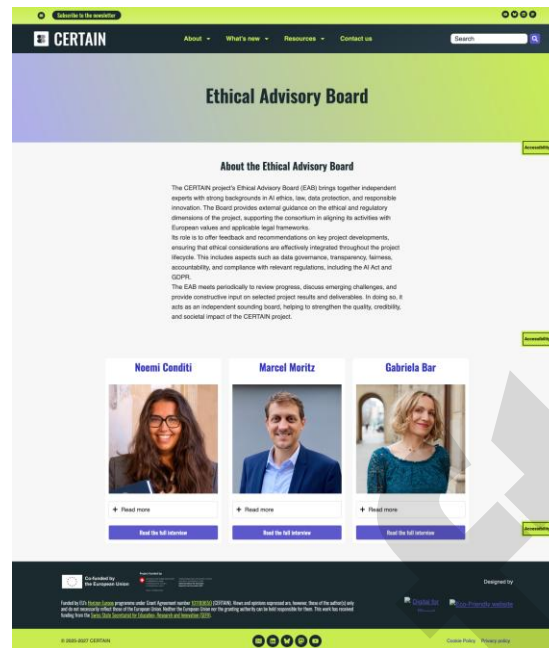


Figure 5: CERTAIN Ethical Advisory Board page

2.2.2 Social media channels

CERTAIN has established a presence on key social media platforms (Total n° 345 of followers) to promote project activities and results, while fostering engagement with relevant stakeholders across the AI, data and policy ecosystems. These channels are used to disseminate updates, share relevant initiatives and strengthen the project's visibility and community. All social media accounts are interconnected with the project website.

2.2.2.1 [LinkedIn](#)

LinkedIn is used to engage with professional audiences, including industry stakeholders, policymakers and the research community. It serves as a key channel for sharing project updates, promoting results and disseminating relevant content from the consortium and related initiatives.

Among all social media platforms used by the project, LinkedIn has been the primary dissemination and engagement channel, generating the highest levels of visibility and interaction with the target audience. Its professional focus has proven particularly effective in reaching stakeholders relevant to the project's objectives.

The CERTAIN LinkedIn page has gathered approximately 279 followers. During the reporting period, it reached 391 unique visitors and 651 pageviews, with a significant portion of the audience working in fields such as AI, data, policy, business development. CERTAIN's LinkedIn posts reached approximately 20,000 users, further increasing the project's visibility among relevant professional audiences. The platform also achieved strong visibility, generating approximately 39,000 impressions over the reporting period. This figure reflects the number of times CERTAIN content was displayed in LinkedIn users' feeds, indicating a broad reach beyond the project's immediate follower base. In addition, the page received around 1,200 reactions, demonstrating a high level of audience engagement and interest in the content shared. These results confirm LinkedIn's role as the project's most effective social media channel for dissemination, awareness raising, and engagement with relevant professional communities.

2.2.2.2 [YouTube](#)

CERTAIN has also established a presence on YouTube (23 subscribers) as a platform for hosting and sharing video content, including project presentations, webinar recordings, tutorials and promotional materials.

Since its launch, the channel has published 9 videos with a total of 293 views, contributing to the dissemination of project results and engagement with a wider audience.

[CERTAIN in a nutshell video](#)

We produced and released the "CERTAIN in a Nutshell" video on our YouTube channel. This high-impact, animated explainer was specifically crafted to provide a concise yet comprehensive overview of the project's mission to foster trust in AI. By simplifying complex concepts into a visually engaging two-minute narrative, the video serves as the primary gateway for new stakeholders. It has been strategically embedded on the website homepage and social media channels to provide an immediate, accessible understanding of CERTAIN's objectives and the societal value of its seven pilot use cases.

[2.2.2.3 Mastodon and BlueSky](#)

In alignment with current EU trends toward digital sovereignty and the promotion of decentralized social ecosystems, CERTAIN has established an early presence on Mastodon (22 Followers) and BlueSky (21 Followers). While these platforms currently have lower follower counts and interaction rates compared to mainstream channels like LinkedIn, maintaining a footprint here is a strategic choice.

By diversifying our social media presence, CERTAIN demonstrates foresight and commitment to the open, transparent, and ethical digital spaces championed by the European Commission. These channels serve as a resilient alternative for engaging with the privacy-conscious and technical communities specifically interested in AI ethics and data sovereignty, ensuring the project's message remains accessible across a pluralistic digital landscape.

[2.2.3 News items and newsletters](#)

The CERTAIN consortium regularly informs stakeholders and the wider public about project developments on the website, especially in the "[news item](#)" section.

To date, 33 news items have been published, covering key milestones, events, important topics, results and relevant initiatives.

A total of 3 newsletters have been produced and disseminated to 55 subscribers, who explicitly opted in to receive project updates. Newsletters compile key highlights, project achievements and relevant external developments in the field of trustworthy AI.

In terms of performance:

- Newsletter 1 (Month 06): 16 subscribers / 62.5% open rate / 18.75% click rate
- Newsletter 2 (Month 15): 48 subscribers / 41.67% open rate / 14.58% click rate
- Newsletter 3 (Month 18): 55 subscribers / 34.55% open rate / 10.91% click rate

Newsletter content typically includes updates on project progress, stakeholder engagement activities, relevant policy developments, and promotion of events, workshops and key outputs.

All newsletter communications are fully compliant with GDPR requirements. Subscriptions are based on explicit user consent, and recipients can unsubscribe at any time.

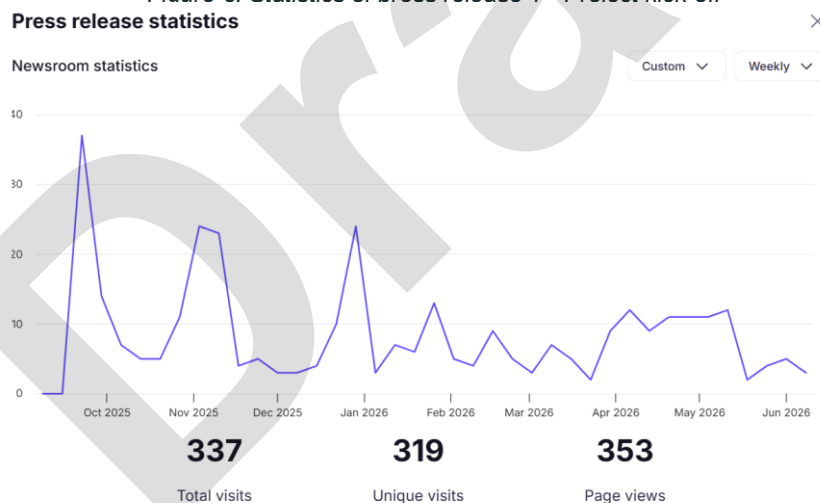
[2.2.4 Press releases and press coverage](#)

During the M1-M18 period, CERTAIN's press strategy shifted from initial awareness to highlighting strategic collaborations and technical milestones. The project utilized specialized PR software ([Prowly](#)) to ensure wide distribution to European media outlets.

Following the [initial press release drafted for the kick-off meeting on 14 February 2025](#), the project successfully established its presence in the EU research ecosystem. The project's press releases attracted 324 visits from 307 unique visitors and generated 479 page views during the reporting period. These results demonstrate a steady level of interest in project news and confirm the value of press releases as a tool for increasing visibility and reaching new audiences.



Figure 6: Statistics of press release 1 - Project kick-off



A major highlight of the press activity was the joint announcement of the collaboration within the DICE Alliance. On September 25, a press release titled "[Leading European projects join forces to strengthen data sovereignty and secure data sharing across Europe](#)" was published. This release emphasized CERTAIN's role in a cluster of sister projects dedicated to advancing the European Data Space. This joint effort significantly boosted the project's visibility, resulting in pickup across several specialized tech and policy platforms.

In addition to centralized releases, consortium partners have been active in engaging with their local media outlets. This decentralized approach has ensured that CERTAIN's developments are translated and shared within national contexts, particularly in the regions hosting our seven pilots.

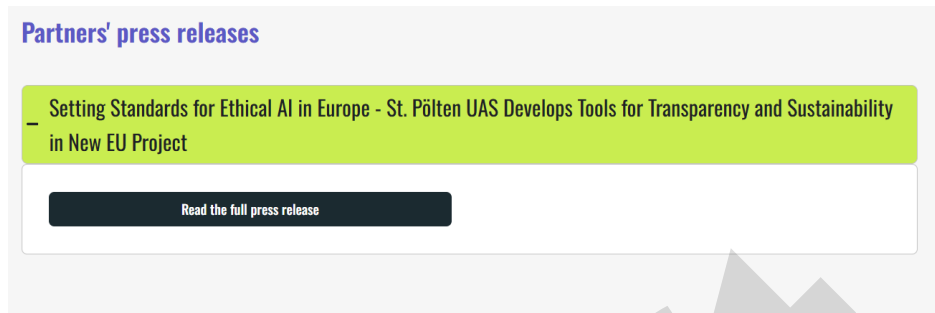


Figure 8. Partner press releases

All formal press releases and major media mentions are archived and publicly accessible through the dedicated "[Press releases](#)" section of the CERTAIN website.

2.2.5 [Promotional materials](#)

During the first 18 months of the project, the promotional materials developed in the early stages have proven to be essential assets for both physical and digital outreach. These materials have established a consistent visual identity for CERTAIN and attracted significant interest from the community, as evidenced by a total of 86 downloads from the project website to date.

Building on the success of the initial set, the consortium developed additional, more targeted materials to meet the evolving needs of our stakeholder engagement strategy.

2.2.5.1 [Introductory roll-up and flyer](#)

The introductory [flyer](#) and [roll-up](#), which highlight the project's vision, seven objectives, and consortium members, remained the primary tools for general awareness. In line with CERTAIN's commitment to sustainability, the digital version of the flyer was prioritized for online distribution, while the physical roll-up has been successfully utilized by partners at various international events to provide a professional and recognizable visual for the project.



Figure 9: Roll-up

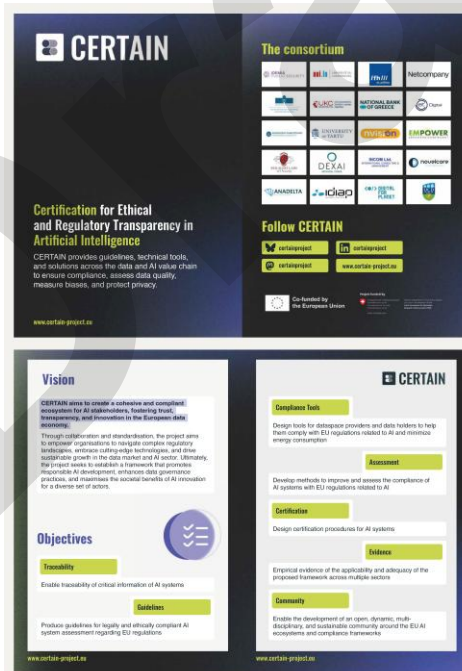


Figure 10: Flyer

2.2.5.2 One-pager leaflet

Recognizing the need for a more concise and high-impact tool for busy stakeholders, a new [one-pager leaflet](#) was developed. This material presents the project's core value propositions into a scannable format, making it particularly effective for quick distribution during networking sessions, policy workshops, and industrial meetings. It serves as a focused "handout" that directs potential collaborators immediately to our contact channels and digital resources.



Figure 11: One-pager

2.2.5.3 Project presentation

To support the consortium in disseminating CERTAIN's progress, a detailed and modular project presentation was created. This master slide deck was made available to all partners via the internal SharePoint, allowing for maximum flexibility; partners can keep, delete, or modify specific slides to tailor the narrative to their specific target audience (e.g., technical, industrial, or policy-oriented).

For external stakeholders and the general public, a standardized "basic" version of the presentation is [hosted](#) on the project website. This ensures that a high-quality, consistent overview of the project is always accessible for download, while the internal consortium retains the tools for more nuanced, high-level engagement.

2.2.6 Communication campaigns

To maximize the reach and impact of the project's results, CERTAIN has implemented a series of targeted communication campaigns. These initiatives are designed to transform complex project milestones into engaging, digestible, and multi-format content. By diversifying our storytelling through video, audio, and social media, we ensure that CERTAIN's progress resonates with a broad audience, from technical experts to policy-makers and the general public.

2.2.6.1 CERTAIN Talks

The "CERTAIN Talks" series consists of short, high-impact video interviews (with 6 videos published) filmed during project General Assemblies and major international events. These videos feature consortium partners explaining their specific contributions and the milestones they have achieved within the project. By putting a "human face" on the research, these talks make the technical work more accessible and provide a dynamic way for our audience to learn about the diverse expertise driving CERTAIN forward.

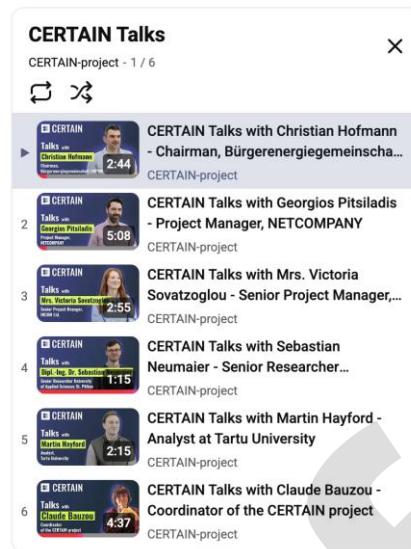


Figure 12: CERTAIN Talks playlist on YouTube

2.2.6.2 CERTAIN podcast

Born from the proactive initiative of our partner, the UCD School of Computer Science, the [CERTAIN Podcast](#) offers an audio-first approach to our dissemination. This ongoing series features short interviews focusing on "hot topics" related to the project's mission, such as AI compliance, data sovereignty, and trust. The podcast format allows for deeper dives into specific themes in a conversational style, making it an ideal tool for reaching stakeholders who prefer consuming expert content on the move. On LinkedIn, the podcast post achieved 667 impressions and 52 engagements, resulting in a strong 7.8% engagement rate. It also generated 25 clicks, indicating that the content successfully encouraged users to learn more about the podcast. The engagement was further reflected through 25 reactions and 2 reposts, demonstrating audience interest and helping to extend the post's reach beyond the project's immediate follower base.

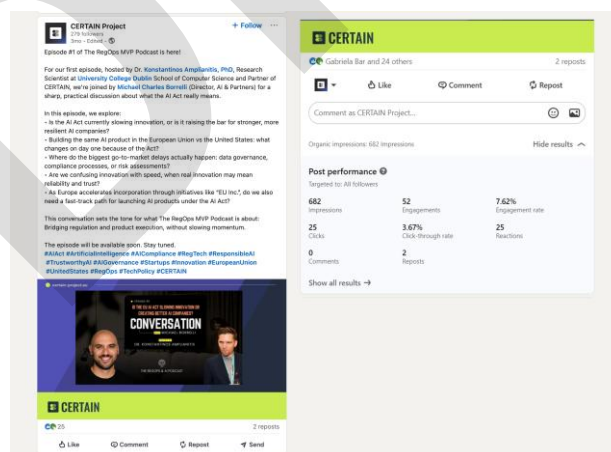


Figure 13: CERTAIN Podcast's post on LinkedIn

2.2.6.3 Deliverables spotlight

The "Deliverables spotlight" campaign was launched to ensure that the project's formal outputs do not remain static documents but instead serve as active resources for the community. For each key public deliverable, a dedicated campaign is created involving:

A digestible news item on the website summarizing the core findings and "takeaway" messages.

A series of social media posts highlighting specific charts, quotes, or results.

This approach ensures that the project's knowledge is disseminated in a format that is easy to consume, with recent posts garnering around 500 impressions on LinkedIn.

Building trust by design

D3.2 reinforces CERTAIN's broader vision: making **human-centric AI the default**, not the exception. By operationalising ethics and gender considerations, the project demonstrates how values can be embedded into real systems, rather than remaining theoretical ideals.

As AI regulation continues to evolve, CERTAIN's ethical governance framework offers a practical roadmap for organisations that want to innovate responsibly, earn public trust, and prepare for future certification schemes.

Read deliverable D3.2

Figure 14. Deliverable spotlight example

2.2.7 Scientific Publications

As the CERTAIN project is currently at its mid-term point, the focus of the first 18 months has been primarily on foundational development, framework design, and the initiation of the seven pilot use cases. In the lifecycle of a high-level research and innovation project, this initial period is dedicated to the rigorous data collection and technical validation required to produce results of high scientific caliber.

While the volume of peer-reviewed publications is naturally lower during this build-up phase, the project's technical work is now reaching the level of maturity required for submission to prestigious journals and international conferences.

To date, the consortium has published [3 papers](#) and has 11 publications in the pipeline, with several manuscripts currently undergoing internal review or early-stage submission. These early contributions focus on the core architectural and ethical pillars of the CERTAIN framework.

To ensure the project meets its long-term publication targets, the academic partners have established a comprehensive roadmap for upcoming scientific publications. This approach guarantees that all technical work packages contribute systematically to the project's academic output as the pilots transition to their validation phases. Please refer to section 4.4 of this deliverable for more details.

A significant increase in scientific output is anticipated for the second half of the project. As the results from the Living Labs and operational testing become finalized, a series of papers are planned for submission to major venues in the fields of AI ethics, trustworthy systems, and data sovereignty.

In strict alignment with Horizon Europe Open Science requirements, CERTAIN has established a dedicated project community on [Zenodo](#). To ensure compliance, project partners are required to deposit their publications into this repository upon publication. For papers published via Gold Open Access, partners will upload the final published version, while for subscription-based journals, partners will upload the accepted author manuscript (Green Open Access) in accordance with journal self-archiving policies. This repository serves as the central hub for the project's open-access outputs, ensuring that all scientific publications, relevant datasets, and technical reports are preserved with a persistent Digital Object Identifier (DOI). This practice guarantees that CERTAIN's academic contributions remain findable, accessible, interoperable, and reusable (FAIR) for the global research community.

2.2.8 Events

Events represent a vital channel for real-world engagement, allowing the consortium to gather feedback, network with stakeholders, and showcase project results. During the first 18 months, CERTAIN's event strategy focused on building foundational awareness within specialized communities. To ensure maximum

impact from every engagement, each event participation is supported by a dedicated communication flow, including a news item on the project website, targeted social media coverage, and the archiving of photographic and presentation materials.

2.2.8.1 Attended events

During the M1-M18 period, CERTAIN partners represented the project at 12 international and national events. Participation was strategically selected to align with the project's vertical domains, such as AI ethics, cybersecurity, and data spaces.

While the number of attended events during this initial phase reflects the project's early focus on internal technical development and framework design, these appearances were highly effective in establishing the "CERTAIN brand" within the Horizon Europe ecosystem. Each attendance was leveraged to build early interest in our seven pilots and to initiate dialogues with potential end-users. A full list of events attended by the consortium during this period, including links to related news items and social media highlights:

Martigny Biometric Workshop: On May 19–20, the Idiap Research Institute and IDEMIA presented the CERTAIN Project at the Martigny Biometric Workshop, organised by the European Association for Biometrics (EAB) in Martigny, Switzerland.

Data Week 2025: At Data Week 2025, held in Athens, Giorgos Pitsiladis, Project Manager at Netcompany-Intrasoft, introduced the CERTAIN project during a forward-looking session titled:

"Automation Meets Accountability: The Future of Compliance in Artificial Intelligence and Data Spaces." He presented the project's vision and technical approach to an audience of experts, policymakers, and innovators working at the intersection of AI, data governance, and regulation.

Dagstuhl seminar: A notable segment of the seminar was the presentation by Mr. Sebastian Neumaier from St. Pölten University of Applied Sciences, Austria with his talk, titled "*CERTAIN: Towards Traceability and Regulatory Compliance in AI*".

AIRoV 2025: CERTAIN project proudly participated in AIRoV 2025 – the Austrian Symposium on AI and Vision, co-organized by ASAI (Austrian Society for Artificial Intelligence) and OAGM (Austrian Association for Pattern Recognition). As part of the CERT-AI Workshop on AI Compliance Assessment, Fairness, and Regulations, we presented the paper: "Towards a Framework for Supporting the Ethical and Regulatory Compliance Assessment of AI Systems".

AI, Data & Robotics Forum (ADRF): At the AI, Data & Robotics Forum (ADRF) in Stavanger, Norway, the project CERTAIN officially launched the DICE Alliance (Data, Innovation, Compliance, Ethics) in a strategic partnership with three complementary projects: DataPACT, ACHILLES, and ACCOMPLISH. This collaboration aims to accelerate secure, interoperable, and trustworthy European data ecosystems by aligning research roadmaps and directly supporting EU Digital Decade targets, including the Data Governance Act, Data Act, and upcoming AI regulations.



Figure 15: CERTAIN at ADRF

ETSI Conference on AI & Data (9–11 February 2026, Sophia Antipolis, France): CERTAIN participated in the ETSI Conference on AI & Data in Sophia Antipolis, France, where the consortium showcased its compliance-

by-design approach for trustworthy and regulation-ready AI. During the event, the team delivered a live demonstration illustrating how regulatory requirements can be embedded directly into the AI lifecycle and translated into machine-interpretable implementation steps. The demonstration generated significant interest, particularly around CERTAIN's Semantic MLOps Engine and its ability to generate, structure, and manage compliance-related metadata while ensuring traceability across the AI lifecycle. Discussions with representatives from industry, government, and academia focused on AI compliance, trust, data governance, and the relationship between legal and technical requirements. The event also provided an opportunity to engage with the ETSI standardisation community and explore potential applications of CERTAIN's approach in sectors such as telecommunications, further strengthening the project's visibility within the European AI and standards ecosystem.

SAINT Conference: Strategic workshop at the SAINT 2026 conference at the University of Applied Sciences St. Pölten (SPU), Austria. During the technical workshop, partners from SPU, Digital for Planet (D4P), and Empower synchronized their roadmap for Pilot 3 (Energy) toward full end-to-end tool integration by September 2026, making key advancements in the Semantic MLOps Engine, AIDOC-AP ontology mappings, and a joint strategy for synthetic data generation using OBIS-standard schemas. Following this, the project presented its blueprint for trustworthy AI at the SAINT Conference, demonstrating how CERTAIN transforms dense legal frameworks like the EU AI Act and GDPR into technical constraints. By automating compliance, logging the AI lifecycle through a Semantic MLOps Engine, and continuous assessment via RegOps tools, CERTAIN aims to replace manual, static audits and lower the barrier to entry for European SMEs developing compliant AI solutions.

Festival of Science and Arts (FestUM 2026): At the Festival of Science and Arts (FestUM 2026) in Maribor, Slovenia, the University of Maribor hosted two strategic roundtables on April 16, 2026, dedicated to demystifying artificial intelligence and exploring its social, ethical, and economic impacts. Dr. Izidor Mlakar, the CERTAIN project's pilots lead, participated as a panelist alongside key experts, including representatives from Slovenia's Ministry of Digital Transformation, to debate modern AI technologies and debunk common misconceptions regarding their widespread use. Divided into two sessions, "Demystifying the Use of Artificial Intelligence in Society at Large" and "Society in the Age of Artificial Intelligence," the event shed light on the evolving relationship between AI advancement and societal governance, aligning with CERTAIN's broader mission to promote trustworthy, transparent, and ethically sound AI ecosystems.



Figure 16: CERTAIN at Festival of Science and Arts 2026

ACM CHI Conference on Human Factors in Computing Systems (CHI 2026): At the ACM CHI 2026 conference in Barcelona, Carlo Mazzola (NVISION) represented the CERTAIN project as an invited panelist at the "Toward Relationship-Centered Care with AI" workshop on April 16, 2026. Mazzola presented CERTAIN's digital health pilot, which leverages synthetic data generation and Medical IoT for the early diagnosis and monitoring of childhood psychiatric disorders. By showcasing how the project builds fair, unbiased, and transparent AI tools, the presentation demonstrated how technical compliance and explainability actively strengthen clinical trust among patients, families, and clinicians, proving that responsible AI engineering and relationship-centered healthcare are deeply complementary goals.

[Machine Learning Prague 2026](#): At the Machine Learning Prague 2026 conference on May 5th, Fabian Kovac (St. Pölten University of Applied Sciences) presented CERTAIN's poster on automated EU AI Act compliance. The presentation highlighted how the project's AIDOC-AP ontology, NeOn-ACE pipeline, and Semantic MLOps infrastructure translate complex legal texts into practical, machine-readable engineering steps. The approachable framework generated significant interest among the 1,000+ attendees for its real-world utility in auditing high-risk AI, ahead of the project's full end-to-end tool integration later this year.

[Data Week 2026](#): At Data Week 2026 in Oslo (May 5–6), Olena Denysenko (University of Tartu) represented the CERTAIN project during a cross-project panel focused on bridging the legal-technical gap under the EU's proposed Digital Omnibus. Denysenko delivered a live demonstration of CERTAIN's Logical Decision Tree Model (LTM), a prototype compliance tool that translates 198 legal requirements from the Data Act, Data Governance Act, GDPR, and AI Act into structured guidance for data spaces. By executing a side-by-side compliance comparison using profiles from CERTAIN's own pilots, the demonstration concretely illustrated how the Digital Omnibus impacts different actors and data types differently. The session, co-organized with DICE Alliance partners, generated significant cross-disciplinary engagement and strategic stakeholder contacts ahead of CERTAIN releasing its formalized compliance guidelines in June 2026.



Figure 17: CERTAIN at Data Week 2026

CVPR 2026: At the IEEE/CVF Conference on Computer Vision and Pattern Recognition (CVPR), the flagship annual conference in computer vision, held in Denver, Ünsal Ozturk, IDIAP, presented their research at the Second Workshop on Foundation and Generative Models in Biometrics (FoundGen-BIO) on 3 June 2026. The workshop explored the transformative role of foundation and generative models in biometrics, bringing together leading researchers to discuss recent advances, emerging applications, and key challenges in the field. The presentation contributed to ongoing discussions on how these rapidly evolving AI technologies are reshaping biometric systems and research directions.

2.3 COMMUNITY BUILDING AND SYNERGIES

Community building and the establishment of strategic synergies are cornerstone activities for the CERTAIN project. Beyond individual project goals, active collaboration among Horizon Europe projects is essential to avoid duplicating efforts and ensure a cohesive contribution to the European Research Area. By fostering a connected ecosystem of researchers, industry leaders, and policymakers, CERTAIN ensures that its results align with broader European digital initiatives. These collaborative efforts are fundamental to maximizing the project's impact, ensuring that the CERTAIN framework contributes effectively to a unified European Data Space and the widespread adoption of trustworthy AI.

2.3.1 Stakeholders

A multi-layered stakeholder engagement strategy is fundamental to the project's success. CERTAIN targets a diverse range of actors, including AI developers, regulatory bodies, SMEs, and end users across our six critical business sectors. During the M1-M18 period, the consortium has focused on identifying and categorizing these key players to ensure that dissemination and communication activities are tailored to their specific needs and interests.

Please refer to section 2.1 for more information.

2.3.2 DICE (Data, Innovation, Compliance, Ethics) Alliance: our sister projects

The most significant pillar of our synergy strategy is the DICE Alliance, a robust collaboration between CERTAIN and its sister projects. This alliance was formed to strengthen European data sovereignty and secure data sharing by joining forces across several Horizon Europe initiatives.

The collaboration is structured around specialized Task Forces that ensure a continuous and practical flow of knowledge:

- Communication Task Force: Coordinates joint social media campaigns and maintains a shared events calendar to maximize reach.
- Technical Task Force: Focuses on the harmonization of ontologies and technical frameworks.



Figure 18. DICE ontologies online workshop, 4 April 2026

- Legal & Ethical Task Force: Collaborates on the interpretation and implementation of the EU AI Act and GDPR.
- Data Spaces Task Force: Aligns efforts toward the development of secure and interoperable European Data Spaces.

Key Highlights of the DICE Alliance (M1-18):

Official launch at EBDVF 2025: The Alliance was officially launched in Stavanger during the European Big Data Value Forum. This included a high-profile public session and a dedicated internal coordination meeting to define the roadmap.

Joint webinars: [The first DICE Alliance Webinar](#) was successfully organized, highlighting shared efforts to develop AI compliance tools and frameworks. Around 70 people attended the webinar, which was a success. The second CERTAIN webinar is planned for 30 June 2026. Entitled "From Regulation to Realisation: Navigating the EU AI Act Together", the webinar will explore the regulatory, ethical, and practical dimensions of trustworthy AI in the context of the EU AI Act. Bringing together experts from academia, industry, policy, and law, the session will address key implications of the regulation for organisations and SMEs, the role of AI ethics, the contribution of data spaces to trustworthy AI, and practical tools and methodologies supporting AI governance and compliance. The webinar will also showcase frameworks and solutions developed by the

DICE Alliance projects, while providing participants with the opportunity to engage directly with experts through an interactive discussion.

Digital integration: CERTAIN created a dedicated section on the project website to host all joint news and labelled events.



Figure 19: news and labelled events section

2.3.3 Liaison with other projects

CERTAIN actively maintains liaisons with various other EU-funded projects and initiatives. These collaborations allow for the exchange of best practices and the exploration of technical overlaps. Every significant interaction or joint activity with these partners is documented in a dedicated section on the CERTAIN website and supported by specific social media posts to ensure visibility for the collaborative nature of the Horizon Europe programme.

DICE alliance: A key component of CERTAIN's collaboration activities is its participation in the DICE Alliance, which brings together sister projects funded under the same Horizon Europe topic: [Datapact](#), [Accomplish](#) and [Achilles](#). Through regular exchanges, joint dissemination activities, and coordinated participation in events, CERTAIN collaborates closely with its sister projects to maximise impact, share lessons learned, and identify common approaches to addressing challenges related to trustworthy AI, data governance, and European digital innovation. These collaborations represent the project's most direct and strategic synergies within the Horizon Europe ecosystem.

Project [SMILE](#): CERTAIN established contacts with the SMILE project to explore synergies around the development and deployment of trustworthy AI systems in sensitive application domains. While SMILE focuses on AI-supported mental health prescreening for children in clinical settings, both projects share common interests in ethical AI deployment, trustworthiness, and the responsible use of AI when processing sensitive personal data. The collaboration of those projects produced the paper: "[Technology-mediated screening interviews for youth mental health: Content validation, randomized controlled trial, and expert evaluation](#)".

Project [CoGNETs](#): Collaboration with CoGNETs focuses on shared challenges related to trustworthy and secure AI systems. While CoGNETs addresses AI-driven energy efficiency and resilience in distributed infrastructures, both projects have a common interest in explainable AI, cybersecurity, data governance, and the development of trustworthy digital ecosystems that strengthen European technological sovereignty.

Project [Popeye](#): Collaboration with the Popeye project focuses on shared challenges related to trustworthy and secure AI systems. While Popeye addresses robust, privacy-preserving biometric technologies and "on-the-move" identity verification at EU external borders, both projects have a common interest in explainable AI, cybersecurity, data governance, and the development of trustworthy digital ecosystems that strengthen European technological sovereignty.

Project [INPACE](#): CERTAIN identified strong alignment with INPACE, particularly through the project's Trusted AI Working Group (TWG 8). This group focuses on human-centred, transparent, and explainable AI technologies, directly supporting CERTAIN's objectives related to accountability, trust, and responsible AI

adoption in law enforcement and security contexts. Participation in relevant working group activities provides opportunities for knowledge exchange and dissemination.

Project [NOLEFA](#): The NOLEFA project presents important synergies with CERTAIN through its focus on enabling the adoption of safe and trustworthy AI in Europe. Areas of common interest include AI testing and validation infrastructures, standardisation activities, regulatory compliance, and practical approaches to meeting the requirements of the EU AI Act. Collaboration opportunities are particularly relevant in relation to trustworthy AI assessment and compliance assessment frameworks.

Project [TESSERA](#): CERTAIN established contact with the TESSERA project to explore opportunities for cooperation around trustworthy and human-centric AI technologies. Discussions focus on exchanging experiences regarding AI governance, transparency, and the practical implementation of responsible AI principles, contributing to a broader European ecosystem for trustworthy AI innovation. The Consortium will also contribute to the final event of TESSERA, taking place on Friday, June 26, 2026, from 10:00 to 19:30 EEST (local time) in Athens, Greece, with a dedicated session.

Project [Alxpert](#): The Alxpert project shares several areas of interest with CERTAIN, particularly regarding the development of trustworthy AI solutions for security applications. Potential collaboration areas include explainability, human oversight, operational deployment of AI technologies, and ensuring compliance with emerging European regulatory frameworks for artificial intelligence.

Project [AIAGENT4CYBER](#): CERTAIN engages with AIAGENT4CYBER around the shared objective of deploying trustworthy AI in critical operational environments. Both projects address requirements related to explainability, privacy, security, and responsible AI governance. The collaboration provides opportunities to exchange best practices on developing AI systems that are both effective and compliant with European ethical and regulatory requirements.

Project [HumAIne](#): CERTAIN shares strong synergies with the HumAIne project through their common focus on human-centred, trustworthy, and explainable AI systems. Both projects emphasize effective human-AI collaboration, ensuring that AI technologies remain transparent, accountable, and under meaningful human oversight. Potential areas of collaboration include explainable AI, human-in-the-loop decision-making, AI governance, and the development of reliable AI solutions for dynamic operational environments. The exchange of knowledge between the projects can contribute to advancing responsible AI deployment while supporting compliance with European ethical and regulatory frameworks.

Project [CARMEN](#): CERTAIN established contact with the CARMEN project through discussions involving the SafeTravellers border control initiative. The collaboration focuses primarily on the exchange of expertise related to legal and ethical aspects of trustworthy AI deployment in security and border management contexts. Planned cooperation activities include the cross-review of selected project deliverables, enabling mutual feedback on legal and ethical considerations, as well as the transfer of relevant outcomes from CERTAIN's legal and regulatory work to support CARMEN's activities. These exchanges contribute to the dissemination of best practices and promote alignment with European requirements for trustworthy, transparent, and accountable AI systems. CERTAIN and CARMEN collaborated on a joint scientific paper, strengthening knowledge exchange and showcasing the alignment between both projects' research efforts.

2.3.4 Synergies with external organisations

In addition to project-to-project collaborations, CERTAIN seeks to build formal and informal synergies with external organizations, including industry associations, standardization bodies, and European digital hubs. These relationships are vital for the long-term sustainability and market uptake of the CERTAIN framework.

- CEN-CENELEC Joint Technical Committee 21 (JTC 21)¹: established on 1st June 2021 as a joint technical committee under the European Committee for Standardization (CEN) and European Committee for Electrotechnical Standardization (CENELEC), the committee is dedicated to developing European

¹ <https://jtc21.eu/>

standards for AI, including harmonized standards in support of the EU AI Act. JTC 21 unites over 300 experts from more than 20 countries who have been collaborating under five specialized working groups (Strategic Advisory Group, Operational Aspects, Engineering Aspects, Foundational and Societal Aspects, Cybersecurity for AI Systems). IDEMIA and DEX have members participating in JTC 21 activities, which guarantees a continuous liaison with the project, both in terms of updates on JTC 21 developments, and potential follow-up of project outcomes (e.g., pilot results). IDEMIA also participates in CEN-CENELEC TC224 WG18 which is in charge of developing standard in the field of biometrics.

- International Organisation for Standardisation (ISO) is an independent, non-governmental international organization that develops and publishes voluntary agreed-upon international standards for products, services, processes, and management systems (e.g., ISO 9001 — quality management, ISO/IEC 42001 — AI management systems). DEX and IDEMIA also participate in ISO, as many European standards are adopted from ISO standards, sometimes as joint standards (e.g., ISO/CEN or ISO/IEC standards), also ensuring a liaison with ISO's developments. IDEMIA participates in ISO/IEC SC37 which is in charge of developing standard in the field of biometrics.

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3 DISSEMINATION AND COMMUNICATION IMPACT ASSESSMENT

The consortium has kept a close eye on the KPIs set at the beginning of the project, to monitor the Dissemination & Communication results. The table below offers details on the currently achieved and target KPIs.

3.1 PROGRESS AGAINST KEY PERFORMANCE INDICATORS (KPIs)

Table 4: Key Performance Indicators for Communication, Dissemination and Community Building Activities

Activity	Related KPI	Target (M36)	M05	M18
Website	No. of visitors	1,000	856	4,900
	No. of total page views	4,500	2,831	12,477
	Average session duration	00:01:00	00:05:00	00:02:53
	Countries reached	40	48	91
Promotional materials	No. of brochures and flyers produced	4	2	4
Social media	No. of followers	400	170	345
	No. of posts	140	26	104
Press releases	No. of journalists contacted	200	61	210
	No. of press releases distributed	At least 3	1	2
Newsletter and mailing list	No. of subscribers in project mailing list	150	8	55
	No. of newsletters sent	6	0	3
Promotional videos	No. of videos	3	0	9
	No. of views	400	n/a	293
Scientific publications, White papers	No. of papers published	10	0	3
Participation at external events	No. of events attended to disseminate the project	40	2	12
Final event	No. of participants	50	n/a	n/a
Liaison with related projects	No. of projects liaised with	20	3	13

3.1.1 Deviations, challenges and mitigation measures

The performance of the CERTAIN dissemination and communication strategy during the first 18 months shows a dynamic trend. While foundational digital metrics have significantly exceeded expectations, certain

engagement categories, primarily those dependent on the maturity of technical results, have experienced a slower start.

Strong progress in digital visibility, outreach, and communication activities

The project has achieved strong progress across its communication and dissemination activities during the first 18 months, with several digital visibility and outreach indicators already exceeding expectations. This positive performance has been supported by the early establishment of a high-quality website, the consistent production of engaging content, and the strategic use of professional communication and PR tools.

- **Website performance:** Metrics for the number of visitors and total page views have already overreached the mid-term targets. This indicates that the content produced (e.g., the Pilots page and News items) is resonating with the audience and retaining their interest. However, the average session duration remains below the target (2 minutes compared to the expected 5 minutes). In the next months, the consortium will implement measures to increase user engagement, such as improving content structure and navigation, introducing more interactive elements, optimizing internal linking between pages, and promoting richer content formats to encourage visitors to explore the website for longer periods.
- **Geographic reach:** The number of countries reached exceeds initial projections, demonstrating the global relevance of CERTAIN's work on AI compliance.
- **Media outreach:** The number of journalists contacted has surpassed targets thanks to the integration of the Prowly tool. The platform's extensive media database allowed the consortium to reach a much broader selection of specialized tech and policy reporters than originally anticipated.
- **Audiovisual content:** We have already exceeded the target number of videos (3). The proactive creation of the "CERTAIN in a Nutshell" video, alongside the "CERTAIN Talks" series, has provided a rich multimedia library earlier than planned. Although the project exceeded its target for the number of promotional videos produced, total video views (293) remain slightly below the target of 400, and additional promotion through social media, partner channels, and event-related dissemination is planned to increase audience reach during M19–M36.
- **Additional communication activities:** The production of brochures and flyers has already reached the target (4 produced), while other communication channels continue to grow steadily. Social media performance is progressing well, with 345 followers and 104 posts achieved by M18, supported by regular content dissemination and partner engagement. Similarly, the newsletter and mailing activities are expanding, with 55 subscribers and 3 newsletters already delivered. Press outreach is also developing positively, with 2 press releases distributed and continued engagement with the media planned. During M19–M36, the consortium will further strengthen these activities through increased content production, targeted dissemination campaigns, and additional promotion across partner networks to maximize outreach and engagement by the end of the project.

Underperformed targets and mitigation measures

Certain KPIs currently sit below the initial M18 projections. These deviations are primarily linked to the project's lifecycle, as high-level scientific and networking outputs require a foundation of solid, validated technical results which are only now becoming available.

Table 5: Underperformed targets and mitigation measures

KPI	Reason for deviation	Mitigation / Corrective Action
Scientific publications	Peer-reviewed journals require mature, validated data. M1-M18 was focused on framework design rather than final testing.	With pilots entering the validation phase, papers are already in the pipeline for 2026/2027
Participation in external events	The consortium prioritized internal technical development and the DICE Alliance launch over general event attendance.	The consortium is currently identifying high-impact international forums for the second half of the project to showcase finalized pilot results and the CERTAIN framework.

4 OUTREACH AND IMPACT CREATION PLAN M19-M36

Building on the foundations established during the first 18 months of the CERTAIN project, the second phase (M19–M36) will focus on scaling dissemination efforts, strengthening stakeholder engagement, and supporting the uptake and sustainability of project results. As the project transitions from framework development to validation and demonstration through its pilot activities, communication and dissemination actions will increasingly emphasize concrete results, use cases, and practical applications.

The outreach and impact creation strategy for this period is designed to:

- Maximize visibility of validated results and pilot outcomes
- Facilitate stakeholder uptake and engagement across all target groups
- Support scientific dissemination and contribution to standardisation activities
- Strengthen collaboration within the European AI and data ecosystem
- Ensure long-term sustainability and exploitation of project outcomes
- The following subsections outline the planned activities and strategic priorities for M19–M36.

4.1 PROJECT WEBSITE AND SOCIAL MEDIA CHANNELS OPTIMISATION

During the second half of the project, the CERTAIN website will continue to serve as the central hub for all communication and dissemination activities. Efforts will focus on optimizing content structure, usability, and performance to reflect the increasing maturity of project results.

Key actions include:

- Content enhancement and restructuring, with a stronger focus on pilot outcomes, validation results, and user-oriented content
- Regular updates of the resources section, ensuring timely publication of deliverables, scientific outputs, and multimedia materials
- Improved storytelling, translating technical results into accessible content tailored to non-technical stakeholders
- Search engine optimisation (SEO) measures to increase discoverability and reach beyond the immediate project network
- Enhanced analytics monitoring, enabling data-driven adjustments to content strategy and user engagement
- Social media channels will be further leveraged to amplify project results and foster interaction with stakeholders. Activities will include:
 - Increasing the frequency and consistency of posts aligned with key project milestones
 - Prioritizing high-performing formats (e.g. short videos, visual summaries, expert insights)
 - Targeted messaging tailored to specific stakeholder groups (e.g. policymakers, industry, research community)
- Cross-promotion with partner organisations and related initiatives
- Particular attention will be given to aligning social media content with major project outputs, ensuring coordinated and coherent dissemination across all channels.

Table 6: Content strategy optimisation plan

Content type	Frequency	Objective
News items	2–3 per month	Promote project developments, pilot progress, publications, and partnerships

Social media posts	3–4 per week	Increase awareness and stakeholder engagement
Expert insights	1 per month	Showcase consortium expertise on AI compliance assessment and ethics
Pilot spotlight	1 every 2 months	Present pilot achievements, challenges, and lessons learned
Deliverables spotlight	Upon publication	Translate technical results into accessible content
CERTAIN Talks videos	Quarterly	Feature project partners and external experts
Podcast episodes	Quarterly	Discuss emerging topics in trustworthy AI and regulation
Event promotion and reporting	As needed	Increase participation and disseminate outcomes
Scientific publication highlights	Upon publication	Promote research outputs and open science activities

4.2 NEWS, NEWSLETTER AND PRESS STRATEGY

The news, newsletter, and press strategy for M19–M36 will shift from general awareness-raising to the promotion of concrete results, pilot achievements, and strategic collaborations.

Planned actions include:

- Regular publication of news items on the project website, highlighting key milestones, pilot progress, and participation in events
- Expansion of the newsletter subscriber base, with targeted efforts to engage stakeholders across all target groups
- Increased frequency of newsletters, providing structured updates on project developments, upcoming activities, and relevant policy or technological trends
- Segmentation of content, where feasible, to better address the interests of different stakeholder categories
- The press strategy will focus on maximizing visibility of high-impact achievements:
- Preparation and distribution of press releases linked to major milestones, such as pilot results, validation outcomes, and final project outputs
- Continued use of professional media distribution tools to reach specialized European and international outlets
- Coordination with consortium partners to support localized media outreach, ensuring broader geographical coverage

These actions aim to strengthen CERTAIN's presence in both specialized and general media, positioning the project within ongoing European discussions on trustworthy and ethical AI.

The project aims to publish approximately 24-30 news items during M19–M36, covering:

- Pilot validation milestones
- Living Lab activities
- Demonstration events

- Publications and scientific achievements
- Standardisation contributions
- AI Act and regulatory developments
- CERTAIN Talks and podcast releases
- Collaboration activities within the DICE Alliance
- Participation in major European events
- Final project achievements and exploitation activities

A total of six newsletters will be distributed during the second half of the project:

Newsletter 1	M20	Pilot validation kick-off and project progress
Newsletter 2	M23	Living Lab activities and stakeholder engagement
Newsletter 3	M26	Mid-phase pilot results and scientific outputs
Newsletter 4	M29	Standardisation activities and AI Act developments
Newsletter 5	M32	Demonstration results and exploitation opportunities
Newsletter 6	M35	Final outcomes, sustainability, and future roadmap

At least two additional press releases are planned during M19–M36:

- Major achievements within the DICE Alliance, around month 35
- Final project results and impact announcement, month 36

Press releases will be distributed through professional media outreach tools and amplified through partner communication channels to maximise European visibility.

4.3 UPCOMING COMMUNICATION CAMPAIGNS

In M19–M36, communication campaigns will play a central role in translating complex project results into accessible and engaging formats. Campaigns will be increasingly results-driven and aligned with the progress of the pilot activities.

Planned campaigns include:

- Pilot-focused campaigns, showcasing each of the seven pilots through dedicated storytelling formats (e.g. videos, case studies, infographics), highlighting their real-world applications and impact
- “Results in focus” series, presenting key findings from deliverables and validation activities in simplified and visual formats
- Expert insights and thought leadership content, featuring contributions from consortium partners on topics such as AI compliance assessment and standardisation
- Continuation and expansion of existing formats such as CERTAIN Talks and the CERTAIN podcast, with a stronger emphasis on lessons learned and pilot outcomes

Each campaign will follow a multi-channel approach, combining website content, social media dissemination, and, where relevant, integration into newsletters and events.

The objective is to ensure that project outputs are not only disseminated but also understood, reused, and adopted by relevant stakeholders.

4.4 SCIENTIFIC DISSEMINATION

Scientific dissemination will significantly intensify during the second half of the project, as pilot activities reach maturity and validated results become available.

Key priorities include:

- Submission of peer-reviewed publications to high-impact journals and international conferences in the fields of AI, data governance, and trustworthy systems
- Development of joint publications across work packages, ensuring coherence and interdisciplinary contributions
- Promotion of results through open access channels, in full alignment with Horizon Europe Open Science requirements
- Continuous use of the Zenodo repository to ensure accessibility and long-term preservation of scientific outputs
- In addition to traditional academic dissemination, efforts will be made to:
- Contribute to policy-oriented publications and white papers, targeting decision-makers and regulatory stakeholders
- Support standardisation activities, by providing technical input and evidence-based contributions to relevant European and international bodies

These actions aim to position CERTAIN as a reference initiative in the field of trustworthy and certifiable AI.

Scientific Publications in the pipeline

Towards a Framework for Supporting the Ethical and Regulatory Certification of AI Systems (Workshop Paper)

Authors: Fabian Kovac, Sebastian Neumaier, Timea Pahi, Torsten Priebe, Rafael Rodrigues, Dimitrios Christodoulou, Maxime Cordy, Sylvain Kubler, Ali Kordia, Georgios Pitsiladis, John Soldatos, Petros Zervoudakis

Responsible Partner: SPU

AIDOC-AP: An Application Profile for Technical Documentation of AI Systems (Conference Paper)

Authors: Sebastian Neumaier, Tobias Dam, Fabian Kovac

Responsible Partner: SPU

Operationalizing Ethics-by-Design in Federated Data Spaces: A Systematic Literature Review (Journal Article)

Authors: Konstantinos Amplianitis, Konstantinos Sklavenitis, Eleni Mangina

Responsible Partner: UCD

Towards Ethical Self-Assessment in AI: Integrating Legal Compliance and Gender-Respectful Principles (Conference Paper)

Authors: Fenia Giannakopoulou, Konstantina Rigou, Nikolas Moraitis, Yasaman Yousefi, Athanasios Anastasiou, George Dimitrakopoulos

Responsible Partners: ANADELTA & DEXAI

Technology-mediated Screening Interviews for Youth Mental Health: Content Validation, Randomized Controlled Trial, and Expert Evaluation

Responsible Partner: University of Maribor

Towards Sustainable AI: Sustainability Metrics for Inference Engines in Different Deployments Focusing on Carbon Footprint and Deployment Cost (Conference Paper)

Authors: George Fragiadakis, Neoklis Kollias, George Dimitrakopoulos, Mara Nikolaidou

Responsible Partner: Harokopio University of Athens

The Feature-Space Illusion: Exposing Practical Vulnerabilities in Blockchain GNN Fraud Detection (Conference Paper)

Authors: François Frankart, Thibault Simonetto, Maxime Cordy, Orestis Papageorgiou, Nadia Pocher, Gilbert Fridgen

Responsible Partner: University of Luxembourg

On the Robustness of Tabular Foundation Models: Test-Time Attacks and In-Context Defenses (Conference Paper)

Authors: Mohamed Djilani, Thibault Simonetto, Karim Tit, Florian Tambon, Salah Ghamizi, Maxime Cordy, Mike Papadakis

Responsible Partner: University of Luxembourg

Risk-based Design for Sustainability in Cloud Systems: Insights from an Experts' Survey (Conference Paper)

Authors: Maria Voreakou, Kleopatra Bardaki, George Kousiouris, Mara Nikolaidou

Responsible Partner: Harokopio University of Athens

Quantifying Training Membership Information in the Hyperspherical Embedding Geometry of Face Recognition Models (Conference Paper)

Authors: Ünsal Öztürk, Sébastien Marcel

Responsible Partner: Idiap

Variational Latent Entropy Estimation Disentanglement: Controlled Attribute Leakage for Face Recognition (Journal Paper)

Authors: Ünsal Öztürk, Vedrana Krivokuća Hahn, Sushil Bhattacharjee, Sébastien Marcel

Responsible Partner: Idiap

4.5 FUTURE WEBINARS AND EVENTS

The event strategy for M19–M36 will shift toward increased external engagement and the promotion of validated project results.

Planned activities include:

- Organisation of public webinars and workshops, focusing on pilot outcomes, compliance assessment frameworks, and practical implementation aspects
- Participation in high-impact international events, particularly those aligned with the project's key domains (AI, data spaces, cybersecurity, and regulation)
- Organisation of demonstration events, showcasing the results of the Living Labs and pilot use cases to targeted stakeholder groups
- Increased involvement in policy and standardisation forums, supporting dialogue with regulators and institutional actors

Each event will be supported by a structured communication approach, including pre-event promotion, live coverage where appropriate, and post-event dissemination of key outcomes.

A final project event will be organised toward the end of the project, bringing together stakeholders from all target groups to present CERTAIN's main achievements and foster discussions on future uptake and sustainability.

The consortium will target major European and international events related to trustworthy AI, AI governance, compliance assessment, cybersecurity, standardisation, and data spaces.

Table 7: Targeted future webinars and events

Event	Relevance to CERTAIN
European Big Data Value Forum 2026	Key European event for AI, data, and digital innovation communities
Data Spaces Symposium 2026	Strategic event for data spaces, interoperability, and trusted data ecosystems
Trustworthy AI Summit 2026	Dedicated event focused on responsible and trustworthy AI implementation
ETSI AI and Data Conference	Strong focus on AI standards, certification, and regulatory compliance
AI, Data and Robotics Forum	Engagement with the European AI, Data and Robotics community
European Conference on Artificial Intelligence	Scientific dissemination of project results
CPDP Conference	Privacy, governance, and regulatory discussions relevant to CERTAIN
European Cyber Week	Cybersecurity and trustworthy digital systems
IEEE International Conference on AI Testing	Validation, testing, and certification of AI systems
EAB-RPC 2026 – EAB Research Projects Conference 2026	Biometrics, networking, possible future project applications
Large-Scale AI Risks Conference	Ethics, safety, governance, and trustworthy AI discussions

Planned CERTAIN-Organised Events

The consortium plans to organise:

- 3/4 public webinars focused on AI compliance assessment and pilot outcomes, in collaboration with the DICE alliance
- Final CERTAIN Conference (M35–M36) presenting project results, lessons learned, policy recommendations, and sustainability plans

These events will support stakeholder engagement, knowledge transfer, validation activities, and long-term adoption of CERTAIN results across Europe.

4.6 COMMUNITY BUILDING AND SYNERGIES

Community building and the development of strategic synergies will remain a core priority throughout M19–M36, with a clear shift towards consolidating and expanding the existing network of stakeholders and partners. Building on the foundations established in the first half of the project, CERTAIN will focus on strengthening its ecosystem presence and enhancing the quality and depth of engagement across all target groups.

In particular, stakeholder engagement activities will be expanded through more targeted outreach efforts, with increased attention to underrepresented groups and a stronger involvement of industry actors and policymakers. At the same time, collaboration within the DICE Alliance will be further reinforced through coordinated communication actions, joint events, and closer alignment of technical and policy-related contributions across sister projects.

Efforts will also be dedicated to establishing new liaisons with additional Horizon Europe projects and related initiatives, thereby broadening the project's collaborative ecosystem and ensuring stronger alignment with complementary activities at the European level. In parallel, CERTAIN will actively seek to develop synergies with external organisations, including standardisation bodies, industry associations, and digital innovation hubs, to support knowledge exchange and enhance the long-term relevance of its results.

A key priority during this phase will be to move towards more interactive and two-way engagement with stakeholders, enabling them not only to receive information but also to actively contribute feedback on project outputs and participate in their validation. This approach will further support the uptake and sustainability of the CERTAIN framework beyond the project lifetime, while reinforcing its practical relevance.

Overall, these activities will contribute to a broader objective of supporting a cohesive European approach to trustworthy AI, fully aligned with ongoing regulatory developments and the evolution of European data space initiatives. Through this transition, CERTAIN aims to evolve from a model of community building to one of community activation, in which stakeholders are actively engaged in the adoption, dissemination, and long-term impact of project results.

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5 CONCLUSIONS

This deliverable has provided an overview of the communication, dissemination, and community-building activities carried out within the CERTAIN project during the first 18 months of implementation (M1–M18). It has also presented an assessment of the performance of the CERTAIN Communication, Dissemination and Community Building Strategy against the Key Performance Indicators (KPIs) defined at the beginning of the project, as well as a forward-looking plan for the second half of the project (M19–M36).

The analysis confirms that the project has successfully established a solid foundation for communication and dissemination during this initial phase. Core digital infrastructure, including the project website and social media channels, has been effectively deployed and consolidated, enabling consistent visibility of project objectives, activities, and early results. In parallel, targeted communication actions, including campaigns, multimedia content, and stakeholder engagement, have contributed to the gradual expansion of the CERTAIN community among key target groups.

Overall, KPI monitoring demonstrates that the project is progressing in line with expectations, with particularly strong performance in digital outreach and visibility-related indicators. At the same time, areas that are more dependent on the maturity of technical results, such as scientific publications and large-scale external engagement, reflect the natural progression of the project lifecycle and are expected to accelerate in the second phase.

The continuous monitoring of communication and dissemination KPIs has been instrumental in ensuring effective implementation of the strategy, enabling the consortium to identify strengths, address deviations where necessary, and adapt activities in a timely and structured manner.

Regarding project milestones, progress has been achieved in line with the planned schedule. For Milestone M1, Deliverable D8.1 has been successfully completed and made available. For Milestone M2, engagement activities have progressed well, with more than 20 stakeholders reached so far; the full list of stakeholders is provided in the project records and stakeholder engagement documentation. Concerning Milestone M3, completion is underway. Deliverable D8.5 was submitted on time, while the first exploitation workshop is currently being organized. The workshop scheduling was intentionally postponed until the completion of D8.5 to ensure that the latest project results and exploitation opportunities could be effectively incorporated into the event.

Looking ahead, the second half of the project will focus on amplifying the visibility of validated results, strengthening engagement with stakeholders across all target groups, and supporting the uptake and exploitation of CERTAIN outcomes. With the transition from framework development to pilot validation and demonstration, communication activities will increasingly emphasize concrete use cases, scientific outputs, and real-world impact.

In conclusion, the CERTAIN consortium remains confident that the established communication, dissemination, and community-building strategy provides a strong basis for achieving the project's objectives. With the continued commitment and collaboration of all partners, CERTAIN is well-positioned to further increase its visibility and impact and to support the broader adoption of trustworthy and certifiable AI across Europe.