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D8.1 - DISSEMINATION AND COMMUNICATION PLAN V1

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VERSION AND AMENDMENTS HISTORY

Version	Date (DD/MM/YYYY)	Created / Amended by	Changes
0.1	16/01/2025	Silvia Colella (INNEN)	First draft outline created, structure and main sections defined
0.2	10/02/2025	Lorenzo Sutton (INNEN)	Added input on communication channels and KPIs
0.3	28/02/2025	Gustavo Bongiovi (ISRUC)	Input to Section 4.2.3
0.4	17/04/2025	Silvia Colella (INNEN)	Integrated feedback from contributors, completed full draft
0.5	24/04/2025	Emil Lezak (CTTI)	Reviewed and suggested improvements
0.9	29/04/2025	Silvia Colella, Lorenzo Sutton (INNEN)	Final version of the deliverable, ready for the coordinator's review
1.0	30/04/2025	Andrè Carreiro (FhAICOS)	Inclusion of FhAICOS activities, and final review



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EXECUTIVE SUMMARY

This deliverable presents the preliminary Dissemination and Communication Plan (DCP) for the ACHILLES project, outlining the strategy for promoting the project's objectives, activities, and results. Coordinated by INNEN and supported by all partners through Task 8.1 and Task 8.2, the DCP covers the full project duration (M1–M48).

The document details the methodology for dissemination and communication, including the development of internal guidelines, activity monitoring procedures, and the deployment of a dedicated monitoring tool (Section 2). A wide range of materials has been developed to support these efforts, such as the project logo, branding, templates, leaflets, and videos (Section 3.1), along with publications like press releases, newsletters, and scientific articles (Section 3.2).

The plan also describes the channels used to reach the target audiences, including the website, social media, and collaborations with external platforms and events (Section 3.3). Public outreach and stakeholder engagement are pursued through joint events and project-organised activities, following a structured decision-making process.

The DCP is intended to be dynamic and will be updated at M24 based on the assessment of KPIs. The final deliverable in this work package, D8.8 “Dissemination and Communication Impact Report,” is planned for M48 under INNEN’s coordination.

This deliverable lays the foundation for the project’s dissemination and communication activities, ensuring strategic alignment, effective outreach, and continuous improvement throughout the project lifecycle.



1 INTRODUCTION

This document outlines all planned activities within the ACHILLES project aimed at communicating and disseminating the project's objectives and results. It provides an overview of the communication and dissemination channels and tools currently in use, as well as those that will be employed throughout the project's lifecycle, with the goal of effectively conveying ACHILLES's aims and anticipated outcomes. The document also defines strategies for engaging various stakeholders. Key audiences include policy makers, AI practitioners, healthcare professionals, and civil society organisations, each playing a pivotal role in Responsible AI deployment.

The primary objective is to ensure that the project's messages and results are shared effectively with the appropriate target audiences, at the right time, and through the most suitable methods. The preliminary plan presented in this deliverable covers the entire duration of the project and serves as a reference to support the consortium in implementing communication and dissemination activities using appropriate materials and channels.

The document will be regularly updated to reflect project progress and to incorporate new dissemination opportunities. Furthermore, it details the communication materials developed to establish the project's visual identity, promotional resources, online stakeholder engagement activities, media outreach efforts, and technical dissemination actions.



2 DISSEMINATION AND COMMUNICATION METHODOLOGY

In line with the structured framework defined within the ACHILLES project, a comprehensive Dissemination and Communication (D&C) strategy is set to be implemented.

At the core of this strategy is the formation of a dedicated D&C team, coordinated by INNEN, composed of experienced professionals with expertise in a wide range of communication approaches and techniques. This team will serve as the central hub for all dissemination and communication activities, ensuring the efficient and consistent exchange of information both within the consortium and with external stakeholders.

#	PARTNER NAME	DISSEMINATION CONTACT
1	FhP-AICOS	Raquel Rodrigues
2	FhHHI	Leander Weber
3	KULeuven	Victoria Hendrickx
4	UDC	Lúa Pena
5	CTTI	Emil Lezak / Magdalena Jaskiewicz
6	SERMAS	Elena Salobrar Garcia / Lorena Elvira Hurtado
7	ARCADA	Magnus Westerlund
8	AXIOLOGIC	Nicoleta Mihalache
9	ETICAS	Sandra Montesinos/Arancha Cienfuegos
10	IDNOW	Noémi Thomazo
11	INESCID	Paolo Romano
12	INNEN	Silvia Colella
13	ISRUC	Gustavo Bongiovi
14	PNO	Nuno Lopes
15	CUOMOIT	Marco Cuomo
16	INCM	Alberto López

Table 1. ACHILLES D&C Team

As part of the Dissemination and Communication (D&C) approach, monthly coordination meetings will be a key mechanism to ensure alignment across the consortium. These meetings will allow the team to plan upcoming activities, review progress, and jointly update the editorial calendar. They will also serve as a space to strategically plan participation in relevant external events and to coordinate internal initiatives in a timely and efficient manner. By encouraging consistent collaboration and information exchange, these sessions will help maintain coherence between communication efforts and the broader objectives of the ACHILLES project.

To support these efforts, a dedicated D&C monitoring tool will be employed to collect and organise relevant information throughout the project's lifecycle. This tool will provide an ongoing overview of



activities and outcomes, facilitating real-time updates, performance tracking, and the fine-tuning of strategies to improve reach and engagement.

All communication and dissemination activities will be carried out in accordance with the principles and obligations defined in the Grant Agreement, particularly those outlined in Article 17 on "Communication, Dissemination, and Visibility." This ensures that all efforts remain transparent, effective, and aligned with the project's mission to clearly convey its purpose, progress, and results to both stakeholders and the wider public.

2.1 Dissemination and communication guidelines

Following Article 17 of the Grant Agreement, "COMMUNICATION, DISSEMINATION AND VISIBILITY":

Promoting the Actions: Beneficiaries are required to promote the action and its results by delivering targeted information to a variety of audiences (including the media and the public) in a strategic, coherent, and effective manner, as outlined in the Description of the Action (DoA). Before engaging in any communication or dissemination activity expected to have a significant media impact, beneficiaries must notify the granting authority.

EU Visibility: Beneficiaries' communication activities related to the action (including media relations, conferences, seminars, information materials such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media), dissemination activities, and any infrastructure, equipment, supplies, or major results funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages where appropriate). The emblem must be kept distinct and unaltered and cannot be modified by adding other visual marks, brands, or text. No other visual identity or logo may be used to highlight EU support. When displayed with other logos (e.g., of beneficiaries or sponsors), the emblem must be as prominent and visible as the other logos, as well explained in the EU operational guidelines, available at the link: https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf.

The sentence "This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101189689" will also be included.



Figure 1. Acknowledgement of EU support

Dissemination: As stated in the Consortium Agreement (CA), during the project and for one year after its conclusion, the dissemination of results by one or more parties, including but not limited to publications and presentations, shall be governed by the procedure outlined in Article 17.4 of the Grant Agreement and its Annex 5, Section on Dissemination. The confidentiality obligations set out in Section 8.4 of the CA apply to all dissemination activities. Prior notice of any planned publication must be given



to the other parties at least 45 calendar days before publication. Any objections to the planned publication must be made in accordance with the Grant Agreement by written notice to the Coordinator and the proposing Party within 30 calendar days of receiving the notice. If no objection is made within this time frame, the publication is permitted. A Party shall not include another Party's results or background in any dissemination activity without obtaining the owning Party's prior written approval unless they are already published.

Open Science: Open access to scientific publications must be ensured. Beneficiaries must ensure open access to peer-reviewed scientific publications related to their results. Specifically, 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.

2.2 Monitoring of D&C activities

The Description of the Action in section 2.2, "Measures to maximise impact - Dissemination, exploitation and communication", indicates that ACHILLES will reach the KPIs described in the Table 2.

D&C	Specific measures	Metric/s and KPIs
DISSEMINATION	Factsheets	>10 by the end of the project
	Scientific publications	>20 open-access publications in highly ranked journals (trusted repository)
	Newsletters	15 newsletters, 500 subscribers
	Open Source Software repositories	> 5 software repositories
	Final Innovation Handbook	1 Handbook
	Events	>15 events attended; >3 workshops/webinars (>30 part.), final event (>50 part.)
	Policy brief	1 policy brief with recommendations
	Synergies with other projects & initiatives	>5 joint activities (events, webinars, campaigns, publications)
COMMUNICATION	Visual identity	Logo, templates, brand book (M2)
	Communication kit	1 flyer, roll-up banner, ppt presentation, project video (M8)
	Project website	Online M2, 80,000 hits
	Social media (LinkedIn, Twitter)	>1000 followers > 2 social media thematic campaigns
	Press and news releases	>10 by the end of the project, an outreach of 5000s users
	Journalistic articles	5 journalistic articles, an outreach of 1000s users
	Final video	1 video, 1000s views

Table 2 Overview of the D&C measures and KPIs



2.3 D&C monitoring tool

All partners are encouraged to take an active and consistent role in the dissemination and communication (D&C) strategy. A proactive and balanced level of engagement across the consortium is essential to ensure the successful implementation of communication activities and to maximise their overall impact throughout the duration of the ACHILLES project.

Up to now, information regarding D&C activities carried out by partners has been collected using a shared Excel file. However, in the near future, this process will be enhanced through the implementation of a dedicated private section on the ACHILLES project website, which is currently managed by INNEN.

Once active, this online tool will serve as a structured repository to gather data on all communication and dissemination actions performed by each partner. Access will be granted to designated representatives from each organisation involved in the D&C team, who will be responsible for submitting the required information through a user-friendly online form. All data collection and storage will be carried out in compliance with the General Data Protection Regulation (EU 2016/679).

INNEN will conduct a review of the D&C activities on a semestral basis to monitor progress and assess the effectiveness of the communication and dissemination strategy implementation across the consortium.

Annexes I and II contain tables presenting a selection of results collected so far. These tables are intended to support information tracking, activity monitoring, and informed decision-making while also serving as a reference for the upcoming reporting periods required through the Sygma Portal.

3 DISSEMINATION AND COMMUNICATION MATERIALS

3.1 Project Identity

3.1.1 Logo

With reference to the project's key concepts—Artificial Intelligence, Machine Learning, Intelligent Systems, Trustworthy AI, Compliance, Efficiency, Robustness, and Fairness—eight logo design options were initially developed. These abstract designs were inspired by the original logo used during the proposal phase designed by FhAICOS. The options were discussed collaboratively with the project team and the coordinator. Following this internal consultation, a short list of preferred designs was presented during the Kick-Off Meeting (KOM). Among these, one abstract logo—rooted in the original visual identity—was ultimately approved as the official logo of the ACHILLES project.



Figure 1. ACHILLES logo proposals

Acknowledging the significance of a strong visual identity, all ACHILLES partners were invited to vote on their preferred logo design and share feedback for possible refinements. The logo was designed by INNEN mainly based on an initial version (realized by FhAICOS) during the proposal phase, who also proposed several variations, including options with and without accompanying taglines. The final version, selected through this collaborative process, is shown in the image below and represents the official logo of the ACHILLES project.



Figure 2. ACHILLES Logo with claim and without claim

3.1.2 Brand Guideline

An informative document detailing the ACHILLES project's visual identity has been developed. This document outlines the proper usage of the project logo, typography, and colour palette, as well as guidelines for incorporating other design elements (Figure 3).

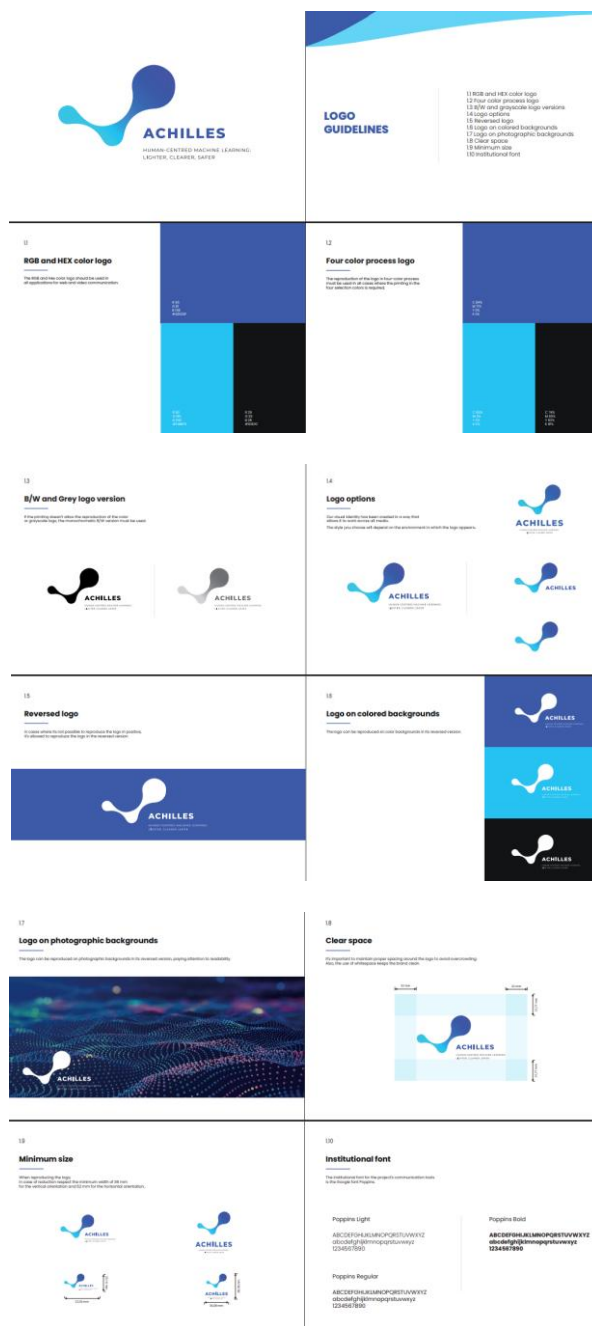


Figure 3. Screenshot - ACHILLES Styleguide

3.1.3 Project Templates

The following templates have been made available for the ACHILLES project:

- **Deliverable and reporting template:** A Word template for deliverables has been created and distributed among the consortium and is being used in this document.



- **Meeting minutes template:** A template for recording meeting minutes has been provided to all partners. This ensures that all key discussions and decisions are documented in a consistent and structured format.
- **Presentation template:** To maintain a unified style and image of the ACHILLES project during presentations by each project partner, a standardised PowerPoint template has been designed (Figure 4)
- **Poster template:** A template for conference posters has also been created, providing a consistent format for any ACHILLES-related presentations at conferences or similar events.



Figure 4. PowerPoint ACHILLES template - slides examples

3.1.4 Roll-up/Poster

A project poster for ACHILLES has been designed to provide a general overview for a broad audience. A screenshot of the poster is included in Figure 5.



Figure 5. ACHILLES Poster



A roll-up banner has also been created, consistent in style and content with the project poster. While the poster is intended for broader dissemination (both digital and print), the roll-up serves a complementary purpose, providing high-visibility support at physical events such as conferences, workshops, and exhibitions (Figure 6).



Figure 6. ACHILLES Roll-up banner



3.1.5 Leaflet

A leaflet with a tri-fold structure has also been produced, in line with the visual identity of the project. Unlike the poster and roll-up, the leaflet is designed to be a more portable and informative tool, ideal for handouts at events or for targeted distribution, offering a concise yet structured summary of the project's goals, activities, and expected impact (Figure 7).



Figure 7. ACHILLES leaflet



3.1.6 Video

As part of the dissemination activities carried out during the Kick-Off Meeting, the official promotional video (available at the link: <https://vimeo.com/1049600352>, Figure 8) of the ACHILLES project was ideated, recorded, and subsequently developed. The video serves as a concise introduction to the project's objectives and core values, presenting ACHILLES as a European initiative aimed at reshaping Artificial Intelligence to be lighter, more transparent, and safer.

The video features contributions from key members of the consortium:

- **Dr. André V. Carreiro**, Senior Scientist and Project Coordinator, outlines the project's ambition to address current vulnerabilities in AI systems;
- **Prof. Marcos Ortega Hortas**, from the University of A Coruña, emphasises the human-centric vision underpinning the project's technological development;
- **Victoria Hendrickx**, Legal Researcher at the University of Leuven, highlights the importance of aligning AI innovation with ethical principles and European regulatory frameworks.

The final version of the video was published and disseminated through multiple channels, including **Vimeo**, the **official LinkedIn page** of the project, and the **ACHILLES website**, with the aim of raising awareness and fostering engagement around the project's mission and approach to Responsible AI. To ensure accessibility, the video includes features such as subtitles and translations, making the content more inclusive for a diverse audience.



Figure 8. ACHILLES video – screenshot



3.2 Publications

3.2.1 Press releases

The first press release (Figure 9) was issued in January 2025 (Month 2) to announce the launch of the ACHILLES project and to present its key objectives. Over the course of the project, a total of five press releases will be prepared and distributed to provide updates on major milestones and developments.

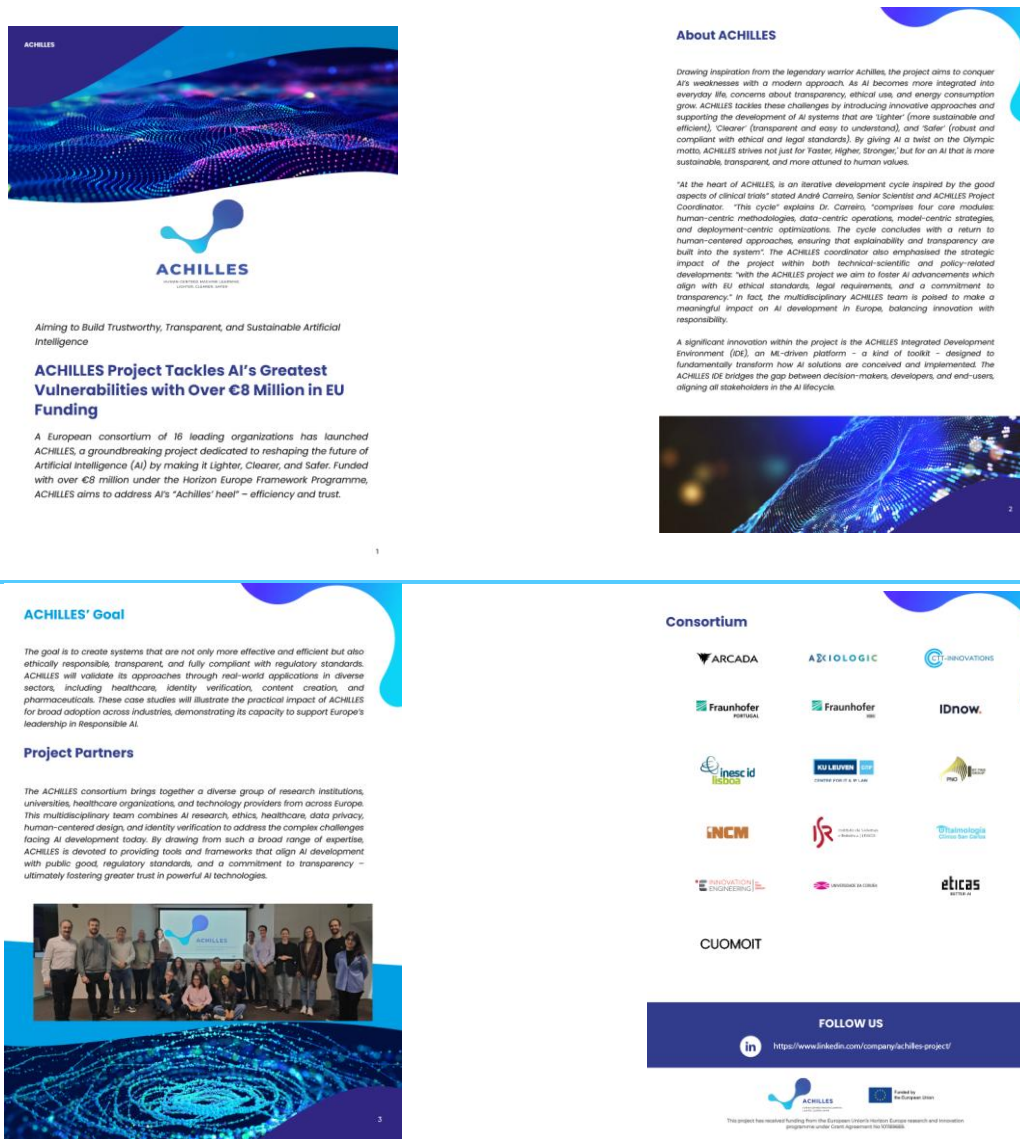


Figure 9. First ACHILLES press release

The table below outlines the project press releases executed and scheduled throughout the project's entire duration. This plan remains adaptable and can be tailored to address the specific communication and dissemination requirements of ACHILLES's ongoing activities.



No.	Month	Title / Focus	Expected Publication Date
1	2	Kick-off Announcement: Launching ACHILLES to shape the future of ethical, transparent, and privacy-aware AI.	Jan 2025
2	6	Spotlight on Early Achievements: First insights into AI fairness metrics and stakeholder engagement.	June 2025
3	12	Building Trustworthy AI: Progress on technical frameworks for explainability and reusability.	Nov 2025
4	18	From Research to Reality: First demonstrators in healthcare and media sectors under development.	May 2026
5	24	Mid-Term Milestone: Validation of the Integrated Development Environment (IDE) and cross-sector testing.	Nov 2026
6	30	Towards Impact: Integration with European AI infrastructures and alignment with regulatory roadmaps.	May 2027
7	36	Key Results: AI tools deployed in pilot use cases show measurable impact on fairness and transparency.	Nov 2027
8	42	Amplifying the Reach: Training activities and community engagement across Europe.	May 2028
9	46	Policy Meets Practice: Contribution to standardisation and European AI policy dialogues.	Sept 2028
10	48	Final Results: Long-term vision for sustainable, human-centric AI and project legacy.	Oct 2028

Table 3. ACHILLES press release preliminary plan

3.2.2 Newsletters

A dedicated project newsletter will be developed to keep stakeholders informed about the progress and main achievements of the ACHILLES project. Each issue will provide updates on the project's objectives, activities carried out during the reporting period, the evolution of the use cases, as well as workshops, webinars, and other relevant events organised by the consortium partners.

The release of the first edition is planned for Month 9 of the project.

A newsletter subscription form is already available on the ACHILLES website <https://www.achilles-project.eu/newsletter/>, allowing visitors to easily subscribe. In order to streamline the process and encourage participation, the only required field is the business email address.

The table below presents the planned timeline and contents of the newsletters to be published throughout the duration of the project. This plan remains flexible and will be adjusted as needed to align with the project's ongoing communication and dissemination priorities.



#	MONTH	ISSUE OF THE NEWSLETTER	ESTIMATED DATE
1	M9	Introduction to the ACHILLES Project: Goals and Roadmap for Trustworthy AI	August 2025
2	M13	Behind the Scenes: The Development of the ACHILLES Integrated Development Environment (IDE)	December 2025
3	M16	Advancements in AI and ML: Opportunities and Challenges in Modern Technology	March 2026
4	M19	The Importance of Ethics in AI Development: Privacy, Security, and Fairness	June 2026
5	M22	AI in Healthcare: Exploring the Potential of ACHILLES for Medical Applications	September 2026
6	M25	Data and Model-Centric Strategies: Enhancing AI Performance and Efficiency	December 2026
7	M28	Exploring AI Transparency: Building Trust Through Explainability and Monitoring	March 2027
8	M31	AI in ID Verification: Secure and Compliant Solutions for Identity Management	June 2027
9	M34	Use Case Spotlight: AI in Content Creation	September 2027
10	M37	AI in Pharmaceuticals: Revolutionising Drug Development and Healthcare	December 2027
11	M40	Stakeholder Perspectives: Industry Responses to ACHILLES' Tools and Methodologies	March 2028
12	M43	AI and Privacy: Ensuring Compliance and Trust in Sensitive Industries	June 2028
13	M46	The Role of AI in Achieving Sustainability and Efficiency Across Sectors	September 2028
14	M47	Cross-Industry Collaborations: Strengthening AI Ecosystems Across Europe	October 2028
15	M48	Final Insights: ACHILLES' Impact on AI Development and the Future of Trustworthy AI	December 2028

Table 4. Preliminary Newsletter Plan

3.2.3 Scientific Publications

The consortium's partners will contribute to the dissemination through the development of scientific publications. ACHILLES is expected to produce at least 20 open-access publications in highly ranked journals and conferences, inserted in trusted repositories throughout the length of the project.

Partners will continuously provide recommendations of international journals and conferences in the scope of ACHILLES for possible publications. A dynamic list will be maintained and periodically



updated, with the complete version presented in deliverable D8.2. However, an initial selection of relevant journals and conferences is presented in Table 5.

Additionally, a first paper was submitted by ISR-UC to the IBPRIA 2025 conference, scheduled to take place in Coimbra. The acceptance results had not yet been announced at the time of this deliverable's preparation.

FhHHI has presented two papers at relevant workshops at ICLR 2025 conference in Singapore. FhHHI has further published five preprints in the scope of the ACHILLES project, which are submitted to relevant venues but currently still under review.

Journal/Conference	Website
NeurIPS (Conference on Neural Information Processing Systems)	https://neurips.cc/
ICLR (International Conference on Learning Representations)	https://iclr.cc
ICML (International Conference on Machine Learning)	https://icml.cc
AAAI (Association for the Advancement of Artificial Intelligence)	https://aaai.org/conference/aaai/
Annual Meeting of the ACL (Association for Computational Linguistics)	https://aclweb.org
CVPR (Conference on Computer Vision and Pattern Recognition)	https://cvpr.thecvf.com
ECCV (European Conference on Computer Vision)	https://eccv2024.ecva.net
FACCT (ACM Conference on Fairness, Accountability, and Transparency)	https://facctconference.org
AIES (AAAI/ACM Conference on AI, Ethics, and Society)	https://www.aies-conference.com
ICCV (International Conference on Computer Vision)	https://iccv2023.thecvf.com (main: https://cvf.com)
ECAI (European Conference on Artificial Intelligence)	https://ecai2025.org/
ECML PKDD (European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases)	https://ecmlpkdd.org/
MICCAI (Medical Image Computing and Computer Assisted Intervention Society)	https://miccai.org/
Eurosys	https://2025.eurosys.org/
International Conference on Software Engineering for Adaptive and Self-Managing Systems	https://conf.researchr.org/track/seams-2025/seams-2025-research-track
World Conference on eXplainable Artificial Intelligence	https://xaiworldconference.com/2025/



Symposium on Operating Systems Principles	https://sigops.org/s/conferences/sosp/2025/
ACM Symposium on Cloud Computing	https://acmsocc.org/
IBPRIA (Iberian Conference on Pattern Recognition and Image Analysis)	https://ibpria.org/
TMLR (Transactions on Machine Learning Research)	https://tmlr.org
JAIR (Journal of Artificial Intelligence Research)	https://jair.org
JMLR (Journal of Machine Learning Research)	https://jmlr.org
Nature Machine Intelligence	https://www.nature.com/natmachintell
AI and Ethics (Springer)	https://www.springer.com/journal/43681
ACM Transactions on Intelligent Systems and Technology (TIST)	https://tist.acm.org
Artificial Intelligence Journal	https://sciencedirect.com/journal/artificial-intelligence
International Journal of Computer Vision	https://link.springer.com/journal/11263
Information Fusion	https://www.sciencedirect.com/journal/information-fusion
Ethics and Information Technology	https://www.springer.com/journal/10676
AI and Society	https://www.springer.com/journal/146
Journal of Responsible Technology	https://www.sciencedirect.com/journal/journal-of-responsible-technology
Computer Law & Security Review	https://www.sciencedirect.com/journal/computer-law-and-security-review
Big Data & Society	https://journals.sagepub.com/home/bds

Table 5. Indicative list of relevant journals and conferences

3.3 Dissemination and communication channels

3.3.1 Website

The website has been successfully launched and is consistently updated and maintained by INNEN with input from all partners. It is available at the link: <https://www.achilles-project.eu/> .

It provides a comprehensive and up-to-date overview of the project's activities, goals, and innovations in Responsible AI. The platform offers detailed information about the project partners, the methodologies used, and the key expected outcomes. A dedicated resources section allows access to technical documents and materials, while regular updates on activities and events keep the public informed on the project's progress. Additionally, the site highlights the practical applications of ACHILLES in sectors such as healthcare and content creation, to improve trust and transparency in AI solutions. The design is clear and user-friendly, making it easy for visitors to navigate and explore relevant information.

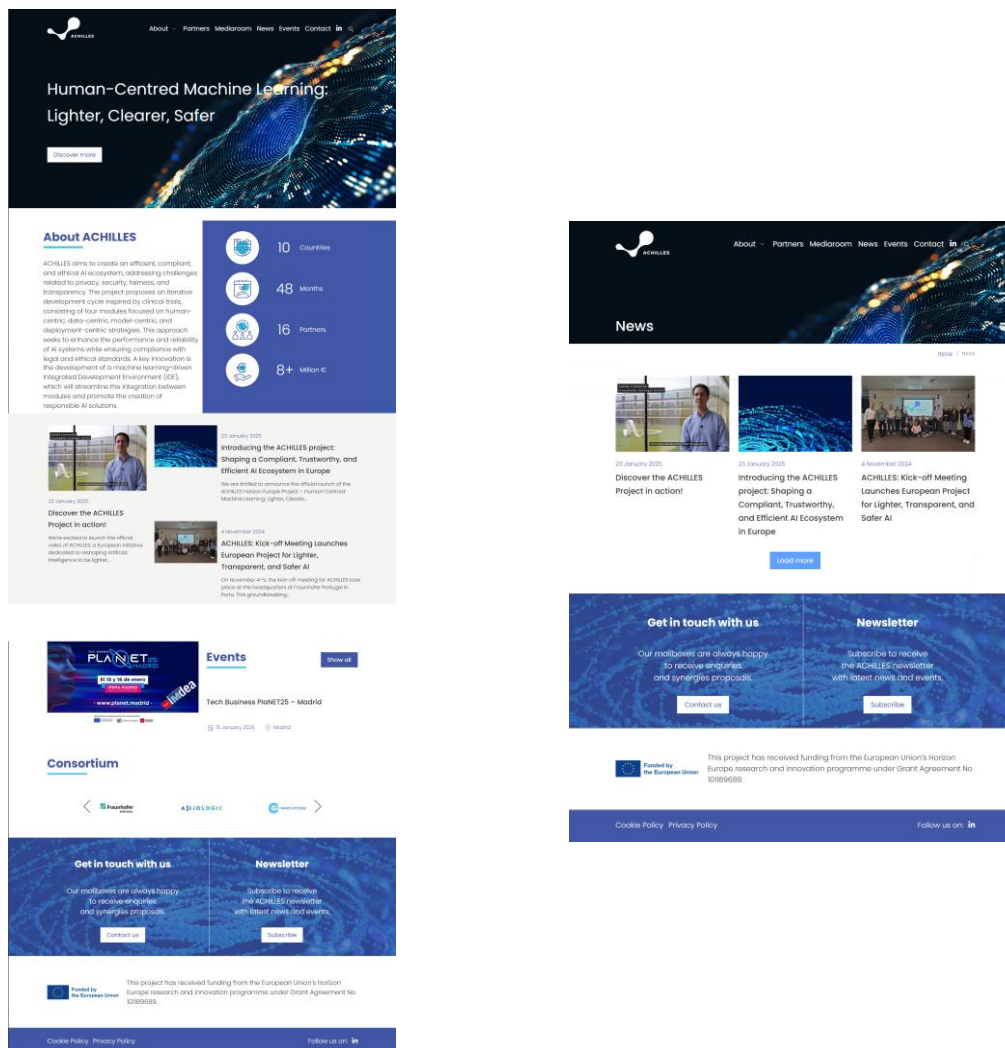


Figure 10. ACHILLES website - some mockups

3.3.2 Social Media

The **ACHILLES Project LinkedIn page** (<https://www.linkedin.com/company/achilles-project/>) has already gained **208 followers** and is performing well. We are successfully adhering to the content publication plan, which ensures regular updates that engage our audience and reflect the project's ongoing developments. Below is a preliminary content plan for the page, outlining different content types and their estimated publication frequencies:

Content Type	Frequency	Estimated Date
Introduction to ACHILLES and Partners	1 post/month	Up to M6
Project Milestones & Achievements	As milestones occur	Ongoing
Updates on Responsible AI Tools	Quarterly	Ongoing



Event Announcements & Participation	As events occur	Ongoing
Sector-Specific Applications	Every 2-3 months	Ongoing
Stakeholder Engagement & Testimonials	Every 3-4 months	Ongoing
Project Updates & Calls to Action	Every 2 months	Ongoing
Final Results & Future Outlook	1 post	End of project

Table 6. Preliminary Content Plan - ACHILLES LinkedIn

The Dissemination & Communication (D&C) team, under the guidance of INNEN, continues to review and adjust the plan to ensure it remains relevant and aligned with the project's goals.

3.3.3 Innovation News Collaboration

ACHILLES has chosen to participate in a dissemination support program to maximise the impact of its outreach efforts and ensure the achievement of all dissemination KPIs. To facilitate this, the project has partnered with Innovation News Network, which has outlined a comprehensive support scheme. This includes:

- **Banner on the AI Page:** Starting in December 2024, a banner promoting ACHILLES will be featured on the AI page of Innovation News Network for 12 months.
- **Project Articles:** The project will release one article per year in the Innovation Platform, starting with Issue 21 in March 2025. Additional articles will be published in Issue 23 (September 2025) and one more in an issue of the Innovation Platform in 2026 or 2027, at the project's discretion.

This strategic approach ensures that ACHILLES will maximise its visibility and outreach throughout the project. A banner promoting the ACHILLES project is now live on the **Innovation News Network** website, and an article has been published: [The ACHILLES Project: Human-Centric Machine Learning - Lighter, Clearer, Safer.](#)

4 ACHILLES PARTICIPATION IN EVENTS

4.1.1 Joint Events and ACHILLES events

Participation in external events such as conferences, exhibitions, and industry fairs will play a key role in boosting the visibility of the ACHILLES project. At these events, dedicated communication and dissemination materials will be shared to raise awareness about the project's mission, tools, and progress. The goal is to ensure engagement in approximately four events per year—amounting to more than 15 key appearances throughout the project's lifetime (and 3 workshops)—with contributions from all partners. Project promotion will include oral presentations, poster sessions, leaflet distribution, and presence at exhibition stands, helping to effectively showcase ACHILLES to diverse stakeholders.



4.1.1.1 Organisation of ACHILLES events

As part of its dissemination and communication strategy, ACHILLES will organise a series of dedicated events to maximise outreach and stakeholder engagement. These include the organisation of workshops and webinars throughout the project's lifecycle, often in conjunction with major European and international conferences, to share present interim results and foster dialogue with the wider AI and research communities. A final event will also be held to present the project's outcomes, targeting the participation of over 50 stakeholders.

In addition to standalone activities, ACHILLES is actively collaborating with other projects funded under the Horizon Europe call *HE-CL4-2024-DATA-01-01*, within the Thematic Groups of the **Data Spaces Support Centre (DSSC)**, supported by the **Big Data Value Association (BDVA)**. These joint activities include co-hosted events, webinars, campaigns, and collaborative publications. One of the proposed workshops on *AI-driven Compliance* has already been accepted for presentation at **Data Week 2025** in Athens (May 2025).

Overall, ACHILLES aims to participate in over 15 external events and to host at least three interactive workshops or webinars with 30+ participants each, ensuring a broad and impactful dissemination of its results and fostering meaningful dialogue across sectors and communities.

4.1.1.2 Participation in events

Additionally, a preliminary list of short-term upcoming events that are considered relevant for the ACHILLES project is provided in the table below. These events have been identified as opportunities for visibility and engagement but remain tentative until final decisions are made regarding participation. The list will be updated as new opportunities are identified throughout the project.

	Event name planned	Dates	Where	Partners willing to attend
1	Data Week 2025 (by BDVA): Workshop on AI-driven Compliance	27-28 May 2025	Athens, Greece	FhAICOS (possibly remotely)
2	AI, Data, Robotics Forum: Workshop on AI-driven Compliance	23-24 September 2025	Stavanger, Norway	FhAICOS (possibly remotely)

Table 7. Preliminary list of relevant upcoming events for ACHILLES in 2025

Furthermore, the ACHILLES website features a dedicated section highlighting high-impact international events, including those aligned with the project's themes and sponsorship activities. This section will be continuously updated to reflect current dissemination opportunities.

4.1.1.3 Decision-making process for event participation

The approach to selecting events for ACHILLES participation is structured and collaborative, with clearly defined responsibilities and ongoing coordination. INNEN, as the Dissemination Leader,



together with the Project Coordinator, plays a central role in overseeing this process. The Dissemination and Communication (D&C) team—comprising representatives from all partner organisations and coordinated by the Dissemination Leader and Project Coordinator—works in close alignment with both the Coordinator and the Executive Board. This collaboration helps to identify key results for dissemination and determine the most impactful events to attend.

Each partner's Dissemination Manager coordinates with their respective Technical Manager to evaluate the relevance and strategic value of proposed events, ensuring that participation decisions align with ACHILLES' objectives.

Regular meetings of the D&C team support the planning of joint attendance at events, enabling multiple partners to represent the project at the same venue or across different sessions. This coordinated strategy helps optimise visibility, cost-efficiency, and impact in promoting the project's mission and achievements.

Additionally, the project strategically leverages cross-channel synergies to maximise outreach and audience engagement. For instance, content published on LinkedIn often includes links that direct users to the ACHILLES website, where they can access more detailed information, register for upcoming events, or subscribe to the project newsletter. This integrated approach ensures a seamless user journey across communication channels and reinforces consistent messaging. By guiding stakeholders from social media interactions to more in-depth project materials and engagement opportunities, ACHILLES strengthens its visibility, builds trust, and fosters active participation within its target communities.



5 ANNEX I – DISSEMINATION ACTIVITIES

PARTNER	DISSEMINATION ACTIVITY NAME	TYPE OF DISSEMINATION ACTIVITY	TARGET AUDIENCE REACHED	STATUS
FhAICOS	Data Week 2024 (Brussels, Belgium) – BDVA Cluster Workshop	Workshop (Remote Participation)	Research & Innovation Community, BDVA Members	Completed
CTTI	PlaNET (Madrid, Spain – 15–16 January 2025)	Event Participation	Policy Makers, Health Sector Stakeholders	Completed
CTTI	Pre-Conference Workshop – LifeScience4EU 2025 Conference (Online – 24 March 2025)	Workshop (Online)	Healthcare Researchers, Industry Professionals	Completed



6 ANNEX II – COMMUNICATION ACTIVITIES

PARTNER	COMMUNICATION ACTIVITY NAME	COMMUNICATION ACTIVITY DESCRIPTION	TARGET AUDIENCE REACHED	COMMUNICATION CHANNEL
FhAICOS	LinkedIn Post + Website news	Presentation of the ACHILLES projec on AICOS website and series of LinkedIn posts	Scientific community, Inudstry partners, Business audience	Website ; LinkedIn
FhHHI	LinkedIn Post + Project Webpage	Presentation of ACHILLES project on HHI website and LinkedIn post focused on responsible AI and transparency	Scientific community, AI stakeholders	Project ; LinkedIn
KULeuven	Webpage + LinkedIn Post	ACHILLES presentation on CiTiP website and LinkedIn announcement	Legal experts, academics, policymakers	CiTiP ; LinkedIn
UDC	Website news, press articles, LinkedIn, X	Coordination of the AI work package: news on UDC website, coverage by local newspapers, LinkedIn posts, tweets	Local media, general public, AI community	UDC News ; LinkedIn ; X.com
CTTI	LinkedIn Post + Institutional Website	ACHILLES presentation on CTTI LinkedIn page	European audience, digital stakeholders	Website ; LinkedIn
AXIOLOGIC	LinkedIn Company Page	ACHILLES-related updates shared through company page	Business audience, tech stakeholders	LinkedIn



IDNOW	Blog, podcast, articles, LinkedIn	ACHILLES promotion through blog post, podcast, articles, and several LinkedIn posts	Tech audience, digital ID experts	Blog ; Podcast ; Article ; LinkedIn
ISRUC	Webpage + News Article	Project page + posts about the kick-off meeting and ACHILLES newsletter	Scientific community	Project ; News
PNO	LinkedIn Press Release	ACHILLES post on PNO company page and team member profiles	R&I stakeholders	PNO LinkedIn ; Lopes