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AI services for Continuous trust
in emerging Digital Environments

D 9.1 – Impact Master Plan

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Consortium composition

N	Role	Short name	Legal Name	Country
1	COO	DS TECH SRL	DS TECH SRL	IT
2	BEN	CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	EL
3	BEN	FBK	FONDAZIONE BRUNO KESSLER	IT
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11	BEN	EURACTIV	EURACTIV MEDIA NETWORK B.V	NL
12	BEN	CEPS	CENTRE FOR EUROPEAN POLICY STUDIES	BE

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Work Package number	9
Work Package leader	DS TECH SRL
Author(s) <i>in alphabetical order</i>	Judith Baars (EURACTIV) Ottavia Migliavacca (EURACTIV)
Internal Reviewers in alphabetical order	Giulio Spinozzi (DS Tech) Michela Mattaloni (DS Tech) Paula Gürtler (CEPS)

Authors

Name	Partner	e-mail
Judith Baars	Euractiv Media B.V.	Judith.baars@euractiv.com
Ottavia Migliavacca	Euractiv Media B.V.	Ottavia.Migliavacca@euractiv.com

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1. Executive Summary

This deliverable D9.1 Impact Master Plan, led by Euractiv, aims to outline the strategy for dissemination activities carried out during the Project. D9.1 is the first deliverable of AI-CODE Work Package (WP) 9 entitled ‘Impact and Ethics’ and led by DS Tech It is structured in three sections addressing the different aspects that a dissemination plan may focus on: a) general information about the Project and the context analysis on which the strategy is built, b) the dissemination and communication plan with the tools that will be employed and the outputs that will be produced, and c) the elements for monitoring and evaluating the results of the strategy.

The document encompasses:

AI-CODE Project

- About AI-CODE
- Specific objectives of the project
- Context analysis

Dissemination and Communication plan

- Target audience
- Key objectives
- Key messages
- AI - CODE visual identity
- Communication tools and channels

Evaluation and monitoring of dissemination activities

- Quantitative monitoring
- Qualitative monitoring
- KPI's

Provisional calendar

2. Introduction

2.1 About AI-CODE

The media sector is exposed to and undergoing continuous innovations that occur at a pace never seen before. A significant booster behind such ongoing evolution is a new wave of technological developments, especially those based on Artificial Intelligence (AI) that heavily influence and shape the online environment. The media sector is not an exception—AI already plays and will continue to play a critical role (in both a positive and a negative sense) in creating and spreading information in the current digital era. This has the potential of having a disruptive impact on citizens, democracy and society as a whole. As a result, there is a tremendous need for innovative solutions ensuring media freedom and pluralism, delivering credible and truthful information as well as combating disinformation and harmful content. One avenue for such addressing these challenges is to utilise AI-based solutions. This direction towards supporting transformation and adaptation of the media sector is recognized and supported also by the [European Democracy Action Plan](#) and the [European Media and Audiovisual Action Plan](#).

So far, numerous initiatives, including past or ongoing EU-funded research projects, such as [vera.ai](#), [TITAN](#), or [AI4TRUST](#), resulted in a wide range of AI-based solutions helping to combat disinformation, especially via detection, and thus contributing to the mitigation of negative impacts on society. The logical next step, which the AI-CODE project takes, is to build on such research outcomes and use them as a backbone for novel AI-based services, tailored to the needs of media professionals to help them reinforce trust in the credible content they produce. At the same time, it is important to make such solutions future-proof. Anticipating the upcoming evolution of social media, the solutions must withstand new technologies (e.g., virtual realities) that are expected to lead to new online spaces, which are more immersive and/or decentralised. In such emerging digital environments, it is crucial to provide individuals as well as organisations with the most suitable tools and techniques, not only to understand their innovation impacts but also to react and pro-act on these developments.

The main goal of the interdisciplinary AI-CODE project is to evolve state-of-the-art research results (tools, technologies, and know-how) focused on disinformation from past and ongoing EU-funded research projects to a novel ecosystem of services that will proactively support media professionals in reliable information production through AI. We aim to achieve this by:

1. identifying, analysing, and understanding future developments of next-generation decentralised and immersive social media environments (incl. emerging diverse and metaverse environments) in the context of rapid developments in generative Artificial Intelligence (with respect to text, image as well as video modalities) and how this combination of technological developments impact on (dis)information spaces; and by
2. providing media professionals with novel AI-based services to coach them how to work in emerging digital environments and 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.

2.2 Specific objectives

AI-CODE aims to:

- **Assess the future developments related to the impact of generative AI and the next-generation social media on the domain of online disinformation and trust;** The continuous innovation of social media platforms and online environments and the recent popularisation of generative AI models pose a significant challenge for the information ecosystem in terms of fake/misleading content. Generative models can autonomously produce dis/misinformation in different modalities (text, images and audio video) specifically targeting online communities on federated social media platforms or in immersive online environments. Given the very recent appearance and still limited diffusion of these next-generation forms of social media, very little research has been performed on the topic so far. A specific technological assessment phase will be therefore conducted in the AI-CODE project (in WP2). Moreover, while generative models represent a threat, they can also represent an opportunity in two different ways: 1) helping to spot and filter content generated by similar systems, and even more broadly helping media professionals in detecting disinformation; 2) supporting media professionals to create and spread trusted content more effectively, for example, via automatization of counter-disinformation activities or producing trusted content (like creation of debunking articles). A particular promising direction that can be envisaged is represented by the convergence of different modalities into unified systems (e.g., GPT-4) that we can expect to rapidly increase over time. This convergence can create new challenges and opportunities that can be explored via co-creation activities and focus groups.
- **Provide a set of content-driven services for disinformation detection and trust assessment in next-generation social media;** Recent research has resulted in a wide range of content-based solutions for fighting disinformation. They detect online content that has been forged, tampered with, or otherwise maliciously manipulated and can carry out assessment of the reputation and credibility of media sources and their content. To be useful, these solutions must be matured into services that are able to provide the input that feeds user-facing solutions tailored to the needs of media professionals. The services require advancing the state of the art in media analysis to handle media content in the information environments of next-generation decentralised and immersive social media and to keep pace with the new possibilities for generation of disinformation that are represented by generative AI. The services must be flexible so that they can proactively anticipate changes in the media environment and advances in generative AI, thereby providing continuous trust in the face of constantly evolving threats to the information ecosystem.
- **Provide a set of user-driven services dedicated to media professionals to support trusted information production using emerging technologies;** The best and most ethical approach in AI content curation and creation is a combination of measured introduction of AI and careful human oversight to both detect and correct errors and provide valuable training data to finetune our approach. Therefore, a set of tools will be offered to media professionals to help them develop their work in trusted information production with emerging technologies as identified in the project. They will include 3 services at media professionals' disposal: a training service in the form of coaching service provision concerning generative AI which will develop a mental model of how generative AI works, learn prompt engineering techniques to get high-quality results, and understand how the system adapts to new training data over time; a tool to increase transparency with AI "model cards" which will offer a comprehensive understanding of the AI model's abilities, limitations, possible risks, and potential consequences; and a personal companion providing assessment and follow-up of the creation process to better understand the potential disinformation threats

thanks to interpreting and critically assessing the reasoning and arguments involved in a statement or a narrative.

- **Co-design, demonstrate and evaluate innovative approaches and technologies with end users;** The advances achieved within the scope of AI-CODE will lead, among other outcomes, to a number of mature technologies and services which can meet immediate real-world needs and directly contribute to equipping journalists with advanced AI services to support disinformation detection and analysis in a fast-evolving online environment. The use cases will be implemented by combining existing expertise and infrastructure with the services developed within AI-CODE. The services and underlying technologies will be evaluated by AI-CODE's media partners in stand-alone operational environments. The Media Asset Annotation and Management (MAAM) platform will be one such environment that will allow users to discover and assess content based on the results of the AI-based analysis services. Implementation of the use cases and subsequent evaluation activities will bring end-users (organisations in the media sector) together with technology providers and research/academic institutions with the aim to ensure market readiness and alignment of the results with real user needs. Collaboration between technical and media partners will stretch from the (co-)design of the AI-CODE services to their deployment and evaluation.
- **Generate business and social impact in the information ecosystem;** 'Trust in the media' is an important indicator when it comes to the dissemination of false and misleading news, because mainstream journalism adheres, at least in theory, to a set of best practices and standards designed to ferret out such disinformation. Therefore, in a society where citizens trust mainstream journalism wholeheartedly, these media outlets can serve as a bulwark against the spread of falsehoods. On the other hand, as trust in the media wanes, citizens are increasingly turning to a broader range of news sources, not all of which conduct extensive vetting of their reporting. The abundance of social media applications creates an ecosystem that can support strategies for small businesses. However, the abundance of these applications is seen as a cause of confusion for business owners and executives, making it difficult to develop strategies for effective social media use. The social media ecosystem is critical to the implementation of a small business's strategy and that changes within this ecosystem affect the overall strategy.

3. Dissemination and Exploitation Plan

All Consortium partners will be involved in the dissemination activities, which can be grouped into three broad areas:

1. Promotion: the aim is to raise awareness and visibility of the Project goals, progress, and results.
2. Involvement: the aim is to engage further media and information professionals and stakeholders, as well as policy makers.
3. Networking: effective networking implies building strong and useful relationships over time that can lead to mutual understanding and trust, which can help raise the positive reputation and create long-term take-up of the results.

Dissemination activities and tools will be divided into three different levels:

- a. Communication at the Project scale. i) Ensure all partners have a common understanding of what should be done in terms of communication, including roles and responsibilities; ii) Ensure that all partners speak with one voice providing the same information to external stakeholders; iii) Facilitate collaboration between the Project partners.
- b. Communication at the national level. i) Generating positive media coverage where the activities will be implemented; ii) Promote the Project's events; iii) Promote the Project to specific target groups through publications, meetings, and presentations; iv) Highlight the financial support from the EU.
- c. Communication at the European and international scale. i) Widely and effectively promote the Project; ii) Raise awareness on the EU objective to tackle disinformation through AI; iii) Promote the Project in international settings; iv) Highlight the financial support from the EU.

3.1 Target audience

All activities considered under the Communication and dissemination plan will be carried out in a target-audience focused manner to make project results available for all pertinent audiences during and after the project, following an "as actionable as possible" philosophy. Dissemination and communication material

(including early AI-CODE releases) will be provided as soon as they will be ready to be used to the community, not waiting until the end of the project to allow external agents to leverage AI-CODE results. An overview of the target audience below:

- Stakeholders & Practitioners, who are interested in the workshops, exhibitions, digital communication, and community building;
- Scientific community, which will be targeted via scientific articles in journals and posters and presentations at scientific conferences;
- European Commission, engaged mainly with digital communication and networking events;
- Public, engaged via website and online presence, printed media, and multimedia content
- AI-CODE ecosystem, engaged via workshops and printed communication.

3.2 Key objectives

1. Consolidate ongoing efforts, identify key and most relevant best practices and success stories for broad media awareness (with a focus on news delivery), related industry groups, conferences and events, and related EC programmes. This is intended to foster a truly multidisciplinary and cross-sector community and help demonstrate the effectiveness of innovative pilots and services that leverage network effects;
2. Build a stakeholder community by linking industry-led pilot projects with multidisciplinary research and related innovation efforts. The goal is to promote novel information integrity, recommendation, and contextualization services in the media and raise awareness of their benefits at the economic, technological, industrial, and societal levels. This will help demonstrate how industry-led innovation can provide viable ways to promote economic growth and broad public participation;
3. Encourage the development of innovative technologies and tools that could be adopted and adapted by the media industry to improve the user experience of news consumption while minimising the risk of the spread of disinformation. This will be achieved through a wide-ranging and diverse project presence to increase reach and impact across a variety of social media and engage audiences by organising targeted initiatives.

3.3 AI-CODE Visual Identity

A strong visual identity and brand story of the Project was the first step to ensure consistency and familiarity in internal and external communications. The visual identity was designed by DSTech and includes a logo, colour palette, templates, including primary fonts, on various tools. The project's visual identity will be the base for all the communication materials that will be developed throughout the project, including posters, banners, leaflets and any other relevant material.

3.3.1 AI-CODE Logo



AI services for COntinuous trust
in emerging Digital Environments

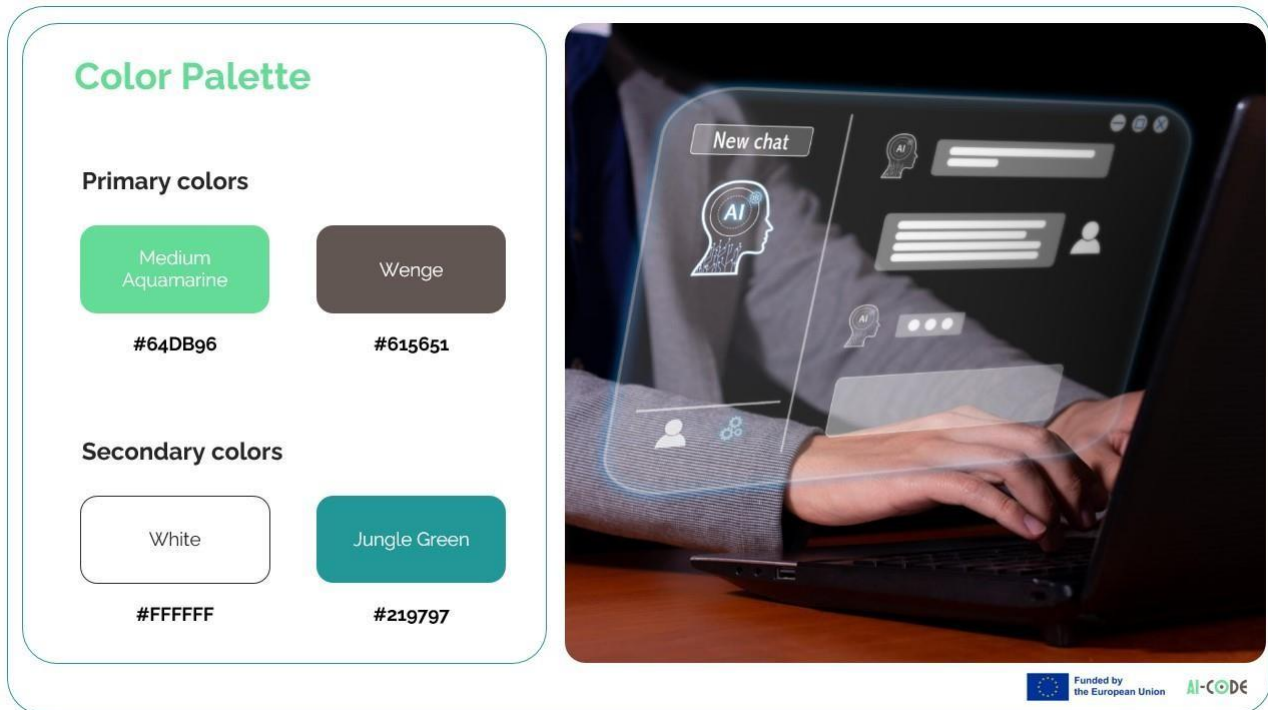


AI-CODE Colour Palette

The chosen palette includes Medium Aquamarine (#64DB96) and Wenge (#615651) as main colours, and white and Jungle Green (#219797) as secondary colours. Below are the main reasons for choosing this palette:

1. On the one hand, the main colours are carefully selected to convey a sense of growth, professionalism, and creativity. Medium Aquamarine (#64DB96) is associated with growth, harmony, and innovation, making it ideal for a technology-focused brand. Wenge (#615651) provides a solid, professional foundation, adding sophistication and reliability to the brand's image. This combination is particularly suitable for the technology and web sectors, where calmness and innovation are crucial.

- On the other hand, the choice of secondary colours such as white and Jungle Green (#219797) is primarily driven by their high visibility and ability to evoke strong emotional responses. White symbolizes simplicity and clarity, enhancing the design's readability and modern appeal. Jungle Green (#219797), a deeper and more vibrant green, adds depth and a touch of uniqueness, representing clarity and creative thinking. These secondary colours enhance the overall design by adding vibrancy and emphasizing key elements, ensuring the logo stands out and resonates with the audience.



3.3.2 AI-CODE Templates

Templates were created to ensure consistency in external visibility of the Project. The chosen font is Raleway with varying degrees of boldness. The Templates include:

- Agenda
- Deliverable
- Minutes
- Interim Technical Report (ITR)
- Interim Financial Report (IFR)
- PowerPoint Template

3.3.3 AI-CODE Project Posters and Banner

Project posters to be used in external communication will be prepared for the participation to relevant project's events and conferences. Similarly, project banners will be created for the organisation of project's in-presence main events, workshops and booth presence. All communication materials will be developed based on the Project's visual identity ensuring consistency and familiarity in external communications.

3.4 Communication tools and channels

To achieve the key objectives of the dissemination, a variety of paths will be taken. Euractiv will aim to explain in depth the most recent trends and advancements when it comes to the European policy angle of disinformation and AI, through special editions of the podcast, infographics, and video explainers. Euractiv will also cover the most recent news in these fields through spreading all activities continuously over the span of the project. A X (Twitter) chat will stimulate the stakeholders to exchange views and help trigger policy improvements in the field. (see Annex 1 for a more detailed description of the activities).

3.4.1 AI-CODE Website

The website (domain: www.aicode-project.eu) was created by the coordinating partner, DST to deliver regular content and disseminate research objectives, plans and results.

The overall purpose of the website is to ensure public awareness and provide readily available introductions, updates, and contact details to any interested party. The main goal of the interdisciplinary AI-CODE project is to evolve state-of-the-art research results (tools, technologies, and know-how) from past and ongoing EU-funded research projects focused on disinformation into a novel ecosystem of services that will proactively support media professionals in trusted information production through AI. The overall hope is that the website will help provide ongoing coverage on the topic of AI in the media and serve as a platform to promote the use of AI in fact-checking while providing dissemination examples throughout the lifecycle of the AI-CODE Project.

The website's working language is English. All public deliverables are made available on the Project website, which is continuously updated with Project outputs, publications (i.e., research papers, conference papers, policy documents), dissemination materials (i.e., newsletters, videos, editorial), and multimedia content. The website will be using WordPress as a backend, an easy-to-use website builder with the flexibility to adapt the content throughout the Project. Users have the possibility of downloading for free all the public outputs produced throughout the Project's duration. A specific section of the website contains information about past and future events and relevant activities undertaken by the various beneficiaries. Moreover, the website includes a contact information section to facilitate communication between AI-CODE and any interested parties.

3.4.2 Partners' websites

All partners have their own websites, on which mentions of the most recent activities of the Project can be included, as well as updates on the ongoing progress with the creation of the AI-CODE platform.

Partners	Website
DS TECH SRL	https://www.dstech.it/en/
Ethniko Kentro Erevnas Kai Technologikis Anaptyxis (Centre for Research and Technology Hellas-CERTH)	https://www.certh.gr/root.en.aspx
Fondazione Bruno Kessler	https://www.fbk.eu/en/
Universidad Politecnica De Madrid	https://www.upm.es/
Athens Technology Center Anonymi Viomichaniki Emporiki Kai Techniki Etaireia Efarmogon Ypsilis Technologias	https://www.atc.gr/
Deutsche Welle	https://www.dw.com/en/
Kempelenov Institut Inteligentnych Technologii (Kempelen Institute of Intelligent Technologies)	https://kinit.sk/
Debunk Eu	https://debunk.eu/
European Institute for Participatory Media Ev	https://eipcm.org/
Stichting Radboud Universiteit	https://www.ru.nl/
Euractiv Media Network B.V	https://www.euractiv.com/
Centre for European Policy Studies	https://www.ceps.eu/

3.4.3 AI-CODE Social Networks

More importantly than their websites, the social networks of the Project partners will give further visibility to the Project and to the continuous communication and dissemination activities of the partners. The Project has created a dedicated Project Hashtag #AICODEPROJECT to monitor the social media posts - both by Project partners and multipliers.

3.4.4 AI-CODE Outreach capacity

All partners will contribute to AI-CODE's outreach by promoting content on their own social media channels using the hashtag #AICODEPROJECT, however AI-CODE will also utilise the well-established media in the consortium to ensure the highest outreach - by publishing Project content on the websites of Euractiv and all the other partners involved in WP9.

Euractiv Statistics:

Euractiv can count on its audience on the website and on its social media to share the content (example taken from the month of March 2024):

- Page views Euractiv.com homepage: 3.792.003
- Users Euractiv.com homepage: 1.638.107
- Newsletters subscribers (Euractiv Daily and Weekly) Euractiv.com: 45.803

Social media figures of the websites involved are the following as of March 2024:

- Facebook followers Euractiv.com: 72.577
- Twitter followers Euractiv.com: 158.136
- YouTube subscribers Euractiv.com: 61.400
- Instagram followers Euractiv.com: 13.800

3.4.5 Promotional video

The promotional video is a short explainer introducing the AI-CODE project, its goals, and its partners to a broader audience. Produced by Euractiv's multimedia team and animators, this video will be shared freely among partners for translation and dissemination through their channels.

3.4.6 Special Report

The Special Report consists of 5 editorial and multimedia publications containing in-depth reporting and audio-visual elements about innovative (AI-based) solutions ensuring media freedom and pluralism, delivering credible and truthful information as well as combating disinformation and harmful content. These articles will remain online after the end of the project.

3.4.7 2 Video explainers

To further expand on the angles addressed by the editorial coverage Euractiv will, throughout the Project, publish 2 video explainers. The aim of the video explainers is to allow the broader audience to understand the facets of the AI and/or dis/misinformation sector through catchy animations and images, while still directly involving one of the journalists. This approach will introduce a novel ecosystem of services that proactively support media professionals in trusted information production through AI.

3.4.8 3 Infographics

Three multimedia articles will be published on the Euractiv website each year, containing maps, graphs, and charts. The contents presented will range from the nature of fake news debunked thanks to the fact-checking tool, to a comparison between AI laws/media policies in different countries, to an analysis of the spatial distribution of users posting fake news and investigations on the prevalence of fake news in different media sources (social media, printed press, TV/Radio, online news websites).

3.4.9 3 Special Editions Podcast

The podcast will feature 25-minute episodes presented by Euractiv journalists with insights from up to 3 high-level EU stakeholders. It will be distributed on Spotify, Apple Podcasts, Amazon Music, and Stitcher. This format will help disseminate AI-CODE content by raising awareness, engaging stakeholders, educating the audience, showcasing best practices, and providing regular updates on project progress.

3.4.10 2 Social media Shorts

Social media shorts will be 60-second videos with enhanced graphics/AR effects, shared as Instagram Reels,

YouTube Shorts, and TikTok videos. These "teasers" will introduce a novel ecosystem of services that proactively support media professionals in trusted information production through AI. The videos will be disseminated through Euractiv's social media channels, raising awareness and generating interest in the AI-CODE project.

3.4.11 Twitter chat

Twitter chats are an innovative form of debate on social media, which engages a large audience that can be reached regardless of their location. Stakeholders will have the opportunity to build on the knowledge they have acquired in the first half of the Project and express their opinions on the role of AI in the media industry as well as on the benefits and risks of employing AI-based solutions to aid the work of media professionals. Twitter Chats will be monitored by using the designated #hashtag (#AICODEPROJECT) and moderated by a journalist to ensure a respectful and high-quality debate.

3.4.12 6 Newsletters

The aim of the AI-CODE Newsletter is to make potential and existing website users aware of news about the Project's activities and special events but also to acquire and keep new users interested in the project. Since the target audience is heterogeneous, it could be useful to segment users by project activities of possible interest. In this way, it could be possible to send more relevant and personalised emails to recipients. Open rate and click rate are good performance indicators for the success of the newsletter campaigns and reflect how well the email strategy is performing. The Newsletters will be published biannually. The best time to send out emails could be identified by analysing the project target groups and carrying out various tests. To build the AI-CODE email list and see it grow, the starting point will be the project partners' network of contacts. Moreover, registrations will also be driven by social media promotion and project events. Mailchimp is the technical infrastructure chosen for newsletter management. A template was created by Euractiv according to the project visual identity. Project partners will provide contributions on AI-CODE activities, the collection of this information will be coordinated by DSTech and then shared with Euractiv. Once the draft Newsletter has been created, Euractiv will transfer this to the dedicated template and send it to the subscribers.

3.4.13 Participation external events

The Project will be presented at external events every year, to help boost its outreach. The visibility of the activities of the Project will be further enhanced through clustering with up to 10 other EU Projects and initiatives. An example of an external event follows below:

Meet the Future of AI: Generative AI and Democracy

Co-organised by the new Horizon Europe projects (i.e. 'sister projects') veraAI, AI4TRUST, AI4Debunk, and TITAN as well as by the H2020 project AI4Media, this hybrid event focuses on all relevant issues and challenges around generative AI and tackling disinformation.

The final project results will also be discussed at CEPS' Ideas Lab, one of Europe's most reputable independent think-tanks. Ideas Lab is a high-profile annual event on all policy areas of the European Union. The aim of Ideas Lab is to provide a high-level intellectual forum for exchanges concerning the wide range of current and pressing issues faced by the EU. The discussions are open, insightful and impactful, with the active involvement of policymakers, researchers, representatives from industries and civil society, CEPS Young Thinkers, and other stakeholders. During its 10th edition in 2023, a series of relevant topics in the digital stream were discussed, such as the EU's strategy for Artificial Intelligence, during the lab session "Towards international cooperation and convergence on AI policy?".

4. Stakeholder Engagement and Uptakes

4.1 Introduction

In addition to the activities outlined in the provisional timetable, stakeholder engagement and the early uptake of AI-CODE results represent fundamental pillars for ensuring the project's long-term impact and sustainability. Stakeholder involvement is essential not only for maximising the visibility and relevance of project outputs but also for validating their applicability in real-world contexts and facilitating their adoption by target communities. This section provides a comprehensive overview of the actions undertaken to map, engage, and involve stakeholders, as well as the initial uptake opportunities that have emerged both within and beyond the consortium.

Service	Journa- lists	Fact- checkers	Media organi- sations / news portals	Social Media users	Editors	Re- search- ers	AI Model deve- lopers
1. Disinformation Detection in the Next-Generation Social Media	x	x	x				
2. Trustability and Credibility Assessment	x	x	x	x			
3. Media Asset Annotation and Management (MAAM)	x	x				x	
4. Generative AI Interactive Coaching Service & Dynamic Simulator	x	x					
5. Transparency Service for AI Model Cards	x	x					x
6. Personal Companion for Understanding Disinformation	x	x			x		

4.2 Stakeholder Mapping

A comprehensive mapping of stakeholders has been conducted during the initial phases of the project to ensure that dissemination, communication, and exploitation activities are carefully targeted and impactful. The stakeholder landscape identified by AI-CODE encompasses several key groups, each with distinct but complementary roles in supporting the project's objectives.

Media professionals, including journalists, reporters, fact-checkers, editors, broadcasters, and content creators, constitute a core stakeholder group, representing the primary end-users of the AI-CODE services. Their active involvement is fundamental to ensure that the tools developed respond to real needs and workflows within the news and information sectors.

Policymakers at national, European, and international levels have also been identified as strategic stakeholders, given their role in shaping the regulatory environment around AI technologies, disinformation, and media pluralism. Their engagement ensures that AI-CODE remains aligned with ongoing policy developments and contributes to broader societal goals.

Technology developers, especially those working on AI model development and media innovation, represent another important audience, facilitating technological synergies and future sustainability of the project outcomes. Civil society organisations and ethics advocates, active in the fields of media literacy, digital rights, and AI ethics, offer crucial perspectives on responsible innovation and trustworthiness.

Research institutions, journalism schools, and academic communities play a key role in knowledge dissemination, validation, and capacity building. Finally, the general public and social media users are ultimate beneficiaries, whose exposure to more credible information ecosystems is a long-term goal of the project. This detailed stakeholder mapping has laid the groundwork for targeted engagement actions aimed at maximising the dissemination and uptake of AI-CODE results.

4.3 Stakeholder Engagement Activities

Building on the stakeholder mapping, AI-CODE has deployed a structured engagement strategy, based on tailored communication approaches adapted to each target group's specific needs and expectations.

For media professionals, active involvement has been fostered through the organisation of co-creation workshops, interviews, demonstration sessions, and validation activities. These activities have enabled the collection of user feedback on AI-CODE tools and services, ensuring their usability, effectiveness, and alignment with professional practices.

Policymakers and representatives from sister projects have been engaged through the co-organisation of events, active participation in the AI Against Disinformation Cluster, and involvement in strategic initiatives such as the Factcheckers Association workshops at the European Parliament. This collaborative approach has helped position AI-CODE within the broader ecosystem of European efforts against disinformation.

Research and academia have been involved through the production and dissemination of open access publications, participation in scientific conferences, and the promotion of knowledge sharing activities. These activities contribute to the scientific validation of AI-CODE results and to fostering future research collaborations.

Civil society organisations and the general public have been reached through awareness-raising initiatives, public events, communication campaigns, and regular updates published via the project website and social media channels. These efforts contribute to increasing understanding of the risks and opportunities associated with AI in the media sector and to fostering an informed public debate.

By combining these engagement activities, AI-CODE has built a strong foundation for a sustainable, inclusive, and impactful dissemination and exploitation process.

Stakeholder Group	Engagement Modality and Dissemination initiatives
Media professionals	Co-creation workshops, interviews, demonstration sessions, and validation activities.
Policy makers and other initiatives	Organisation of joint events, participation in the AI against Disinformation Cluster, involvement in European Parliament activities.
Research and Academia / AI Developers	Open access publications, participation in scientific conferences, data and model sharing initiatives.
Civil Society and General Public	Awareness campaigns, public events, website updates, and targeted social media initiatives.

4.4 Internal Exploitation Uptakes

Initial internal exploitation activities within the AI-CODE consortium have already demonstrated the practical applicability of the developed services in operational contexts.

Deutsche Welle, one of the project's media partners, has tested the Trustability and Credibility Assessment Service to support its verification processes. In particular, Deutsche Welle has used this service to assess the trustworthiness of posts identified within decentralised social media platforms operating in the Fediverse environment. This exercise has provided important feedback on the relevance of the service in contemporary information ecosystems characterised by rapid content dissemination and limited traditional moderation.

In parallel, Deutsche Welle has experimented with the Personal Companion Service, testing its capability to verify whether claims presented in news articles had already been subject to previous debunking efforts. The validation of this service has highlighted its potential to enhance journalistic workflows, particularly in fast-paced newsrooms where time and accuracy are critical.

Debunk.org has also engaged in internal exploitation activities by leveraging the Media Asset Annotation and Management (MAAM) platform to investigate and counter Foreign Information Manipulation and Interference (FIMI) campaigns. By applying MAAM's detection tools, Debunk.org was able to identify disinformation attempts aimed at distracting public attention from critical events, thus demonstrating the strategic value of AI-CODE technologies for media monitoring and integrity assurance.

These internal uptakes serve not only as validation cases but also as important steps towards consolidating the operational maturity of AI-CODE solutions, preparing the ground for wider external adoption.

4.5 Real-World Exploitation Uptakes

Beyond internal activities, AI-CODE results have already begun to generate interest and uptake opportunities among external actors, indicating their relevance and applicability in real-world contexts.

Debunk.org has initiated plans to deploy the MAAM service in monitoring electoral processes in Germany, Poland, the Czech Republic, and Moldova. In this context, the service will be used to detect and assess incidents involving AI-generated or manipulated content, such as synthetic images, forged videos, and deepfakes, which may affect the integrity of electoral information ecosystems. This real-world application confirms the strategic importance of AI-CODE services for safeguarding democratic processes and reinforces their role as practical tools for combating disinformation.

Simultaneously, the Athens Technology Centre (ATC) is exploring the integration of functionalities developed within the Personal Companion Service into its Truly Media platform. Truly Media, a collaborative verification tool widely used in newsrooms and by fact-checking organisations, would benefit from enhanced capabilities for credibility assessment and AI-supported information analysis. The exploration of this integration opportunity reflects the adaptability of AI-CODE results to existing market needs and their potential contribution to strengthening verification infrastructures.

These examples demonstrate that AI-CODE's exploitation efforts are already delivering tangible results, establishing pathways for broader adoption and sustainability of the project's technological innovations.

4.6 Exploitation Conclusion

The actions undertaken in the field of stakeholder engagement and uptake clearly illustrate AI-CODE's commitment to creating a robust and sustainable impact. By systematically involving key audiences, validating results through internal pilots, and facilitating external exploitation opportunities, the project is ensuring that its outputs are relevant, trusted, and ready for wider deployment. These activities are integral to achieving the overall objectives of the Impact Master Plan and to securing the long-term legacy of AI-CODE innovations.

5. Monitoring and Evaluation

The communication activities of the Project will be kept under a close eye. As the WP9 leader, DSTech, will track the performance of the various project outputs through platforms such as Google Analytics (for page views and unique users), Facebook for Business and Twitter Ads (for the social media promotion of activities). Furthermore, to ensure a high quality of the specific communication and dissemination activities organised by the Project's dedicated partner, Euractiv, a specialised team will supervise quality, on-time and efficient performance of actions and teams.

5.1 Quantitative Monitoring

To quantify the larger impact of published stories, as well as the other various activities, Euractiv will use specialised tools for tracking media mentions online. Google analytics will be useful to investigate the figures related to the success of the editorial coverage, videos, and data visualisations in terms of page views across the Euractiv websites involved in the Project. To track the outreach on the social media channels, Facebook for Business and Twitter Ads will be used. These allow users to collect figures related to impressions and engagements with the various posts (impressions being the total number of times users see a given post on their screen, with engagements being the number of times users interact with the given post, through link clicks, likes, or comments). Below is the suggested list of parameters for the monitoring of the proposed activities.

5.2 Qualitative Monitoring

Euractiv's Project Management Team will ensure coordination through accurate tools and methods (planning tables, briefing each department). Once the Project has begun, the dedicated team will also monitor the qualitative element of the Project dissemination and impact, while maintaining a clear channel of communication with each of the teams and WP9 partners, as well as receiving feedback from the Project's target audiences, through:

- Through objective and up to date journalism, AI-CODE monitors the legislative and technological state of play of AI.
- Maintaining constant communication with the partners by sharing the communication and social media planning, ensuring consistent branding on various channels;
- Increased level of awareness about dis/misinformation and the role played by AI in general and its impact at national and local level;
- Number of content retakes from media outside the network.

5.3 KPIs

Activity	Objective	KPIs/per year
Organising project specific workshop(s) and training sessions	• Consultation, brainstorming, discussion and validation of AI-CODE draft results	Y1: ≥ 3 Y2: ≥ 5 Y3: ≥ 7
Conferences and Workshops participation	• Engagement of academic & industrial community • Methodology Presentation/Validation • Networking and Collaboration with the relevant stakeholders	Y1: ≥ 10 Y2: ≥ 15 Y3: ≥ 20
Publicly shared presentations	• Information and knowledge diffusion • Results presentation	Y1: ≥ 15 Y2: ≥ 25 Y3: ≥ 30

Project website	• Information and knowledge diffusion • Results presentation	Page views / impressions Y1: $\geq 8,000$ Y2: $\geq 12,000$ Y3: $\geq 18,000$
Social Media Presence	• Awareness creation • Knowledge diffusion • Results presentation	Number of posts with Project Hashtag #AICODEPROJECT: Y1: ≥ 75 Y2: ≥ 100 Y3: ≥ 125 AI-CODE using consortium's partners' social media channels.
Project's promotional video	• Diffusion to the scientific community • Results presentation	Page views: 1000
Press Releases	• Awareness creation • Media and other relevant “multipliers” engagement	Y1: ≥ 6 Y2: ≥ 6 Y3: ≥ 6
Scientific papers and publications	• Diffusion to the scientific community • Results presentation	Y1: ≥ 5 Y2: ≥ 15 Y3: ≥ 20
Collaboration with other initiatives/projects	• Information and knowledge exchange • Collaboration in dissemination activities	As appropriate and feasible

6 Communication policy

6.1 Partner roles and responsibilities

Partners are expected to disseminate communication materials provided by Euractiv as they see appropriate, through the appropriate channels. Euractiv has created sheets in which each partner can keep track of their dissemination and communication activities for later reporting.

The research partners of the consortium will publish peer-reviewed papers in top tier scientific journals and conference proceedings that focus on information technology and machine learning, verification and fact-checking in the specifics, social media analysis, and related topics.

6.2 Acknowledgement of EU funding

The variety of deliverables suggested in this project increases the visibility and access to the public – attracting different stakeholders, not just people within the industry, but also the general public through deliverables. To ensure visibility of EU Funding, each product will include the relevant EU logo and Disclaimer stating clearly that this activity was funded by the EU Commission. Moreover, each publication will still clarify that the information only reflects the view of the author. The visibility of EU funding will go beyond the project's websites - also including the EU flag, funding statement and disclaimer on social media posts and live events, and an audio version for podcasts.

7 Provisional Timetable

AI-CODE Provisional Timetable – December 2023 – November 2026									
Month	Promotional Video	Special Report	Info-graphic	Video explainer	Podcasts	Social media shorts	Twitter chat	Newsletter	Social media promotion
M1									
M2									
M3									
M4									
M5									
M6									
M7									
M8									
M9									
M10									
M11									
M12									
M13									
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M28									
M29									
M30									
M31									
M32									
M33									
M34									
M35									
M36									

8. Conclusion

The D9.1 Impact Master Plan represents a comprehensive strategy for the dissemination activities integral to the AI-CODE Project. As first deliverable of Work Package 9, 'Impact and Ethics,' this document, led by Euractiv and DS Tech, sets a robust foundation for effectively communicating the project's progress and achievements.

The first section of the plan provided a detailed overview of the AI-CODE Project, outlining its specific objectives and conducting a thorough context analysis. This groundwork ensures that all dissemination activities are well-informed and strategically targeted.

The second section laid out the Dissemination and Communication Plan, identifying the target audience, key objectives, and messages that will guide our efforts. It also defines the visual identity of AI-CODE, ensuring consistency and recognition across all communication tools and channels. This cohesive approach is essential for establishing a strong presence and engaging effectively with our stakeholders.

In the third section, the plan emphasized the importance of monitoring and evaluation. By employing both quantitative and qualitative measures, we will continuously assess the impact of our dissemination activities. The establishment of Key Performance Indicators (KPIs) will facilitate precise tracking of our progress and effectiveness, allowing for adjustments and improvements where necessary.

Additionally, a provisional calendar outlined the timeline for key activities, ensuring that all dissemination efforts are timely and coordinated.

In conclusion, the D9.1 Impact Master Plan is a strategic blueprint designed to maximize the reach and impact of the AI-CODE Project. By adhering to this plan, we aim to foster a robust and engaged community, ensuring that the project's innovations and findings are effectively communicated and widely disseminated. This deliverable not only sets the stage for our initial dissemination efforts but also establishes a framework for ongoing evaluation and improvement, guaranteeing sustained impact throughout the project's lifecycle.

Annex 1

Activities	outputs	Quantitative results	Qualitative results
Promotional Video Example: Tackling disinformation in Europe: AI4TRUST – Euractiv	1 Video in English	Total versions: 1 Estimate: Total page views: 1000 Total users: 500	Viewers get introduced to the AI-CODE projects, its objectives, plans and expected impact.
Special Report Example: Digital Transformation in Healthcare – Euractiv	1 Special report in English	Total versions: 34 Expected articles: 5-6	Readers are better able to understand the current updates in EU law related to AI and mis/disinformation.
Video Explainers Example: Deepfakes and the possible risks for the EU elections – Euractiv	2 Video Explainers in English	Total versions: 2 Estimate per video: Total page views: 1000 Total users: 500	Viewers become more aware of AI, dis/misinformation and their European dimension, through the use of animation to simplify complex topics.
Infographic Example: Generative AI puts trust in the news media to the test – Euractiv	3 Infographics	Estimate: Total page views: 500 Total users: 350	Graphs and images help convey more complicated subjects in an easily digestible way.
Special edition of the podcast Example: The Pertsev case: A tornado for decentralized and open-source software in the Netherlands? – Euractiv	3 Special Editions Podcast	Estimate: 500 listeners for 20 min. each	Listeners get more in-depth insights in the topics relevant at that time related to AI.
Social Media shorts Example: Euractiv MEPs have called for tougher EU rules to reduce food waste 🍷 On 13 March the European Parliament adopted its proposal to help prevent... Instagram	2 Social media Shorts in English	Estimate: Total views: 500	Viewers become more aware of AI, dis/misinformation and their European dimension, through the use of animation to simplify complex topics.
Twitter chat Example: #EAGREENEU TWITTER CHAT Forestry and Climate Change (euractiv.com)	Twitter Chat in English	Estimated live participants: 30	A Twitter hashtag is used to offer the users the chance to discuss and compare views on a specific subject.
Newsletters Sign up link: AI-CODE Subscription page (mailchi.mp)	6 Newsletters in English	Estimated subscribers: 500	Readers will be up to date about the latest developments of the project.

Organic Social media promotion	Ongoing organic social media promotion in English	Facebook followers Euractiv.com: 72.577 Twitter followers Euractiv.com: 158.136 YouTube subscribers Euractiv.com: 61.400 Instagram followers Euractiv.com: 13.800	Users will gain a deeper understanding of the different topics covered during this project and be kept up to date on new developments.
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