



# CERTAIN

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

## **D8.1: COMMUNICATION, DISSEMINATION, COMMUNITY BUILDING PLAN**

Initial report



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<b>Authors</b>	Staheyeff, Sophie (Digital for Planet) Chaudhary, Parul (EITD)
<b>Reviewers</b>	Rizzo, Anna (DEXAI) Neumaier, Sebastian (SPU, Fachhochschule St. Pölten) Trasanidis, Orestis (EITD)
<b>Abstract</b>	This deliverable aims to develop a comprehensive Communication, Dissemination, and Community Building strategy for CERTAIN for outreach and impact creation, taking into account the results to be disseminated, the target groups and audiences to be engaged, and the impact to be achieved. Expected outcomes and impacts, evaluation measures and tools are also defined. This strategy provides the framework for the various awareness-raising, promotional and community-building activities that will be carried out during the project.
<b>Keywords</b>	Communication, Dissemination, Outreach, Community building, Stakeholder engagement

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<b>Classified S-UE/ EU-S</b>	<i>EU SECRET</i> under the Commission Decision <a href="#">No2015/ 444</a>	

\* *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.*

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## EXECUTIVE SUMMARY

This deliverable aims to develop a comprehensive communication and dissemination strategy for CERTAIN for outreach, community building and impact creation, taking into account the results to be disseminated, the target groups and audiences, and the impact to be achieved. Expected outcomes and impacts, evaluation measures and tools are also defined. This strategy provides the framework for the various awareness-raising, promotional and community-building activities that will be carried out during the project.

Section 1 introduces the project vision and gives an over of the deliverable's structure.

Section 2 covers the objectives of the strategy, the target audience the project aims to reach and the main messages and activities to engage them, and how CERTAIN aims to communicate and disseminate project results in a way that is respectful of the environment.

Section 3 presents the project's brand identity and how it will ensure a recognisable and consistent visibility throughout its activities and channels. The internal communication channels of the project as well as the external online and offline communication channels and activities are also described in this section. This includes the website, the social media channels, the newsletter, the press releases, events, and promotional material.

Community building and synergies are the main topics in Section 4, which presents a mapping of the target groups, introduces the CERTAIN Stakeholder Group, discusses the synergies with sister projects and maps out the relevant external organisations to liaise with throughout the project.

The final section (Section 5) presents the Key Performance Indicators related to Communication, Dissemination and Community, the relevant deliverables and.

The deliverable wraps up with a list of main conclusions and next steps.

In Appendix A, you will find the project's complete brand guidelines.

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## GLOSSARY AND ACRONYMS

The list of terms, group of words, expression used in this document are explained in the table below.

*Table 1 Glossary*

Term, expression	Definition
<b>Advisors</b>	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.
<b>Communication</b>	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.
<b>Dissemination</b>	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.
<b>Stakeholders</b>	Actors with a vested interest in the project outcomes, providing input, feedback, and support, but not directly involved in core decision-making.

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The list of acronyms used in this document and their meaning is explained in the table 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
EBDVF	European Big Data Value Forum
EU	European Union
GDPR	(European) General Data Protection Regulation
IEEE	Institute of Electrical and Electronics Engineers
KPI	Key Performance Indicator
M	Month
TG	Target Group

# 1 INTRODUCTION

The structure of this deliverable is as follows: Section 2 outlines the main aspects of the Communication, Dissemination, and Community Building Plan, the key stakeholders relevant to the project and the sustainable approach to the communication activities; Section 3 describes the communication and dissemination tools developed and activities performed till M05; Section 4 illustrates the community building and synergy activities with relevant initiatives; Section 5 outlines the current status of activities at M05 against the planned Key Performance Indicator (KPIs); finally, Section 6 is dedicated to the conclusions and next steps.

## 1.1 PROJECT VISION

CERTAIN aims to create a cohesive and compliant ecosystem for Artificial Intelligence (AI) stakeholders, fostering trust, transparency, and innovation in the European data economy. Through collaboration and standardisation, the project aims to empower organisations to navigate complex regulatory landscapes, embrace cutting-edge technologies, and drive sustainable growth in the data market and AI sector. Ultimately, the project seeks to establish a framework that promotes responsible AI development, enhances data governance practices, and maximises the societal benefits of AI innovation for a diverse set of actors.

CERTAIN aims to achieve seven main objectives:

- Enable traceability of critical information of AI systems
- Produce guidelines for legally and ethically compliant AI system assessment regarding European Union (EU) regulations
- Design tools for dataspace providers and data holders to help them to be compliant with EU regulations related to AI and minimise energy consumption
- Develop methods to improve and assess the compliance of AI systems with EU regulations related to AI
- Design certification procedures for AI systems
- Empirical evidence of the applicability and adequacy of the proposed framework across multiple sectors
- To enable the development of an open, dynamic, multi-disciplinary and sustainable community around the EU AI ecosystems and liaised initiatives and actions, towards an EU regulation compliance frameworks

## 2 COMMUNICATION, DISSEMINATION AND COMMUNITY BUILDING STRATEGY

### 2.1 OBJECTIVES OF THE STRATEGY

To establish a cogent plan of action that will significantly impact the European AI ecosystems, all work packages closely coordinate their communication and distribution efforts. To expand the project's reach and optimize the impact of CERTAIN activities, the consortium actively seeks and maintains close coordination with the European Commission, other ongoing Horizon Europe projects, and other associations and initiatives in closely related domains, such as Big Data Value Association (BDVA), AI, Data and Robotics Association (ADRA), and more.

With the intention of optimizing its anticipated impact, CERTAIN combines the exploitation and sustainability operations with the communication, dissemination and community building efforts in a close-knit manner.

The main objectives of this communication and dissemination strategy are the following:

- Develop a distinctive and identifiable brand identity to aid in marketing campaigns.
- Spread the word about CERTAIN's accomplishments and outcomes to guarantee the project's broad visibility and acceptance within the European AI community.
- To guarantee that the project results of the project are effectively showcased, leading to the validation and use of the end products by the relevant stakeholders.
- Build and grow the project's community within the consortium network and foster relationships with other initiatives, with a focus on EU-funded projects on related subjects to encourage discussion, synergy, and knowledge exchange
- Provide the AI community with visibility and resonance within the European ecosystem and beyond.

### 2.2 TARGET AUDIENCE

CERTAIN aims to engage with a range of different stakeholders, the main of which can be divided into ten Target Groups (TG) with the following expectations:

- Public, data donors, AI system end users (TG1). Data donors and AI system users seek privacy, data control, and security. They demand reliable, fair AI systems that don't harm them.
- Notified bodies (TG2). They must define certification processes and tests for AI compliance.
- Data holder (TG3). Data holders seek clarity on duties and opportunities under data regulations. They aim to navigate the data economy with help from intermediation services.
- Data spaces (TG4). European data spaces, require further development to ensure security, privacy, and standardization. They must align with green deal objectives, considering AI's energy consumption.
- AI system providers (TG5). AI system providers prioritize access to high-quality standardized data for system quality. Compliance with the AI Act and supporting green deal objectives are essential for them.
- AI system deployers (TG6). AI system deployers require compliance with regulations but may lack expertise in AI. They rely on external entities like certification bodies to verify compliance and may request compliance certificates in proposals.

- Academic community (TG7). They aim to advance in their fields, stay updated on research, leverage latest advancements, and publish their findings.
- Policy makers (TG8). They require current, unbiased information to shape AI-related policies based on the latest advancements
- Open-source community (TG9). They aim to facilitate communication and growth in the AI economy with advanced tech and standards.
- Standardisation bodies (TG10). AI standardisation bodies expect clear, actionable input from stakeholders to develop interoperable, trustworthy, and regulation-aligned standards that foster innovation and cross-border AI deployment.

## 2.3 SUSTAINABLE APPROACH TO COMMUNICATION AND DISSEMINATION

The CERTAIN communication and dissemination approach actively considers the sustainability principles for the organisation of events, and the production of communication materials. For this purpose, CERTAIN will:

- Organise and co-organise with other initiatives, whenever possible, virtual meetings and workshops instead of face-to-face events.
- Avoid using material resources where possible (avoiding printing flyers when unnecessary and promoting the online download, producing promotional materials using recycled materials, and avoiding single-use products, for example).
- Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending bicycle use and public transport at CERTAIN events, and rewarding these actions).
- Work with suppliers (printers, caterers, etc.) that use sustainable products and materials.

## 3 LAUNCH OF COMMUNICATION AND DISSEMINATION ACTIVITIES

### 3.1 BRAND IDENTITY

The logo, colour scheme, and typography that make up the CERTAIN brand identity are all intended to communicate a specific identity message. In addition to offering unique and memorable elements, a strong brand identity provides a unified and consistent "look and feel" throughout all media (including printed and electronic visual media).

The visual identity and rules were set at the outset of the project to produce a strong and unique brand. They will be included into all dissemination and distribution materials produced during the project and used by all project partners in their communication efforts.

The complete CERTAIN Brand Guidelines are available in APPENDIX A.

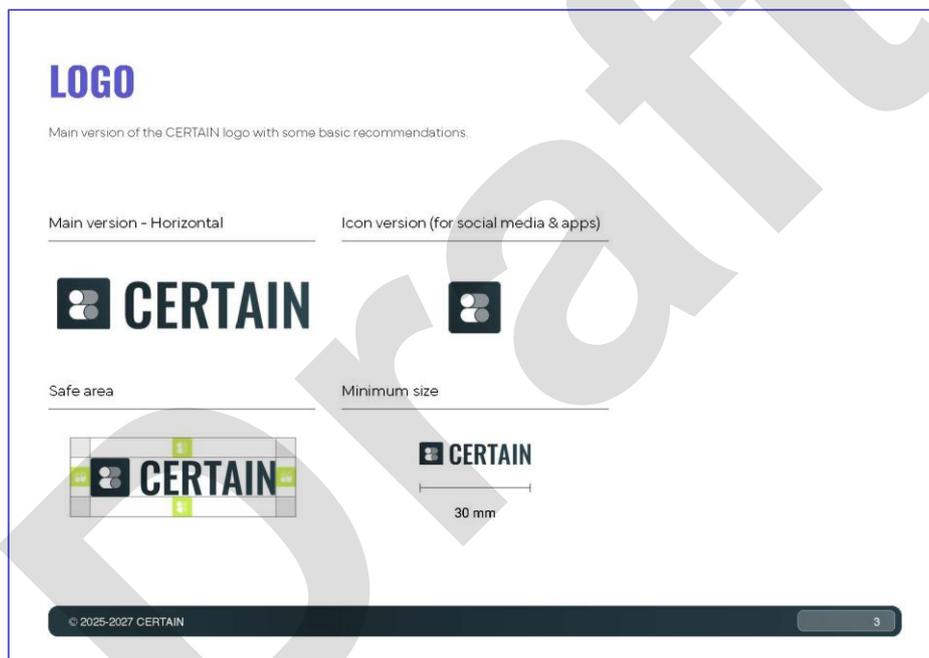


Figure 1 Excerpt from Brand Guidelines

### 3.2 ONLINE CHANNELS

#### 3.2.1 Website

An initial page with the most relevant tabs, including a description of the project, its goals, and the consortium partners was launched in Month (M) 03 (March 2025). The contact email, newsletter subscription, and links to social media channels to raise awareness about the start of the project and engage the visitors in the upcoming activities, were also included on the website.

In M04, April 2025, a fully functional website (<https://certain-project.eu/>) with the added tabs for news, scientific publications, public deliverables, events, and information on the pilots was launched. Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups.

The website is intended to provide a one-stop hub for the presentation and promotion of the project's activities and to this end, several measures have already been implemented, namely:

- Gather email addresses of interested users thanks to a subscription form available on all pages. This mailing list will help us spread the activities of the project through a periodic e-Newsletter and digital digest.
- Encourage partners to submit their news related to CERTAIN to the project website for republishing to the broader audience. This will strengthen the website's relevance, as well as increase its reach and impact.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that CERTAIN is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.
- Organise and aggregate news articles by topic and relevance to improve the ability to share e.g., via social channels, especially when dealing with calls to action such as participation to events. This allows the project to maximise the value of its communication outreach.

The project website serves as a comprehensive platform to assess the effectiveness of CERTAIN communication and dissemination efforts. This is achieved by carefully analysing web analytics data. The CERTAIN consortium utilises [Matomo](#) as their web analytics software platform to obtain detailed reports on the project's communication campaigns, website visits, acquisitions, and overall website performance. Importantly, Matomo aligns with European General Data Protection Regulation (GDPR) standards and safeguards the ownership of collected data.

The following figure shows the analytics of the website visits since launching the website. It shows that there has been a total of 856 visits to the website, with 2831 page views. A more detailed breakdown can also be found in the following Figure.



Figure 2 CERTAIN WEBSITE ANALYTICS

The project website's home page has evolved into a clear and clean communication interface that is easily navigable, giving access to all relevant public information about the project. The website is structured into the following sections:

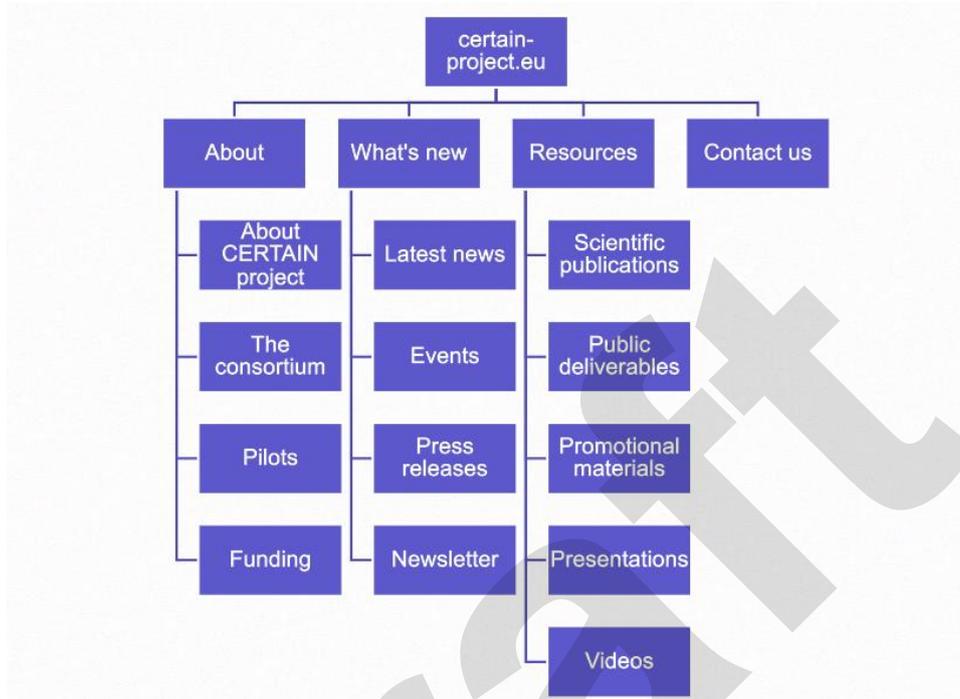


Figure 3 OVERVIEW OF THE WEBSITE STRUCTURE

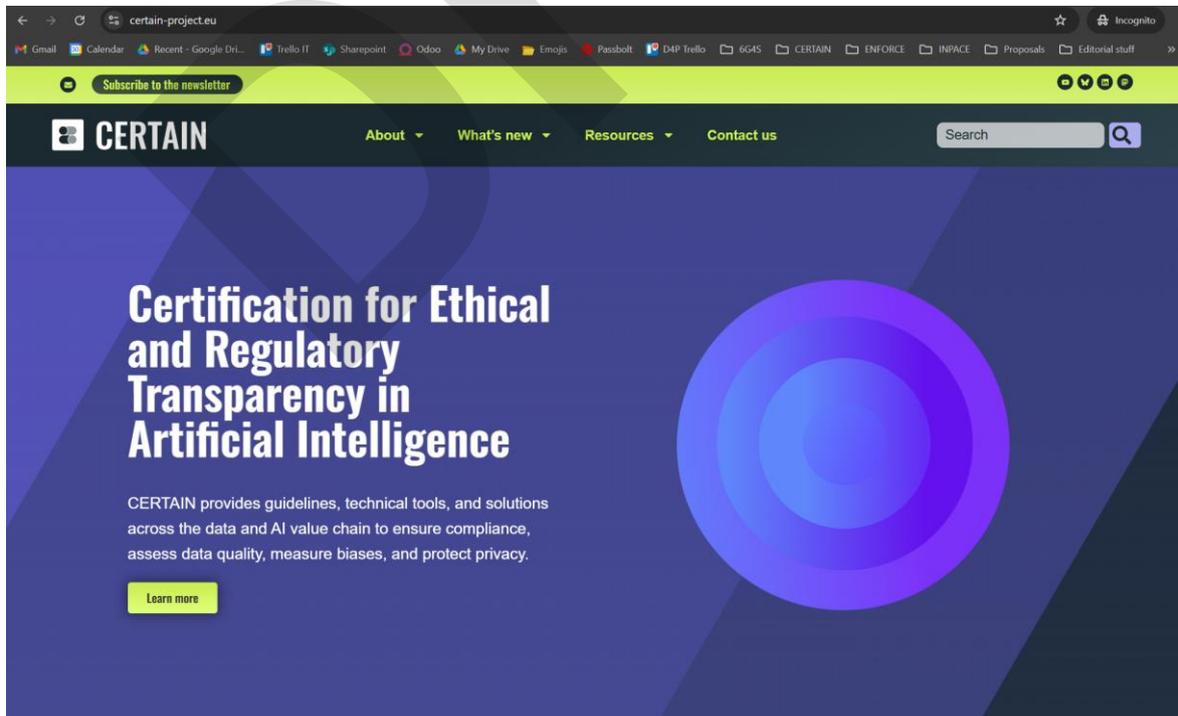


Figure 4 CERTAIN HOMEPAGE

### 3.2.2 Social media channels and hashtags

Various social media channels have been established as marketing tools to promote activities and outputs of the project on a regular basis, while also encouraging a wider discussion on the topics related to the project such as ethics in technology and AI. Thus, CERTAIN creates an active presence on the most popular social media channels, such as LinkedIn and YouTube, as well as Mastodon and BlueSky in an active attempt to promote open-source and decentralised internet platforms. These platforms are all linked to the website. You will find below a brief description of the CERTAIN approach to each social media channel.

#### 3.2.2.1 LinkedIn

LinkedIn is currently the main business network in the world and has over 1 billion users in more than 200 countries and territories. In preparation for the project's Kick-Off meeting, CERTAIN set up its LinkedIn account (January 2025), and in the first four months since the inception of the project, it has gained 137 followers, with a total of 8129 impressions on the content that has been shared so far.

The LinkedIn profile of CERTAIN is a complement to the website, helps drive traffic to [certain-project.eu](https://certain-project.eu), and provides a way to promote the project. We will mention partners' LinkedIn pages when appropriate to create a positive exchange about visibility. Appropriate hashtags and accounts were identified to maximise the reach and coverage of the CERTAIN LinkedIn channel for the project's content to be found by the target audience, to increase the number of views, likes and shares, and to increase the number of visitors to the website.

#### 3.2.2.2 Mastodon and BlueSky

Mastodon is a decentralised social media platform that allows users to connect and communicate with others through microblogging in a federated network of independently operated servers. It offers greater control over privacy, fosters community building, and promotes a diverse and inclusive online environment. Similarly, Bluesky is a decentralized social media platform that operates as a microblogging service, similar to X (formerly Twitter), where users can share text, images, and videos.

Because CERTAIN's focus is on ethical and transparent AI, it is essential for the project itself to proactively support open-source and decentralised internet platforms. Furthermore, the EC has clearly declared its wish to move away from only working with big tech company platforms, and following the trend of other tech-related Horizon Europe projects such as Next Generation Internet or 6G4Society, CERTAIN opened its Mastodon and BlueSky accounts in January 2025: [mastodon.social/@CERTAIN](https://mastodon.social/@CERTAIN) and [@certainproject.bsky.social](https://bsky.social/certainproject.bsky.social). They have 16 and 15 followers respectively.

Being newer social media platforms and therefore being less known, CERTAIN's strategy is to use LinkedIn to highlight the Mastodon and BlueSky accounts and drive followers there. In terms of content, the posts will resemble the ones on LinkedIn, highlighting the main updates, events, and activities from the CERTAIN consortium.

#### 3.2.2.3 YouTube

YouTube is an online video-sharing and social media platform. It will serve as the main channel to communicate CERTAIN's video content such as interviews with experts or interviews with partners.

CERTAIN set up its YouTube account [@certain-project](https://www.youtube.com/@certain-project) in February 2025, and is aiming to post its first introductory video by M06 June 2025. All videos posted on the YouTube channel will be cross-promoted on the project's other social media channels. The YouTube channel has 2 subscribers.

### 3.2.2.4 Hashtags and relevant handles

Table 3 CERTAIN RELATED HASHTAGS and LINKEDIN HANDLES

CERTAIN RELATED HASHTAGS and LINKEDIN HANDLES	
Hashtags	#AI, #CERTAIN, #CERTAINProject #EURResearch, #HorizonEU #SustainableTech, #TechForGood
LinkedIn handles	European Commission EU Digital & Tech EU Science, Research and Innovation ADRA BBDVA

Table 4 SOCIAL MEDIA HANDLES OF CONSORTIUM PARTNERS

Partner acronym	Handle (LinkedIn)
IPS	IDEMIA
UL	University of Luxembourg
SPU	FH St. Pölten – University of Applied Sciences
INTRA	Netcompany-Intrasoft
UM	Institute of Media Communications – UM FERl DSPLab Laboratory HUMADEX
UKCM	UKC Maribor / University Medical Centre Maribor
NBG	National Bank of Greece
EITD	EIT Digital

HUA	Harokopio University of Athens
UT	University of Tartu
NVIS	NVISION
EMPW	Bürgerenergiegemeinschaft EMPOWER
RAL	Red Alert Labs
DEX	DEXAI - Artificial Ethics
INCO	Incom Group S.A.
NVCR	Novelcore
ANADELTA	None
IDIAP	Idiap Research Institute
D4P	Digital for Planet
UCD	University College Dublin

### 3.2.3 News items and newsletter

The News section on the website is being populated with news items related to the latest project updates and relevant events, with the aim of informing the users and target audience and utilize key words to drive traffic and engagement to the CERTAIN website.

The news items, as well as relevant events and announcements, will be summarized and collected into a newsletter that will be posted approximately every six months in a dedicated space on the website and MailerLite, an email marketing tool that allows to create and manage email campaigns. More specifically, the newsletter will provide regular updates on project findings and results, and news from the consortium partners, among others. The Newsletters will also contain information regarding the upcoming tasks and events in an attempt to inform the audience on how they can get in touch with the project and the connected initiatives.

A typical newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements, and a schedule of the major upcoming events. Mailings with invitations to relevant workshops and webinars, consultations, and other information that cannot wait for the newsletter publication or that cannot appear only in the newsletter, will be sent out regularly to the same database used for the newsletter. Project partners will provide information for the newsletter and ensure that the content is accurate.

The first issue of the digest is planned to be published in June 2025 (M06). An internal calendar will be shared with all project partners to receive their contributions and the final approval about the content and appearance. A registration functionality allowing the interested visitors to subscribe to the newsletter is already available on the project website. It will also be ensured that all actions comply with the requirements of the GDPR.

### 3.2.4 Press releases

A [first press release for the kick-off meeting](#) was drafted and released on 14 February 2025.

For the next months of project's activities, press releases will be edited on a regular basis to correspond with key accomplishments (e.g., organisation of a large event, implementation of key activities within the project, etc.). Using targeted media databases and specialised software such as [Prowly](#) and [Meltwater](#), press releases will be published in national and European media. In the paragraph below, a first target list is presented. CERTAIN also plans to target specific publications and media outlets relevant to its area of interest, vertical domains, and stakeholders to promote the work carried out by the project. All partners will also be in charge of communicating with their local media outlets.

A preliminary list includes:

- EU-funded research and innovation (i.e., Science Business, EU Research).
- European and national outlets (e.g., Euronews, The Parliament Magazine, Politico EU, The Guardian, Sonntagszeitung, Le Temps, BBC Click, The Huffington Post, La Stampa, Euronews.next).
- Green technology and general tech news outlets (e.g., BusinessGreen, Environment Journal, Tech Crunch, Guardian Tech).

Furthermore, significant project developments, news and announcements, white papers and articles introducing CERTAIN will be published on third-party portals, including professional and specialised platforms, relevant thematic blogs and collaboration platforms, partners' web portals, as well as through several freely accessible tools.

A preliminary list of the freely accessible portals includes:

- Cordis projects & results: <http://cordis.europa.eu/projects/homeen.html>
- Horizon Magazine <http://horizon-magazine.eu/>
- Headlines on the Commission's Research & Innovation website [www.ec.europa.eu/research/infocentre/allheadlinesen.cfm](http://www.ec.europa.eu/research/infocentre/allheadlinesen.cfm)
- CORDIS Wire <http://cordis.europa.eu/wire/>

Furthermore, to ensure a wider reach, all partners will be responsible for engaging with their local media outlets. The project's website will host all press releases.

## 3.3 OFFLINE CHANNELS

### 3.3.1 Events, workshops and conferences

Events, workshops and conferences represent important networking opportunities for CERTAIN, where both the vision of the project can be communicated to others as well as potential collaboration opportunities with other actors are cultivated.

By the time of publishing this deliverable, the following events, workshops and conferences have been attended by CERTAIN:

- EAB Martigny biometric workshop (19.05.25-20.05.25): CERTAIN held a presentation to showcase the vision of the project, and had a poster at the dedicated session.

- Data Week 2025 in Athens, Greece (27.05.25-28.05.25): CERTAIN organised with the “sister projects” a scientific workshop “Automation Meets Accountability: The Future of Compliance in Artificial Intelligence and Data Spaces”.

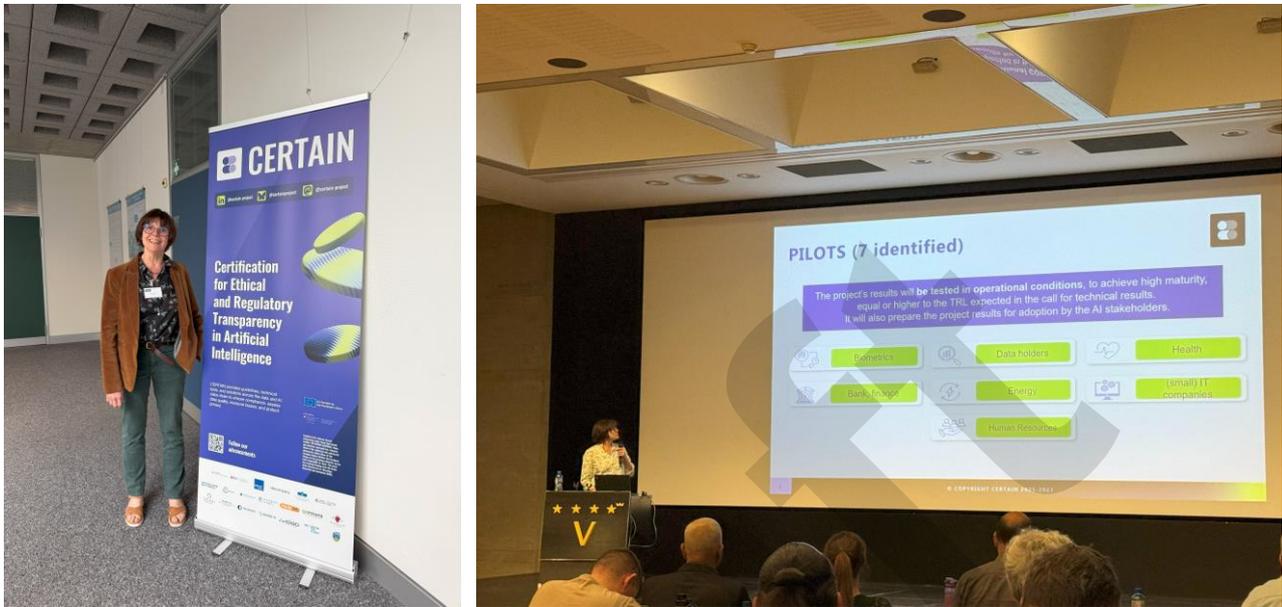


Figure 5 CERTAIN at Martigny Biometrics Workshop in May 2025

All events and the activities carried out by the consortium partners are tracked in the [Communication, Dissemination and Networking Monitoring tool](#) on the project repository.

CERTAIN will participate to relevant events, workshops, and conferences throughout the course of the project. At the time of publishing this deliverable, CERTAIN consortium partners confirmed their participation in the following events, workshops, and conferences:

- Second Workshop on Knowledge Graphs and Neurosymbolic AI (September 2025)
- AI, Data, Robotics Forum (ADR Forum) (September 2025)
- The European Big Data Value Forum (EBDVF) (November 2025)

Participation in these events is aligned with CERTAIN’s objectives to publish and disseminate key findings, build cross-sector collaborations, and foster uptake of project outcomes by target stakeholders.

### 3.3.2 Templates

A comprehensive PowerPoint presentation template has been developed for all partners to utilize seamlessly across a wide range of contexts, including external events, meetings, and internal sessions.



Figure 6 CERTAIN templates - PowerPoint

We have produced a common Word document for minutes that will be used by all partners for the length of the project to make managing the meetings easier. Furthermore, a template for deliverables was also produced. As a single template for all deliverables, this document promotes uniformity and facilitates efficient communication between all project participants.

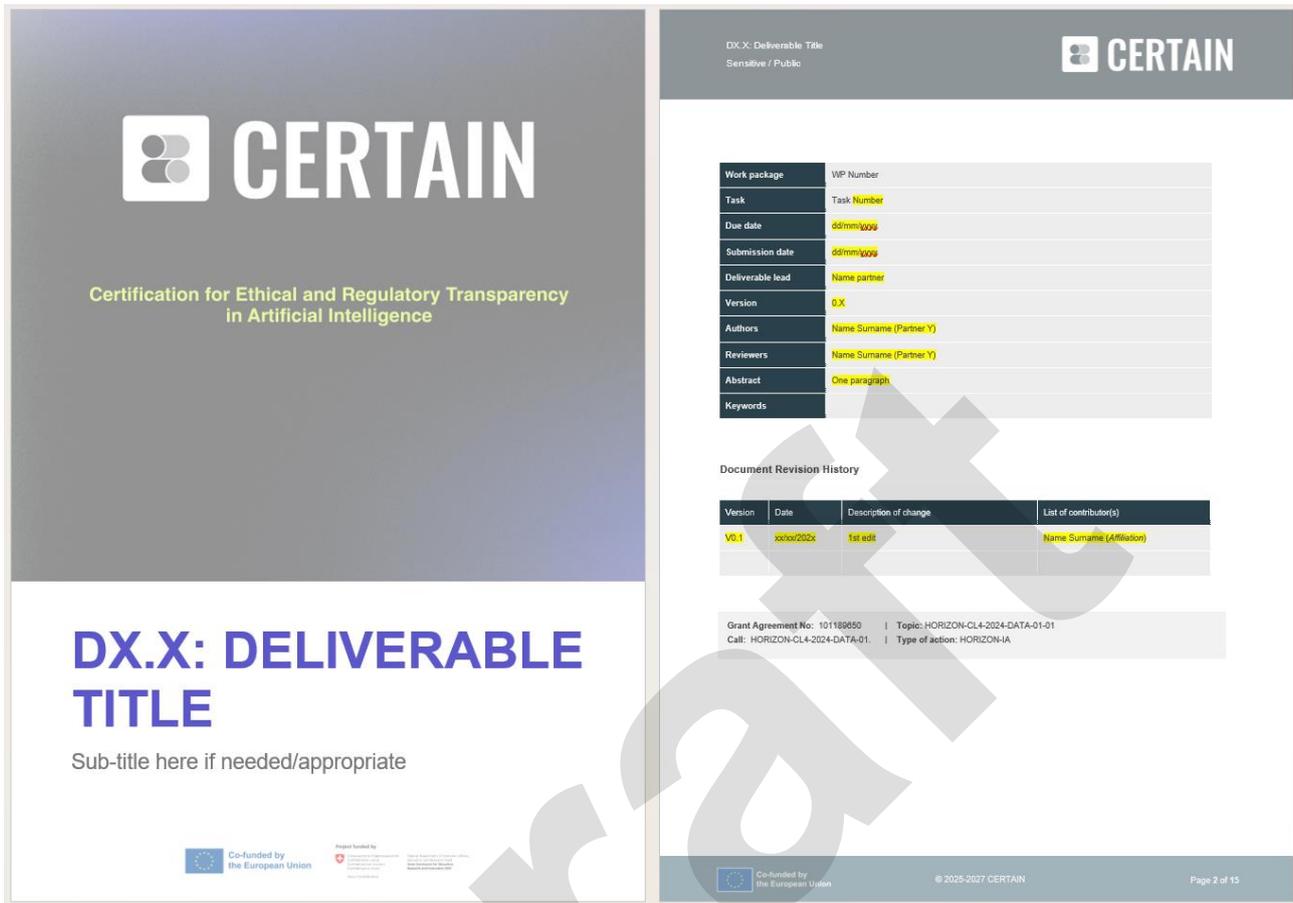


Figure 7 CERTAIN templates - Deliverable template

### 3.3.3 Promotional materials

To effectively communicate work and conclusions, a wide range of promotional materials will be generated during the project. A vast variety of papers, deliverables, technical reports, posters, webinars, and presentations are included in this. This extensive collection of results shows the project's dedication to openly exchanging knowledge, encouraging teamwork, and distributing insightful information across the community. Listed below are illustrative examples of the promotional materials developed.

#### 3.3.3.1 Introductory flyer

The purpose of the introductory project flyer is to introduce the external audience about CERTAIN and its goal while serving as a point of contact. The vision and the seven main objectives of the project are illustrated. The primary project contact details, including the project website, social media accounts, and email addresses for information, are listed on the postcard-style flyer. A digital version of the flyer, uploaded to both the internal Sharepoint of the project and the project website, will be used as much as possible in lieu of printed flyers to offer an environmentally friendly option.

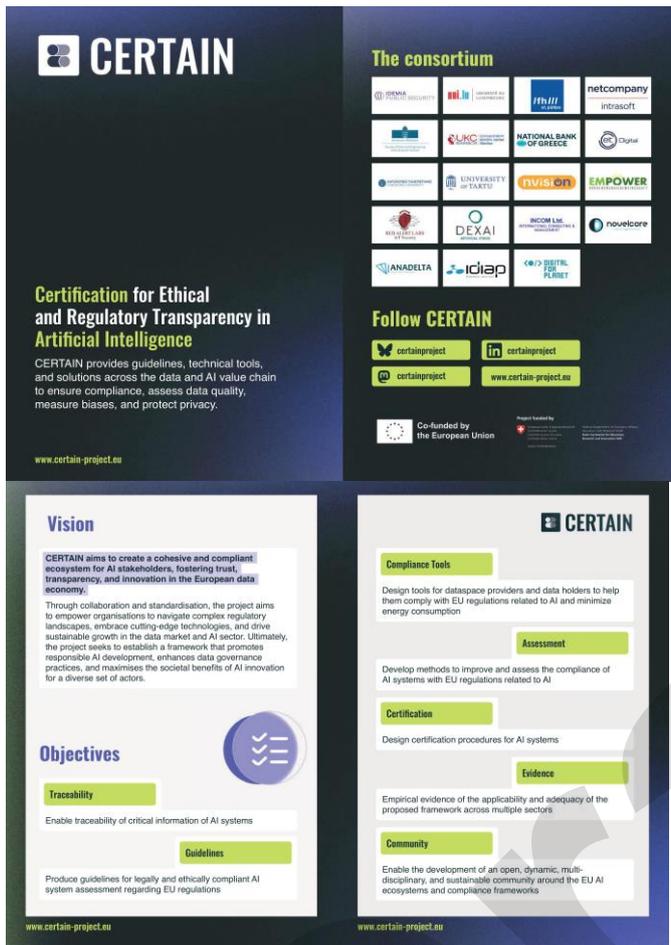


Figure 8 Introductory flyer

### 3.3.3.2 Roll-up

A roll-up with the main goal of the project as well as an overview of the consortium has been developed. It will be printed for the first relevant event it is needed for and passed on between consortium partners as needed.

**CERTAIN**

@certain-project @certainproject @certain-project

# Certification for Ethical and Regulatory Transparency in Artificial Intelligence

CERTAIN provides guidelines, technical tools, and solutions across the data and AI value chain to ensure compliance, assess data quality, measure biases, and protect privacy.

Co-funded by the European Union

Funded by EU's Horizon Europe programme under Grant Agreement number 101183650 (CERTAIN). Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

Follow our advancements

draft



Figure 9 Roll-up

## 4 COMMUNITY BUILDING AND SYNERGIES

### 4.1.1 Mapping the target groups

The main goal of these activities is to raise awareness, involve stakeholders in adopting CERTAIN's outcomes, and contribute to safe AI development in Europe.

Based on the target groups mentioned above, a stakeholder map has been developed. The stakeholder map is a visual tool to identify, categorise, and understand the roles and interests of all stakeholders involved in a project, product, or idea. It is a crucial part of stakeholder management, helping to clarify who can influence the project and how they are related to it. The map typically uses a four-quadrant influence-interest matrix, where the y-axis represents the level of interest (from highest to lowest) and the x-axis measures the level of influence (from low to high). Stakeholders are then plotted based on these two metrics, allowing project managers to understand their stakeholders' involvement and how to effectively communicate with them.

The stakeholder map is divided into four quadrants, in accordance with the above four levels of engagement, each representing a different combination of influence and interest:

- **High influence, High interest:** This quadrant includes stakeholders who not only have the power to affect project outcomes but also have a strong interest in the success of the project. These stakeholders are critical and require close engagement and regular communication to ensure their needs and expectations are met.
- **High influence, Low interest:** Stakeholders in this quadrant could impact the project significantly but may not have a direct interest in its day-to-day operations. For these stakeholders, it is essential to keep them well-informed to maintain their support.
- **Low influence, High interest:** This group includes stakeholders who, while not having significant power to influence the project, are highly interested in its progress and results. Regular updates and information sharing are vital to keep these stakeholders engaged and supportive.
- **Low influence, Low interest:** Stakeholders in this final quadrant may not have a direct influence or a substantial interest in the project but are still important to the broader community or sector. Monitoring and occasional communication may be sufficient for this group.

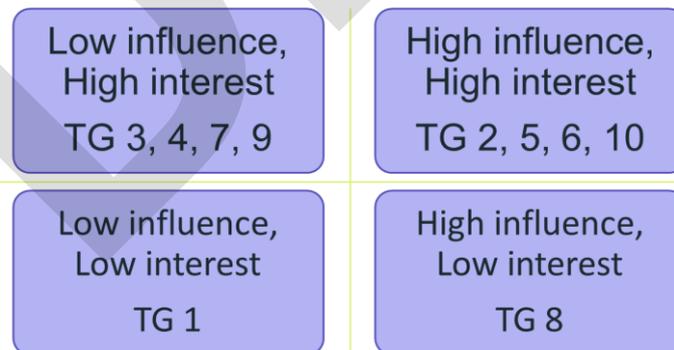


Figure 10 CERTAIN Stakeholder Map

By categorising stakeholders in this manner, CERTAIN project can tailor its communication and engagement efforts more efficiently, ensuring that each stakeholder receives attention proportional to their influence and interest. This strategic approach not only optimises resource allocation but also enhances the project's ability to achieve its goals through effective stakeholder management.

Stakeholder mapping is developed and based on the engagement approach to target groups as follows:

- **Inform:** All TGs (TG1-10)
- **Consult:** All apart from public (TG2-10)

- **Involve:** A small amount of all TGs through advisory boards and stakeholder group (TG1-10)
- **Collaborate:** CERTAIN Consortium Partners

### 4.1.2 Stakeholder group

The CERTAIN project engages a diverse and evolving set of stakeholders to ensure its success, alignment with the broader AI ecosystem, and relevance to real-world needs. These stakeholders fall into distinct categories based on their roles in the AI value chain:

#### 1. Stakeholders

These are actors with a vested interest in the project outcomes, providing input, feedback, and support, but not directly involved in core decision-making.

Some examples are listed below. While these align with the target groups identified for communication and dissemination, it's important to highlight that the overall stakeholder strategy is broader extending beyond just C&D activities and aims to actively engage stakeholders external to the consortium partners.

Table 5 CERTAIN Stakeholders for the Stakeholder Group

Category	Role in the CERTAIN Project
Data Holders	Manage large datasets and provide critical insights.
Dataspaces Providers	Offer secure, compliant, and interoperable data storage.
AI Systems Providers	Develop core AI technologies used in project pilots.
AI Systems Deployers	Implement AI solutions in real-world business environments.
Notified	Ensure AI systems meet compliance and certification standards.
End-Users	Use AI tools and provide practical feedback and validation.
Industry Partners	Benefit from use cases and commercial outcomes.
Standards Organizations	Contribute to the development of AI and data standards.
Policy Makers	Influence adoption pathways and regulatory frameworks.

#### 2. Advisors

Advisors are 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.

#### Stakeholder Engagement Principles

- **Diversity and Expertise:** Selection ensures balanced representation across the AI value chain and geographical regions.
- **International Reach:** Engaging with EU and non-EU actors (e.g. US, LatAm, Africa, India) to foster a global outlook.
- **Flexibility:** Stakeholder involvement is dynamic, allowing integration of new actors as the AI landscape evolves.

## External stakeholders and Advisors



- **Stakeholders:** Individuals or organizations with a vested interest in the project's outcomes. They may provide input, feedback, and support but are not directly involved in decision-making.
    - Can include organizations, end-users, and other entities that have a stake in the project's success.
    - Note:
      - Internal Stakeholders
      - External Stakeholders
  - **Advisors:** Experts who offer strategic advice and guidance. They play a more active role in shaping the project's direction and decisions.
- 
- **Selection should be based on Diversity and Expertise:** Ensure stakeholders fit into our strategy in terms of roles ( AI Value chain/Ecosystem)
  - **International:** EU plus outside ( US, Latam, Africa, India etc.)
  - **Flexible:** To include stakeholders as project and AI landscape evolves

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EB meeting 2025 03 31

Figure 11 Overview external stakeholders and advisors

### 4.1.3 Synergies with sister projects

Three other projects were funded under the same call: [DataPACT](#), [ACHILLES](#) and [ACCOMPLISH](#). CERTAIN is actively collaborating with these projects, ensuring close ties and active synergies throughout the three years of implementation.

Several activities have been implemented with these projects. For example, the organisation of the scientific workshop “Automation Meets Accountability: The Future of Compliance in Artificial Intelligence and Data Spaces” at Data Week 2025. A webpage with a description of each other’s projects will be launched in the coming months. Furthermore, cross-promotion on each other’s social media channels has been undertaken.

### 4.1.4 Synergies and liaisons with external organisations

The consortium will seek to actively engage with the following initiatives (list non-exhaustive):

- **[Big Data Value Association \(BDVA\)](#):** is an industry-driven organisation with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe. BDVA has over 230 members all over Europe and a well-balanced composition of large, small, and medium-sized industries as well as research and user organizations. It focuses on advancing in areas such as big data technologies and services, data platforms and data spaces, Industrial AI, data-driven value creation, standardisation, and skills.
- **[Advanced Robotics for Agile Manufacturing \(ADRA\)](#):** Adra-e supports the AI, Data and Robotics Association and Partnership to create the conditions for a sustainable European ecosystem. The association is aimed at increasing the innovation capacity and adoption of core AI, Data and Robotics technology.
- **[FIWARE](#):** Together with its members and partners, FIWARE Foundation drives the definition – and the Open Source implementation – of key open standards that enable the development of portable and interoperable smart solutions in a faster, easier and affordable way, avoiding vendor lock-in scenarios, whilst also nurturing FIWARE as a sustainable and innovation-driven business ecosystem.
- **[Next Generation Internet \(NGI\)](#):** The Next Generation Internet (NGI) is a European Commission (EC) initiative that aims to shape the development and evolution of the Internet into an Internet of Trust. An

Internet that responds to people's fundamental needs, including trust, security, and inclusion, while reflecting the values and the norms all citizens enjoy in Europe.

- **Institute of Electrical and Electronics Engineers** (IEEE): IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. With over 400,000 members in more than 160 countries, IEEE fosters innovation across diverse technical domains including electronics, computing, telecommunications, and energy systems. Through its highly cited publications, conferences, technology standards, and professional and educational activities, IEEE plays a key role in shaping global technological development and supporting an inclusive and sustainable digital future.
- **European Digital SME Alliance**: The European Digital SME Alliance is the largest network of ICT small and medium enterprises in Europe, representing over 45,000 digital SMEs. It advocates for the interests of Europe's innovative and entrepreneurial digital sector and promotes policies that support fair competition, digital sovereignty, and inclusive digital transformation. The Alliance works to ensure that SMEs are actively involved in standardisation, cybersecurity, digital skills development, and emerging technology adoption, playing a vital role in Europe's digital industrial strategy.

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## 5 PERFORMANCE ASSESSMENT

The following section presents the Key Performance Indicators (KPIs) related to communication and dissemination, the deliverables and the milestones, as well as a risk assessment and mitigation strategy.

### 5.1 KEY PERFORMANCE INDICATORS

To guarantee the project's success, the CERTAIN Communication, Dissemination and Community Building Plan will be frequently reviewed and modified throughout. A set of KPIs has been developed to measure the effects and provide the most accurate assessment of the communication and distribution operations.

The KPIs, their applicability to the methods and channels used, the anticipated goal value, and the existing situation at M05 are all listed in the table below.

Table 6 Key Performance Indicators for Communication, Dissemination and Community Building Activities

Activity	Related KPI	Target	M05
Website	No. of visitors	1,000	856
	No. of total page views	4,500	2831
	Average session duration	00:01:00	00:05:00
	Countries reached	40	48
Promotional Materials	No. of brochures and flyers produced	4	2
Social Media	No. of followers	400	170
	No. of posts	140	26
Press Releases	No. of journalists contacted	200	61
	No. of press releases distributed	At least 3	1
Newsletters and Mailing List	No. of subscribers in project mailing list	150	8
	No. of newsletters sent	6	0
Promotional Videos	No. of videos	3	0
	No. of views	400	n/a
Scientific Publications, White Papers	No. of papers published	10	0
Participation at External Events	No. of events attended to disseminate the project	40	2
Final Event	No. of participants	50	n/a
Liaison with Related Projects	No. of projects liaised with	20	3

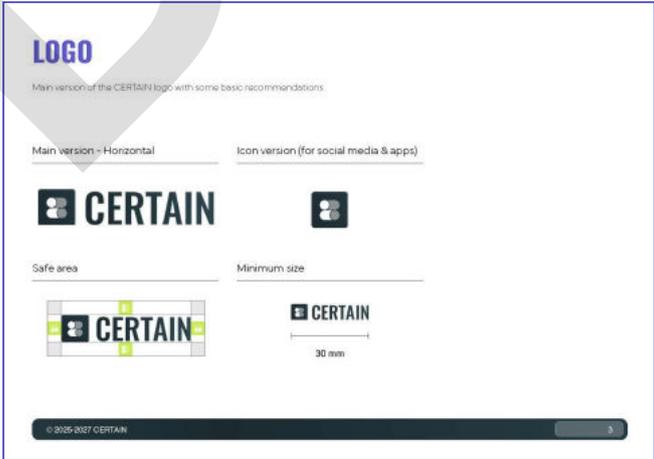
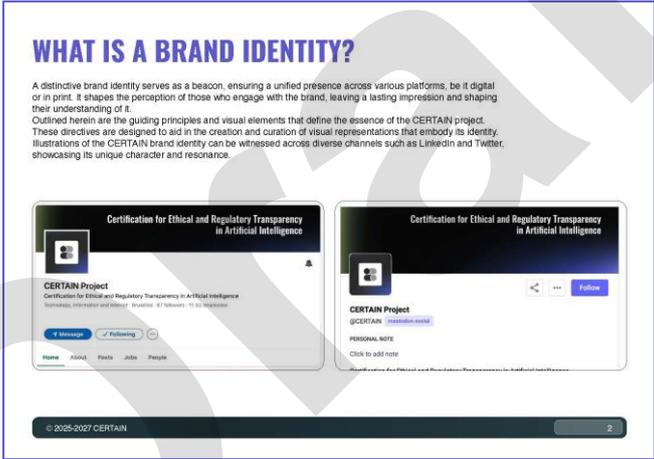
## 6 CONCLUSIONS AND NEXT STEPS

The Deliverable 8.1 Communication, Dissemination, and Community Building Plan (initial) has been carefully developed to guarantee the broad visibility, promotion, and adoption of CERTAIN's achievements. It offers detailed instructions and a uniform structure for all project activities that are scheduled. D8.1 summarizes the anticipated marketing initiatives for the following months, including the actions that were done between M01 and M05 as well as the first communication, distribution, and community development plan. By taking a proactive stance, CERTAIN is able to maintain its knowledge, successes, and ideas while maximizing the efficacy of its outreach, distribution, and stakeholder involvement initiatives.

The goal of the Communication, Dissemination, and Community Building Plan (initial) is to guarantee that all outreach programs follow set protocols, are carried out on schedule, and preserve the integrity and quality of the messages. It highlights how important it is for every consortium member to actively participate in project activities. For project partners, this paper is an essential resource that outlines several routes of communication, dissemination initiatives, and related KPIs. By combining this data, it makes it possible for stakeholders to plan and carry out communication and distribution campaigns in a coordinated manner, guaranteeing uniformity and effectiveness in outreach projects. It also guides all consortium partners on how to engage with stakeholders to guarantee the wide distribution and uptake of CERTAIN project results.

A framework for monitoring and evaluating has been created to gauge the success of the suggested course of action and monitor advancement. Data from D8.2 Communication, dissemination, community building plan, interim report (M18) and D8.3 Communication, dissemination, community building plan, final report (M36) will shed light on how the strategy was developed, how well key performance indicators were met, what events were attended and scheduled, and how well CERTAIN's overall Communication, Dissemination, and Community Building Plan worked.

# APPENDIX A



## LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version



Negative version



Black&White version



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## DOS AND DON'T'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Do's



Negative version on high-contrast background



Main version on background assuring high contrast

Don'ts



Not enough contrasted background



Not enough contrasted background

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## CORPORATE COLOURS

A main palette of 6 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette.

For slide presentations and deliverables, the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate color palette in the templates.

Do's



C87 M65 Y56 K87  
R27 G42 B48  
#1B2A30

C78 M69 Y0 K0  
R92 G88 B203  
#5C58CB

C69 M20 Y0 K55  
R36 G92 B115  
#B3B3F4

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

C28 M0 Y80 K0  
R207 G243 B80  
#c1350

C81 54 Y49 K48  
R144 G89 B77  
#2C454D

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### FONT TYPES

CERTAIN'S brand uses the open source fonts from Google Fonts: **Oswald (Bold version)** for headings and **Helvetica (Regular and Bold versions)** for body copy and subtitles. The usage of other versions of the fonts are allowed. This applies to the website, presentations and all promotional material.

For deliverables, the system font Arial (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two brand fonts are missing.

**Headings**  
(website, presentations, and all promotional materials)

**OSWALD Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz** 1234567890

**Alternative body copy and headings**  
(for deliverables and presentations)

Arial regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz** 1234567890

Arial Bold  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz** 1234567890

**Body copy - subtitles**  
(website, presentations, and all promotional materials)

Helvetica Regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz** 1234567890

Helvetica Bold  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz** 1234567890

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### EU RECOGNITION

**For Publications**  
All the EC funded projects under Horizon Europe don't need anymore to clearly show the acknowledgement to the EC and SERI fund in all Dissemination & Communication materials. The following disclaimer **MUST** be used with the EU flag and SERI logo into scientific publications / press releases / blogs / deliverables (where there are author, where opinions/editorial/comments/conclusions are stated...). Project's acronym and Grant Agreement number could be add only as shown here below. This disclaimer should be used in the website footer too.

 Co-funded by the European Union

 Support funding by Swiss State Secretariat for Education, Research and Innovation (SERI)

The CERTAIN project received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101189650. This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

**For Promo Materials**  
For merchandising or any other promo materials (bookmarks / roll-up / flyers / posters) that usually report only vision / phases / objectives, the disclaimer is not mandatory, but then **MUST be used the EU emblem / recognition**, as shown here below.

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## CERTAIN

### Contacts

For any questions regarding the CERTAIN graphic assets and the uses you would like to make of them, do not hesitate to contact Mattilde Voltolini from Digital for Planet: [mattilde.voltolini@digital4planet.org](mailto:mattilde.voltolini@digital4planet.org)

All CERTAIN graphic assets, including this brand guidelines and the font, can be downloaded on the repository of the project.

 Co-funded by the European Union

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