AI4Debunk

D15.1 1st version of PDCER – Communication, Dissemination and Exploitation Activities

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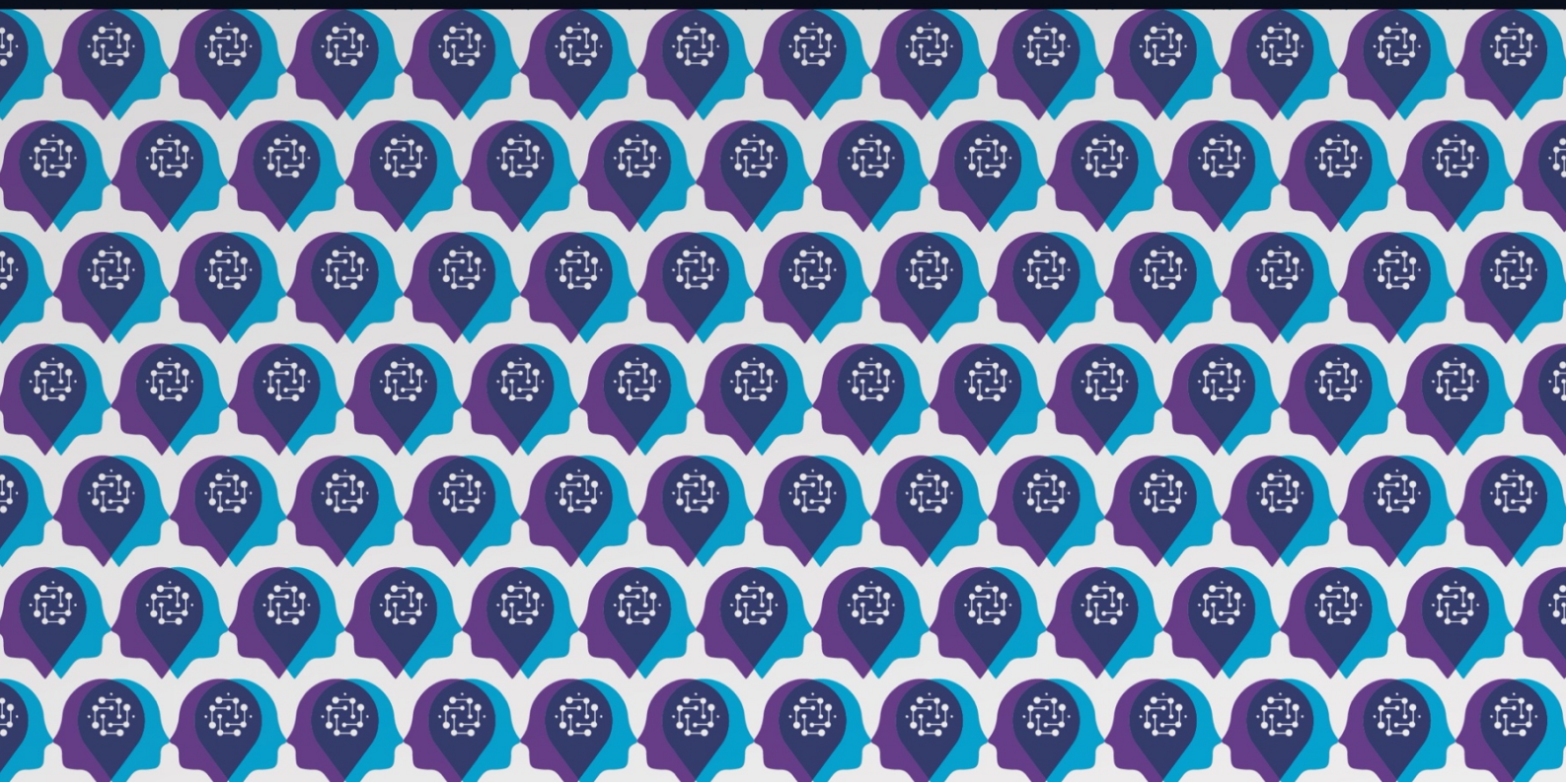

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D15.1 1st version of the PDCER – Communication, Dissemination and Exploitation activities

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Authors	Beatriz Giestas (F6S), Viktoriya Dimova (F6S)
Contributors	UL, DOTSOFT, HU, IP
Reviewers	Kevin El Haddad (UMONS)
Abstract	This deliverable encompasses the initial version of the communication, dissemination and exploitation activities plan for the AI4Debunk project. It will be periodically reviewed and adjusted to meet the defined goals.
Keywords	Communication, Dissemination, Exploitation, Strategy

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DOCUMENT DISSEMINATION LEVEL

Dissemination level	
X	PU - Public
	SEN - Sensitive

DOCUMENT REVISION HISTORY

Version	Date	Description of change	List of contributor(s)
0.1	15/04/2024	Definition of the Table of Contents	F6S
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0.6	27/06/2024	Internal review – 2nd round	UL
1.0	28/06/2024	Final version ready for submission	F6S

STATEMENT ON MAINSTREAMING GENDER

The AI4Debunk consortium is committed to including gender and intersectionality as a transversal aspect in the project's activities. In line with EU guidelines and objectives, all partners – including the authors of this deliverable – recognise the importance of advancing gender analysis and sex-disaggregated data collection in the development of scientific research. Therefore, we commit to paying particular attention to including, monitoring, and periodically evaluating the participation of different genders in all activities developed within the project, including workshops, webinars and events but also surveys, interviews and research, in general. While applying a non-binary approach to data collection and promoting the participation of all genders in the activities, the partners will periodically reflect and inform about the limitations of their approach. Through an iterative learning process, they commit to plan and implement strategies that maximise the inclusion of more and more intersectional perspectives in their activities.

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DISCLAIMER

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The AI4Debunk consortium is the following:

Participant number	Participant organisation name	Short name	Country
1	LATVIJAS UNIVERSITATE	UL	LV
2	FREE MEDIA BULGARIA	EURACTIV	BE
3	PILOT4DEV	P4D	BE
4	INTERNEWS UKRAINE	IUA	UA
5	CONSIGLIO NAZIONALE DELLE RICERCHE	CNR-IRPPS	IT
6	UNIVERSITA DEGLI STUDI DI FIRENZE	MICC/UNIFI	IT
6.1	CONSORZIO NAZIONALE INTERUNIVERSITARIO PER LE TELECOMUNICAZIONI	CNIT	IT
7	BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION	BSC	ES
8	DOTSOFT OLOKLIROMENES EFARMOGES DIADIKTIOY KAI VASEON DEDOMENON AE	DOTSOFT	EL
9	UNIVERSITE DE MONS	UMONS	BE
10	NATIONAL UNIVERSITY OF IRELAND GALWAY	NUIG	IE
11	STICHTING HOGESCHOOL UTRECHT	HU	NL
12	STICHTING INNOVATIVE POWER	IP	NL
13	F6S NETWORK IRELAND LIMITED	F6S	IE

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ABBREVIATIONS

AI	Artificial Intelligence
API	Application Programmers Interface
CA	Consortium Agreement
CWG	Communication Working Group
EC	European Commission
EU	European Union
FTO	Freedom to Operate
GA	Grant Agreement
IP	Intellectual Property
IPR	Intellectual Property Management
IMT	Innovation Management Team
KER	Key Exploitable Result
KPI	Key Performance Indicator
ML	Machine Learning
MX	Month X
PESTLE	Political, Economic, Social, Technological, Legal and Environmental factors
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TX.X	Task X.X
TRL	Technology Readiness Level
WG	Working Group
WP	Work Package
YX	Year X

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EXECUTIVE SUMMARY

This document outlines the initial strategies for communication, dissemination, and exploitation activities for the AI4Debunk project. It presents a preliminary yet detailed plan for these activities, alongside a strategy for the future exploitation of the project's results.

The initial communication and dissemination plan for AI4Debunk presents the strategy, key messages, and appropriate channels to be used throughout the project's duration. The objective is to inform and share project activities and outcomes, making the knowledge and results publicly accessible. Various tools, channels, and activities are identified to reach the target audience and achieve the project's goals. The consortium will actively participate in all communication and dissemination activities to ensure a continuous presence, enhancing the project's recognition and engagement.

Furthermore, this document includes the first version of the exploitation plan, which provides an initial methodology and steps to be implemented during the project, presenting the project's potential and showing the consortium ideas regarding the solutions' sustainable developments beyond the project scope. It focuses on planning the concrete utilisation of results for specific purposes and ensuring that these results are leveraged post-project for the benefit of society.

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1 INTRODUCTION

Combating online disinformation has become an increasingly significant challenge in recent years. The advent of advanced generative AI models has reduced the cost of creating disinformation while making its detection more difficult. Nevertheless, when utilized by the right people, the proliferation of technology can become a powerful tool in the fight against it.

In this context, AI4Debunk aims to support the trustworthy online activity of citizens, by developing human-centred, multimodal, and collaborative AI tools based on knowledge graphs supported by AI and ML modules, which will allow the trustworthy navigation, communication, and browsing of citizens online. The unique solution will consist of four different interrelated interfaces: a web plug-in, a collaborative platform, a smartphone app, and an AR interface, which will be built upon a "debunking" Application Programmers Interface (API). This holistic approach will be validated with two case studies: the Russian propaganda related to the war in Ukraine and the disinformation on climate change.

The project aims to address and combat disinformation, propaganda, and foreign interference, thereby safeguarding democratic values and increasing public trust. This will be achieved by developing collaborative, high-quality resources on disinformation.

Therefore, AI4Debunk communication and dissemination activities will be key to spreading increased awareness and visibility of the project among larger audiences, raising the interest of multiple stakeholders, and promoting the results further than its own community. The exploitation strategy will follow the evolution of the scientific and technological domains, ensuring the steps to make effective and concrete use of project results by the partners and user groups outside the project aiming to turn actions into concrete value and impact for society.

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2 COMMUNICATION AND DISSEMINATION

EU-funded projects are at the forefront of research, driving forward new concepts, methodologies, and technologies that benefit society. To maximise their impact, it is essential to communicate and disseminate them effectively.

The European Commission defines communication as the act of informing and promoting project actions and results. It starts at the outset of the project and continues until its conclusion, going beyond the project's own community to include the media and citizens. On the other hand, dissemination is described as the act of making knowledge and results public (free of charge). It happens only once results are available and focuses on diverse audiences, such as researchers, industry professionals, policymakers, and the civil society, who can either use or learn from the findings.

In AI4Debunk, our focus is to tackle disinformation in Europe and highlight AI's role as a solution through a unique approach that involves human-AI collaboration and case studies. Therefore, the plan is to communicate the project from the very beginning to build a strong foundation and consistently raise awareness, ensuring an engaged and receptive community is in place when tangible outcomes are ready to be disseminated.

While F6S is leading the communication and dissemination activities, collaboration and support from all partners, according to their capabilities, are crucial - as each partner has Person-Months assigned under WP 15, WP 16, and WP 17. A collective effort in communication is paramount for achieving effective wide-reaching impact.

This common chapter serves as an overview, introducing the target audiences, key messages, channels, and tools; KPIs; partners roles and responsibilities; and monitoring and reporting processes, relevant to both communication and dissemination activities. The detailed strategies for each scope will be explored in the subsequent chapters.

2.1 TARGET AUDIENCES, KEY MESSAGES AND CHANNELS/TOOLS

Effective communication and dissemination strategies begin with clearly defining target audiences. AI4Debunk segments its target audiences into five major categories, tailoring key messages to highlight the project's relevance and benefits. These messages are carefully crafted to address the specific needs and interests of each target audience and will be delivered through the most suitable channels and tools, spanning online, offline, and face-to-face interactions.

The primary objectives of the communication and dissemination efforts are to raise awareness, engage with diverse audiences, and share project results to maximise impact. This involves encouraging exchanges and establishing dialogue between the consortium and the different target audiences, who will be the main beneficiaries of the project's outcomes.

Table 1 provides a consolidated overview of AI4Debunk's target audiences, key messages, and channels/tools to reach them, with the understanding that these might evolve as the project progresses:

Target audiences		Key messages	Channels/tools
Civil society	General public (includes all types of online users: proactive ones or not, regardless of their age, genre, and activity) NGOs	"AI4Debunk empowers citizens with tools to navigate digital media safely." "The project provides real-time analysis and community reporting tools to enhance responsible online engagement."	○ Website ○ Social media ○ Press releases ○ Blog articles ○ Newsletters ○ Videos ○ Webinars/workshops
	Schools Teachers Students	"AI4Debunk promotes media literacy and critical thinking abilities." "The project offers innovative educational tools, such as comic books and games, to teach young people how to filter information."	○ Website ○ Social media ○ Press releases ○ Blog articles ○ Videos ○ Webinars/workshops ○ Learning materials ○ Official collaborations through partners' networks
Academia	Research and Technology Organisations Social scientists AI and ML experts Software developers	"AI4Debunk's open-source debunking API provides a valuable resource for groundbreaking research in AI and disinformation." "The project facilitates collaborations on innovative initiatives, enhancing AI's role in combating disinformation."	○ Website ○ Scientific publications ○ Conferences ○ Webinars/workshops ○ Social media ○ Newsletters
Industry	Media companies	"AI4Debunk aims to prevent the spread of fake news and strengthen journalistic integrity." "Newsrooms are empowered with AI4Debunk's tools for efficient fact-checking processes."	○ Website ○ Press releases ○ Videos ○ Conferences ○ Webinars/workshops

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	SMEs Multinational companies Early stage projects: start-ups, spin-offs, and entrepreneurs getting started with their projects	"AI4Debunk will propose solutions that are reliable and responsive to business needs, ensuring that the final outcomes are tailored to meet industry requirements and enabling businesses to use them to develop further user-friendly interfaces to detect disinformation." "The project's solutions will benefit from active business involvement at various stages, including development, pilot demonstrations, and validation to enhance their relevance and applicability."	○ Website ○ Social media ○ Press releases ○ Conferences ○ Webinars/workshops
Policymakers and public bodies	European and international organisms National, regional and local organisms Governing entities and officials Observatories/Think tanks	"AI4Debunk's results will support policy recommendations aimed at bolstering societal resilience against disinformation through a comprehensive regulatory framework." "By supporting this project, policymakers and public bodies advance efforts to combat fake news, safeguarding democratic values and advocating for transparency, accuracy, and public trust."	○ Direct communication with the EC's Project Officer ○ Policy briefs ○ Press releases ○ Conferences ○ Side meetings and presentations
Other EU-funded projects, including AI4TRUST, TITAN, vera.ai, AI4Media, AICODE		"Collaboration between cluster projects through knowledge sharing ensures a more significant and lasting impact."	○ Joint conferences, webinars/workshops and other activities ○ Cross-promotion on website, social media, and newsletters

TABLE 1 - TARGET AUDIENCES, KEY MESSAGES, AND CHANNELS/TOOLS OVERVIEW

For optimal results, AI4Debunk must effectively engage specific stakeholders within its target audiences. To achieve this, F6S promoted a stakeholder mapping exercise, collecting contributions from all partners, which resulted in the creation of a shared file - available in the SharePoint repository and meant to be continuously updated (Annex 1).

Partners will be responsible for reaching out to their suggested stakeholders throughout the project's duration:

- Civil society: F6S will lead the communication and dissemination activities to reach this audience.
- Academia and Industry: The professional networks of the 14 partner organisations will be essential in reaching these audiences.
- Policymakers and public bodies:
    - EU and international level: As per the Grant Agreement, the coordination committee will exclusively handle these communications, informing the rest of the partner organisations.
    - National/regional/local levels: Partner organisations will be the direct point of contact, communicating in the respective country's language and reporting the results of such interactions to the coordination committee.
- EU-funded projects: UL, as the project coordinator, will facilitate the connection between AI4Debunk and its cluster projects. F6S, as the communication and dissemination work packages leader, will provide the required support.

Lastly, it is important to note that the identified target audiences and key messages in this section will naturally feed both the communication strategy (chapter 3) and the dissemination strategy (chapter 4).

2.2 KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) serve to outline desired outcomes and provide tangible benchmarks to analyse impact.

In the context of AI4Debunk, several KPIs will be monitored to assess the effectiveness of the communication and dissemination activities in engaging target audiences and spreading awareness. By doing so, the strategy can be refined if necessary, ensuring it remains optimised.

Table 2 presents the communication and dissemination KPIs set for the AI4Debunk project and reports on the progress achieved by M6.

Scope	Metrics	Achieved so far[1]
Project website	Views: Y1 - 1.500; Y2 - 4.500; Y3 - 6.000; Y4 - 8.000 Total: **20.000** views	2.570 views
Partners website	Links to the project website: Y1 - 22; Y2 - 22; Y3 - 22; Y4 - 22 Total: **88** links	11 backlinks

[1] These KPIs have been updated on the 17th of June of 2024.

Social media	Posts on X / LinkedIn / Facebook : Y1 - 30; Y2- 30; Y3 - 30; Y4 - 30 Videos on YouTube: Y1 - 2; Y2 - 6; Y3 - 6; Y4 - 6 Total: **120** posts / **20** videos	76 posts 4 videos
Press releases	Press releases issued: Y1 - 1; Y2 - 2; Y3 -3; Y4 - 5 Total: **11** press releases	1
Editorial articles	Articles published: Y1 - 1; Y2 - 1; Y3 - 2; Y4 - 4 Total: **8** articles	0
Newsletter	Newsletters: Y1 - 2; Y2 - 2; Y3 - 2; Y4 - 2 Contacts on the circulation list: Y1 - 100; Y2 - 200; Y3 - 350; Y4 – 550 Total: **8** newsletters / **1200** contacts	0
Offline activities	Events attended: Y1 - 1; Y2 - 2; Y3 - 2; Y4 - 2 Conferences presentations: >8 Brochures issued: Y1 - 1; Y2 - 1; Y3 - 1; Y4 -1 Total: **7** events / **>8** conferences / **4** brochures	1 event 2 conferences
Scientific publications	Scientific papers published: >20 Total: **>20** papers	0

TABLE 2 - KPI OVERVIEW

2.3 PARTNERS ROLES AND RESPONSIBILITIES

Communication and dissemination for EU-funded projects are intended to be collaborative efforts requiring the active involvement of all partners. This approach is essential for the success of the projects.

In fact, partners are encouraged to take part in communication and dissemination activities, working alongside F6S, the leader of the communication and dissemination work packages (WP 15, WP 16, and WP 17). This involves keeping the consortium informed about research progress, sharing insights on relevant project topics, engaging with target audiences and stakeholders, promoting the project through their professional networks, and fostering synergies.

More specifically, the distribution of responsibilities for communication and dissemination activities among partners is as follows:

- **Website:** F6S is in charge of managing the project's website, including content updates and ongoing maintenance. All partners have to generate backlinks to the project website through their organisations' websites.

- **Content creation:** Each partner should furnish content related to their project activities. This content will be used by F6S for blog posts on the project website, social media channels, and newsletters. Additionally, according to their capabilities, partners should also contribute with project promotional videos.

- **Social media:** F6S is tasked with running the project's social media channels. All partners should engage with these platforms by liking, following, reposting, and posting on their organisations' social media channels (and, if possible, on their personal profiles as well).

- **Media relations:** F6S is responsible for overseeing the media relations strategy, but all partners should establish contact with national media outlets and translate press releases into their respective languages to further spread the word about the project.

- **Events:** All partners should attend relevant events, serving as ambassadors for the project. F6S will prepare promotional materials that showcase the project and adapt them to each event's requirements if needed. For events to be organised by the project, F6S will spearhead the planning process, closely collaborating with other partners to curate topics of discussion, secure speakers/moderators, and boost attendee participation.

- **Scientific publications and policy briefs:** Universities, research, and think tank partners are expected to develop scientific publications and policy briefs, with participation from other partners when it is deemed necessary.

- **Clustering initiatives:** UL, as the project coordinator, will act as the bridge between AI4Debunk and its cluster projects. F6S will provide communication and dissemination support to enhance collective impact. All other partners should participate in these joint activities depending on their roles within the project and the scope of each activity.

- **Monitoring and reporting:** Regular and timely monitoring of communication and dissemination activities is a common responsibility of all partners. This information must be shared with F6S (more details in subsection 2.4), who will compile it for comprehensive reporting to the EC.

To ignite and streamline collaboration throughout the entire project, a Communication Working Group (CWG) has been established. F6S will coordinate the CWG and all partners should ensure representation.

The CWG is envisaged as a forum to discuss not only communication but also dissemination and exploitation activities, evaluate risks, set up mitigation strategies, and get aligned on priorities and key messages. It will convene every three months for a 30-minute meeting. F6S reserves the right to adjust the frequency and format as necessary.

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Each meeting will cover:

- **Roundtable**: Each partner should update the others on the progress of their work packages, outline next steps, and share any pertinent information (e.g. plans to attend events, submit scientific publications, etc.). This exchange will enable the identification of potential communication opportunities.
- **Brainstorming**: Partners are welcome to share their ideas and suggestions for impactful activities and synergies. This dialogue will help formulate strategies to engage target audiences and cultivate interest in the project.

Meeting minutes will be stored in the SharePoint repository. Furthermore, other relevant materials for communication and dissemination purposes (including logo files, templates, and print materials) have also been made available there.

2.4 MONITORING AND REPORTING

Monitoring and reporting are crucial in assessing the effective implementation of the communication and dissemination strategies by the whole consortium. This ongoing process, conducted throughout the entire project's duration, provides insights into whether the Key Performance Indicators (KPIs) are being achieved as planned and allows for informed iterations of the initial communication and disseminations strategies to improve performance.

As mentioned previously, all partners share the responsibility for monitoring and reporting. F6S is tasked with aggregating this information and submitting a comprehensive analysis to the EC during official reporting periods. Additionally, this data will be reflected in subsequent versions of this deliverable: D16.1 – Revised PDCER: Communication, Dissemination and Exploitation Activities and D17.1 – Final Report on Communication, Dissemination and Exploitation Activities.

During the project's kick-off meeting, F6S presented the monitoring and reporting process to the consortium and explained how partners should contribute. A shared Excel file with dedicated tabs was created for this purpose - accessible through the SharePoint repository for partners to easily update it on a monthly basis (Annex 2).

The key tabs for monitoring and reporting are:

- Tab "4. Events" - where partners should list the events they plan to attend or have attended. More details below.
- Tab "5. Publications" - where partners should list the scientific articles accepted for publication.

- Tab "7. Reporting" - where partners should list all the communication and dissemination activities performed (articles published on their websites or local media, social media posts, newsletter mentions, etc.). Info to include: name of activity, date, channel, and link if it is an online medium.

In this file, partners can also access other partners' point of contact for communication matters, check and contribute to the stakeholder mapping and the media database, and find information about synergy projects.

Lastly, regarding event monitoring and reporting, there are a few additional steps that partners have to keep in mind:

Before the event

1. Partners should promptly add the event to the aforementioned shared file (tab '4. Events') once attendance is confirmed and notify F6S via email - ideally at least three weeks in advance to allow sufficient preparation time.
2. F6S will then follow up to assist in putting together any necessary promotional materials and publicise the event through the project's social media channels.

During the event

1. Partners should ensure the collection of evidence, including:
   - pictures (if attending in-person);
   - screenshots (if participating online);
   - recordings (if available);
   - agenda.

After the event

1. Partners should create a new SharePoint folder under: *General > Events* and save all the evidence elements inside it. Every new folder should be named in the following format: *<yyyymmdd_name of the event_place>*.
2. Partners should also email F6S with additional details about their participation in the event.
3. F6S will then prepare a social media post and potentially a news article for the website covering the event's participation.

3 COMMUNICATION

AI4Debunk aspires to revolutionise the fight against disinformation and support trustworthy online activity. To turn this vision into reality, a set of human-centred AI-powered tools will be developed with the ultimate goal of safeguarding democratic values and fostering media literacy and critical thinking.

At the core of this ambitious project lies a comprehensive communication strategy, thoughtfully designed to raise awareness from the outset and maintain sustained visibility, thereby bolstering the overall success of AI4Debunk's mission. This holistic strategy includes various scopes - from establishing a distinctive brand identity, visuals, and website to harnessing the power of social media, videos, media relations, and content marketing. It encompasses the activities outlined in Task 15.1 (M1-M3) and will extend through Tasks 15.3 (M4-M12) and later 16.2 (M13-M31) and 17.2 (M32-M48), covering the entire duration of the project.

Communication across multiple channels will enable us to engage the target audiences and convey the key messages described in subsection 2.1, with the aim to position AI4Debunk at the forefront of AI-driven fake news detection in Europe. Figure 1 illustrates the overarching objectives guiding AI4Debunk's communication strategy.

FIGURE 1 - COMMUNICATION STRATEGY OBJECTIVES SUMMARY

In the subsequent subsections of this chapter, we will take a deep dive into the different communication pillars of the project.

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3.1 LOGOTYPE AND BRAND IDENTITY

To kickstart the communication strategy for AI4Debunk, a distinctive brand identity was established, harmonising with the project's overarching vision and scope. This brand identity sets the baseline tone for future promotional activities and materials, ensuring a consistent and impactful presence across different channels and contexts.

Our main goal was to create a brand that resonates with the target audiences and encapsulates the core essence of the project: the interplay between (dis)information, AI technology, and citizens. By embracing minimalism and suggestiveness, the intent is to convey complex ideas with visual clarity.

A comprehensive document with AI4Debunk's brand guidelines has been made available in the SharePoint repository for partners to easily access at any given moment. It includes information about typography and colour palette as well as instructions on how to appropriately utilise the logotype.

3.1.1 LOGOTYPE

The innovative methodology of AI4Debunk revolves around human-AI collaboration in the fight against disinformation. To capture this concept visually, several logotype proposals were developed and presented to consortium partners, who voted to select their preferred one.

The chosen logotype embodies the social nature of disinformation as well as the project's human-centred approach by prominently featuring silhouettes of human figures, in what resembles a Venn diagram. The central icon that unites the two silhouettes portrays both the endless flow of information in the digital era and the interaction between humans and technology, alluding to AI. Additionally, it subtly references core project themes such as critical thinking and fact-checking. Overall, this logotype serves as a visual representation of AI4Debunk's mission: to combat fake news through collaborative efforts between humans and AI, thereby supporting trustworthy online activity.

The logotype is meant to be used in various formats over the course of the project, adapting to different templates and materials as needed (Annex 3 - 3.1-3.6).

3.1.2 COLOUR PALETTE

The colour palette for AI4Debunk's brand features 3 primary colours and 4 secondary colours (Annex 3.7).

The deliberate inclusion of blue and purple tones holds symbolic significance. Blue, often associated with a sense of trust, aligns with the project's commitment to foster transparency and reliability. Purple adds a tech-oriented feel while serving as a natural complementary colour.

This colour scheme establishes the theme for all project-related graphics - official documents (deliverables and presentation templates) and promotional materials (social media and print).

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3.1.3 TYPOGRAPHY

AI4Debunk's typography includes two different fonts. Both are Sans Serif fonts with a minimalist design, ensuring consistency and a polished aesthetic across digital and print mediums (Annex 3.8).

The main font is Montserrat, a Google open-source font family. This font will be used for digital visuals on the website and social media channels, as well as print materials. The secondary font is Calibri, a Microsoft Office font family. This font will be used for official documents (Word and PowerPoint) to mitigate file deformation issues.

3.1.4 FUNDING INFORMATION

In compliance with the European Commission's policy, all AI4Debunk communication activities (i.e: media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result will acknowledge European Union support and incorporate the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Funded by the European Union	Longer version: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them. Shorter version: The AI4Debunk project has received funding from the European Union's Horizon Europe Programme under the Grant Agreement No. 101135757.

FIGURE 2 - FUNDING ACKNOWLEDGEMENT FOR COMMUNICATION AND DISSEMINATION ACTIVITIES

When displayed alongside other logos, the emblem must be at least as prominent and visible as the other logos.

It is important to mention that on the project's social media channels, the funding statement and disclaimer have been included in the "About" section. Additionally, the emblem has been integrated in the cover pictures and will be featured in every post accompanied by original visual content.

3.2 PROJECT VISUALS

A set of templates and promotional materials with AI4Debunk's brand identity has been developed to ensure a unified visual language and coherent project communication across different contexts.

All the templates and promotional materials presented below serve as references and are subject to updates as the project evolves. Additional formats will be created whenever deemed needed.

Partners should use the provided templates and promotional materials - which can be found on the SharePoint repository - for their communication and dissemination initiatives related to AI4Debunk.

3.2.1 DIGITAL TEMPLATES

- **Deliverable template** - a Word template for deliverables and reports;
- **Meeting minutes template** - a Word template for meeting record-keeping, including list of attendees, agenda, key discussion topics, and action points;
- **Agenda template** - a Word template for agendas of project meetings, conferences, and other events;
- **Letter template** - a Word template for formal letters;
- **General presentation template** - a PowerPoint template for presentations, for both internal and external use.

The digital templates can be found on Annex 4. Social media templates were prepared as well (please refer to subsection 3.4).

3.2.2 PROMOTIONAL MATERIALS

- **Roll-up**;
- **Poster**;
- **Brochure**;
- **Flyer**;
- **Merchandising** - includes t-shirt and hoodie, badge ID and stickers.

The promotional materials can be found on Annex 5. These were designed for in-person events. AI4Debunk intends to be mindful of its environmental footprint. Therefore, the quantities to be produced will be carefully assessed on each occasion, ensuring a sustainably-focused approach.

3.3 WEBSITE

The AI4Debunk project website is live at ai4debunk.eu. It stands as the most comprehensive source of information about the project and AI4Debunk's main gateway to the world, catering to a diverse array of audiences.

The website is meant to be updated throughout the project's duration to accommodate shifting priorities and evolving needs, allowing the addition of new sections or modifications to existing ones. While F6S has

developed the content for the website thus far, other partners are encouraged to contribute as deemed relevant in the future.

In terms of design layout, AI4Debunk's website boasts a sophisticated and tech-savvy look and feel, conveying the project's innovative essence. Prioritising a user-friendly experience, it pays special attention to mobile responsiveness and search engine optimisation.

Matomo will be used to conduct regular web analytics traffic monitoring and gather insights about website visitors, demographics, and overall performance.

3.3.1 STRUCTURE

AI4Debunk's website is organised into the following sections, illustrated in Annex 6:

Homepage
- introduces the project's mission and solutions;
- features a dedicated area to display all the videos to be produced during the project's lifespan;
- includes a newsletter subscription form.

About
- provides additional context on the project and is divided into two subsections;
- the first one, "Project overview", outlines the project's vision, pillars and impact, as well as the goals and work plan as per the Grant Agreement;
- the second one, "Methodology and outcomes", delves into the project's technologies, approach, and interfaces.

Consortium
- presents the consortium composition;
- zooms into each partner organization.

News
- highlights project milestones, events, and other initiatives;
- showcases opinion articles and blog posts centred on relevant topics for the project.

Resources
- compiles files, including scientific publications; deliverables cleared for public access; and a press kit with all the essential communication assets.

Contact
- consists of a form for users to submit inquiries, provide feedback or send messages.

The footer contains the funding acknowledgement, the links to social media, and the terms of use, privacy policy and cookie policy.

3.3.2 MAINTENANCE

The website domain - ai4debunk.eu - has been secured for the entire 48-month duration of the project, with an additional 5-year extension following the project's completion.

Built on WordPress, the website is fully compliant with Privacy and Data protection laws. Its ongoing maintenance falls under the responsibility of F6S.

3.3.3 EMAIL ACCOUNT

An email account has been established in connection with the website domain: info@ai4debunk.eu.

This account will be included in all used communication and dissemination channels/tools, namely the website, social media accounts, media relations, newsletters, etc. F6S will be responsible for the administration of the account - inquiries, comments, and information will be forwarded to partners if necessary.

3.4 SOCIAL MEDIA

Nowadays, social media are the primary means of sharing information. AI4Debunk will leverage a mix of social media channels - LinkedIn, X/Twitter, Facebook, and YouTube - as a key component of its communication strategy to raise awareness and interest around the project, in line with the identified target audiences and key messages (subsection 2.1).

When used effectively, social media becomes a powerful tool for expanding the audience beyond immediate peers/circles. By sharing valuable insights drawn from project publications and achievements, it contributes to increasing visibility and positioning the project as an authority in its field of research. Ultimately, these online platforms are instrumental in strengthening and maximising the impact of EU projects, as they enable more people to learn about the project's outcomes and how the research is translated into real-world applications. Therefore, this has the potential to foster a community of end users, laying the groundwork for future market adoption.

LinkedIn, X/Twitter, and Facebook will be used to ensure a consistent social media presence and to publicize project's ongoing activities, synergies, and milestones. YouTube, in its turn, will serve as a repository for the videos produced during the project's lifespan (Annex 7 - 7.1-7.4).

In the specific context of AI4Debunk, recognising social media as a notorious source of disinformation, our channels will be used to highlight the dangers of this phenomenon and advocate for critical thinking as the main weapon against it. From the project's early stages, an educational approach backed by the expertise of the consortium will be adopted. As the project progresses, the debunking solutions being developed to foster a trustworthy online environment will actively be promoted.

Figure 3 summarises AI4Debunk's main social media goals and Table 3 outlines the focus on each social media network and post frequency.

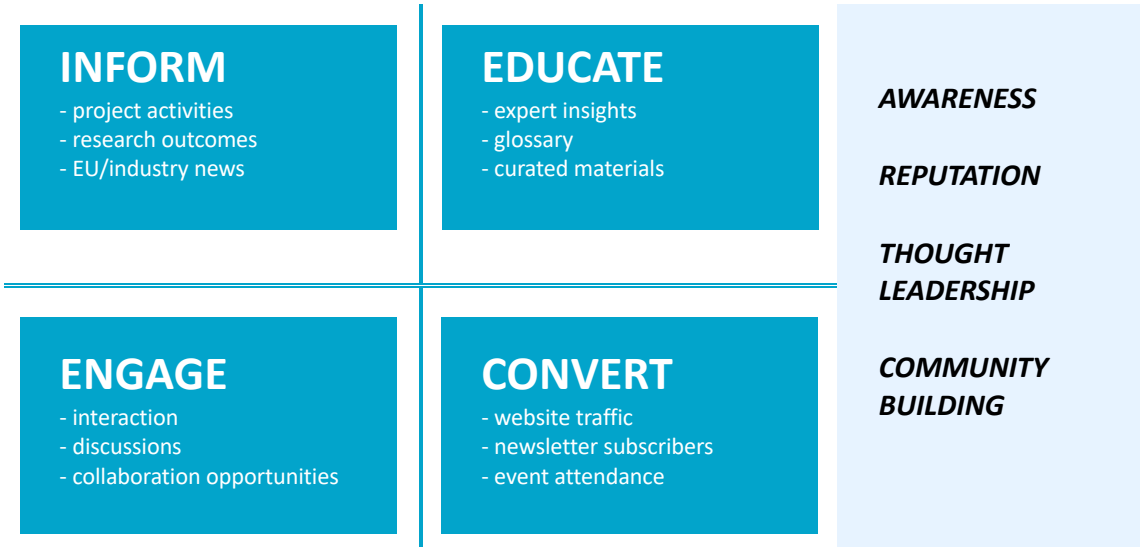

FIGURE 3 - SOCIAL MEDIA GOALS

Social media channel	Communication focus	Post frequency
LinkedIn	Institutional and comprehensive content *Ideal for networking*	At least one post per week (includes reposts from partners if related to the project or from third parties if relevant to the project). During specific occasions, such as events, the number of weekly posts will be adjusted.
X/Twitter	Light and straightforward content *Instant direct interaction*	
Facebook	Informal yet informative content *Eclectic audience*	
YouTube	Promotional/explainer videos Interviews Event recaps	At least 20 videos throughout the project's lifespan.

TABLE 3 - SOCIAL MEDIA APPROACH

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In pursuit of the goals stated above and following the described approach, some social media campaigns have already been planned (Annex 7.5). We remain flexible to adapt these content categories and even introduce new ones in accordance with potential changing priorities.

As an integral component of AI4Debunk's brand identity, a set of social media templates has been developed to cover various types of posts, ensuring a consistent and easily recognizable essence across all platforms (Annex 7.6).

AI4Debunk's social media strategy will build upon the networks of consortium partners and the synergies with cluster projects to amplify its messaging. F6S is tasked with managing social media accounts and interacting with the public, including replying to messages. Partners are expected to actively take part by following the pages, inviting their own contacts and endorsing the content published through likes and shares. Additionally, partners are welcome to contribute with content, according to their capabilities and expertise. Regular information exchanges between researchers and F6S are encouraged to ensure that relevant content is timely communicated and the project is adequately promoted.

To assess the effectiveness of the social media efforts, key metrics from each platform will be monitored, including the number of followers, likes, shares, clicks, comments, and impressions.

Targeted paid advertising on social media may be necessary in certain phases of the project to reach specific audiences. In such cases, a plan will be carefully prepared to achieve the desired results.

3.5 VIDEOS

Videos represent a powerful medium to enrich any integrated communication strategy in today's digital landscape. Inherently more engaging than text or images, videos prove to be more effective in conveying messages. Additionally, they are highly shareable on social media and, therefore, have the potential of reaching a much wider audience.

In the context of AI4Debunk, different video formats will be produced and published, namely:

- **Promotional project videos**
  - General - Introduce the project, its mission and goals;
  - Case studies - Highlight key findings from the project research;
  - Solutions - Showcase the human-centred AI-driven solutions being developed to fight disinformation and their debunking capabilities;
  - Learning materials - Present the didactic materials the project will assemble for schools to educate on fake news detection and foster critical thinking.

- **Interviews with consortium members**
  - Uncover their vision for the project and their roles;
  - Discuss ongoing work and project progress;
  - Some short interviews can be used for the promotional videos mentioned above.

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- **Events**
  - Recordings - Online events organised by the project will be recorded and made available;
  - Recaps - Whenever F6S is present at a project event, be it general assemblies, conferences or other, footage of the key moments will be collected and compiled.

Video production will be a collaborative endeavour between F6S and other consortium partners. A total of 20 videos must be produced during the project's lifetime.

As of this deliverable's submission date, the AI4Debunk team has already produced and disseminated four videos, as reported on Table 4. Those produced by F6S are accessible on the project's YouTube channel, while the others are available on the respective partners' YouTube channel. All videos are also published on the website.

Name of the video	Summary	Link
Introducing AI4Debunk	AI4Debunk project in a nutshell: main goals, interfaces to be developed, case studies, learning materials, and consortium	https://www.youtube.com/watch?v=d6gbwIr1nOk
Interview with Professor Inna Šteinbuka from the University of Latvia	Project presentation by AI4Debunk's project coordinator	https://www.youtube.com/watch?v=hATtivcLZDk
EURACTIV Bulgaria video	Brief overview of the project and its significance in combating disinformation for EURACTIV Bulgaria's audience	https://www.youtube.com/watch?v=vf2rdoRx93Q
Internews Ukraine video	Brief overview of the project and its significance in combating disinformation for Internews Ukraine's audience	https://www.youtube.com/watch?v=3b7_phwPt-A

TABLE 4 - VIDEOS PRODUCED

3.6 MEDIA RELATIONS

Media relations will play a crucial role in AI4Debunk's communication strategy, acting as a conduit for coverage and exposure. By harnessing media relations, AI4Debunk can ensure broader visibility and reach, expanding the project's audience and solidifying its positioning as an innovative force in the fight against disinformation.

Additionally, media relations help build a public profile for AI4Debunk, thereby adding a layer of legitimacy and credibility to the research being conducted and establishing the project as a trusted authority in the field.

Moreover, media relations are a valuable tool for influencing public opinion and garnering support from stakeholders and policymakers, which can be decisive in the later stages of the project, namely for exploitation purposes.

A proactive approach to media relations will be adopted, through both press releases and targeted journalist outreach, aiming for AI4Debunk to receive the attention it deserves from the media. Press releases will be crafted and distributed at relevant moments throughout the project's duration. As the research unfolds and the debunking tools' development commences, generating tangible results and news, outreach to journalists covering topics pertinent to AI4Debunk's scope will be initiated. This outreach seeks to establish relationships with these journalists and create editorial opportunities, such as expert interviews, feature articles, or opinion pieces - with different spokespersons from partner entities, depending on the topic being addressed.

All partners are expected to support and get involved in media relations activities by translating press releases into their respective languages and activating their own media contacts to further spread the word about the project.

In collaboration with all partners, F6S has initiated the compilation of an AI4Debunk database containing European and national media contacts. This database should be considered a living document as it is subject to regular updates (Annex 8).

To guide the media relations efforts, suggestions of topics and examples of angles have been collected (Annex 9.1).

Each press release will contain the following information:

1. EU emblem and funding statement

2. Boilerplate
AI4Debunk aims to revolutionize the fight against disinformation and support trustworthy online activity. Through the development of human-centred AI-powered tools, this EU project is committed to safeguarding democratic values and fostering a more informed and resilient society in response to the challenges posed by the digital age. The AI4Debunk project (full name: Participative Assistive AI-powered Tools for Supporting Trustworthy Online Activity of Citizens and Debunking Disinformation) is a 48-month innovation action funded by the European Union through the Horizon Europe Programme under the Grant Agreement No. 101135757.

3. List of consortium partners

4. Social media, website links, and contacts

AI4Debunk's first press release (Annex 9.2), providing an overview of the project and marking the official start of the project, was circulated to partners in January 2024, who were asked to translate it into their native languages and distribute it among their networks while the database for future press releases is still being established.

A downloadable press kit with visual assets has been made available on the website for convenient access by media outlets.

3.7 BLOG AND NEWSLETTERS

Blog articles and newsletters are indispensable components of an integrated communication strategy. While blog articles provide a space for detailed insights and thought leadership, newsletters ensure that this content reaches a wider audience. This synergy not only has the potential to enhance AI4Debunk's visibility but also promotes continuous engagement and knowledge exchange, ultimately contributing to a better overall understanding of the project's scope, mission, and solutions.

3.7.1 BLOG

AI4Debunk's blog articles will delve into various aspects of the project and feature contributions from partners, offering deep dives into their research and expertise. Through comprehensive pieces, the main aim is to inform and educate readers.

To drive website traffic and expand the project's online traction, relevant keywords will be identified and incorporated, optimising the content for search engines. The goal is to build a repository of valuable information that can attract and retain users, establishing AI4Debunk's website as a go-to resource for those interested in learning more about disinformation and how to protect themselves against it.

The content created for the blog can be repurposed for media relations efforts and vice versa, especially with opinion articles from partners and other relevant stakeholders. This content will also be shared across social media platforms to amplify reach and reinforce key messages.

F6S will support content creation by drafting a content plan. Partners will be responsible for writing the technical and research-oriented articles. Suggestions of content categories along with potential blog article topics have already been compiled (Annex 10.1).

3.7.2 NEWSLETTERS

AI4Debunk's newsletter approach will be two-fold: the project will have its own newsletters and also pursue opportunities for features in external newsletters.

Regarding AI4Debunk's newsletter, F6S will oversee its implementation, aiming for 8 issues throughout the project's duration - 2 issues per project year, ideally released every 6 months.

LinkedIn will be utilised to create and distribute the newsletter. AI4Debunk's newsletter will have its dedicated LinkedIn page where LinkedIn users can easily subscribe and access all issues. Moreover, a banner placed across the project's website will redirect people to LinkedIn for a streamlined subscription to the newsletter.

LinkedIn was the medium chosen because it serves as a natural hub for professionals to organically connect, exchange ideas, and stay updated on industry trends, making it an ideal platform to share AI4Debunk's progress updates in newsletter format. The main advantage is that not only subscribers, but all LinkedIn users can access these newsletters, extending reach, visibility, and impact far beyond the direct followers - provided partners assist in sharing them through their networks.

AI4Debunk's newsletters will deliver a curated mix of content (Annex 10.2). Whenever possible, links to blog articles will be included to drive traffic to the project's website.

Additionally, efforts will be made to proactively seek features in newsletters from partners, synergy projects or other meaningful entities (e.g. EDMO - European Digital Media Observatory). This initiative intends to foster cross-promotion and collaboration within the ecosystem. To facilitate the process and ensure consistency in the way the project is presented, F6S will provide a newsletter blurb and branded banner.

Reciprocally, contributions from partners and synergy projects are welcomed in AI4Debunk's own newsletter, bringing a diverse array of perspectives.

4 DISSEMINATION

To enhance AI4Debunk's impact and ensure its lasting influence, a dissemination strategy will be implemented. This strategy builds upon the communication activities and is oriented towards turning the scientific results into a common good, thereby contributing to the advancement of the state of the art.

By making the project findings and outcomes public (free of charge) to researchers, industry professionals, policymakers, and the civil society, our aim is to stimulate further research and promote the market uptake of the solutions being developed. To achieve this, the expertise, networks, and channels of AI4Debunk's interdisciplinary and multinational consortium will be leveraged.

Within AI4Debunk, dissemination includes events, scientific publications, policy briefs, and project synergies, as summarised in Table 5. Much like communication, it encompasses activities described in WP 15, WP 16, and W P17, more specifically Tasks 15.3 (M4-M12), 16.2 (M13-M31), and 17.2 (M32-M48).

Events	Promote the project, network with key stakeholders, and contribute to the broader discussion on disinformation in Europe.
Scientific publications	Gain recognition in academic and industry circles and share research and case studies findings.
Policy briefs	Shape policy making by providing actionable recommendations derived from the project's research.
Project synergies	Establish collaborations with projects/initiatives sharing similar objectives to expand outreach.

TABLE 5 - DISSEMINATION STRATEGY MAIN PILLARS

The upcoming subsections of this chapter will elaborate on our approach to each of these scopes.

4.1 EVENTS

AI4Debunk's dissemination strategy prioritises involvement in events - organised/co-organised by the consortium and where the partners will participate/attend. These events are vital platforms for promoting AI4Debunk's mission, showcasing research outcomes, and building connections with stakeholders, significantly contributing to the spread of key messages, increased awareness, and enhanced visibility.

4.1.1 EVENTS TO ORGANISE

The AI4Debunk consortium is dedicated to facilitating meaningful engagement through the organisation of its own events, enabling two-way communication with target audiences and allowing them to play a role in the successful implementation, validation, and pilot activities of the project. Therefore, these events will be directed at the media industry, including journalists and fact-checkers, as well as researchers, educators, and anyone from the civil society interested in the intersection of AI, disinformation and democracy, fostering dialogue and knowledge exchange.

Table 6 presents the event formats that will be organised during the project's lifetime, as stated in the Grant Agreement. Additional formats may be considered later on.

All partners are expected to contribute by providing content and conceptual inputs, in addition to supporting event promotion via their networks to encourage participation.

Type of event	Description
Workshop	AI4Debunk, in collaboration with synergy projects, will co-organise a workshop after its first year. This workshop's aim is to establish the project as a point of reference in the field of AI-driven disinformation debunking.
Webinars	AI4Debunk will host a series of four webinars, potentially involving synergy projects to enrich the discussions. These webinars will cover various aspects of AI and disinformation.

TABLE 6 - EVENTS TO ORGANISE OVERVIEW

4.1.2 EVENTS TO ATTEND

The AI4Debunk consortium will also actively participate in events - at national, European, and international levels - to disseminate project objectives and findings while interacting with diverse actors in the ecosystem. These events include seminars, conferences, workshops, exhibitions, and trade fairs, among others.

Participation can take several forms, such as keynote speeches, exhibition booths, poster or abstract presentations in scientific and technical sessions, and personal engagement in strategic meetings. This multi-faceted approach ensures that AI4Debunk's results are effectively shared with a wide audience, advancing discussions on AI and disinformation.

Annex 11 compiles events mentioned in the Grant Agreement that could be relevant for the project to attend. Further events will be identified and assessed in collaboration with partners.

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As described in subsection 2.4, F6S has set up a shared Excel file for monitoring and reporting purposes. This file includes a dedicated tab for events (tab "4. Events") where partners can add suggestions of events to attend. The document gathers essential information such as event date, format (in-person, hybrid, or online), type (conference, fair, webinar, workshop, etc.), and level of influence (national, European, or international). Once attendance at a specific event is confirmed, the file will also serve to track partners' participation - who will represent AI4Debunk, what will be their role, and if any materials are needed.

F6S has developed a set of materials (please refer to subsection 3.2.2) to support partners in the context of in-person events. Standard versions of these materials are available for download in both the SharePoint repository and the "Press Kit" area of the website. If adjustments are necessary, partners should notify F6S ideally at least three weeks in advance. Additional materials, for instance factsheets, can be prepared according to partners' needs.

4.2 SCIENTIFIC PUBLICATIONS

Scientific production will showcase AI4Debunk's significance and credibility in the realm of AI models for disinformation detection, focusing on three main goals:

- presenting the project's concept, findings, and benefits;
- disseminating research outcomes within scientific communities;
- sharing knowledge with key audiences and related initiatives.

The AI4Debunk consortium is fully committed to the principles of the Open Science approach as recognised by the EC. To achieve optimal results, the project will employ open and collaborative methods for producing and sharing the knowledge and data generated throughout its duration. This Open Science approach seeks to enhance the project's visibility, fostering idea exchange and multidisciplinary research, and accelerating the innovation process.

The Grant Agreement includes directives and recommendations for publications and repositories, aligning with Open Science principles in Article 17 "Communication, Dissemination, Open Science and Visibility" (Annex 12).

All peer-reviewed scientific publications will be freely accessible to the EU community via the project's website and the European Commission's publishing platform, Open Research Europe.

Additionally, a Zenodo account for AI4Debunk has been established. Zenodo is a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. For each submission, a persistent digital object identifier (DOI) is minted, making the stored items easily citable.

Depending on the paper's subject and content, top-ranked international conferences and specific journals might be chosen to amplify the research's impact, bringing AI4Debunk achievements to the scientific community and beyond. Annex 13 lists relevant journals identified in the Grant Agreement. Regarding international conferences where papers can be submitted, refer to the event mapping in Annex 11.

Academic and research partners should allocate a contingency budget for open access publications in journals that require a fee for making content freely available. Adhering to Horizon Europe guidelines, the consortium should cover publication fees (if any) solely in fully open-access venues for peer-reviewed scientific publications.

The AI4Debunk project aims to publish at least 20 scientific publications, comprising open access articles in peer-reviewed journals (5+) and presentations at events and conferences (10+).

4.3 POLICY BRIEFS

Policy briefs are concise documents that provide policymakers with a summary of relevant research, analysis, and recommendations on specific issues. They are meant to inform and guide decision-making processes by presenting evidence-based insights in a clear and accessible manner.

In the context of AI4Debunk, policy briefs will be crucial to disseminate the project's findings, proposed strategies, and policy implications to policy actors, including EU/government officials and regulatory bodies.

The Grant Agreement specifies that two policy briefs will be prepared during the project, both due by M18 and led by UL with contributions from EURACTIV, P4D, IUA, and CNR.

1. **"Disinformation target groups in the EU member states, sources and hosts of propaganda"**
   - Evidence-based analysis of the EU population groups most vulnerable to disinformation;
   - Opportunities and limits to develop the critical thinking as a powerful response to information manipulation;
   - Identification of threat actors involved in information manipulation campaigns (hate and other extremist groups, foreign governments, commercial actors, non-independent media, etc.).

2. **"Narratives and foreign interference throughout Europe illustrated by case studies"**
   - Identifying different narratives used to polarise and mislead the European people in information manipulation campaigns to inflame political, racial, religious, cultural, gender, and other divides;
   - Analysing information manipulation narratives in the context of Russia's war against Ukraine and climate change;
   - Providing comprehensive analysis of case studies to illustrate disinformation and attempts of foreign interference in EU policy making.

Additional policy briefs may be considered in later stages of the project if deemed relevant, for instance addressing the AI solutions or the didactic materials being developed.

Overall, these briefs aim to ensure that the project's discoveries are translated into actionable recommendations, facilitating informed policy decisions that can effectively tackle the challenges of disinformation in Europe.

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4.4 PROJECT SYNERGIES

The AI4Debunk consortium intends to forge collaborations and build synergies with various projects and initiatives related to AI and disinformation, striving to broaden its outreach and boost its impact, while also minimising duplication of efforts and economic resources.

These synergies can be activated through different actions, namely:

- Interaction on social media platforms (following, reposting, replying, and tagging);
- Cross promotion of activities and outcomes;
- Joint participation in events/conferences or co-hosting workshops/webinars;
- Coordinated media relations approaches;
- Knowledge exchange and networking;
- Capacity-building.

Our priority is to connect and foster synergies with projects of a similar ethos already funded by the EC, meaning projects that are conducting research on AI methodologies to counter online disinformation and developing tools/technologies that support verification professionals and citizens with content analysis and fact-checking.

In fact, AI4Debunk has already joined a cluster of like-minded projects - the "AI against Disinformation" cluster - which includes five other projects - AI4Media, TITAN, vera.ai, AI4TRUST, and AI-CODE -, all with common goals and targeting comparable audiences. Annex 14 provides details regarding the scope and timeframe of each of these projects, specifying whether there are any common partner organisations.

It is worth mentioning that AI-CODE is AI4Debunk's sister project, funded under the same Horizon Europe topic "Through AI from Disinformation to Trust (IA)" (HORIZON-CL4-2023-HUMAN-01-05), which falls under the broader call "A human-centred and ethical development of digital and industrial technologies" (HORIZON-CL4-2023-HUMAN-01-CNECT).

Within the scope of the cluster, as of this document's submission date, AI4Debunk has already initiated synergy efforts, with UL as the project coordinator mediating these interactions:

- The coordinator from TITAN, who is also a consortium member of AI-CODE, participated in AI4Debunk's first General Assembly on March 12-13, 2024 and shared valuable experiences and results. He provided insights from the FANDANGO project (2017-2020), an overview of the TITAN project (2022-2025), and an introduction to the AI-CODE project (2024-2027).

- AI4Debunk co-organised, along with all the other cluster projects, the second edition of the "Meet the Future of AI - Generative AI and Democracy" conference on June 19, 2024, in Brussels. P4D, IP, UMONS and HU participated. The event featured two panel discussions on the latest advancements and future trends in artificial intelligence.

- AI4Debunk co-organised, along with AI4Media and vera.ai, the "3rd ACM International Workshop on Multimedia AI against Disinformation" on June 10-13, 2024, in Phuket (Thailand). The central theme was AI-powered disinformation campaigns. MICC/UNIFI was the partner involved from AI4Debunk's side.

In addition to synergies with cluster projects, there are other valuable alliances that can be explored throughout the project's lifespan:

1. **EDMO**

   The European Digital Media Observatory (EDMO) brings together fact-checkers, media literacy experts, and academic researchers to understand and analyse disinformation, in collaboration with media organisations, online platforms, and media literacy practitioners. It relies on a network of 14 national/multinational hubs across 28 countries in the EU and EEA. EDMO aims to act as a reference point on data and policies on disinformation, public trust, media literacy, and quality information.

   Cooperation between the "AI against Disinformation" cluster and EDMO has already been initiated. AI4Debunk is currently featured on their website in a section dedicated to "EU Funded projects on AI in dialogue with EDMO". This partnership has the potential to be deepened through, for example, participation in events, promotion of project activities, and dissemination of scientific publications and other relevant outcomes.

2. **NATO StratCom COE**

   The NATO Strategic Communications Centre of Excellence, based in Riga, Latvia, is a NATO-accredited international military organisation that operates independently from any other NATO entity. It contributes to improved strategic communications capabilities within the Alliance and Allied nations, including public diplomacy, public affairs, military public affairs, information operations, and psychological operations. Its strength is built by multinational and cross-sector participants from the civilian, military, private, and academic sectors; and usage of modern technologies, virtual tools for analyses, research, and decision making.

   AI4Debunk's project coordinator, the University of Latvia, is also located in Riga and has already established ties with NATO StratCom COE. As a matter of fact, the project's first General Assembly (March 12-13, 2024) included a special conference on "AI for debunking disinformation" held at the Saeima, Latvia's Parliament, featuring a keynote speech by Jānis Sārts, Director of the NATO Strategic Communications Centre of Excellence. Further collaboration with this institution in the future could entail, for example, participation in events and knowledge sharing based on the project's scientific publications and policy briefs.

3. EU DisinfoLab

The EU DisinfoLab is an independent non-profit organisation that collects knowledge and expertise on disinformation in Europe. By combining research, investigative work, and policy insights, its mission is to expose disinformation campaigns, raise awareness around disinformation issues, and support civil society resilience to disinformation to foster a stronger information ecosystem.

The scope of AI4Debunk is fully aligned with the work EU DisinfoLab is conducting, which provides a strong foundation for collaboration. As part of the project's awareness generation activities, reaching out to assess potential ways of joining forces in combating disinformation is proposed. This could include events, cross promotion, and mutual knowledge sharing.

Moreover, AI4Debunk will capitalise on the interdisciplinary nature of its consortium partners to facilitate the establishment of further synergies. All members will be encouraged to leverage their contacts within relevant networks and platforms at European, national, and international levels related to research on AI and disinformation.

5 EXPLOITATION

AI4Debunk addresses a critical social issue: the erosion of credibility in institutions and science caused by fake news. Recognizing the persistent and evolving nature of disinformation, AI4Debunk focuses on the symbiotic relationship between humans and advanced tools. The project aims to create a unique, innovative, comprehensive, human-centred approach that helps citizens combat disinformation, using advanced AI and ML techniques to develop user-friendly and inclusive tools, such as a web plug-in, a collaborative platform, a smartphone app, and an AR/VR interface. These interfaces will be powered by the first-of-its-kind open-source "debunking" API. Furthermore, the project will support young people by creating educational materials to teach them how to critically assess information online and spot misleading or fake content, promoting media literacy and critical thinking. Through AI4Debunk, users will gain access to resources, knowledge, and skills, empowering them to detect disinformation in the ever-changing digital landscape. AI4Debunk's overall mission and vision serve as a guide and inspiration for all project results. The partners are committed to making practical use of them, engaging different user groups, and ensuring the uptake and utilisation of these results beyond the project's duration.

5.1 OBJECTIVE

The exploitation of project results is an obligation for the partners as they must "use their best efforts to exploit their results directly or to have them exploited indirectly by another entity".[2] The exploitation plan described in this chapter will guide partners in maximising impact and is centred on the successful and targeted use of the AI4Debunk results beyond the project's end. It initially presents a methodology, identifies the project results, details the steps to be taken forward, and outlines the initial activities done. This plan is developed with consideration of business and policymaker focuses to better direct and strategise how the project results and innovations are utilised and disseminated.

The exploitation plan is a living document that will be updated as the project progresses with the advancements in the scientific and technological fields and will be revised and resubmitted in M31 and M48 to provide a reliable strategy for sustaining the partners' results.

The consortium collectively acknowledged the significance of initiating early discussions on the exploitation plan and activities. A first meeting with the exploitation pathways task leaders was organised in M4 of the project, at the beginning of T15.2, to discuss the project exploitation methodology.

[2] Annex 5: Specific Rules and Article 16 of Horizon Europe Grant Agreement

5.2 METHODOLOGY

To achieve the objective of developing a practical exploitation plan aligned with the project goals, a tailored methodology will be followed, consisting of five distinct phases and employing various tools to aid in identifying, managing, and utilising the project's results, as outlined in Figure 4:

ID	WPS and Tasks	Start	End	Year 1	Year 2	Year 3	Year 4
1	Identification	1	12				
2	Characterisation	10	38				
3	Testing	12	42				
4	Exploit & Long Term Sustainability	32	48				
5	Own	1	48				

FIGURE 4 - AI4DEBUNK'S EXPLOITATION METHODOLOGY: STAGES

Activities in the first year of the project (M1-M12) will focus on the **identification** of project results and key exploitable results (KER), their potential, classification, and adopters of results. The high potential of the KERs will be evaluated, focusing on their degree of innovation, exploitability, and impact. Additionally, the target groups will be further assessed to ensure that results can be properly tailored to meet their needs.

During the **characterisation** stage (M10-M38), the focus will be on describing the problem addressed by each result, exploring alternative solutions, and evaluating their unique value proposition. To contribute to policymaking, an understanding of the policy landscape is deemed necessary at this phase. A feasibility analysis will also be conducted, emphasising market analysis, financial assessment, Political, Economic, Social, Technological, Legal and Environmental factors (PESTLE), and Strengths, Weaknesses, Opportunities, and Threats (SWOT) to understand the external environment. It is essential to analyse competitors, identify strategic alliances, and conduct risk assessments during this phase.

In the **testing** stage (M12-M42), external stakeholders and end users will be engaged to gather insights and identify initial requirements on one side and test the different versions of the solutions developed on the other, which will complement the development and integration of project solutions. This involvement aims to give opportunity to citizens to participate in the design of the solutions and enhance adoption beyond the project, ensuring that the final results are well-suited to meet their needs and increase adoption likelihood. Different stakeholders will be involved to build a stronger European framework for addressing online disinformation.

In the fourth stage (M32 -M48), opportunities to **sustain and exploit** the results after the project will be assessed and framed. This includes further exploring policy frameworks, seeking opportunities to expand project results, identifying new markets, and assessing potential for expansion and partnerships. Long-term strategic planning will be conducted to ensure the sustainability and growth of the solutions, achieving market readiness up to the targeted TRL (Technology Readiness Level) of the project. The aim will be to formulate the final exploitation strategy. Continued engagement with policymakers and end

users will be essential to solidify the project's impact, as AI4Debunk will pave the way for future legal frameworks, allowing for better detection of online disinformation.

In parallel (M1-M48), activities related to the protection of the project results will be undertaken, including background and foreground analyses. An FTO (Freedom to Operate) analysis will be conducted to review and assess the freedom to operate, guiding partners for FTO and patentability searches where needed. Additionally, **Intellectual Property Rights** (IPR) management will be ensured to identify and agree on optimal IPR protection options. This will include proper management of rights for exploitable results, with each partner responsible for their respective management, and monitoring and enforcing patents as necessary to protect IPR. Furthermore, appropriate IP agreements will be set up between partners to ensure clear and effective collaboration.

5.3 IDENTIFICATION

All partners have been involved by F6S in the discussions of **identifying project results,** KERs, and target groups from the very beginning. In addition to the planned activities, the first key findings are presented in subsection 5.8.1, which will be updated and revised by the end of the first year.

In the first months (M1-M5), a mapping of the project's expected results was conducted to develop an appropriate strategy for results packaging, with the active contribution from the partners. As a next step, the project results will be revisited and validated by all partners in an online workshop in M7, and the different collaborations between the partners will be assessed. In the upcoming discussion, the background and foreground IPR will be covered, as well as the initial exploitation intentions of each partner. Information on how each organisation plans to exploit the results to reach a larger stakeholder group, whether they can be exploited by multiple partners, or considered as part of another result within the project will be gathered. Various exploitation paths will be discussed within the consortium to derive the highest benefit from their involvement.

From the initially defined results, those deemed most exploitable and possessing the highest scientific, societal, and economic impact were analysed to determine the **KERs**. The partners have fully completed a characterisation table (Annex 15) to describe their key features and detail the chosen exploitation route. This information serves as the foundation for the exploitation plan. The project partners will collaboratively discuss and refine the characterisation table.

By M11, they will have defined **exploitation pathways**. A KER Risks Assessment and Priority Map will be filled to identify potential risks that may hinder the success of KER exploitation. Additionally, a 'grounds identification' table will indicate each partner's commitment to the KERs involved.

Identifying **target groups and end users** early on is crucial for guiding subsequent activities, tailored to meet the needs and preferences of these identified audiences. The preliminary list of target groups is in the GA - they were first discussed during the CWG in M9 and will be refined during an online workshop. To attract the identified groups, the exploitation plan will strategise to demonstrate the project's unique

ability to provide explainable and reliable results that will ensure accurate information verification in preserving democratic processes and educational integrity. The target end users should be identified at this stage as well to know who will directly interact with and benefit from the project results. The tools design and features will be developed with the end users in mind to ensure they meet their needs and enhance their experience.

As a next step, partners will finalise the identification of the relevant end users and assist in engaging them. Strategy and guidelines for stakeholders are developed and will be refined during the next CWG in M9 Concrete measures to ensure that the results will meet real needs and will be taken up by potential end users will be provided in the Deliverable 16.1 – Revised PDCER - Communication, Dissemination and Exploitation Activities.

This stage is targeted for completion by M12. A workshop will be conducted in M11 to validate the final version of this stage and outline strategic next steps.

5.4 CHARACTERISATION

In the characterisation phase, the partners will continue working on describing the **problem each result** is addressing, **alternative solutions, and unique value propositions**. They will detail the competitive advantages, most innovative aspects, benefits, and unique value propositions for each result. The unique value proposition will highlight significant impacts, demonstrating how our results effectively address problems better than what already exists. It will also emphasise what sets the KERs apart from current competing solutions, ensuring a clear understanding of their distinct advantages. This comprehensive overview will showcase the exceptional value and differentiation of our results.

The partners will proceed with a **comprehensive market analysis** to identify opportunities and assess market dynamics. Several sectors will be researched when preparing the market analysis: internet users (in general), the public sector, the private sector, the scientific and researchers' community, and media professionals. Partners have already begun brainstorming elements that will be used in the market analysis.

Competitors will be analysed to understand their strengths and weaknesses. On the other hand, there are many possible **strategic alliances and potential partners** to leverage resources and expertise that will be created. It is beneficial for the project to establish partnerships to enhance the tools development and further use, reduce risks, and gain access to unique resources. The synergy projects listed in Annex 14 and the sister project AI-CODE are the first strategic alliances that will be established. The cluster is already organising events together, sharing networks, ideas, and knowledge. Also, partnering with educational institutions will help integrate the tools into curricula, enhancing media literacy among students and educators. This collaboration can optimise the dissemination, reaching a broader audience and fostering early adoption. Educational partnerships also reduce the risk of tool rejection by ensuring relevance and usability through feedback from educators and students.

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The exploitation strategy mentioned in the GA places a strong focus on contributing to policymaking. Discussions with policymakers and regulators can enhance the project's credibility and influence, opening new opportunities for collaboration, support, and integration of results into broader societal and legal contexts. During the characterisation stage, relevant policy opinion makers and governing bodies will be identified, along with the messages that should reach them.

A **feasibility analysis** will be conducted to assess the viability of the developed solutions. A SWOT analysis to assess various internal and external factors, leading to informed strategic planning and mitigating all potential risks to the AI4Debunk project will be done. Another vital aspect of the project is the PESTLE analysis within the EU context, which involves employing a specific methodology to evaluate Political, Economic, Social, Technological, Environmental, and Legal factors. Extensive work done on different kinds of analysis will try to overcome diverse barriers, recognise risks for the actual use of the results after the project funding, and counter them with appropriate measures. At the same time, an initial **financial analysis** will be performed to prepare for the next stage and identify potential revenue streams and ways to sustain the project results in the long term.

Partners were already asked to fill out a preliminary questionnaire to gather their initial opinions, which will be further discussed in workshops until M12. Initial findings are presented in subsection 5.8.2.

5.5 TESTING

Empowering and engaging citizens in developing the project results is crucial for a successful exploitation plan, as it allows for citizen participation in the design of solutions. This phase concentrates on two main aspects: 1) **gathering insights** during the project, **grasping the early needs** of adopters and end users before final tools development, integration, and deployment, and 2) **testing with beta testers**.

The first aspect will be done by organising 'focus group' sessions and 'interviews' with a central focus on determining the needs. The resilience mechanisms of citizens and social media users that the tools will activate will be studied and leveraged through beta testers' interactions with questions, images, and multimedia. This process will result in guidelines and recommendations for the tool designers. Focus groups will facilitate multi-stakeholder engagement in the use of the tools, aiming to reach the widest possible audience in different countries.

The second iteration aims to present a result to be tested to align with end users needs and collect valuable feedback to refine the project results and confirm the viability of exploitation scenarios. The partners will conduct testing and debugging, followed by testing and validation by beta testers to validate the tools and ensure project components function correctly and produce accurate results. A specific beta testing program will be implemented in high schools and universities. The educational book, accompanying lessons and the game will be tested in a limited number of schools to find out whether the solutions connect with the experiences of young people. The feedback received will be used to further improve the solutions and enhance the impact of the project, ensuring that the learning methods will be used in schools long after the project has ended.

The findings in this stage would be used to evaluate the performance and gather feedback to ensure the tools continued functionality, usability, and reliability in real-world environments. The exploitation manager (F6S) and the partners involved in the Exploitation Pathways tasks will collaborate closely with project leaders, with a key focus on **refining the value proposition** for early adopters and end users. The outcomes of testing with partners and beta testers will contribute significantly to the final refinement of the project's value proposition. The developed plan for exploitation activities will be implemented with an emphasis on continuous improvement based on feedback from end users and stakeholders.

5.6 EXPLOIT AND LONG-TERM SUSTAINABILITY

This stage will be the final one, aiming to finalise the exploitation plan and prepare for post-project utilisation of the results. It will focus on **seeking additional funding opportunities** to support further development and expansion, as well as **collaborating with established stakeholders** to secure necessary funding. Additionally, various opportunities for expanding project results and exploring new markets will be investigated.

Partners will describe the actions planned to be executed 3-6 months after the project ends. The roles of the involved partners will be clarified along with the timeline. Cost estimation for implementing these activities, projected revenues, potential profits, and the impact will be detailed in terms of growth and societal benefits. Furthermore, risks related to exploitation and corresponding mitigation measures will be addressed. A workshop for each KER will validate the produced exploitation roadmap, with a second workshop conducted if necessary to discuss the completed results and developed exploitation model. Another dedicated exploitation workshop will be held to identify optimal business models and validate the key pathways to exploitation. Where needed, **a strategic business plan** will be drafted, outlining the strategies for product development and marketing, incorporating feedback from end users to refine the innovation roadmap. At the same time, it will also be described how contributing to **policymaking** can help ensure that the project's outcomes have a lasting impact by embedding them into regulatory frameworks and national strategies. The final stage will finalise the exploitation strategy, including both individual and joint exploitation plans and required IP agreements.

The project plans for long-term impact to ensure the **sustainability and growth** of the solutions, anticipating future market trends, changes in various factors, and possible technological advancements to remain useful and unique. It is ambitious but the interdisciplinary consortium brings a high expertise and dedication to fighting shared challenges with the help of technology. In the end, a clear exploitation roadmap will guide the effective utilisation of results.

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5.7 OWN

This phase extends from the project's inception to its completion, serving as a continuous process that runs in parallel with all other phases. Activities in this phase concentrate on developing and implementing an effective IPR management strategy, which is anticipated to clearly delineate IPR among partners and ensure transparent agreements on the joint utilisation of results co-developed within the consortium.

5.7.1 INTELLECTUAL PROPERTY MANAGEMENT STRATEGY

Effective management and **protection of knowledge,** including IPR, are crucial aspects of the AI4Debunk project. Its framework integrates essential IPR and innovation management to ensure a clear understanding of the **background, foreground, ownership** (including shared ownership), **access rights, distribution**, and utilisation during and after development. To achieve this, the IPR management strategy employs a comprehensive framework, dividing IP management into pre-project preparation, project implementation, and post-project stages.

A) **Pre-project preparation:** The GA and the Consortium Agreement (CA) are documents that detail various IPR matters. Key sections include ownership of results (GA), protection of results, exploitation and transfer and licensing (Annex 5 of the GA), results (Chapter 8 of the CA), access rights (Chapter 9 of the CA), and background (Attachment I of the CA). These agreements provide guidance for IPR issues among project partners, ensuring that any future actions regarding IPR will adhere to their provisions.

B) **Project implementation stage:** A working group consisting of IP experts from each partner – IPR Working Group supervised by the Innovation Management Team (IMT) - was established to discuss IPR matters. During the implementation phase, partners will employ IPR management procedures to efficiently handle project results. As the project advances, focus will shift towards identifying the foreground, establishing ownership of results, and securing access rights and protection. An initial patentability search along with a FTO analysis will be carried out. Partners will be given specific advice on how to continuously conduct FTO and patentability searches. Establishing strong IP management procedures is a top priority to ensure the project's success and facilitate the exploitation of its results. Partners will concentrate on discussing various methods of IP protection, weighing their advantages and disadvantages, and determining the most suitable way to secure the results. Following the identification of each partner's contribution and interest in the exploitation of the project results, a preliminary framework for IP protection will be established. The most appropriate IP agreements for post-project exploitation of the results will be defined.

C) **Post-project stage:** Upon project completion, a finalised version of the exploitation plan will be provided. It will detail actions required to ensure utilisation and sustainability, as well as IP ownership arrangements and responsibilities for future contributions to exploitable results.

5.7.2 IP OWNERSHIP

The protection of each project result is crucial for effective exploitation. Results from collaborative projects are often built on the combined knowledge of several partners, so are jointly created and jointly owned. Therefore, it is important for the partners to agree on appropriate and shared strategies for their management, protection, and exploitation.

The CA has already been signed and includes terms and conditions related to the ownership of results, conflict resolution, access rights, procedures for transferring ownership, confidentiality, and the dissemination of results.

Partners will have to prepare a results ownership list, detailing whether there will be single or joint ownership of results and whether exploitation will require access to background. Access rights are specified in the CA and the partners will be guided through the process and informed about IPR concerns and available protection opportunities. As a first step, the background IPs will be identified as well as the indicative protection measures and definition of access rights among partners for using the background within the project. Afterwards, there will be an identification of the results that constitute the foreground IP of the project and matching each foreground with the respective contributing background. As a new step, the partners will identify their contribution and interests in exploiting each result. Each partner will have to highlight its contributions to the development of each of the project's exploitable results. Partners must agree in advance on all protection measures and the allocation of related costs. At the end, the preliminary framework of IPR protection for the project results, their contributions for use after the end of the project, the availability of pertinent documentation for them, as well as any restriction in the exploitation of the results will be defined.

To monitor ownership issues throughout the project, the AI4Debunk IPR Working Group will track ownership claims and aim to resolve disputes promptly to avoid delaying the final report's submission and subsequent exploitation steps.

5.7.2.1 OPEN ACCESS AND IP

The AI4Debunk project is committed to the principles of the Open Science approach as recognised by the European Commission. To reach a larger audience and have a bigger impact, open and collaborative ways of producing and sharing knowledge and data generated throughout the project will be used. Publications will be available in open access and data sharing will be driven by the principle "as open as possible and as closed as necessary". Accessing most of the latest insights and state-of the-art knowledge combined with open standards will support the further adaptation of the proposed innovation.

The Open Science described in the GA will be followed:

- Responsible management of research data in line with the Findable, Accessible, Interoperable, and Reusable (FAIR) principles;
- Comprehensive data management plan allowing the consortium to follow and monitor the access and re-use of the main project outputs and inform the exploitation strategy accordingly;

- All peer-reviewed scientific publications will be freely accessible on the project's website and on the EC's publishing platform, Open Research Europe;
- Citizen science will be used to co-develop the decision support system for integrating the technological solutions in the value chain, the business models, and policy recommendations;
- Early and open sharing of the research. Non-sensitive data and analysis code will be made publicly accessible after publication;
- Research integrity and reproducibility of scientific results.

The KER will be made available as open access resources, emphasising the commitment to widespread dissemination and knowledge sharing, enforcing their public use. The findings and innovations will be freely accessible to all stakeholders, including researchers, policymakers, and the general public, ensuring long-term and bigger impact of the project. This approach aligns with the principles of transparency and collaboration, fostering an inclusive environment where the benefits of the project can be fully realised and utilised for the common good. The process of how the owner will provide open access to their work while ensuring that their IP is protected (e.g. the educational book will be open access, while retaining copyright on the images) will be detailed. Issues related to IPR and licensing agreements will be thoroughly considered to ensure the smooth and effective implementation of Open Science principles, alongside innovation and business model development, while respecting the commercial interests of the consortium. Therefore, the benefits of open access will be balanced with the legal protections and incentives provided by IP law.

5.8 INITIAL FINDINGS UNTIL M6

This section presents the work completed up to M6, which will be re-evaluated, refined, and analysed by the partners in the coming months. An updated version will be submitted in the Deliverable 16.1 – Revised PDCER D16.1 PDECR.

5.8.1 PROJECT RESULTS

As described in Article 16 of the Annotated Model Grant agreement, results are: "any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights."[3]

In the first mapping of project results, partners have identified 12 project results and linked each to a specific objective. The initial findings are open to further discussion and additional project results may emerge. The first version of the table is provided in Annex 16. Based on these identifications, efficient pathways to exploit the project results will be developed and refined.

[3] *Ibid., 39*

The exploitation methodology, the project's target groups for results, and the discussion of the KERs were open to various viewpoints concerning the project's objectives and their definition within the CWG. As a result, an updated list of KERs has been generated and a deeper analysis of each KER will be conducted, enabling the next steps for exploitation.

5.8.2 KEY EXPLOITABLE RESULTS

A key exploitable result is a main interesting result that has been selected and prioritised for its significant potential to be exploited by project partners or by other stakeholders. A preliminary identification of 6 KER is presented in the GA, to be further developed and updated during the project. Partners engaged in a collaborative brainstorming session to discuss them. To facilitate this process, a survey was distributed to partners, initiating the preliminary stages of refining these KERs – Annex 17. The ongoing development of these results will be incorporated into D16.1 as the project progresses.

The following is a preliminary list of KERs that will be assessed throughout the project:

- **Disinformation API:** This API is the first-of-its kind debunking API. It will serve as a layer between the front-end and the back-end of any software. It solves the problem of unauthorised access to the database of the AI engine, it plays a critical role in software development by facilitating integration, enhancing accessibility, supporting real-time data sharing, offering convenience, ensuring scalability and performance, promoting reusability and collaboration, providing security and control, and supporting continuous improvement. Such an API will be the standard for future human-centred innovative debunking interfaces for online citizens and for the advancement of the fight against disinformation in Europe. It integrates AI and ML algorithms to calculate a disinformation probability score – Disinfoscore - and flag suspicious content. Upon receiving content as input, the API will promptly return its Disinfoscore. In the case of manipulated content, it will also identify the regions where the signal of the original content could have been tampered with. Additionally, it will provide factual/contextual information that corroborates the content's score.

- **Web plug-in:** A software solution that can be used after it is imported into a mainstream browser such as Google Chrome. The functionality of the plug-in will be to display information generated by the combined AI engines. It should be able to display a Disinfoscore based on the information on the webpage processed by the AI. It is designed for web browsers and social media platforms and will provide real-time notifications to users, offering insights into the reliability and credibility of the content they are currently viewing, regardless of its format.

- **Collaborative platform - Disinfopedia:** A digital platform built in a Wikipedia format combined with a link to upload the fake news to be determined. News from the web could be staged and fed to the AI software. The accessibility of information on addressing fake news will be ensured. The software will be designed in a user-centric way and people without specific expert knowledge will be able to use it in such a way that the platform is approachable for all users. The main objective of the platform will be that users can submit information, collect information, or screen information in one place, the Disinfopedia. The platform includes a human reviewer interface with human experts confirming whether it is fake news or not. Users will be able to directly report suspicious content that will then be checked by human experts (senior analysts working for the media partners) and potentially removed from circulation.

- **App:** A smartphone app is designed to empower users to verify information in their daily lives. Leveraging the project's advanced debunking API, the app enables users to check the authenticity of various content types, including text, images, and videos, on the go. By analysing the content against a comprehensive knowledge graph and using sophisticated AI and ML techniques, the app provides a Disinfoscore to indicate the likelihood of falseness. The app is user-friendly, allowing individuals to simply input or scan content they come across in their everyday interactions. It alerts users of potentially false information and provides detailed explanations and context to help them understand the reasons behind the classification. This tool aims to enhance digital literacy and help users navigate the digital information landscape with greater confidence and discernment.

- **AR/VR interface:** An AR/VR interface aimed at combating disinformation by providing users with immersive tools to identify and understand manipulated content in virtual and augmented reality environments. This interface is part of a broader suite of AI-powered tools that utilise a debunking API capable of analysing various content types, including text, images, and videos, to deliver real-time verification and a Disinfoscore. By leveraging the power of AR/VR, this interface offers an engaging and interactive way for users to explore and learn about disinformation, making it particularly effective in educational and training contexts. The AR/VR interface allows users to experience firsthand how disinformation can be embedded in virtual content. By highlighting and explaining content manipulation, the interface provides a deeper understanding of the techniques used in spreading disinformation. This immersive approach not only aids in the detection of false information but also enhances users' critical thinking and digital literacy skills, empowering them to navigate the digital landscape more confidently. It will give guidelines on how to deal with disinformation on future forms of AR/VR-based social media.

- **Educational comic book and game:** An educational comic book, accompanied by a teaching method - a serious game based on the comic book to be used on the Disinfopedia platform to attract the main public people to learn about how to deal with fake news. The innovative combination of the two methods will enhance the impact of the project and help to ensure that the learning methods will be used in schools long after the project has ended.

For each of the KERs, an exploitation strategy has been outlined in the GA. Various approaches will be considered to maximise project impact and achieve specific objectives, such as making the results available on shared platforms (e.g. Zenodo), transferring them to national services or ministries of education, or commercialising them. The specific exploitation strategy for each will undergo further refinement and finalisation for submission in Deliverable 16.1 – Revised PDCER.

The partners owning the KER have begun filling in the KER characterisation tables, types of exploitation, contributing and participating partners, and individual exploitation plans. These will be further discussed and included as responses in Deliverable 16.1 – Revised PDCER. Table 7 describes the IP asset type, discussed protection model, lead/IP owner, and potential end users:

KER Name	Description	WP/ Tasks	IP Asset Type	IP Protection Model	IP Owner	Potential end users
Disinformation API	A set of software handles to access the database of the AI engine	WP10/ 11	SERV	Open Access	HU	Software developers
Plug-in	A software solution that is able to display score information of the website presently visited when there is an AI result present at that moment	WP10/ 11	PROD	Open Access	HU	“Active” online citizens; European National security services
Collaborative Platform	A software solution on the internet where humans can interact with the subject of fake news	WP10/ 11	SERV PROD	Open Access	IP/HU	“Active” online citizens; European National security services
App	Tool to verify the accuracy of online content - users will be able to input information (URLs, text or images) and the app will identify its risk level for falseness	WP11/ 12	PROD	Open Access	DOTSOFT	“Active” online citizens; European National security services

AR/VR Interface	Interface enabling users to identify and understand manipulated content in virtual and augmented reality environments	WP10/ 11	PROD	Open Access	DOTSOFT	Citizens, public authority city managers and officials
Educational comic book and a game	Two real educational method: educational comic book and a serious game for users to experience in a playful way how to detect fake news	WP16/ 17	LEARN	Open Access/Copy right	IP	Pupils of secondary schools / European Ministries of Education

TABLE 7 - AI4DEBUNK KEY EXPLOITABLE RESULTS

The consortium is fully committed to clearly identifying the KER and their direct/indirect value and impact for different stakeholders will be considered.

5.8.3 INITIAL FEASIBILITY ANALYSIS

Even though the characterisation phase begins after the first year of the project, partners have already begun brainstorming and preparing elements essential for the feasibility analysis, such as market analysis, SWOT, and PESTLE financial analysis. Some initial findings are presented in this deliverable, while the finalised version will be prepared for D16.1.

5.8.4 INITIAL MARKET FINDINGS

The market size for AI4Debunk solutions is substantial, as it addresses the critical global challenge of misinformation and disinformation. The project's development of AI-powered tools to combat disinformation aligns with the increasing demand for solutions that foster fact-based communication and critical thinking.

The market for AI-driven fake news detection includes citizens, global news agencies, various social media platforms (including TV and the web), and governmental organisations seeking to safeguard information integrity. Given the increasing prevalence of disinformation, there is a significant opportunity for advanced solutions like those that will be developed, which can provide deeper insights and more reliable results than currently available technologies. Verifying trustworthy news is becoming increasingly difficult, requiring automatic tools to combat disinformation. However, this often conflicts with the general audience's willingness to verify news or the challenges of integrating such tools into common platforms.

Partners have already brainstormed some of the primary competitors and potential strategic alliances for the AI4Debunk project results. Some of the **competitors** include:

- Fact-checking organisations, which are dedicated to verifying the accuracy of information (e.g. Snopes, FactCheck.org or PolitiFact).
- AI-powered fact-checking platforms: platforms that use AI and ML to detect and flag misinformation (e.g. ClaimBuster or Lead Stories).
- Media literacy initiatives: organisations that focus on educating people on how to critically evaluate information and identify misinformation (e.g. News Literacy Project or the Media Literacy Now initiative).
- Educational tools and platforms.
- Browser extensions and plug-ins.

KERs owners have also identified target market and initial potential competitors even if the software was specially written to support the project. On the other hand, **potential alliances and partnership could be made with**:

- Academic institutions: universities and research centers specialising in AI, media literacy, and communication studies.
- Technology companies: firms with expertise in AI, ML, and data analytics that can contribute to the development of advanced tools.
- Non-Governmental Organisations (NGOs): organisations focused on media literacy, digital rights, and combating disinformation.
- Media organisations: news agencies and media outlets interested in maintaining information integrity and combating fake news.
- Government agencies: public sector entities responsible for information dissemination, public safety, and education.
- Educational institutions: schools, colleges, and universities to integrate AI4Debunk tools into curricula and fostering media literacy.
- Community organisations: local community groups and associations involved in civic engagement and public awareness campaigns.
- Research projects: other research projects funded by the EC or other organisations that aim to combat disinformation and promote media literacy (e.g. those described in subsection 4.4).

These findings will be further refined to develop a comprehensive list of potential competitors, strategic alliances, and partnerships, along with a strategy to engage them.

5.8.5 STRATEGIC EXTERNAL ENVIRONMENT FINDINGS

The consortium has already started brainstorming about the different elements for a SWOT analysis to be further discussed in a workshop in M14. Elements that will be analysed include:

FIGURE 5 - INITIAL SWOT FINDINGS

Partners completed a questionnaire to identify initial factors that could affect the project's outcome. Changes in legislation and regulations targeting disinformation, privacy, and AI usage, such as the Digital Services Act, General Data Protection Regulation, and AI Act, could potentially impact our project. Other factors, like the rapid development of AI and ML technologies, will require continuous updates and improvements to maintain the tools' effectiveness in detecting and countering disinformation. Furthermore, changes in public opinion and policy, particularly concerning disinformation, are factors to be assessed. The level of public awareness and media literacy would also be crucial for the successful adoption, greater trust, and utilisation of AI4Debunk's results. These elements will be considered during the PETSLE analysis to better strategise and adapt to different factors.

Partners' initial thoughts on the potential costs to be made after the project ends would be the starting point for a financial analysis. Some key cost considerations include technology infrastructure updates, maintenance, licenses, AI model refinement, and marketing campaigns to foster adoption. Other costs could be related to data management compliance, secure storage, tutorial video production, and outreach initiatives. A detailed financial analysis will include a cost breakdown, additional investment costs, and the break-even point.

These initial findings will be refined in the coming months in collaboration with our partners through dedicated efforts, and the updated results will be presented in D16.1.

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6 CONCLUSION

This document outlines the first communication, dissemination, and exploitation activities plan with the aim of structuring and coordinating efforts to ensure the project results reached the intended audience and the specific objectives are met.

The overall plan is tailored to contribute to the achievement of the project's goals, reaching the defined audience and disseminating the set key messages.

The communication and dissemination plan will serve as a roadmap for the consortium partners, providing clear guidelines and directions for the communication and dissemination efforts to ensure consistency and coherence and maximise the impact of the project activities.

The exploitation plan will help the consortium identify and highlight valuable results and activities for AI4Debunk, enabling them to make concrete use of these outcomes and advance them for the benefit of innovation and society. This includes responding to an existing demand and addressing one of the most pressing challenges - disinformation and fake news. The consortium acknowledges the crucial role of exploitation in ensuring the sustainable and impactful utilisation of our collective efforts.

Furthermore, it is worth noting that this document is a living document, designed to be dynamic and adaptable to new developments as results become available. The plan will be revised two more times and it is envisioned that the final plan will outline the impact that the AI4Debunk project will have on stakeholders and target users, but also the wider community, regarding the fight against disinformation.

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ANNEX 1 – STAKEHOLDER MAPPING

NAME / INSTITUTION	SHORT DESCRIPTION	WEBSITE	EMAIL	GOVERNANCE LEVEL
Civil Society (Consumer association, NGOs, Social Movement Organisations, European Citizen's Initiatives (ECIs), Trade Unions, Influencers)				
LDDK	LDDK is the largest association of employers' organisations that represents employers in Latvia.	https://lddk.lv/en/about-lddk/more-about-lddk/	lddk@lddk.lv	National
Consumer Rights Protection Centre	The Consumer Rights Protection Centre is the State administrative authority under the supervision of the Ministry of Economics, which implements the protection of consumer rights and interests.	https://www.ptac.gov.lv/en	pasts@ptac.gov.lv	National
NATO Strategic Communications Centre of Excellence (NATO StratCom COE)	NATO Strategic Communications Centre of Excellence is multi-nationally constituted and NATO-accredited international military organization, which is not part of the NATO Command Structure, nor subordinate to any other NATO entity. As such the Centre does not therefore speak for NATO.	https://stratcomcoe.org/	info@stratcomcoe.org	International
Consumers' Association "The Quality of Life"	EKPIZO is a Certified Consumer Union, was founded in 1988 with the aim to protect our rights as consumers and improve our quality of life.	https://www.ekpizo.gr/	info@ekpizo.gr	National
Union Of Hellenic Chambers Of Commerce (UHCC)	UHCC actions pivot around the assumption of it being the State 's enacted advisor on economy and growth in general; it also represents Hellenic Chambers at home and abroad, and provides services to them.	https://uhc.gr/en/	keeuhcci@uhc.gr	National
Consumer's Ombudsman	The Consumer's Ombudsman is an Independent Authority established by Law 3297/2004 and supervised by the Ministry of Development & Investments. It functions as an out-of-court body for consensual resolution of consumer disputes, but also as an advisory institution of the state for the treatment of problems which are within its competences.	https://www.synigoroskatanaloti.gr/en/	grammateia@synigoroskatanaloti.gr	National
Policymakers & Decision-takers (European organisms, International organisms, national, local and regional organisms, political parties and representatives)				
The Latvian Council of Science (LCS)	The aim of the LCS is to implement the state science and technology development policy, ensure expertise, implementation and supervision of research programs and projects financed from the state budget, as well as from the European Union structural funds and other foreign financial instruments delegated in regulatory enactments.	https://www.lzp.gov.lv/en	pasts@lzp.gov.lv	National
European Commission Representation in Latvia	The European Commission's Representation in Latvia supports the European Commission's communication with state institutions, citizens, organisations from various sectors, civil society and the media.	https://commission.europa.eu/index_lv	-	International
The Ministry of Education and Science	The Ministry of Education and Science is responsible for education, science, sports, youth and state language policies in Latvia. We are here to foster a highly innovative, wealthy and integrated society in which everyone has equal opportunities for development.	https://www.izm.gov.lv/en	pasts@izm.gov.lv	National
Rijksoverheid.nl	Site of the Dutch government about how to counter desinformation	https://www.rijksoverheid.nl/onderwerpen/desinformatie-nepnieuws/aanpak-desinformatie-en-nepnieuws	-	National
Ministerie van binnenlandse zaken en koninkrijksrelaties.	Dutch ministry of the interior	https://www.government.nl/ministries/ministry-of-the-interior-and-kingdom-relations	-	National
Ministry of Digital Transformation	-	https://thedigital.gov.ua	pr@thedigital.gov.ua hello@thedigital.gov.ua	National
Center for Countering Disinformation	The implementation of measures to counteract current and projected threats to Ukraine's security in the information sphere, identifying and counteracting disinformation, countering propaganda, destructive information influences and campaigns, preventing attempts to manipulate public opinion.	https://cpd.gov.ua	cpd@rnbo.gov.ua	National
Ministry of Culture and Information Policy of Ukraine	The Ministry ensures the formation and implementation of state policy in the sphere of television and radio broadcasting, information and publishing.	https://mcip.gov.ua/en/	zapyty@mkip.gov.ua press@mkip.gov.ua	National

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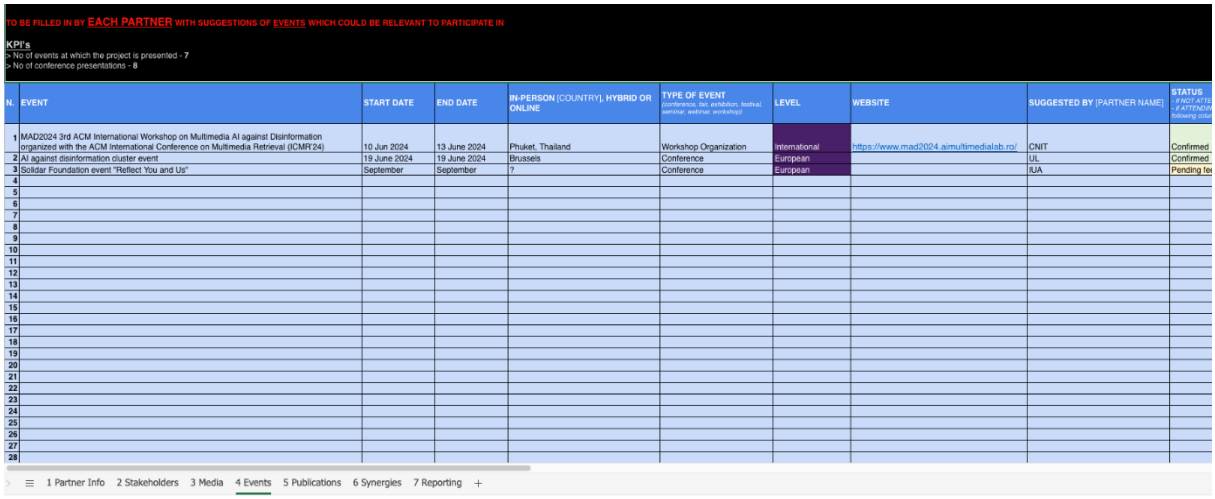
Security Service of Ukraine (SSU)	Security of Ukraine and Ukrainian citizens - protection of informational security	https://ssu.gov.ua/en	callcenter@ssu.gov.ua	National
European Alliance of News Agencies (EANA)	EANA serves as a forum for cooperation and exchange of information and experiences among European news agencies. EANA's operations are financed by membership fees.	https://www.newsalliance.org/	secretarygeneral@newsalliance.org	Regional
General Secretariat of Information & Communication	The mission of the General Secretariat of Communication and Information is to support the members of the Government and the Deputy Ministers, as well as the Presidency, in matters related to communication and the timely and valid information of public opinion inside and outside Greece.	https://media.gov.gr/	info.media@media.gov.gr	National
Ministry of Climate Change and Civil Protection, General Secretariat of Civil Protection	-	https://civilprotection.gov.gr/	info@civilprotection.gr	National
Ministry of Digital Services	-	https://mindigital.gr/	minister@mindigital.gr	National
Educational Community (Academia/experts, students, schools)				
The Latvian Association of Young Researchers (LIZA)	The Latvian Association of Young Researchers (LIZA) is the only organization in Latvia that unites young scientists from various fields and represents their interests.	https://jauniezinatnieki.lv/en/	contact@mysite.com	National
NOLAI (nationaal onderwijslab voor artificial intelligence)	NOLAI is the national educational laboratory for artificial intelligence.	www.ru.nl/nolai	-	National
Netwerk mediawijsheid	The Dutch Media Literacy Network ('Netwerk Mediawijsheid') is committed to working towards a future where everyone is – or is well on their way towards becoming – media literate. Media literacy allows one to move more easily and more securely through a society in which (online) media play an increasingly important role.	www.mediawijsheid.nl	-	National
Internetmatters.org	Internet Matters supports parents and professionals with comprehensive resources and expert guidance to help them navigate the ever-changing world of child internet safety.	www.internetmatters.org	-	International
Osservatorio di Pavia	The Osservatorio di Pavia was founded in 1994 an internationally recognised institute for the analysis and research on mass communication and election campaigns. The institute is an independent non-profit organisation. Its main objective is the promotion of social, cultural and political pluralism. It employs some 30 researchers and a network of scholars in social and media studies.	https://www.osservatorio.it/	cares@osservatorio.it	National
The National and Kapodistrian University of Athens	Department of Communication and Mass Media of the National and Kapodistrian University of Athens.	https://www.uoa.gr/	info@uoa.gr	National
Media				
SPRAVDI	Centre for Strategic Communication and Information Security	https://spravdi.gov.ua/en/	stratcom@spravdi.gov.ua uastratcomcenter@gmail.com	National
Association of European Journalists AEJ Bulgaria	The Association of European Journalists-Bulgaria (AEJ-Bulgaria) is a non-profit association. It is a member of the International Association of European Journalists (www.aej.org), which brings together journalists from over 20 European countries.	https://aej-bulgaria.org/en/	team@aej-bulgaria.org	National
Factcheck.bg	Factcheck.bg is the only platform in Bulgaria dedicated solely to fact-checking, an initiative of the Association of European Journalists-Bulgaria (AEJ).	https://factcheck.bg/	editors@factcheck.bg	National
Balkan Free Media Initiative	BFMI was launched in 2021 by a group of media and advocacy experts concerned about the lack of action regarding the alarming decline of media freedom in Southeast Europe. BFMI draws its strength from an International Advisory Board, comprised of experienced professionals in media, policy and diplomacy from the US, UK, Europe, and the Balkans.	https://www.balkanfreemedia.org/	info@balkanfreemedia.org	International
Italian Digital Media Observatory (IDMO)	IDMO – Italian Digital Media Observatory is a national hub that supports and implements the work of the European Digital Media Observatory (EDMO). IDMO is part of a multidisciplinary community that brings together researchers, fact-checkers, and experts in social media and digital narratives.	https://www.idmo.it/	contact@idmo.it	National

Osservatorio sulla disinformazione online dell'AGCOM	The Online Disinformation Observatory is part of the activities promoted by AGCOM to identify and combat disinformation phenomena, which are the result of targeted strategies. The aim of this Observatory, focused on the static and dynamic analysis of online disinformation production, is to provide stakeholders with insights into the emergence and spread of fake content on specific topics, thus on the main subjects of disinformation.	https://www.agcom.it/osservatorio-sulla-disinformazione-online	info@agcom.it	National
The National Council for Radio and Television (NCRTV)	The National Council for Radio and Television (NCRTV) is a Greek independent administrative authority that supervises and regulates the radio/television market, founded in 1989.	https://www.esr.gr/	ncrtv@otenet.gr	National
Association of Editors of Athenian Newspapers	Purposes of the Association is the decisive defense of the freedom of the press by all legal competitive means from any suggestion, wherever it originates, with the aim of ensuring full information of the citizens through the Press, Radio, Television, by publishing and rebroadcasting of all news, putting aside all expediency and selfishness.	https://www.esiea.gr/	info@esiea.gr	National
Athens News Agency - Macedonian News Agency Sa	-	https://www.amna.gr/	contact@amna.gr	National
Panhellenic Federation of Editors' Unions	Basic purposes of P.O.E.S.Y. is: 1. Ensuring the fundamental principle that information is a social good and not a commodity or means of propaganda. 2. The defense of the right of citizens to be informed and informed about everything, in conditions of freedom, democracy, peace and social justice.	https://www.poesy.gr/	press@poesy.gr	National
Business and Industry (SMEs, multinational companies, associations, networks)				
Research, Innovation (Research and Technology Organisations, research governing bodies, management staff, science communication professionals, networks)				
Latvian Institute of International Affairs	The aim of the Latvian Institute of International Affairs (LIIA) is to carry out scientific work and analytical research, as well as to provide expert opinions on Latvia's challenges, development scenarios and strategies within the international and regional security, political, and economic system.	https://liia.lv/en/home	liia@liia.lv	National
International Centre for Future Generations	The International Center for Future Generations is a think tank dedicated to shaping a future where decision-makers anticipate and responsibly govern the societal impacts of rapid technological change, ensuring that emerging technologies are harnessed to serve the best interests of humanity.	www.icfg.eu	-	International
Centre for the Study of Democracy	CSD's mission is "building bridges between scholars and policy-makers" and as an independent, interdisciplinary think tank it combines a broad range of capacities.	https://csd.bg/	csd@online.bg	National
Insait - Institute for Computer Science, AI and Technology	INSAIT – Institute for Computer Science, Artificial Intelligence and Technology, located in Sofia, Bulgaria, is the first of its kind in Eastern Europe to offer world-class research facilities and conditions. INSAIT was founded in April 2022, in partnership with Switzerland's ETH Zurich and EPFL, two of the world's best technical universities, and is closely advised and supervised by top academics from some of the most elite U.S., European, and Israeli universities and research labs.	https://insait.ai/	contact@insait.ai	International
Center for Research on Democracy and Law Department of International and European Studies, University of Macedonia	The Centre for Research on Democracy and Law (CEDLAW) is a fully autonomous Laboratory of the Department of International and European Studies of the University of Macedonia, created on 11 May 2020.	https://en.kedid.org/	kediduom@gmail.com	National

ANNEX 2 – MONITORING FILE



TO BE FILLED IN BY EACH PARTNER WITH SUGGESTIONS OF EVENTS WHICH COULD BE RELEVANT TO PARTICIPATE IN

KPI's
> No of events at which the project is presented - 7
> No of conference presentations - 8

N.	EVENT	START DATE	END DATE	IN-PERSON [COUNTRY], HYBRID OR ONLINE	TYPE OF EVENT (conference, fair, exhibition, festival, seminar, webinar, workshop)	LEVEL	WEBSITE	SUGGESTED BY [PARTNER NAME]	STATUS - IF NOT ATTE - IF ATTENDIN following colu
1	MAD2024 3rd ACM International Workshop on Multimedia AI against Disinformation organized with the ACM International Conference on Multimedia Retrieval (ICMR'24)	10 Jun 2024	13 June 2024	Phuket, Thailand	Workshop Organization	International	https://www.mad2024.aimultimedialab.ro/	CNIT	Confirmed
2	AI against disinformation cluster event	19 June 2024	19 June 2024	Brussels	Conference	European		UL	Confirmed
3	Solidar Foundation event "Reflect You and Us"	September	September	?	Conference	European		IUA	Pending fe
4									
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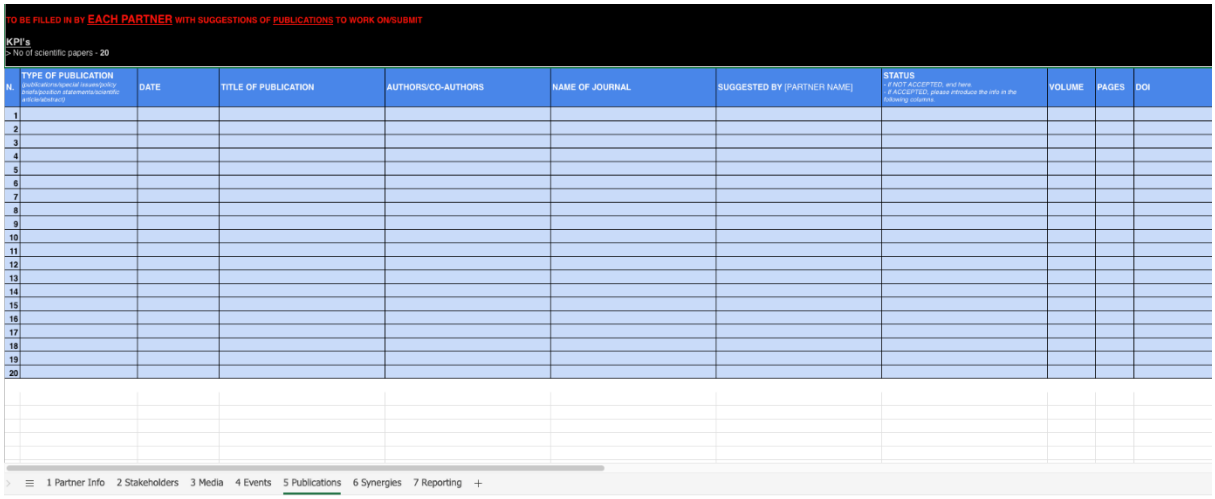
28									

1 Partner Info | 2 Stakeholders | 3 Media | 4 Events | 5 Publications | 6 Synergies | 7 Reporting



TO BE FILLED IN BY EACH PARTNER WITH SUGGESTIONS OF PUBLICATIONS TO WORK ON/SUBMIT

KPI's
> No of scientific papers - 20

N.	TYPE OF PUBLICATION (publication/special issues/policy briefs/position statements/scientific article/abstract)	DATE	TITLE OF PUBLICATION	AUTHORS/CO-AUTHORS	NAME OF JOURNAL	SUGGESTED BY [PARTNER NAME]	STATUS - IF NOT ACCEPTED, end here - IF ACCEPTED, please introduce the info in the following columns	VOLUME	PAGES	DOI
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
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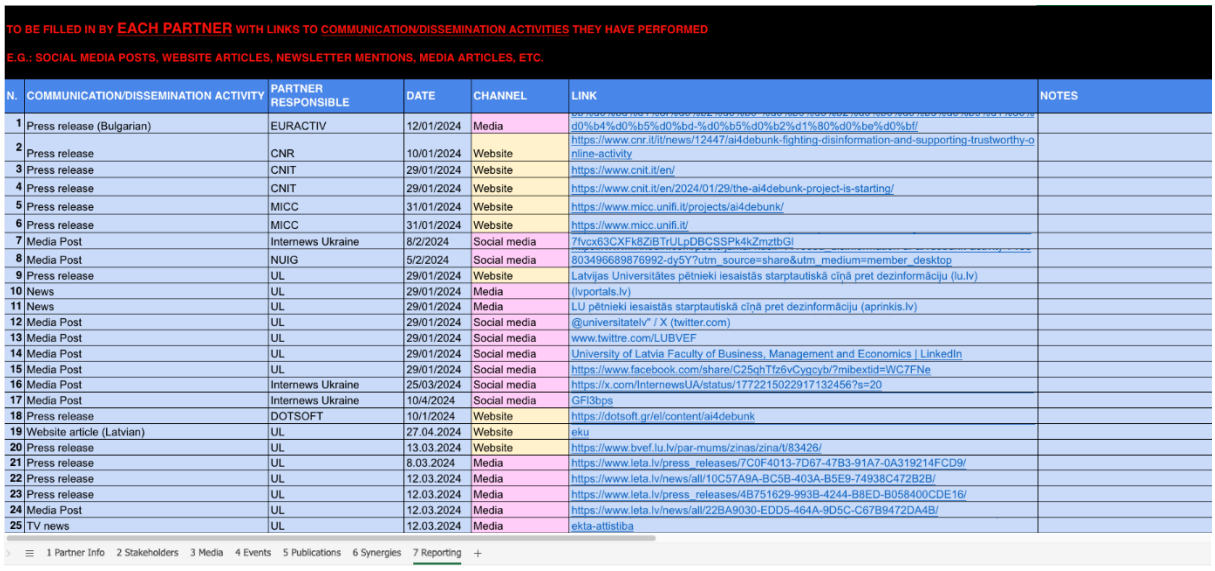
1 Partner Info | 2 Stakeholders | 3 Media | 4 Events | 5 Publications | 6 Synergies | 7 Reporting



TO BE FILLED IN BY EACH PARTNER WITH LINKS TO COMMUNICATION/DISSEMINATION ACTIVITIES THEY HAVE PERFORMED

E.G.: SOCIAL MEDIA POSTS, WEBSITE ARTICLES, NEWSLETTER MENTIONS, MEDIA ARTICLES, ETC.

N.	COMMUNICATION/DISSEMINATION ACTIVITY	PARTNER RESPONSIBLE	DATE	CHANNEL	LINK	NOTES
1	Press release (Bulgarian)	EURACTIV	12/01/2024	Media	d0%b4%d0%b5%d0%bd-%d0%b5%d0%b2%d1%80%d0%be%d0%bf/	
2	Press release	CNR	10/01/2024	Website	https://www.cnr.it/it/news/12447/ai4debunk-fighting-disinformation-and-supporting-trustworthy-online-activity	
3	Press release	CNIT	29/01/2024	Website	https://www.cnit.it/en/	
4	Press release	CNIT	29/01/2024	Website	https://www.cnit.it/en/2024/01/29/the-ai4debunk-project-is-starting/	
5	Press release	MICC	31/01/2024	Website	https://www.micc.unifi.it/projects/ai4debunk/	
6	Press release	MICC	31/01/2024	Website	https://www.micc.unifi.it/	
7	Media Post	Internews Ukraine	8/2/2024	Social media	7fvcx63CXFk8ZiBTrULpDBCSSPk4kZmztbGi	
8	Media Post	NUIG	5/2/2024	Social media	803496689876992-dy5Y?utm_source=share&utm_medium=member_desktop	
9	Press release	UL	29/01/2024	Website	Latvijas Universitātes pētnieki iesaistās starptautiskā cīņā pret dezinformāciju (lu.lv)	
10	News	UL	29/01/2024	Media	(lvportals.lv)	
11	News	UL	29/01/2024	Media	LU pētnieki iesaistās starptautiskā cīņā pret dezinformāciju (aprinkis.lv)	
12	Media Post	UL	29/01/2024	Social media	@universitatelv" / X (twitter.com)	
13	Media Post	UL	29/01/2024	Social media	www.twittre.com/LUBVEF	
14	Media Post	UL	29/01/2024	Social media	University of Latvia Faculty of Business, Management and Economics | LinkedIn	
15	Media Post	UL	29/01/2024	Social media	https://www.facebook.com/share/C25qhTfz6vCygcyb/?mibextid=WC7FNe	
16	Media Post	Internews Ukraine	25/03/2024	Social media	https://x.com/InternewsUA/status/1772215022917132456?s=20	
17	Media Post	Internews Ukraine	10/4/2024	Social media	GFl3bps	
18	Press release	DOTSOFT	10/1/2024	Website	https://dotsoft.gr/el/content/ai4debunk	
19	Website article (Latvian)	UL	27.04.2024	Website	eku	
20	Press release	UL	13.03.2024	Website	https://www.bvef.lu.lv/par-mums/zinas/zina/t/83426/	
21	Press release	UL	8.03.2024	Media	https://www.leta.lv/press_releases/7C0F4013-7D67-47B3-91A7-0A319214FCD9/	
22	Press release	UL	12.03.2024	Media	https://www.leta.lv/news/all/10C57A9A-BC5B-403A-B5E9-74938C472B2B/	
23	Press release	UL	12.03.2024	Media	https://www.leta.lv/press_releases/4B751629-993B-4244-B8ED-B058400CDE16/	
24	Media Post	UL	12.03.2024	Media	https://www.leta.lv/news/all/22BA9030-EDD5-464A-9D5C-C67B9472DA4B/	
25	TV news	UL	12.03.2024	Media	ekta-attistiba	

1 Partner Info | 2 Stakeholders | 3 Media | 4 Events | 5 Publications | 6 Synergies | 7 Reporting

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ANNEX 3 – BRAND IDENTITY

Annex 3.1: AI4Debunk main logotype

Annex 3.2: AI4Debunk logotype secondary versions

Annex 3.3: AI4Debunk logotype black and white versions

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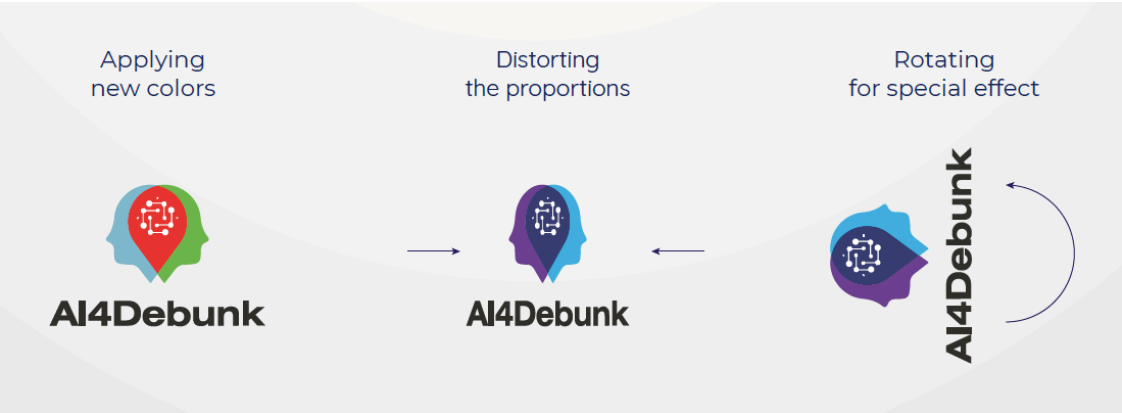
Annex 3.4: Recommended clear space

Annex 3.5: Recommended minimum size in print

Annex 3.6: Examples of inappropriate logo usage



Annex 3.7: AI4Debunk colour palette

Primary

#6b3e91	#333d72	#00adde
R107 G62 B145	R32 G61 B114	R0 G173 B222
C71 M85 Y70 K0	C81 M67 Y0 K42	C72 M0 Y0 K9
Pantone 96-7 C	Pantone 103-15 C	Pantone 115-14 C

Secondary

#913BFF	#050D36	#E7EFF2	#FFFFFF
R145 G59 B255	R13 G20 B54	R231 G239 B241	R255 G255 B255
C62 M75 Y0 K0	C98 M91 Y44 K59	C8 M2 Y3 K0	C0 M0 Y0 K0

Annex 3.8: AI4Debunk typography

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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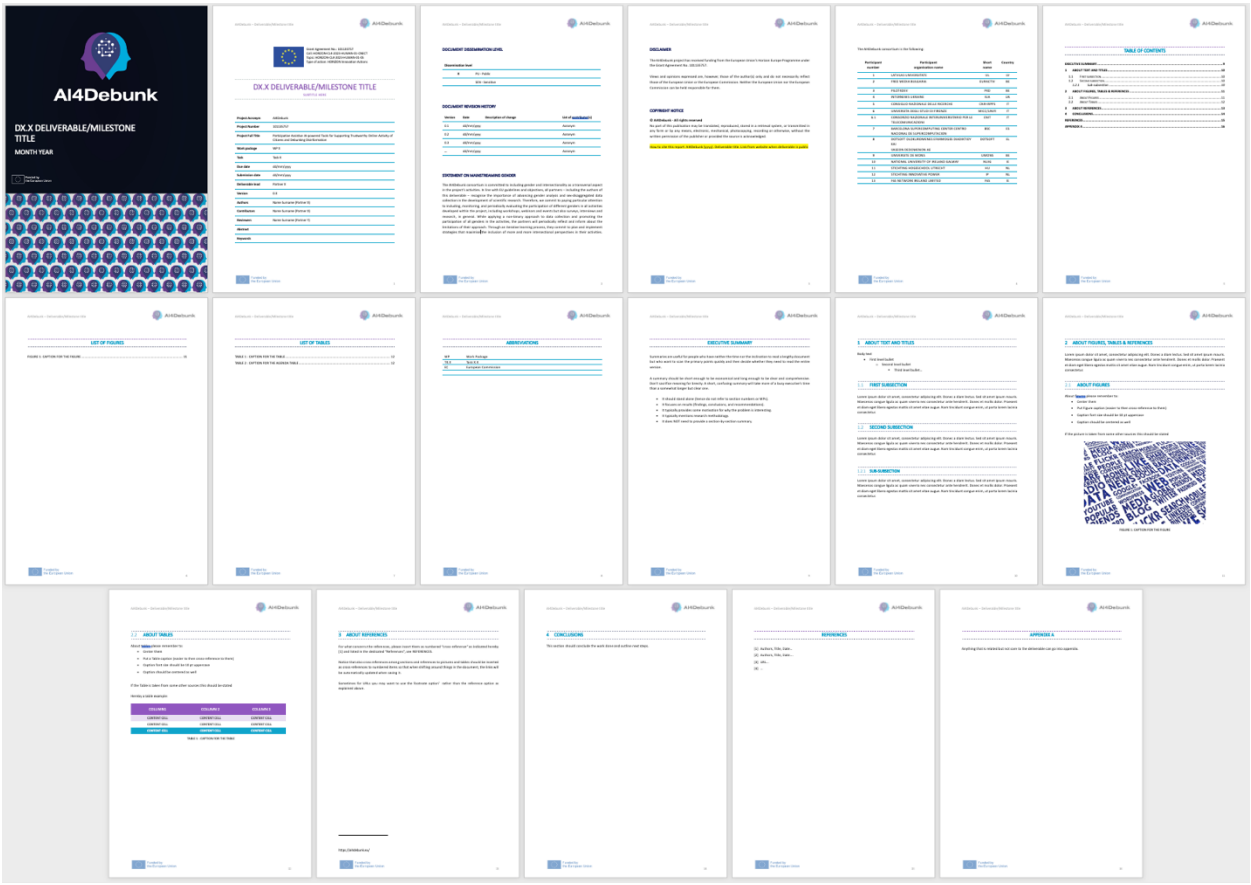
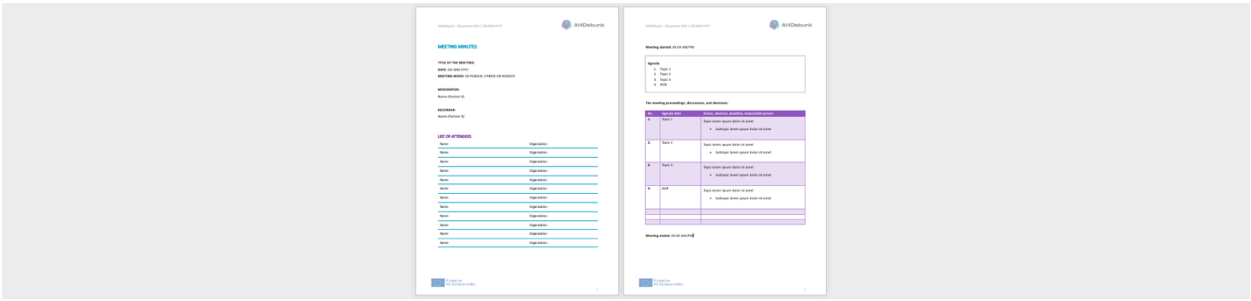
ANNEX 4 – DIGITAL TEMPLATES

Annex 4.1: Deliverable template



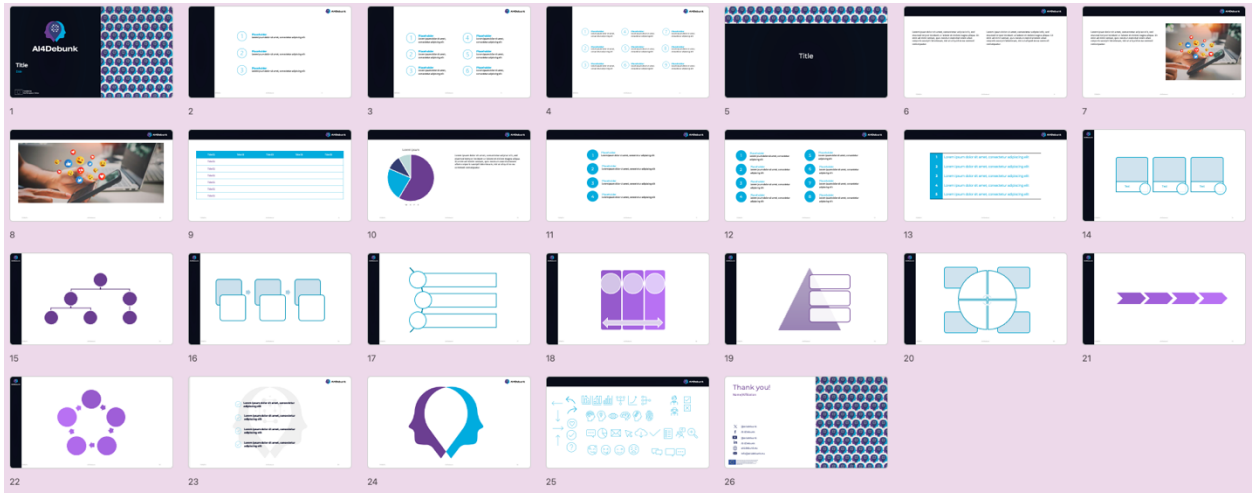
Annex 4.2: Meeting minutes template



Annex 4.3: Agenda template

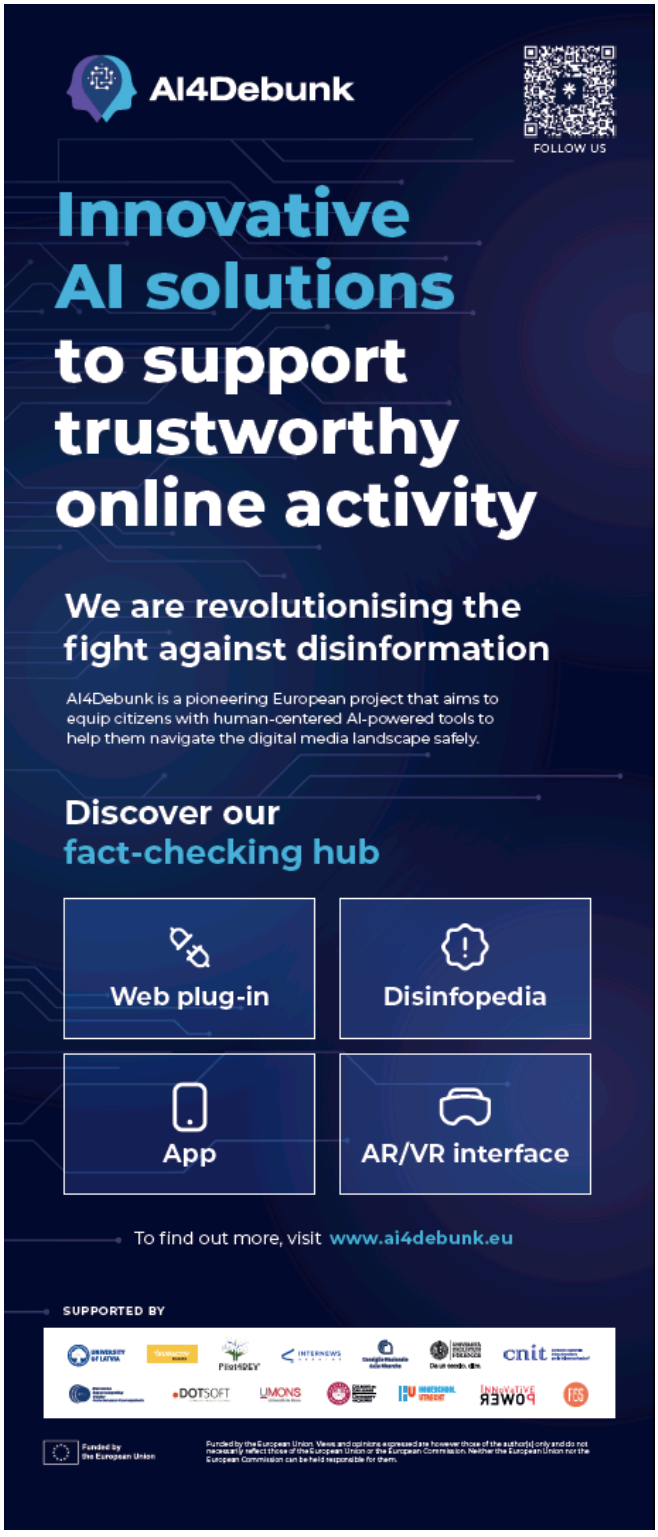
Annex 4.4: Letter template

Annex 4.5: General presentation template



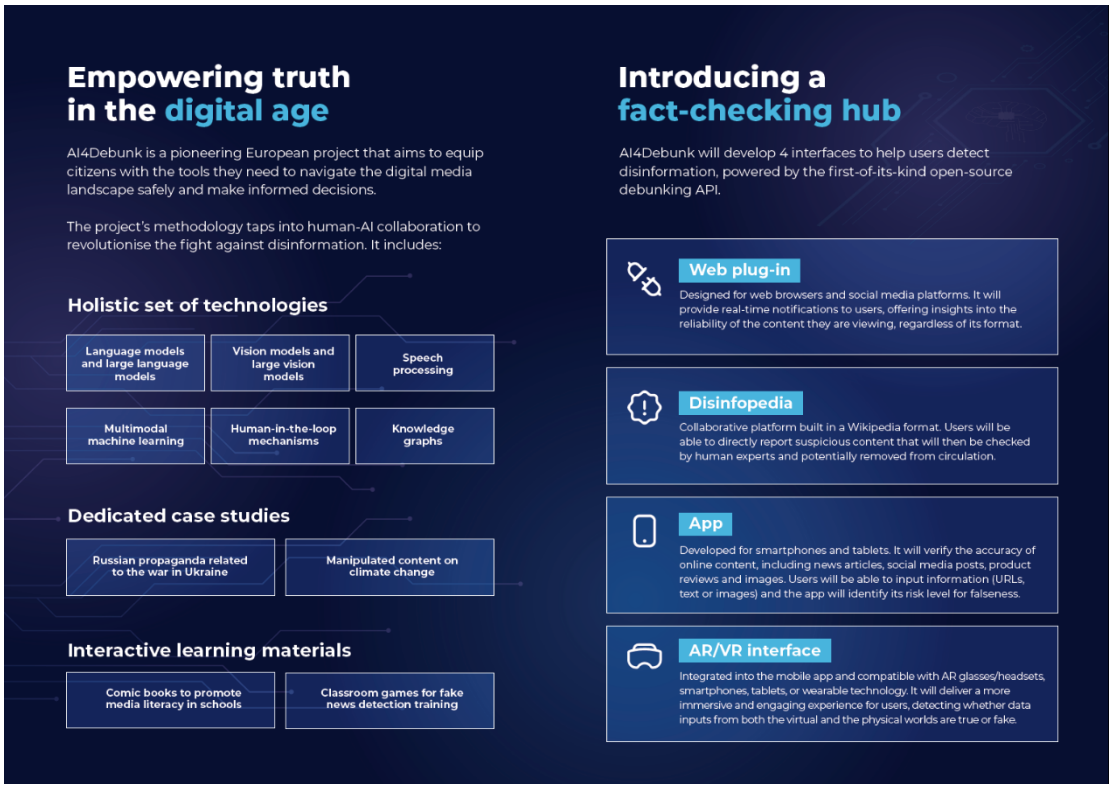
ANNEX 5 – PROMOTIONAL MATERIALS

Annex 5.1: Roll-up



Annex 5.2: Poster

Annex 5.3: Brochure



Annex 5.4: Flyer

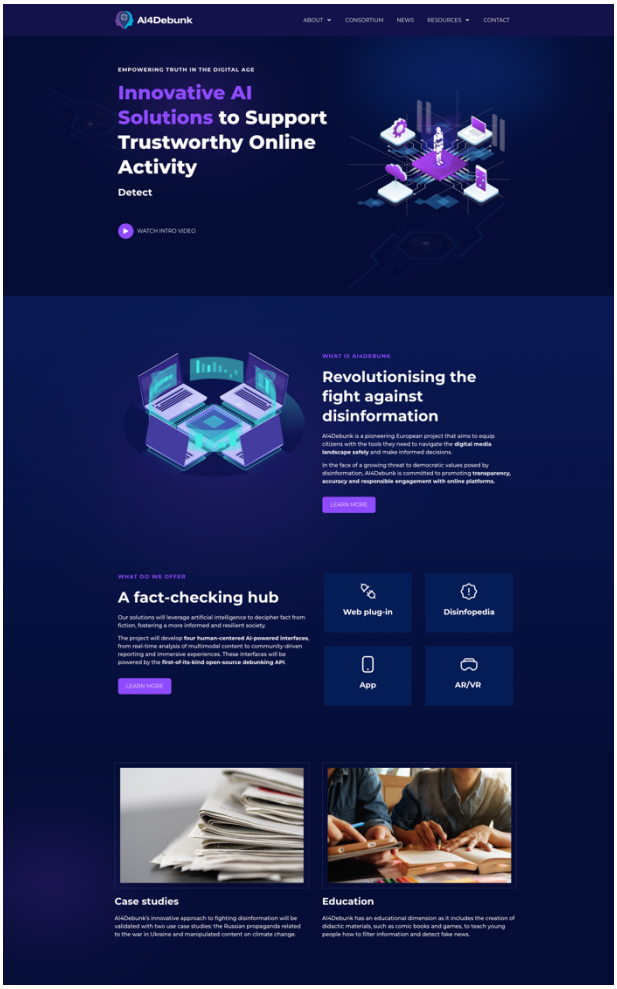
Annex 5.5: Merchandising

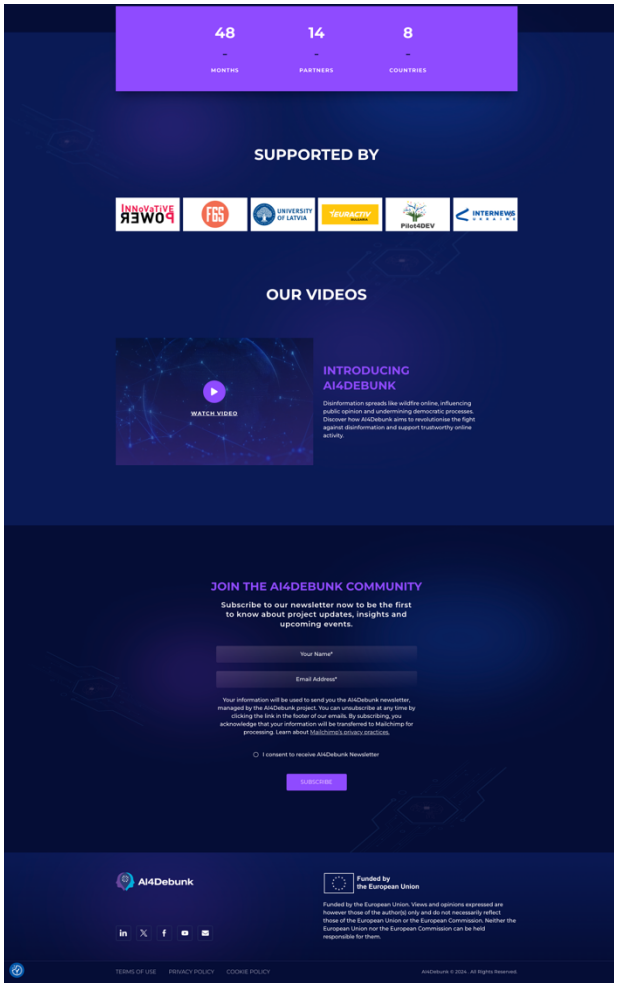
ANNEX 6 – WEBSITE

Annex 6.1: Website map

ai4debunk.eu					
Homepage	**About**	**Consortium**	**Blog**	**Resources**	**Contact**
	Project overview			Scientific publications	
	Methodology and outcomes			Deliverables	
				Press kit	

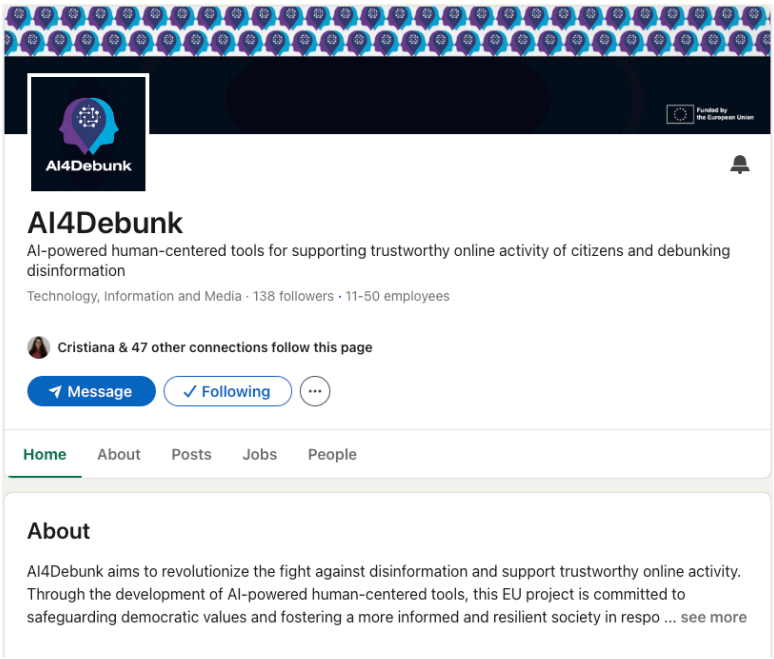
Annex 6.2: Website homepage preview



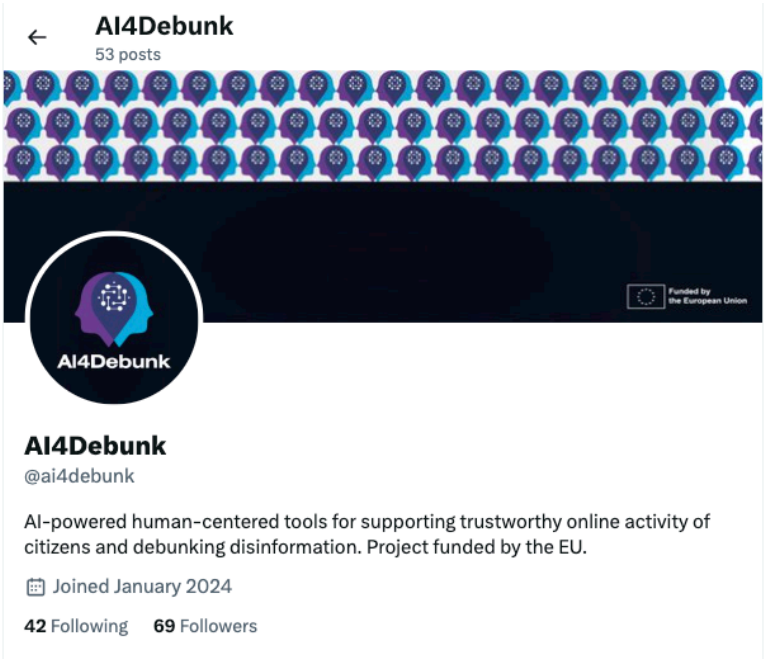


ANNEX 7 – SOCIAL MEDIA CHANNELS

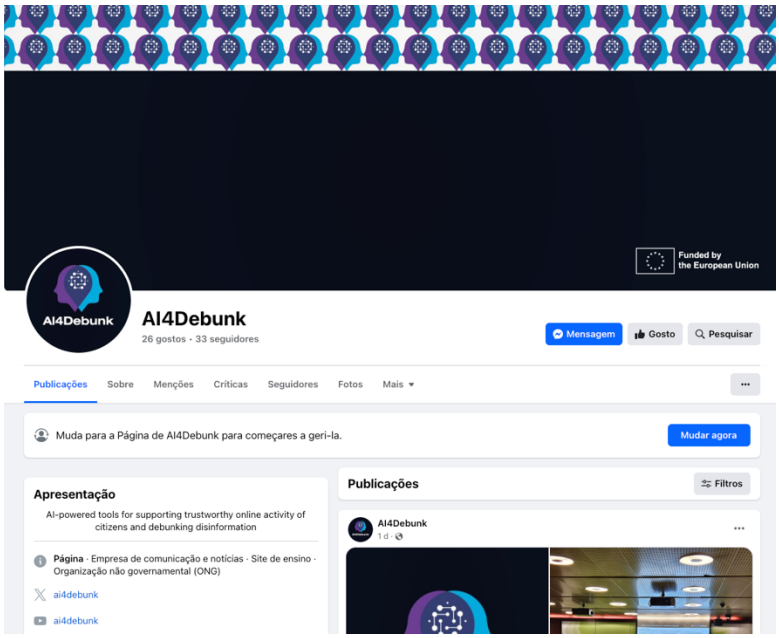
Annex 7.1: AI4Debunk LinkedIn page



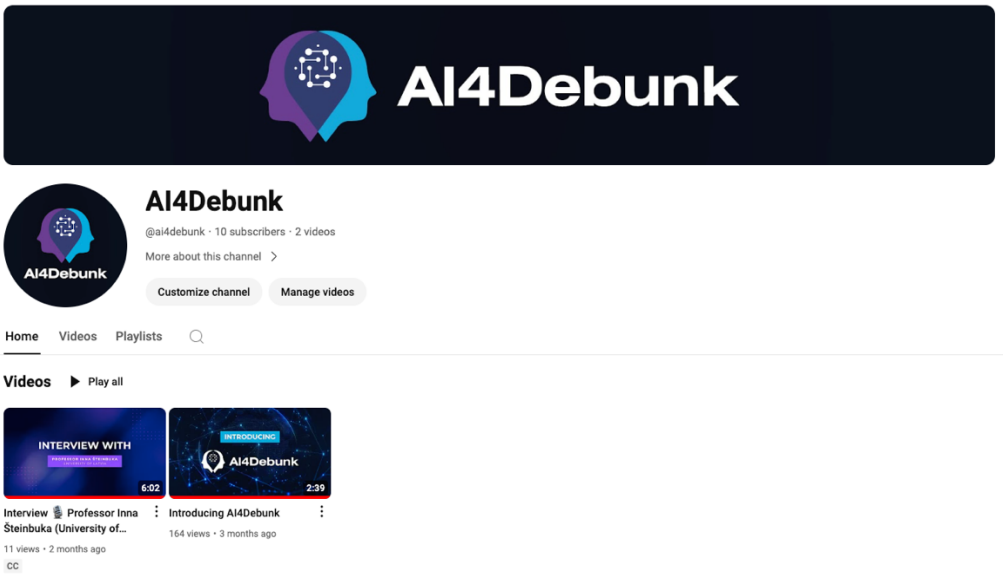
Annex 7.2: AI4Debunk X/Twitter page



Annex 7.3: AI4Debunk Facebook page



Annex 7.4: AI4Debunk YouTube page



Annex 7.5: Social media campaigns

Topic	Description	Format
Meet the partners	Introduce the 14 consortium partners, showcasing their expertise and role in the project.	Profiles/short bios
Project objectives and solutions	Present the project's key objectives and solutions*, highlighting its impact and contribution to society.	Blog articles/opinion articles, short interviews, video animations, and infographics
Project updates and synergies	Announce project milestones* and foster collaboration with cluster projects for cross-promotion and joint activities.	Press releases, blog articles/opinion articles, short interviews, and reposts
Knowledge sharing	Explain key project terminology and concepts in an accessible manner and share interesting facts related to disinformation, fake news, and foreign interference.	Glossary, blog articles/opinion articles, video animations, and infographics
News sharing	Share news/studies on disinformation trends, with a particular emphasis on the EU's context.	Third-party repurposed content
Newsletter subscription	Incentivise newsletter subscription.	Call to action and content previews
Events	Promote participation at events/conferences/workshops the project is organising, attending or supporting (before, as it takes place or afterwards).	Photos and video recaps
Interactive content	Initiate discussions around disinformation, fake news, and foreign interference to engage the audience.	Polls/surveys
Key dates	Celebrate key dates with relevance to the project's mission.	Thematic visuals and quotes

*It is important to note that no research results will be shared without explicit consent from the partners involved.

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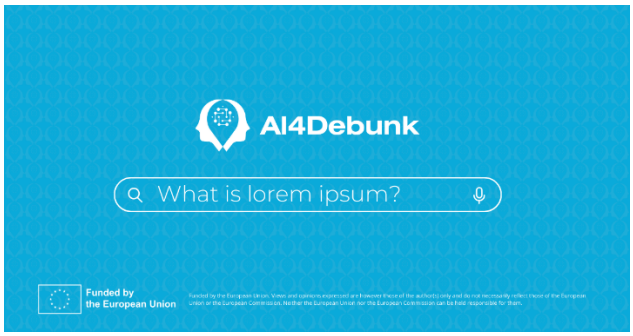
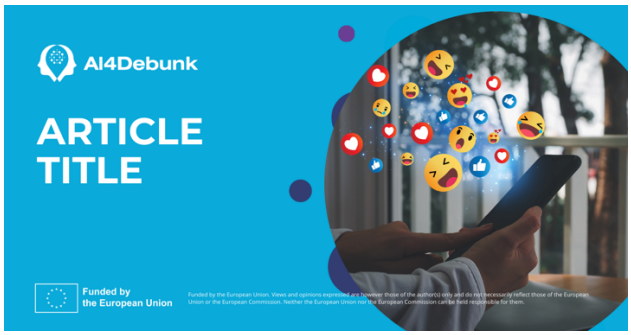
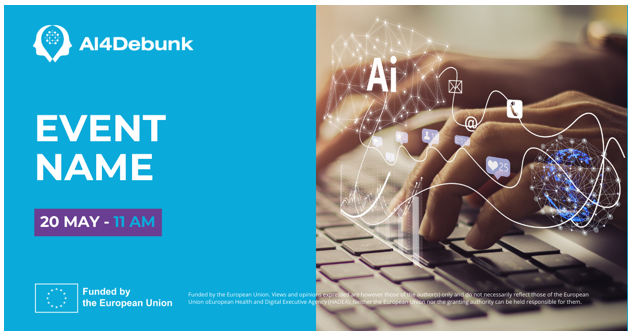
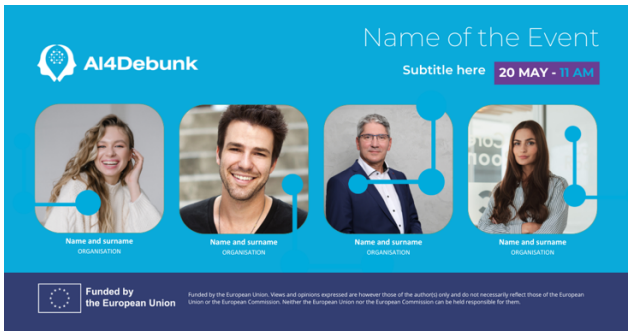
Annex 7.6: Social media templates









ANNEX 8 – MEDIA DATABASE

MEDIA OUTLET / PLATFORM / NETWORK	WEBSITE	GENERAL CONTACT	REACH	TYPE
News agency LETA	www.leta.lv	redaktori@leta.lv; pr@leta.lv	National	Online
Latvijas Avīze	www.la.lv	linda.tunte@la.lv	National	Online + print
Latvijas Televīzija	www.lsm.lv	panorama@ltv.lv	National	Television
Latvijas Radio	www.lsm.lv	lr1@latvijasradio.lv	National	Radio
TV3	www.tv3.lv	tv3@tv3.lv	National	Television
NRA	www.nra.lv	zinas@nra.lv; lauki@nra.lv	National	Online + print
Delfi	www.delfi.lv	redakcija@delfi.lv	National	Online
Diena	www.diena.lv	gatis.madzins@dienasmediji.lv	National	Online + print
NOS	nos.nl	https://over.nos.nl/uw-vragen-reacties/persbericht-sturen/	National	Television
NRC	nrc.nl	https://www.nrc.nl/contact/	National	Online + print
Volkskrant	volkskrant.nl	redactie@volkskrant.nl	National	Online + print
Telegraaf	telegraaf.nl	nieuwsdienst@telegraaf.nl	National	Online + print
Algemeen Dagblad	AD.nl	internet@ad.nl	National	Online + print
NU.NL	nu.nl	redactie@nu.nl	National	Online
ANP	anp.nl	info@anp.nl	National	Online
RTL nieuws	rtlnieuws.nl	rtlnieuws@rtl.nl	National	Television
Dnevnik	dnevnik.bg	petar.karaboev@dnevnik.bg	National	Online
Sega	https://www.segabg.com/	sv_terziev@yahoo.com	National	Online
Mediapool	https://www.mediapool.bg/	krasssen@gmail.com	National	Online
Bivol.bg	https://bivol.bg/	nikolay_marchenko@bivol.bf	National	Online
Bird.bg	https://bird.bg/en/	atanas@bird.bg	National	Online
Suspilne	https://suspilne.media/	press@suspilne.media	National	Online
United24	https://u24.gov.ua/	partnership@u24.gov.ua	National	Online
Hromadske	https://hromadske.ua/	pr@hromadske.ua office@hromadske.ua	National	Online
Svidomi	https://svidomi.in.ua/en	svidomi.media@gmail.com	National	Online
Ukrainska Pravda	https://www.pravda.com.ua/rus/	upeng@pravda.ua	National	Online
La Nazione, Firenze	https://www.lanazione.it/firenze	segreteria.redazione.firenze@monrif.net	National	Online + print
La Repubblica, Firenze	https://firenze.repubblica.it/	firenze@repubblica.it	National	Online + print
Ufficio stampa CNR	https://www.cnr.it/it/struttura/pres-stampa/unita-ufficio-stampa	segreteria.ufficiostampa@cnr.it	National	Online
WebTV CNR	https://www.cnrweb.tv/	https://www.cnrweb.tv/contatt aci/	National	Television

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ANNEX 9 – MEDIA RELATIONS

Annex 9.1: Media relations content plan

Topic	Description	Examples
Project updates and synergies	Share relevant project news, breakthroughs, and achievements*, as well as joint activities with the cluster projects: - emphasise how AI4Debunk is dedicated to safeguarding democratic values; - showcase how AI4Debunk aims to empower citizens and foster a more informed and resilient society; - underscore the significance of the project within the European context.	“Empowering truth in the digital age: how AI4Debunk aims to promote responsible engagement with online platforms” “Guardians of democracy: how AI4Debunk is using AI to fight disinformation and uphold democratic values” "AI4Debunk: driving digital literacy efforts to safeguard Europe against disinformation" “AI4Debunk joins forces with [organisation] to revolutionise the fight against disinformation”
Partners expertise	Leverage partners’ expertise to contribute to broader discussions surrounding disinformation: - uncover insights from project case studies* (Russian propaganda related to the war in Ukraine and manipulated content on climate change); - highlight the innovative nature of AI4Debunk’s human-centred AI-powered debunking interfaces; - establish thought leadership in the field.	"The fight for facts: AI4Debunk's revolutionary approach to countering disinformation" “How human-AI collaboration has the potential to redefine the fight against disinformation” "Harnessing AI for good: AI4Debunk's human-centric methodology to filtering information” “Building digital resilience: 5 tips to navigate disinformation in the age of GenAI”
Key dates	Communicate AI4Debunk’s commitment to fighting disinformation on key dates such as International Fact-Checking Day, World Press Freedom Day, etc., or when new regulations are approved, as they present timely opportunities to make it onto the media’s radar.	“International Fact-Checking Day: AI4Debunk’s role in fighting disinformation” “AI4Debunk marks World Press Freedom Day: promoting transparency and accuracy in the digital era” “AI4Debunk applauds new AI Act: a step towards a safer online environment”

*It is important to note that no research results will be shared without explicit consent from the partners involved.

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Annex 9.2: AI4Debunk's first press release

AI4Debunk: fighting disinformation and supporting trustworthy online activity

10 January, 2024 – To revolutionize the fight against disinformation, a four-year innovation action, AI4Debunk, has been launched this January. Funded by the European Union (EU) through the Horizon Europe Programme, the project brings together an interdisciplinary consortium of 13 partner entities from eight countries towards a shared mission: to support trustworthy online activity by providing citizens with human-centered AI-powered tools.

In recent years, the proliferation of disinformation has become a major issue across Europe. The pervasive use of the internet and social media has facilitated the spread of fake news and propaganda, heavily influencing public opinion, as evidenced during the COVID-19 pandemic and, more recently, Russia's invasion of Ukraine. In this context, a synergistic combination of human efforts and sophisticated artificial intelligence (AI) tools is the only sustainable way to effectively combat the "infodemic" and battle of narratives we currently face. As stated by Ursula von der Leyen, President of the European Commission: "AI is already changing our everyday lives. And this is just the beginning. Used wisely and widely, AI promises huge benefits to our economy and society."

Partners who will participate and are in charge of the successful implementation of AI4Debunk: University of Latvia (Latvia) – project coordinator, Euractiv.bg, Pilot4DEV, University of Mons (Belgium), Internews Ukraine (Ukraine), National Research Council of Italy, University of Florence (Italy), its affiliated entity - CNIT (Italy), Barcelona Supercomputing Center (Spain), DOTSOFT (Greece), University of Galway, F6S Innovation (Ireland), University of Applied Sciences Utrecht, INNoVaTiVe POWER (Netherlands).

Involving various stakeholders, from media professionals to software developers and AI experts, this new EU project takes a holistic approach to fighting disinformation through Human-AI collaboration. It will be validated with two case studies: Russian propaganda related to the war in Ukraine and manipulated content on climate change.

AI4Debunk aims to develop four human-centered AI-powered interfaces: a web plug-in, a collaborative platform, a smartphone app, and an Augmented Reality/Virtual Reality interface based on the first-of-its-kind open-source debunking API.

The plug-in will be designed for seamless integration with web browsers and social media platforms, delivering instant notifications to users when they encounter false content, regardless of the format. As for the collaborative platform (Disinfopedia), it will allow proactive users to report suspicious content, which will then be checked by human experts and potentially removed from circulation. The app, in turn, will enable people to detect disinformation in everyday life directly through their smartphone. Lastly, the AR/VR interface will provide guidelines on how to deal with disinformation in future AR/VR-based social media.

AI4Debunk's interfaces cover different needs – from real-time analysis of multimodal content to community-driven reporting and immersive experiences, providing citizens with a comprehensive set of fact-checking resources to navigate the digital media landscape more consciously and make informed

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decisions. These interfaces will also be innovatively and playfully designed for educational purposes to help students become discerning consumers of information. By promoting transparency, accuracy, and responsible engagement with online platforms, AI4Debunk strives to foster critical thinking and reinforce the fabric of a healthy democracy.

About AI4Debunk

AI4Debunk aims to revolutionize the fight against disinformation and support trustworthy online activity. Through the development of human-centered AI-powered tools, this EU project is committed to safeguarding democratic values and fostering a more informed and resilient society in response to the challenges posed by the digital age. The AI4Debunk project (full name: Participative Assistive AI-powered Tools for Supporting Trustworthy Online Activity of Citizens and Debunking Disinformation) is a 48-month innovation action funded by the European Union through the Horizon Europe Programme under the Grant Agreement No. 101135757.

Press contacts

Beatriz Giestas, beatriz@f6s.com
Viktoriya Dimova, viktoriya@f6s.com

Links

- Website: ai4debunk.eu (coming soon)
- LinkedIn: linkedin.com/company/ai4debunk
- Twitter/X: twitter.com/ai4debunk
- Facebook: facebook.com/ai4debunk
- YouTube: youtube.com/@ai4debunk

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ANNEX 10 – BLOG AND NEWSLETTERS

Annex 10.1: Blog content plan

Topic	Description and examples	
Newsroom	- Compile press releases; - Share other project updates and announcements; - Publicise participation in events - consortium meetings, industry events, workshops/webinars, etc.	
Technology	Dive into the technologies AI4Debunk will leverage for its fake news detection system, for example: - knowledge graphs; - machine learning; - language models; - human-in-the-loop.	"Unveiling the power of knowledge graphs: a weapon against fake news" "Behind the scenes: developing AI models for fact-checking" "Enhancing accuracy: the role of Natural Language Processing in AI4Debunk" "Human-in-the-loop: what it means and how it ensures data quality and trust"
Social sciences	Explore the social dimension of AI4Debunk, for example: - human-AI collaboration; - user-friendliness in tools; - media literacy; - gender and biases.	"Humans and AI unite: the collaborative methodology of AI4Debunk" "Democratising truth: how AI4Debunk is empowering users to fight fake news" "Empowering media literacy with AI tools" "AI4Debunk's blueprint for gender equality in research projects"
Case studies	Disclose key findings and insights from AI4Debunk's case studies, providing real-world examples of disinformation processes: - Russian propaganda related to the war in Ukraine; - Manipulated content on climate change.	"Lessons learned: insights from AI4Debunk's case studies" "Unmasking Russian disinformation tactics in the Ukraine war" "How climate change disinformation distorts the truth"
Guest contributions	Invite cluster projects, key opinion leaders, and other stakeholders to present their perspectives on a subject within their expertise and with relevance for the project (in the format of written interviews or opinion articles).	

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Annex 10.2: Newsletter content plan

Project updates

Industry insights and trends

Synergies activities

Upcoming events

ANNEX 11 – EVENTS

Event	Description	Date/Location (2024 or 2025 edition)	Scientific production submission
International Conference on Machine Learning (ICML)	The *International Conference on Machine Learning* is globally renowned for presenting and publishing cutting-edge research on all aspects of machine learning used in closely related areas like artificial intelligence, statistics, and data science, as well as important application areas such as machine vision, computational biology, speech recognition, and robotics.	21-27 July 2024 Vienna	Yes
Neural Information Processing Systems (NeurIPS)	The *Neural Information Processing Systems* conference was founded in 1987 and is now a multi-track interdisciplinary annual meeting that includes invited talks, demonstrations, symposia, and oral and poster presentations of refereed papers. Along with the conference there is a professional exposition focusing on machine learning in practice, a series of tutorials, and topical workshops that provide a less formal setting for the exchange of ideas.	8-12 December 2024 Vancouver	Yes
International Conference on Learning Representations (ICLR)	The *International Conference on Learning Representations* is globally renowned for presenting and publishing cutting-edge research on all aspects of deep learning used in the fields of artificial intelligence, statistics, and data science, as well as important application areas such as machine vision, computational biology, speech recognition, text understanding, gaming, and robotics.	7-11 May 2024 Vienna	Yes
Computer Vision and Pattern Recognition (CVPR)	The *Computer Vision and Pattern Recognition Conference* is the premier annual computer vision event comprising the main conference, several co-located workshops and short courses. With its high quality and low cost, it provides an exceptional value for students, academics, and industry researchers.	17-21 June 2024 Seattle	Yes

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Workshop on Information Forensics and Security (WIFS)	The *Workshop on Information Forensics and Security* is the major annual event organized by the IEEE Information Forensics and Security Technical Committee (IFS-TC) of the IEEE Signal Processing Society (SPS). Its goal is to bring together researchers working in the different areas of information forensics and security to discuss challenges, exchange ideas, and share state-of-the-art results and technical expertise, with the aim of building a community capable of providing adequate tools and solutions to face the challenges of tomorrow.	2-5 December 2024 Rome	Yes
ACM Conference on Intelligent User Interfaces (ACM IUI)	The *ACM Conference on Intelligent User Interfaces* is where researchers and practitioners meet and discuss state-of-the-art advances at the intersection of Artificial Intelligence (AI) and Human-Computer Interaction (HCI).	18-21 March 2024 Greenville	Yes
ACM Conference on Human Factors in Computing Systems (CHI)	The *ACM Conference on Human Factors in Computing Systems* is the premier international conference of Human-Computer Interaction. The conference serves as a platform for researchers, practitioners, and industry leaders to share their latest work and ideas and to foster collaboration and innovation in the field.	11-16 May 2024 Hawaii	Yes
AAAI Conference on Artificial Intelligence	The *AAAI Conference on Artificial Intelligence's* purpose is to promote research in Artificial Intelligence (AI) and foster scientific exchange between researchers, practitioners, scientists, students, and engineers across the entirety of AI and its affiliated disciplines.	20-27 February 2024 Vancouver	Yes
ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)	The *ACM Conference on Computer-Supported Cooperative Work and Social Computing* is the premier venue for research in the design and use of technologies that affect groups, organizations, communities, and networks. Bringing together top researchers and practitioners, CSCW explores the technical, social, material, and theoretical challenges of designing technology to support collaborative work and life activities.	9-13 November 2024 San José	Yes

International Conference on Computer Vision (ICCV)	The *International Conference on Computer Vision* is a research conference sponsored by the Institute of Electrical and Electronics Engineers (IEEE) held every other year. Typically, experts in the focus areas give tutorial talks on the first day, then the technical sessions (and poster sessions in parallel) follow.	26 October – 1 November 2025 Xian	Yes
International Joint Conference on Computer Vision, Imaging, and Computer Graphics Theory and Applications (VISIGRAPP)	The *International Joint Conference on Computer Vision, Imaging, and Computer Graphics Theory and Applications'* purpose is to bring together researchers and practitioners interested in both theoretical advances and applications of computer vision, computer graphics, human-computer interaction, and information visualization.	26-28 February 2025 Porto	Yes

ANNEX 12 – OPEN ACCESS

Grant Agreement

Article 17 "Communication, Dissemination, Open Science and Visibility"

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:
- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

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ANNEX 13 – SCIENTIFIC PUBLICATIONS

Name of the publication	Description	Publisher
IEEE Transactions on Pattern Analysis and Machine Intelligence	The *IEEE Transactions on Pattern Analysis and Machine Intelligence* is a leader in artificial intelligence. The publication features peer-reviewed papers that highlight computer vision and image understanding, pattern analysis and recognition, and machine intelligence.	IEEE Computer Society
IEEE Transactions on Neural Networks and Learning Systems	The *IEEE Transactions on Neural Networks and Learning Systems* publishes technical articles that deal with the theory, design, and applications of neural networks and related learning systems.	IEEE Computational Intelligence Society
Network Neuroscience	*Network Neuroscience* features innovative scientific work that significantly advances our understanding of network organization and function in the brain across all scales, from molecules and neurons to circuits and systems.	MIT Press
Nature Machine Intelligence	*Nature Machine Intelligence* is an online-only journal publishing research and perspectives from the fast-moving fields of artificial intelligence and machine learning.	Nature Portfolio
Computers in Human Behavior	*Computers in Human Behavior* is a scholarly journal dedicated to examining the use of computers from a psychological perspective. Original theoretical works, research reports, literature reviews, software reviews, book reviews and announcements are published.	Elsevier
Big Data & Society	*Big Data & Society (BD&S)* is an Open Access peer-reviewed scholarly journal that publishes interdisciplinary work principally in the social sciences, humanities, and computing and their intersections with the arts and natural sciences about the implications of Big Data for societies.	SAGE Publishing
Minds and Machines	*Minds and Machines* is a peer-reviewed academic journal covering artificial intelligence, philosophy, and cognitive science. Its scope explicitly encompasses philosophical aspects of computer science.	Springer Science+Business Media
Human-Computer Interaction	*Human-Computer Interaction* publishes research on interaction science and system design, looking at how people learn and use computer systems.	Taylor & Francis

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ANNEX 14 – PROJECT SYNERGIES

Project	Description	Duration
AI4Media	*Motivated by the challenges, risks and opportunities that the widespread use of artificial intelligence (AI) has brought to the media, society and politics, the EU-funded AI4Media project aspires to establish a centre of excellence and a wide network of researchers across Europe and beyond. Its focus will be on delivering the next generation of core AI advances to serve the key sector of media, making sure that European values surrounding ethical and trustworthy AI are embedded in future AI deployments. The project will be supplemented by a funding framework, a PhD programme and a set of use cases to demonstrate the impact of the actions taken on the media sector.* **More info:** CORDIS / project website MICC/UNIFI, CNR, BSC and F6S are part of this project.	September 2020 - August 2024
TITAN	*Designed intentionally to mislead, disinformation is a big problem today. In this context, the EU-funded TITAN project will develop an engaging ecosystem to empower citizens to question, investigate and understand whether a statement is true. Through intelligent coaching on the process of investigation, TITAN will introduce AI-driven, intuitive and personalised 'question-and-response' interaction system setting the attention of the investigating citizen on the logical interpretation and critical assessment of the implied reasoning and arguments in the statement at hand. Developed based on a human-centred approach, intelligent coaching conversational schemes will be personalised according to the investigating citizen's profile.* **More info:** CORDIS / project website	September 2022 - August 2025
vera.ai	*Online media is a minefield of disinformation and misleading or manipulated news. The spread of disinformation is difficult to contain, resulting in increased risks to public safety and health. Moreover, verifying the credibility of information sources or uncovering disinformation campaigns remains extremely challenging. In this context, the EU-funded vera.ai project will cooperate with media professionals and researchers to build trustworthy AI solutions that will include a fact-checker-in-the-loop approach and AI models that constantly check updated sources and multimodal data, verified in the InVID-WeVerify plugin and the Truly Media/EDMO platform. The project will facilitate the fight against complex disinformation technologies in all formats.* **More info:** CORDIS / project website	September 2022 - September 2025

AI4TRUST	*The spread of fake news (disinformation) on social media impacts society at individual and collective levels. Defined as the intentional spread of unreliable information, disinformation actually spreads much faster than humanly possible to monitor and analyse. In this context, the EU-funded AI4TRUST project will develop a hybrid system based on machine-human cooperation and advanced solutions based on AI. The idea is to support media professionals and policymakers in tackling disinformation. This system will make it possible to monitor numerous online social platforms in almost real time. It will flag content with a high risk of being disinformative for expert review by analysing multimodal (text, audio, visual) and multilingual content with novel AI algorithms.* **More info:** CORDIS Euractiv Media Network (not Euractiv Bulgaria) is part of this project.	January 2023 - February 2026
AI-CODE	*There is a tremendous need for innovative (AI-based) solutions ensuring media freedom and pluralism, delivering credible and truthful information as well as combating highly disinformative content. The main goal of the AI-CODE project is to evolve state-of-the-art research results (tools, technologies, and know-how) from the past and ongoing EU-funded research projects focused on disinformation to a novel ecosystem of services that will proactively support media professionals in trusted information production through AI. First, the project aims to identify, analyse, and understand future developments of next-generation social media in the context of rapid development of generative Artificial Intelligence and how such a combination can impact the (dis)information space. Second, the project aims to provide media professionals with novel AI-based services to coach them how to work in emerging digital environments and how to utilise generative AI effectively and credibly, to detect new forms of content manipulation, as well as to assess the reputation and credibility of sources and their content.* **More info:** CORDIS / project website Euractiv Media Network (not Euractiv Bulgaria) is part of this project.	December 2023 - November 2026

ANNEX 15 – KEY EXPLOITABLE RESULTS: QUESTIONNAIRE & CHARACTERISATION TABLE

A Key Exploitable Result (KER) is an identified main interesting result, which has been selected and prioritized due to its high potential to be "exploited" by the project partners or by other stakeholders – meaning to make use and derive benefits downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education.

Please describe for each KER that you own:

1. General Description (please describe the main features of the results and the value created):
2. Does your key result have synergies with other key results? Please, explain:
3. Please complete the tables below for each Key Exploitable Result you own:

KER Name	Description	WP/ Tasks	IP Asset Type *(examples below)*	IP Protection Model *(examples below)*	Initial TRL Level / Target TRL Level	IP Owner
			SCI — Scientific discovery, model, theory PROD — Product (new or improved) SERV — Service (new or improved) PROC — Industrial process (new or improved) BUS — Business model (new or improved) DSG — Design (new or improved)	Patent Utility Model Copyright Trade Market Software Non-patentable	TRL X / TRL X	

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			METH — Method, material, technology, design (new or improved) PO — Policy recommendation, guidance, awareness raising, advocacy EVNT — Event (conference, seminar, workshop) STAFF — (qualified personnel exchanges) LEARN — learning and training (learning modules, curricula) INFRA — new or improved infrastructures or facilities			

List of KER Exploitation per Partner

KER Name	Type of Individual Exploitation (joint / individual)	Beneficiaries allowed to exploit KER	Contributing / participating Partners

Key Exploitable Result Overview

KER Name	
Problem	*Describe the problem you are addressing (the problem your potential users have).* *Potential users are the people, companies, organisations, etc. that you expect will use the result (and generate an impact). They are your "Customers".* *Make sure that the problems described are the actual problems. Identify and validate them together with your "customers" (problem/"customer" fit). Being able to solve problems is key to make sure results are used and that the envisaged impact is achieved.*
Alternative innovative solution	*Describe how your "customer" has solved the problem so far.* *Alternative innovative solutions are important to benchmark the proposed innovation and to get a better insight on competition. Having a picture of the weaknesses and strengths of the alternative solutions, will help you to compare and to quantify the added value of your solution and to have insight on how the alternative solutions are delivered (who is providing them and at which conditions).*
Unique Selling Point USP - Unique Value Proposition UVP	*Describe the competitive advantages, the innovative aspects. What does your solution do better, what are the benefits considering what your user/customer wants, how does your solution solve his/her problem better than alternative solutions, what distinguishes the KER from the competition / current solutions?* *It is important that the UVP is validated and backed with facts and data. Check the UVP with early adopters (Impact Assessment with Stakeholders!) and collect facts and data from the testing phase of your project to provide sound information on the magnitude of the value that your solution is offering.*
Description	*Describe in a few lines your result and/or solution (i.e. product, service, process, standard, course, policy recommendation, publication, etc.). Use simple wording, avoid acronyms, make sure you explain how your UVP is delivered.*
"Market" – *Target market*	*Describe the market in which your product/service will be used/can "compete", answering the following questions:* *- What is the target market?* *- Who are the customer segments?*

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	To finalise the exploitation plan and prepare the use of the KERa clear identification of the target market is needed, with its segmentation. It should include both a qualitative and quantitative description in terms of size and features. Please consider that geography matters in terms of the market that you want to serve.
"Market" – *Early Adopters*	*Early adopters are the "customers" you are willing to address first. They are usually the ones that feel the problem harder than all the others. (they are not the project partners).* *To develop the exploitation model, it is important to look at early adopters and how to go from early adopters to "early majority". Note that innovators are the ones that "use" the "alfa" version (2,5%, often partners in the R&D project); early adopters are the customers ready to "use" the "beta" version (13,5%). New initiatives fail because they are not able to reach early adopters.* *You should be as much precise as you can. Being the early adopters the first ones you would like to reach out with your innovative solution it will be important to be able to connect with them. Make sure your early adopters are consistent with the target market (customers).*
"Market" - Competitors	*Who are your "competitors" (note: they are the ones offering "alternative solutions")?* *What are their strengths and weaknesses comparing to you?* *"Competitors" may be different if you envisage licensing as use model rather than directly providing a service or producing and selling a device.*
Go to Market – Use model	*Explain what is your "use model", how the KER will be put in use (made available to "customers" to generate an impact). Examples of use models: manufacturing of a new product, provision of a service, direct industrial use, technology transfer, license agreement, contract research, publications, standards, etc.* *Use model and target market, customers need to be consistent. In the case of licensing, consider that are several different types of licensing agreements that could be used. Discuss the different options with colleagues from the legal department involved in licensing deals. Delivering a service entails the presence of a "competent" organisation with procedures, insurances and certifications ready to offer the services according to the expectations of the potential customers.*
Exploitation Route	*How the KER will be further exploited?*
Go to Market - Timing	*What is the time to market?* *How long it will take, from the end of the project for the result to be fully usable.*

Go to Market – IPR Background	*What is the background (type/ partner)?* *Provide information considering also what already agreed in the Consortium Agreement.*
Go to Market – IPR Foreground *Discussion to be started in the initial stages with partners!*	*What is the foreground (type/ partner)?* *Provide information considering also what already agreed in the Consortium Agreement.*

Please describe your first ideas for individual exploitation plan. Partners' exploitation plan is an ever-evolving document in which each partner includes their plans to exploit the knowledge gained during the project and product developed.

Titles of all exploitable measures summarized
Maximum 1-page individual exploitation plan / measures envisioned by each partner. (*Early-stage exploitation path, your sustainability plan, the potential risks, barriers or limitations for the exploitation and sustainability of project results*). *Please ensure that you specify whether the product existed before the start of the project or will be developed now.*

ANNEX 16 – PROJECT RESULTS

AI4Debunk Project Results (All)

Nb	Related WP	Project Results		Description	Link to Specific Objective
1	WP8, WP7	Knowledge Graphs	Multimodal Knowledge graph	Building of two different types of knowledge graph: unimodal and multimodal knowledge graph in order to compare them regarding their applications	SO2 Mapping multimodal information efficiently, SO3 Allowing the internet users to be involved in the process, supporting the development of human-centred solutions.
2			Monomodal Knoledge graph		
3	WP8, WP9	Disinformation Detection Modules	Monomodal Fake News Detection Modules	Development of several monomodal modules concerning text, images, video or audio data to distinguish between pristine and fake contents.	SO4 Analysing the trustworthiness of a content, regardless of its modality.
4			Multimodal Fake News Detection Modules	A module capable of fusing the different results from the monomodal fake news detectors and also integrate the contextual information from the knowledge graph.	SO4 Analysing the trustworthiness of a content, regardless of its modality
5	WP8, WP9	Trustworthy AI Modules	Trustworthy AI Modules	Building a wrapper for the AI-based systems to ensure they provide trustworthy forecasts and are safely used.	SO4 Analysing the trustworthiness of a content, regardless of its modality
6	WP10, WP11	Debunking API	Fake news toolboks/ debunking API definition	Definition of the type of interface; This definition is crucial and will have an agile approach to keep in pace with developments in the project	citizens how to deal with disinformation./SO7 Developing flexible AI solutions, tailored to the needs of internet users, regardless of their profile.
7	WP10, WP11	Plugin	Multimodal Plugin Development	The plugin will take a news as input and provide a disinformation score easy to understand and which parts of the current news might be corrupted but also a set of links from the knowledge graph proving the disinfoscore.	SO6 Providing a set of AI solutions, supporting citizens how to deal with disinformation./ SO7 Developing flexible AI solutions, tailored to the needs of internet users, regardless of their profile.
8	WP10, WP11	Platform	Collaborative Platform	Development of a collaborative Platform. The platform will be designed as a digital platform such as a wiki combined with a link to upload the fake news to be determined. And the information on how to deal with fake news is also here approachable. The software will be designed in such a way that the platform is approachable for all users. The main objective of the platform will be that users can submit information, collect information or screen information in one place, the Disinfowiki. The platform includes the necessary human reviewer interface with human experts confirming whether or not it is fake news.	SO3 Allowing the internet users to be involved in the process, supporting the development of human-centred solutions. / SO6 Providing a set of AI solutions, supporting citizens how to deal with disinformation./ SO7 Developing flexible AI solutions, tailored to the needs of internet users, regardless of their profile.
9	WP10, WP11	Mobile Application	Mobile Application with AR	Development of mobile application with AR interface under the objective to automatically detect whether data inputs, either from the digital/virtual world or the physical world are true or fake.	SO6 Providing a set of AI solutions, supporting citizens how to deal with disinformation./ SO7 Developing flexible AI solutions, tailored to the needs of internet users, regardless of their profile.
10	WP10, WP11	AR/VR Interface	AR/VR Interface	An architecture that can leverage the capabilities of AR/VR interfaces to provide a more immersive and engaging experience for users, while also harnessing the power of AI to identify true and false information, which is the fourth interface developed.	SO6 Providing a set of AI solutions, supporting citizens how to deal with disinformation./ SO7 Developing flexible AI solutions, tailored to the needs of internet users, regardless of their profile.
11	WP11, WP16, WP17	Learning Materials	Games and Books	Create challenging teaching methods that take young people with them and immerse them in the importance of investigating fake news and staying true to the truth behind the news. This challenging method will be a learning method based on a serious game and learning method based on an educational comic book	SO9 Supporting young internet users by providing games and books for increased awareness on fake news and enhanced critical thinking.
12	WP8	Datasets	Datasets on disinformation cases on war in Ukraine	(videos, images, audios, etc.), extracted from a number of highly-reputable fact-checking websites and databases owned by EURACTIV Bulgaria and IUA. One dataset contains disinformation cases on war in Ukraine and the second one contains disinformation cases on climate changes.	SO2 Mapping multimodal information efficiently, SO3 Allowing the internet users to be involved in the process, supporting the development of human-centred solutions.
			Datasets on disinformation cases on climate changes		

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ANNEX 17 – EXPLOITATION SURVEY

AI4Debunk Exploitation

Fields marked with * are mandatory.

Disclaimer

The European Commission is not responsible for the content of questionnaires created using the EUSurvey service - it remains the sole responsibility of the form creator and manager. The use of EUSurvey service does not imply a recommendation or endorsement, by the European Commission, of the views expressed within them.

Dear partners,

As a first step in preparing the project's exploitation strategy, we kindly ask you to answer the survey below. It aims to gather insights into the business dynamics, initial key drivers, target market, and your willingness and capacity to engage and exploit project results.

At least one representative from each partner should fill out the survey.

Thank you very much for your cooperation and support!

F6S Team

* 1.Name of the project partner:

Value proposition

* 2.What is compelling about AI4Debunk proposition?

* 3.Who will be our end users and how can we attract them?

Market Overview

* 4.How big is the market and does a business opportunity exist?

* 5.What will be the market needs that we will be filling? Are they well served?

* 6.Who are the competitors to our project and existing players in the market? What are they offering?

* 7.Who are our potential partners? What is our motivation for partnership? (optimization and economy, reduction of risk and uncertainty, acquisition of particular resources and activities)

* 8.What would be the key issues driving and transforming the market?

* 9.Has demand for AI solutions fighting fake news grown / shrank / stayed the same for the past year?

* 10.How is our project impacted by changes to legislation and regulation? Are there any other factors influencing the outcome of the project?

Future Exploitation

* 11.What are the most important costs that will have to be made after the project ends?

* 12.What could be the potential revenue streams?

* 13.Do you plan to carry out any joint exploitation activities with other AI4Debunk partners? Please describe the potential collaboration with each of the partners.

14.Do you have any ideas on the exploitation strategy that you would like to share with us?

Submit