



DELIVERABLE REPORT D6.1

DELIVERABLE

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STATEMENT OF ORIGINALITY

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EXECUTIVE SUMMARY

Deliverable 6.1 the **Impact Enhancement Roadmap** is the first output from Work Package 6 – **Communication, Dissemination & Exploitation**. Its core aim is to outline an integrated communication and dissemination strategy for effective engagement of stakeholders leading towards long term sustainability of TITAN project outputs.

The Roadmap starts with the clarification of the 3 main project phases – awareness, interest and action – along with the 3 different working tracks – communication, dissemination, and exploitation – before delving deeper into the activities of each one. These include an overview of targeted audiences, continuing with an outline of the key messages and tactics, ending with the joint mapping of main tasks and procedures.

The highlights of the integrated communications and dissemination plan are:

- Defining communication, dissemination, exploitation objectives, roles, and procedures.
- Synchronising activities between the different work streams
- Supporting the best information flow between the consortium partners.
- Covering coordination of the overall communication efforts executed
- Defining branding and positioning of the project.
- Outlining initial awareness raising material for leverage by the Consortium in a kit for partners

Some tasks have been already completed while most of them are ongoing according to the defined work plan for year 1. The requirements and expected results of these subtasks define the Impact Roadmap. Analysis of the deployed actions and creation of future activities to be deployed will be included in the annual reporting process.

Updated actions and communications material for awareness raising and supporting dissemination will be provided to partners at regular intervals through updated kit for partners.

All partners are committed to supporting the dissemination of the project and will provide content for the WP8 team to help shape towards specific stakeholder groups, based on the outputs of their work and deliverables.

1. INTRODUCTION

This deliverable has a simple, if ambitious, goal: to ensure maximum impact from TITAN outcomes so the main outputs deliver both immediate results and continue to scale beyond the project lifetime, providing sustainable market and technological value and opportunities.

At the core of this Roadmap are three classic activity tracks: communication, dissemination, exploitation. These terms are often used interchangeably but do refer to very different methods. As explained by the European Commission the definitions are:

- **Communication** means taking strategic measures to promote the action to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges
- **Dissemination** is the public disclosure of project results via any medium. The aim is to make research results known to various stakeholder groups (e.g., scientific community, public sector, commercial actors, professional organisations, policymakers) in a targeted way to enable them to use the results in their own work
- **Exploitation** is the use of project results during and after the funding period. It can be done for commercial purposes but also for improving policies, and for tackling economic and societal problems (non-commercial exploitation).

To better understand the difference, imagine a project which has just started. At the kick-off, partners tweet about it, sharing their ambitions and how they plan to achieve them. Since there are no results to promote, this 'awareness raising' activity falls under communication. As soon as the first results become available (e.g., a new app is created, survey findings are published), it's time to activate the dissemination tactics. This can include anything from running a demo at a conference to publishing a research paper in a respected journal. When undertaking dissemination, key factors are (i) the chosen channel/medium fully illustrates the benefits of project results and (ii) the solution is pitched to the right audience i.e., someone who might have a need for it now or in the future. Then, for example, the solution can be used at a hackathon to create new public services (non-commercial exploitation) or included in the product portfolio of a technical partner after the project (commercial exploitation).

By including all these activities in a single roadmap, TITAN ensures that the project's innovative promotional strategies and tactics within each of these streams will be complementary, working efficiently together to achieve future sustainability and a lasting impact

1.1 Roadmap Objectives

To create an impact roadmap that delivers success, it's important to understand the end goals to be achieved. TITAN has a clearly defined set of objectives outlined in its Description of Work (DoW). To support the rest of the project the Communication, Dissemination and Exploitation team have created a set of sub-objectives to help its work package (WP6) contribute to overall achievements:

- Raise general awareness on the themes and results of TITAN among non-specialist audiences
- Target strategies and activities to engage and influence specific stakeholder groups to understand and adopt TITAN's innovative tools, data and results
- Define exploitation approaches for the projects value opportunities with long-term sustainability models and business plans (involving individual and collaborative strategies)

1.2 Expected Results

TITAN's north star is as follows:

TITAN leverages the opportunity provided by Artificial Intelligence (AI) driven conversational agents to:

- Co-create solutions to help people identify disinformation through globally relevant use cases
- Enhance public participation – by enhancing critical thinking - in halting the spread of disinformation
- Foster an open technical & policy environment to drive sustainable change

To achieve this goal TITAN will bolster ALL individuals' capacity to explore, understand and come to an opinion about accuracy on news stories and online content at both at an individual and a collective level. Use case centered pilots around three key challenges will test the TITAN approach and technology in the field, empowering pilot participants' critical thinking and supporting their online information research and assessment with advanced AI-based tools. By providing an innovative, easy to access, AI-enabled dynamic chat agent for supporting experiential learning, anyone, regardless of their background, will be driven to critical assessment of information, source verification, discussion and will be better understand the impact of sharing disinformation and explore immediate actions to stop it.

- **Behaviour Change:** Individuals can use TITAN chat agent to help them better investigate disinformation leading to greater critical thinking skills and the ability to spot potential false news before they unintentionally spread it.
- **Institutional Decision Making:** Organisations of any size and digital maturity can access (i) AI-enabled chat-agents for investigative support, and (ii) ideas and information from the TITAN ecosystem to embed disinformation intelligence into their operational and communication strategies
- **Technology & Data Standards:** The innovative AI solution for sophisticated chat supported investigations into disinformation will raise the ethical quality and usability of AI-enabled chat agents for effective research and decision making in multiple domains.

1.3 Deliverable Structure

This deliverable is structured as follows:

- The next chapter (**Methodology**) outlines the strategy behind the structure of the Impact Roadmap, explains the reasons behind the 3 workstreams - Communications, Dissemination and Exploitation - and who the leaders are for its design and roll-out.
- The subsequent chapters then delve into detail on the aims and activities within each workstream including who the key audience groups are, what their needs are, what channels will be adopted and how they will be leveraged.
- After the track descriptions, a (**Monitoring & Evaluation**) chapter is dedicated to exploring Key Performance Indicators (KPIs) for the Roadmap and how progress and success will be tracked.
- A chapter on (**Responsibilities**) who needs to do what based on partners project roles and by timeframe covers Consortium contribution expectations.
- Potential issues are outlined in the next chapter (**Risks**) using a traditional risk log approach for easy integration with overall project management.
- Finally, the deliverable ends with a (**Conclusion**) chapter that mentions next steps and an Annex (**Kit for Partners**) which provides key communication messages and materials for the Consortium to adopt to promote awareness of TITAN for the next 10-12 months.

2. INTRODUCTION

2.1 Overall Framework

TITAN adopts a 3-phase approach to establishing impact, which is loosely based on a traditional sales and marketing funnel, covering the project lifecycle and beyond. The funnel approach works on a cascading basis where Phase I is dedicated to introducing TITAN to stakeholders and raising **awareness** of its goals so that Phase II can focus on growing **interest** in the tools, findings and solutions through research and piloting activities thereby creating a level of desire for its results. As impact evidence builds, the project can transition into Phase III of **action** where stakeholders take up and use TITAN results outside of its pilots.

Cross-cutting these phases are 3 tracks – the traditional Communication, Dissemination, and Exploitation paths which work together in sync to achieve success.

Track 1 - General Communication: This track kicks off a focus on engaging stakeholders at a local, national, and European level to learn more about TITAN concepts around the harm caused by disinformation online. Key objectives include:

- Educating people on how AI and critical thinking can be used to fight disinformation
- Promoting the concept of ‘co-creation’ in solutioning to tackle disinformation
- Encouraging wide-spread participation in project activities and piloting

Track 2 – Targeted Dissemination: This track focuses on tailoring project achievements and findings to specific adopters. Key objectives include:

- Providing bespoke results messaging and materials to key stakeholder groups
- Clustering with relevant projects to identify opportunities for knowledge exchange
- Identifying and attracting new adopters who will take up TITAN policies, methods, tools and results.

Track 3 - Focused Exploitation: This track focuses on understanding the market and the needs of potential adopters for commercial and non-commercial solutions. Key objectives:

- Creating a business model and plan based on real market needs and drivers
- Packaging results (commercial & non-commercial) with pathways for tech take-up
- Deploying the long-term sustainability strategy for pilot cities

The 3 phases are considered together during the planning phase to ensure activities are not delivered in silos, rather their approaches are designed to be complementary from a messaging and timing perspective, are respectful of the stakeholder audiences (i.e., people are not bombarded by messaging from multiple partners) so they strategically work together across the project phases to build maximum impact.

The diagram below outlines the high-level Roadmap framework for achieving impact. The rest of this deliverable will consider the details of each track before concluding with the integrated delivery timeframe of activities with responsibilities and evaluation metrics.

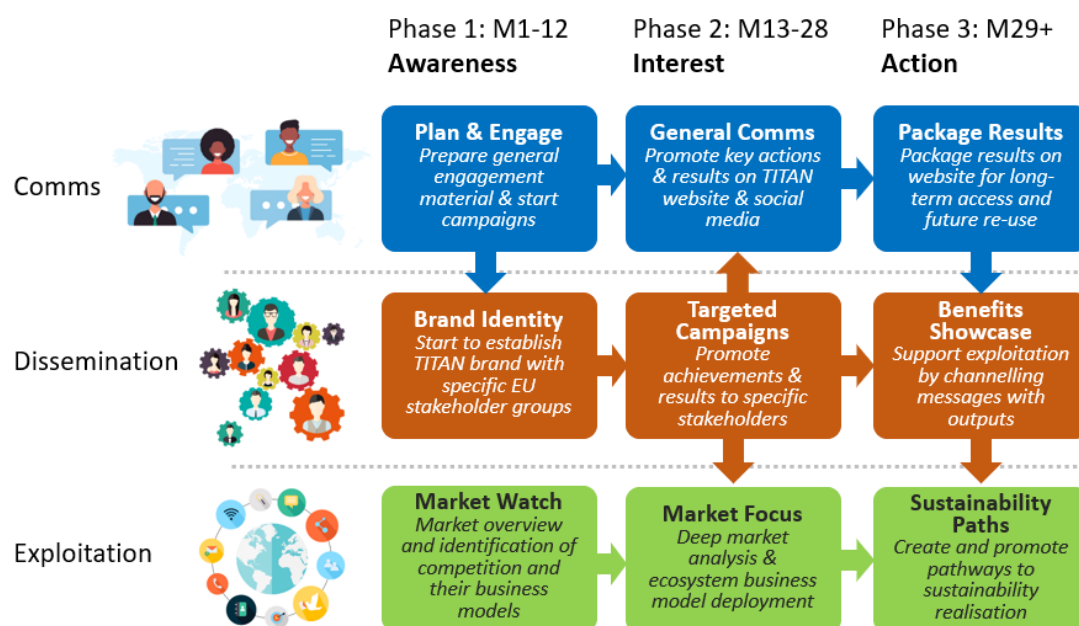


Figure 1: Impact Realisation Framework for TITAN

2.2 Delivery

Implementation of the Communication, Dissemination and Exploitation work package (WP6) is led by 21c under the responsibility of UNINETTUNO, supported by the whole TITAN Consortium. The delivery tracks mirror the first three work package tasks namely, T6.1 - communication actions, T6.2 - dissemination actions and T6.3 - exploitation actions as seen in the table below. A fourth task – T6.4: Business and Sustainability Plan – kicks into action in M15.

Three official deliverables are associated with the work package. This deliverable D6.1 – Impact Realisation Roadmap – is the first one, followed by a policy brief in M33 and a Business and Sustainability Plan in M36. A series of outputs ranging from publications, slides, dissemination material, blogs etc. will be published continuously throughout the project according to need.

Table 1: Work Package Delivery Details

ID	Task Name															Lead	Start	End	Involved Partners											
T6.1	Communication Activities															21C	M1	M36												
T6.2	Dissemination Actions															21C	M1	M36												
T6.3	Exploitation Activities															ATC	M1	M36												
T6.4	Business and Sustainability Plan															VUB	M15	M36												

ID	Deliverable Name															Lead	Due Date	Involved Partners											
D6.1	Impact Realisation Roadmap															21c	M6	21c, ATC, VUB											
D6.2	Policy Brief on Socio-Political, Legal and Ethical Final Recommendations															VUB	M33												
D6.3	Business and Sustainability Plan															ATC	M36												

				2022				2023								2024								2025															
	Lead	Start	End	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
WP6	UNI	M1	M36																																				
T6.1	21C	M6	M12																																				
T6.2	21C	M1	M36																																				
T6.3	ATC	M1	M36																																				
T6.4	VUB	M15	M36																																				

3. COMMUNICATION TRACK

3.1 Aims

The Communication track focuses on presenting the value of TITAN and its results to non-specialised audiences with the aim of building a broad community of interest for the TITAN solution. Activities here will raise awareness of the TITAN brand, its goals, and results at a high level across Europe with messaging that everyone can understand no matter their background or expertise. Pilots will also be able to take the messaging and materials and adapt them for local stakeholders. Audiences engaged in Communication activities may also become part of the pilots and/or more specialised Dissemination focus later.

3.1 Activities

PHASE 1: Awareness (M1 – M2)

BRAND AWARENESS

To help TITAN be instantly recognisable, no matter which partner, or which material is being used for communication and dissemination, the project has developed a visual identity to make every document and action identifiable and easy to follow so awareness of the story/journey can build and have a larger impact.

Project Logo: Many different types of project logos were created and considered at the start of the project before the consortium settled - by voting for a shortlist – on the current design. The winning logo is an abstract conceptual image of a face that aims to evoke an emotional connection to the human aspect of the TITAN project. The face is made out of a series of geometric shapes, namely circles which float out of the logo. Circles evoke feelings of comfort and safety, and at the same time the convergence represents the data and networking aspects of TITAN. The use of bright colours helps TITAN to carve a place a place in a market where branding tends towards darker and more monotone colours. Underpinned by the TITAN name in a solid dark grey, the logo is refreshing, strong but friendly, and sure to catch people's attention.



Figure 2: TITAN Project Logos for Use on All Materials

The logo can be used either on a white background for a clean and fresh look, or a second logo with lighter text can be placed on dark backgrounds. The TITAN logo must be used on every piece of dissemination or communication material that any member of the consortium uses/produces during the length of the project. It can be used on both-top sides and on the left bottom side, leaving top-right and the bottom space available to include the EU-flag logo accompanied by the legal text. Access to the project logo may be found in the TITAN Teams WP6 folder.

EU Logo: All the documents referring to the project must include the EU-flag logo accompanied with the text *“This project has received financial support from the European Union's Horizon 2020 Programme under grant agreement no. 101070658”*.



Typography: The selected communications typography requirement for this project is for use of a sans-serif font, a very extended typography group with lots of font choices that are easily legible, mostly on computers, an important benefit for a project where there will be a lot of communication materials that we intend to be

read by many people. For deliverables 'Calibri' font size 11 will be adopted. The name of the project should always be written in **uppercase**.

Colours: A consistent two-tone palette of blue and dark grey has been chosen for emotional reasons (see below). For engagement material these colours must feature plus an accent colour may be chosen based upon the additional bright colours in the logo. This pop of colour will help TITAN stand out in a field normally dominated by darker tones. Use of white space should be well considered in communications material to give a clean fresh feel.

<div style="background-color: #00B0F0; width: 100%; height: 100%;"></div>	Blue RGB: 0 176 240 Hex: #00B0F0	Blue represents the critical thinking side of TITAN. It is easier to read than many other colours and symbolises sincerity, wisdom, confidence and depth of understanding. In addition, it has been shown to positively impact peace, stability and unity
<div style="background-color: #595959; width: 100%; height: 100%;"></div>	Grey RGB: 89 89 89 Hex: #595959	Grey represents the diplomatic aspect of the project. It is viewed as the colour of neutrality and balance that is seen as dependable, yet elegant and cool. Using it in the text part of the TITAN logo conveys a strong foundation whilst allowing the freshness and vitality of the abstract graphic to take prominence.

STAKEHOLDER MANAGEMENT

There are several parameters to consider when designing and implementing an effective communication strategy. The key one being knowing which stakeholders need to be involved in the project and its activities, their potential reasons for engagement and their needs and requirements, both in general as well as in TITAN. This depends on the type of stakeholder group they fall into as well as other factors such as geographical coverage. TITAN has identified a range of broad target groups for communication:

- **Users:** These are the people who will directly use TITAN's conversational agent tools and results in the pilot use cases to achieve specific objectives and can be broken down into three sub-groups:
 - *Tool Users* - includes researchers, trade union employees and members, political parties who will use the TITAN tools and results to better identify and call out fake news, and the scientific community around AI who will help add value to TITAN, plus citizens who will take part in the pilots and help stop sharing disinformation unwittingly. These users will mainly be targeted by the project pilot work as well as by project communications.
 - *Adopters* – senior management of institutions with procurement power and influence, who care about evidence of the benefits of TITAN when making decision on whether to 'buy'. These users will be the focus of the exploitation stream, supported by dissemination.
 - *Beneficiaries* - The people who will benefit from the institutions adopting the TITAN solution, such as EU citizens navigating the online information landscape in a safer way; media providers which can focus less on using clickbait and more on information quality; and journalists and students. These indirect users will be reached mainly through general project communications.
- **Enablers:** This group contains researchers, sensor/AI specialists and businesses who can support the development of the TITAN solution and/or contribute to the fight against disinformation through their expertise, tools or access to potential users and adopters. They form part of dissemination.
- **Influencers:** These are the people who can change the direction of the project. For TITAN these include politicians, media, expert communities, and various thematic networks focusing either directly or indirectly on disinformation and AI. These stakeholders cover all streams and are especially useful for lending credibility to exploitation.

Table 2: Initial Stakeholder Groups

a) Users	b) Enablers	c) Influencers
General Public	Disinformation Researchers	Local & EU Media Orgs
NGO's / CSO's	Sociologists	EU DG's
Political Parties	AI Specialists	Solution Competitors
Trade Unions	Standards Bodies	Other Projects
Researchers & AI Community	Policy Makers	Specialist Networks

To better target the identified stakeholders with communications, stakeholder needs have been mapped against differing areas of interest. This is done to help choose dissemination channels and craft communication messages and material that is meaningful and relevant to the role of each target group. Note, a more detailed stakeholder review on stakeholder needs is being undertaken in work package 2 for deliverable D2.1 TITAN Socio-technical Framework and User Needs Analysis due in M12. The results of that work will also inform the higher level comms approach going forward.

Table 3: Stakeholder Interest Matrix

Stakeholder Groups		Disinformation	Critical Thinking	Artificial Intelligence	Conversational Agents	Disinformation Signals	Disinformation Ecosystem	Co-creation and Innovation	Trust & behavioural Change	Papers & Publications	Standards for AI	Ethical & Legal Use of Data	Training & Capacity Building	Local TITAN Events	European TITAN Events	Recommendations & Pathways for Adoption
Users	General Public	•		•	•		•	•	•			•	•	•		
	NGO's / CSO's	•		•	•		•	•	•			•	•	•		•
	Political Parties	•	•	•	•		•	•	•	•		•	•	•		•
	Trade Unions	•		•	•		•	•	•			•	•	•		•
	Researchers	•	•	•	•		•	•	•	•	•	•	•	•	•	•
	AI Community	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Enablers	Wider academia	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Sociologists	•	•	•	•		•	•	•	•		•	•	•	•	•
	AI Specialists	•	•	•	•	•	•		•	•	•	•	•		•	•
	Standards Bodies	•		•	•	•	•			•	•	•	•		•	•
	Policy Makers	•		•	•		•			•		•	•		•	•
Influencers	Local/EU Media	•	•	•	•		•	•				•	•	•	•	•
	EU DGs	•	•	•	•		•	•	•	•	•	•	•		•	•
	Competitors	•		•	•		•	•	•	•	•	•	•		•	•
	Other projects	•		•	•		•	•			•	•	•		•	•
	Networks	•		•	•		•	•			•	•	•	•	•	•

Preliminary mapping shows a wide range of interests that TITAN communications MUST cater for:

Primary Users, as expected, have interests in all the key project topics. They are keen to know about disinformation how it affects them and how they can affect change through TITAN. Public Sector users have more of an ethical interest surrounding topics like trust and engagement, whilst Citizen users are interested in the chat agent and how the ecosystem relates to their own experiences and needs. Everyone is interested in co-creation, the conversational agent, ecosystem and training, that help make sense of the disinformation results and in local TITAN events where they can meet and relate to other stakeholders.

In the **Enablers** camp, Researchers and sociologists, as expected, are potentially interested in all the project topics from disinformation to the tech, standards and resulting critical thinking and behaviour change. AI specialists are interested in disinformation signals and the conversational agents supporting both citizens and institutions. Standards bodies have broad interest across most data and technology topics and have a role to play in helping ensure the results meet privacy and security regulations. Policy Makers are primarily interested in practical details such as lessons learned and pathways for adoption.

When it comes to **Influencers**, other projects and networks, European government departments and journalists tend to have many overlapping interests. All are interested in policies to fight disinformation and the tools that enable it. All would like to know about co-creation and the impact it may have. Other Projects are interested in outputs that can be used for research and innovation such as papers, as well as lessons learned and future recommendations that can be built upon. Other stakeholders and networks in the influencers camp have a wider range of interests that cover everything from technical to policy outcomes.

PHASE 2: Interest (M13 – M24)

During the ‘Interest’ phase of TITAN key actions and results will be presented over general channels to the stakeholders with the aim of continuing to grow an ecosystem of stakeholders interested in TITAN who can be primary targets for the aligned dissemination workstream.

MESSAGING

Project awareness campaigns with bespoke messaging will be developed over time based on current project needs. For example, when TITAN needs participants in workshops, or in surveys, a campaign to gather audience content will be developed. As results are released, messages will be crafted around the details and shared with the Consortium in the form of a ‘Communications Kit for Partners’ (see Appendix 2).

As a starting point for awareness raising the table below provides first high-level introductory messages to TITAN per stakeholder group. These messages start at a high-level introducing the project via shared audience needs/common ground - *need for greater trustworthiness in online content*. They then build in detail to discuss enablers for solving the challenges – *Artificial intelligence, critical thinking and co-creation*.

Table 4: First Communication Campaign Messages

	a) Primary Users	b) Enablers	c) Influencers
High Level	Time for a TITAN reality check...	The future is factual with TITAN...	TITAN accelerates the fight against disinformation for happier, fair and more inclusive societies.
Challenge	Don't be fooled by fake news. AI can help you get your facts straight.	74% of global news consumers are worried about fake news ¹ .	The spread of fake news costs 73 bn Euros worldwide ² , leads to societal disorientation & lack of trust.
Dive into Detail	TITAN's intelligent chat agent supports your search for the truth about statements and claims online and in social media.	TITAN advances the fight against fake-news with an AI enabled conversational chatbot which supports critical thinking investigation skills in news consumers.	TITAN advances the fight against disinformation by using AI to enhance peoples critical thinking skills in investigating the truth behind online statements and lessening the spread of fake news.
Call to Action	Join fellow citizens in the quest to fight take news. Visit TITANthinking.eu today.	Help TITAN harness the potential of AI to increase online trust by sharing your expertise, skills and standards. Visit TITANthinking.eu	Be part of the solution by multiplying TITAN's messages and spreading success stories . Visit TITANthinking.eu

¹ Fake news worldwide - statistics & facts | Statista

² Most trusted sources of news and info worldwide 2021 | Statista

Variations of these project-level messages will be used within the communications materials for outreach to networks and organisations. Depending on the literacy of the hard-to-reach groups that the pilots will work directly with on the ground, the messages will need to be less based on sector terminology (e.g., disinformation, Socratic thinking etc.) and be clearer about the activity being promoted, for example:

- Take care with what you share (or) Think before you link
- Join the TITAN community collaboratively combating fake news
- Learn how new technologies can support the fight against fake news

Messaging will be refined and improved on an ad-hoc basis through response feedback from stakeholders and based on Consortium Partner's needs. Messaging shall also be translated into native language so communication materials may be leveraged by all partners to support national outreach.

GENERAL COMMUNICATIONS

The key channels for communication will be (a) the project website and (b) social media channels, (c) newsletters, and (d) brochures. These will enable direct contact/communication with potential users, enablers, and influencers. Project partners, especially pilots, are also encouraged to leverage their own channels for communications about TITAN.

(a) Website - TITANthinking.com

The project website is essentially the 'shop front' for the TITAN project and its achievements and as such needs to convey the brand, energy, and passion of the project. This is achieved through dynamic visuals, content, and messaging, which will be regularly updated throughout TITAN's life cycle. A first version of the site has already been developed which can be found at www.titanthinking.eu. The website is currently offered in English but options to access in different pilot languages will be considered during the first year of the project if pilot partners are willing to help support translations.

The first version of the website is designed to provide a simple user experience with easy access to information about the project, its aims and the challenge around disinformation. A simple navigation bar provides one click access to the key themes with a second level sub-menu for diving into more detail around the consortium, state of the art, and use cases.

In the footer on each page visitors can also sign up for news updates. Their information is stored in accordance with GDPR and only used for the receipt of newsletters from TITAN.

Search Engine Optimisation (SEO) has been performed on the site to increase its visibility to search engines and in time rank higher on search lists. SEO also helps to improve user experience, making the site faster, more accessible and easier to use. This process will be reviewed each time the website is revamped.

21c will oversee updating of the website on a regular basis, adapting content based on new messaging, project results and the value proposition that TITAN provides to each stakeholder group. The WP6 lead will undertake regular outreach to partners to capture news. Analytic tools will help the Communications team understand how the site is being used and can utilise the findings for improvements. All partners should link from their own website to the project website via posts, newsletters, tweets.

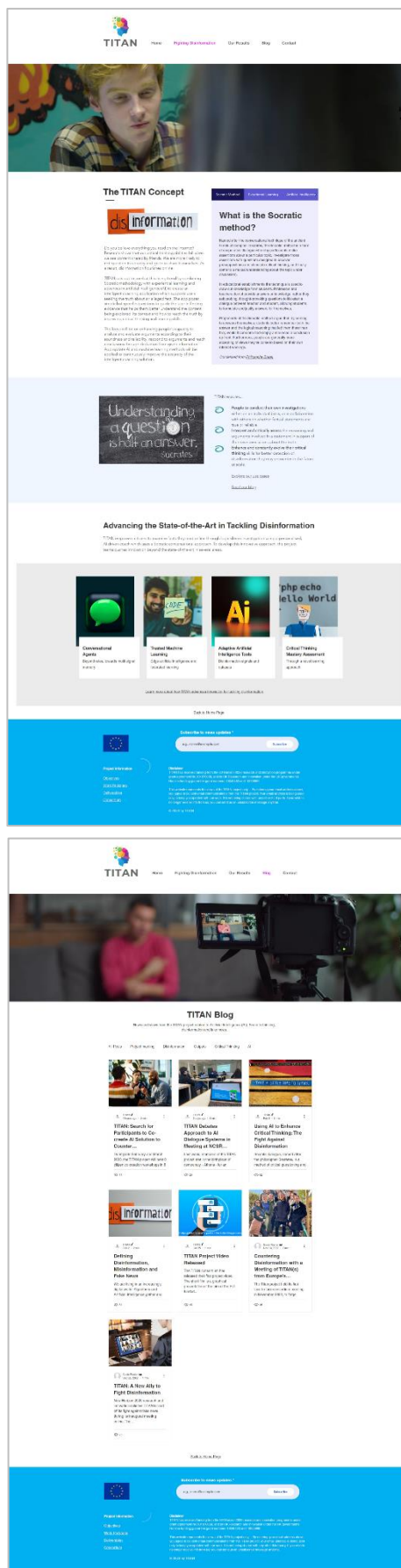
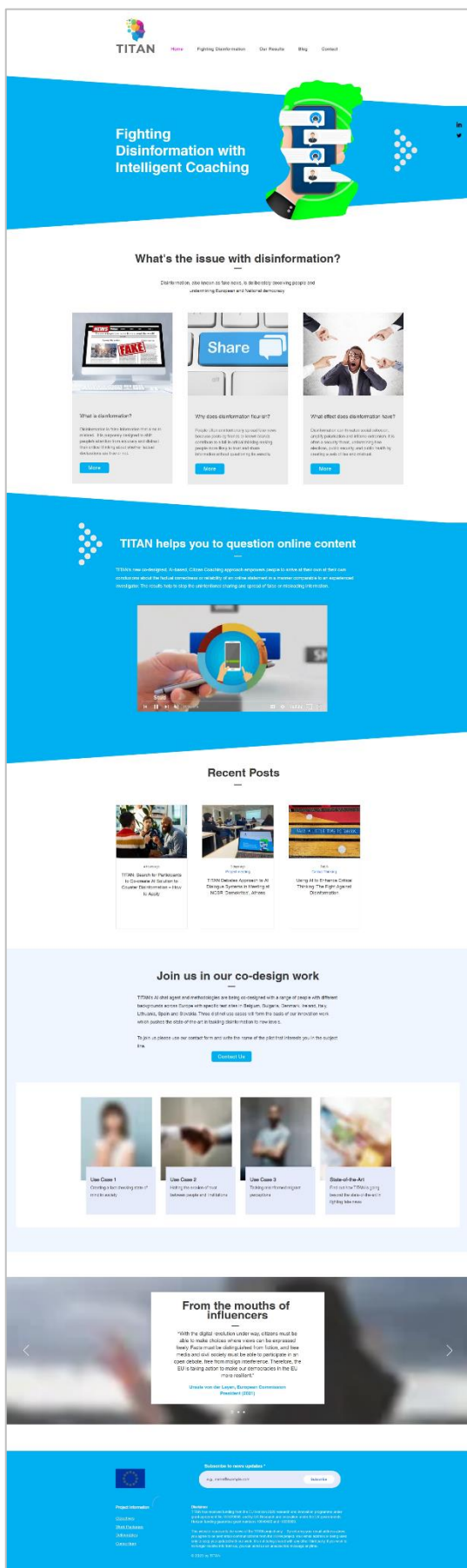


Figure 2: TITAN 'Home', 'Fighting Disinformation' and 'Blog' Pages

(b) Social Media Channels

LinkedIn - TITAN Thinking

TITAN has set up its own identity on LinkedIn, a social media channel for professionals, with a dedicated account. The TITAN LinkedIn page will be extensively used for networking purposes, enabling the promotion of TITAN amongst a broad community of **(1) USERS:** e.g., European Journalism Center (EJC), 24,541 members International Federation of Journalists, 1,118 followers, Global Investigative Journalism Network, 10,563 members, The Bureau of Investigative Journalism, 8318 members **(2) ENABLERS:** including, AI Ethics & Policy, 274 members, European Standards and Artificial Intelligence, 493 followers, Argumentation and Rhetoric: Higher Order Thinking, Moral Reasoning, and Effective Communication, 105 members and **(3) INFLUENCERS:** e.g. media futures EU, 1,230 followers,

Project partners will use their LinkedIn Groups to support TITAN communications with, for example, ENG having 107,000 followers, VUB 96,000 followers and VRT 68,000 followers.

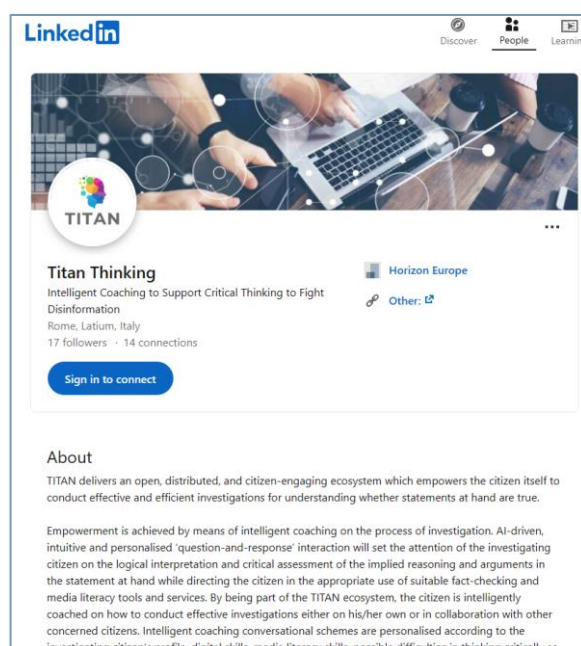


Figure 3: Snapshot of TITAN's LinkedIn Profile

Twitter - @TITANThinking

Twitter is reportedly the social media tool most used by the European Commission, the H2020 program, and local authority professionals so its adoption as a key communication channel for the policy and research outcomes of TITAN has the potential to deliver high impact. The account will be managed by 21c with the support of project partners for supplying relevant content for promotion, as well as amplifying messages through retweeting, liking, and commenting on posts through their own personal and professional channels. 21c will adopt a mixed strategy of pre-programmed tweets and ad-hoc content depending on what is happening in the project. The content strategy for this channel includes:

- Sharing news and blogs published on the website to increase traffic to the website.
- Sharing news about strategies to combat disinformation (especially pilot use-cases)
- Showcasing videos made for the project (to make the project more accessible/ understandable) to better reach users thanks to the use of visuals.
- Promoting project results (white paper, guidelines, etc.) to increase the number of downloads.
- Increasing reach of Tweets with the following hashtags within the scope of the project: #H2020 #ResearchImpactEU #Disinformation #FakeNews #equality #inclusion #AI #AItoFightFakeNews
- Mention project partners when publishing news to stimulate their likes and retweets

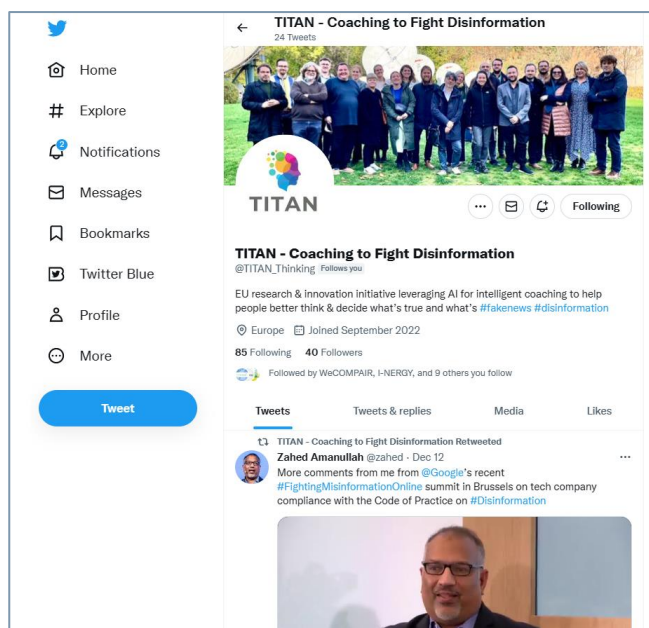


Figure 4: Snapshot of TITAN's Twitter Profile

YouTube

With over 1 billion users, YouTube is a far-reaching platform where TITAN will upload and share project videos for general consumption. TITAN's YouTube channel will host video content which will be shared through the project website and other social media channels. During the project, we forecast the release of a minimum of 6 videos. Typically, these will be short videos (2 min) where the consortium presents the project and the work being performed. The videos can contain graphics, interviews, or both. TITAN's communication and dissemination team is responsible for releasing the project videos but will liaise with other Consortium Partners for relevant content. If a Partner wishes to create their own video about TITAN they should inform the Comms Team.

The first project video is an explainer video outlining the aim behind the TITAN project. It contains a mix of film and graphical content and uses text-to-speech software to create a professional modern voice over.

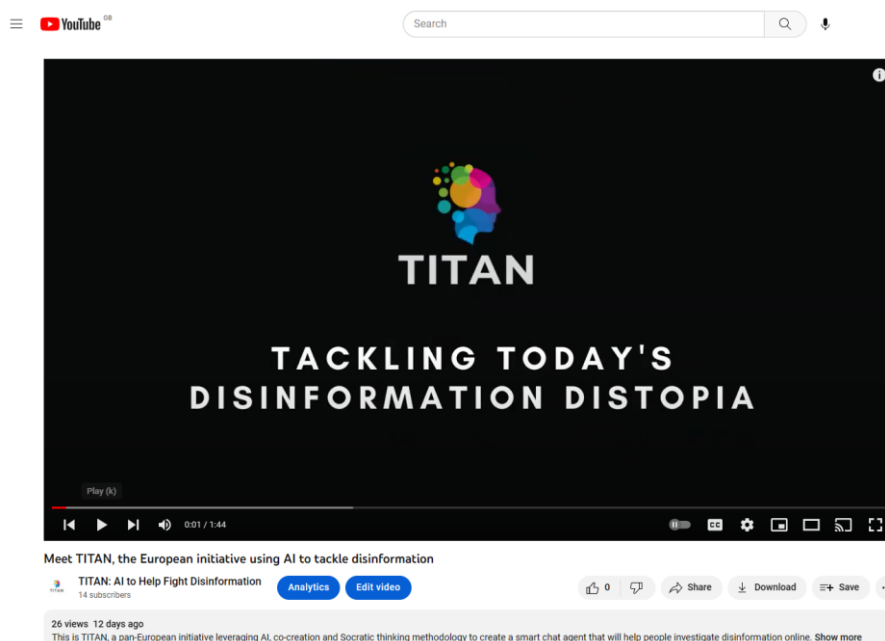


Figure 5: TITAN's First YouTube Video

SlideShare

To ensure slide decks delivered by TITAN partners as part of their communication activities continue to deliver impact long after they have presented at an event, they will be adapted and uploaded to SlideShare. SlideShare is a social networking site for information seekers that allows people to share presentations, infographics, and other documents to a large audience online. Adaption is necessary before uploading to ensure the content works as a stand-alone piece of communications material.

- All uploads should be in PDF with a unique title, description, and a min of three tags.
- Content should be unique to TITAN so there isn't competition for 'views.'
- Each slide should have only 1 specific focus. Avoid having more than one fact on a slide.
- Content should be kept to a minimum and each slide should have powerful imagery.
- Hyperlinks should be available on every slide after slide 3 to give context to the reader.
- Include a call to action at the end of the deck to allow the user journey to continue.
- The text on every slide should use large fonts.

The Slideshare account will be activated 6 months into the project to ensure the project has a bank of presentations to start regularly sharing.

Other Channels

Creation of additional social media channels will be considered during the project based on engagement and dissemination needs. In addition to the TITAN own accounts, project partners will regularly share news, updates across their own channels tagging TITAN in the process for ease of identification and amplification (e.g. commenting, sharing, liking).

Newsletter

A periodical online Newsletter (created when results are made available) will be produced by the Communications Team with input and support of all partners. Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news, events, and support to the corporate communication campaigns of industrial partners for their announcements relevant to the Implementation Plan. Subscription to the newsletter will be possible from the website. Newsletters will be made available on the project website, to improve visibility of the project via electronic means and sent-out to consortium members and their networks, industry, policy makers at European, national, and regional level. The production and release of the e-Newsletter will be under the Executive Board responsibility. Nevertheless, all the consortium partners will be informed about the editorial plan and will be asked to contribute by highlighting relevant news and events for inclusion. The newsletter will be distributed through the website hosting platform, Wix, and will be delivered to the community of stakeholders and all people registered to the TITAN website. The structure of the newsletter could include the following sections: • Editorial • News (from the website) • Latest Results / In the spotlight • Events.

PHASE 3: Action (M29+)

During the final phase of the project (from M29) the Comms Team will audit and undertake a final revamp of the website to ensure it contains all the key outputs from the project in an easily accessible way. Activities will include updating FAQs, categorising deliverables for easy access, ensuring all publications are available, and ensuring exploitation details/contacts are there amongst others. The project site will remain complimentary to the sustainable TITAN ecosystem. A plan will be drawn up closer to the time.

4. DISSEMINATION TRACK

4.1 Aims

Whilst Communication focuses on raising general awareness about the project activities and results to multiple audiences, the Dissemination Track is more focused on ensuring **key results only** are distributed effectively to the key users. Activities will support all work packages in ensuring maximum visibility, accessibility, and impact of the project activities. The rest of this chapter outlines the activities to be carried out in 3 main sub-phases (aligning with methodology) which span the entire project and extend beyond it.

4.2 Activities

PHASE 1: Brand Establishment (M1 – M12)

Networks

Dissemination will differ in intensity as the project develops, however the main goal is always the same: widespread adoption of TITAN results by relevant stakeholders in their work, life or study. For results to make a difference, they should resonate with groups that represent large swathes of society. To that end, TITAN will seek to establish links with European and international networks, starting (but not limited to) with the ones in the diagram below:

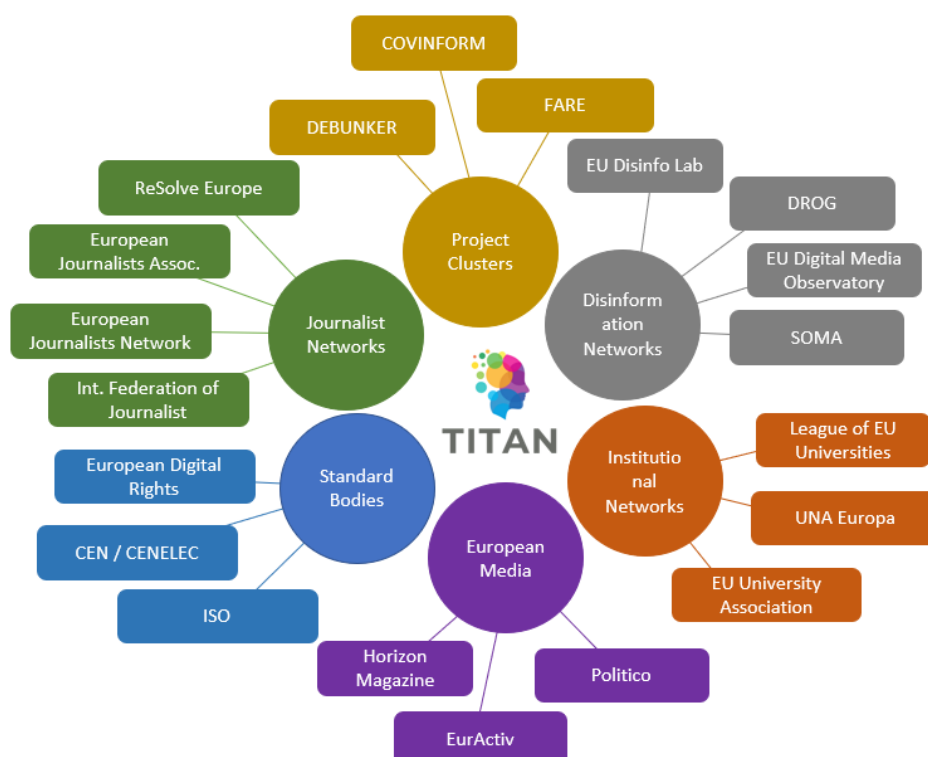


Figure 5: TITAN target networks

Outreach and introductions will be made to the networks at the start of the project, offering opportunities for knowledge exchange e.g., cross-posting results of through each other's newsletters, joint activities such as shared workshops, conference stands and even publications depending on each stakeholder journey.

A) Stakeholder Journeys: USERS

To effectively target dissemination, it's important to understand more about the characteristics of each of the main end User groups, which results/outputs are most relevant to them and what we would like them to do with the project results. To this end TITAN has created a high-level stakeholder journey for each of the primary **USER** audiences below.

Table 5: General public stakeholder Journey



General Public			
Stakeholder Characteristics <ul style="list-style-type: none"> General public living mainly in urban areas Manipulated by people creating and putting out disinformation online Varied backgrounds but generally not overly knowledgeable about disinformation and technology Often feel disengaged from policy making Some value community participation whilst others feel distrustful of these processes Majority have an interest in their local environment and health of family members Often use a smart phone for their online interactions, mainly commerce and social media In the pilot geographies they will be recruited to be part of the TITAN testing 			
Initial Level Awareness and Goal <p>Generally low levels of disinformation awareness across the board though the majority have heard of fake news especially when it comes to political campaigning. Older generations have lower levels of new technology awareness compared to younger members of the general public. However, the Covid-19 pandemic has led to a rise in people adopting online communications to work, shop and socialise so the gap may not be quite as large as it once was. The co-creation processes in the pilots will help these beneficiaries understand more about disinformation and AI and how they can help create sustainable actions for halting the spread of fake news. They will learn about AI, about critical thinking and how to interpret online statements for accuracy with help from a conversational agent and ecosystem. Stakeholders outside the pilot areas will learn about the good practises coming out of TITAN and be potentially inspired to access the support tools.</p> 			
Objectives for Engagement <ul style="list-style-type: none"> Capture needs and challenges regarding fact checking Engage in co-creation of solution with TITAN consortium Increase confidence in using AI-based online tools to support investigative experiences Build capacity to take part in investigations and make a judgement about accuracy 			
High Level Stakeholder Journey			
	Awareness	Consideration	Take-Up
Approach	General awareness raising about TITAN and its objectives	Call to action to improve accuracy of online content	Access to TITAN AI-based Conversational Agent and collaborative ecosystem
Content	Statistics on disinformation and the harm it causes	Details of TITAN co-creation activities and experiments	TITAN training & support along with tools
Media & Tools	Social media, newsletters & events	Focus groups invites, posters, local news	Invites, Posters, newsletters, stands at local events
Networks for Engagement <ul style="list-style-type: none"> Local pilot networks Twitter Facebook YouTube 			

Table 6: NGO and/or CSO Volunteers stakeholder journey


NGO (Non-Governmental Organisations) and CSO (Civil Society Organisations) Volunteers			
Stakeholder Characteristics <ul style="list-style-type: none"> • Employed or volunteering (activism) at the local, regional and/or national level • Often educated to degree level • Regularly uses a smart phone, laptop and an iPad • Passionate about the issue they are working in (e.g., education, environment, inclusion) • Engaged In lobbying and policy making • Would like to expose conspiracy theories and spread of untrue information about their issue • Likes straight forward communication that is action based 			
Initial Level Awareness and Goal <p>NGO workers tend to understand the challenge around disinformation and propaganda, especially in their area of interest, and help to call out fake news, but citizens and grass-root activists are often hindered by difficulties in assessing whether a piece of information is trustworthy or not. TITAN seeks to empower NGO's and activists through co-creation of, and access to easy-to-use tools that provide support to help them (i) only leverage true facts when building their campaigns and (ii) more easily call out the fake news of others.</p> 			
Objectives for Engagement <ul style="list-style-type: none"> • Capture needs regarding fact checking at different levels of disinformation understanding • Engage in co-creation of solution with TITAN consortium • Participation in TITAN experiments/ecosystem to validate tools • Provide testimonials for support of TITAN • Longer term adoption of TITAN tools 			
High Level Stakeholder Journey			
	Awareness	Consideration	Take-Up
Approach	General awareness raising about TITAN and its objectives	Call to action to improve accuracy of online content	Access to TITAN AI-based Conversational Agent and collaborative ecosystem
Content	Information on the harm disinformation specifically causes NGO's	Details of TITAN co-creation activities and experiments	TITAN training & support along with tools
Media & Tools	Linked In posts. Twitter posts.	Focus groups invites, posters, local news	Invites to webinar/workshops
Networks for Engagement <ul style="list-style-type: none"> • CONCORD³ (European confederation of NGO's) • European Implementation Network⁴ • Euclid Network⁵ 			

³ <https://concordeurope.org/>

⁴ <https://www.einnetwork.org/>

⁵ <https://euclidnetwork.eu/>

Table 7: Political Party Worker and/or volunteer stakeholder journey

Political Party Worker			
Stakeholder Characteristics <ul style="list-style-type: none"> Advise and liaise with MPs, MEPs, related agencies and parliamentary advisers Spend a lot of time online, analysing news, markets and researching information Savvy with social media and communications, produce press releases and deals with media enquiries Recruits and manages volunteers to help with electoral campaigns Ensures compliance with electoral laws Often educated to beyond degree level as working in a highly competitive domain 			
Initial Level Awareness and Goal <p>High levels of technology awareness and interest. Busy individuals but who understand that reputations (theirs, politicians, political parties) can be severely damaged by fake news from others, and themselves. Attracted to TITAN because it enables citizens to call out fake news, which is more effective than them rebutting it themselves, also ensures their volunteers are better educated in not sharing fake news unwittingly. Likely to be approached by many different solution providers so solutions need to be trusted and stand out from the crowd. TITAN needs to build their trust and show results quickly delivers benefits.</p>  <p>Awareness Consideration Take-up</p>			
Objectives for Engagement <ul style="list-style-type: none"> Better understand high-pressure challenges in fighting disinformation Engage in co-creation of use cases that leverage the benefits of a strong networked ecosystem Participate in CS lab processes and help support the experiments Support long term take-up of the tools/approach by political parties and then government 			
High Level Stakeholder Journey			
	Awareness	Consideration	Take-Up
Approach	General awareness raising about fake news and the damage it can cause.	Leverage ethical analysis capabilities to show TITAN can be trusted and used	Show how TITAN has/can made a difference to political workers
Content	Show how TITAN empowers people to identify and stop spread of disinformation.	Focus on trust, security, and innovative features & tools and how it benefits citizens	Leverage real case studies and quotes from political parties using TITAN
Media & Tools	Promotion in LinkedIn Groups and on Twitter.	Demos, videos, infographics and contact with political offices (cross-party)	Policy Brief, targeted adverts in political publications
Networks for Engagement <ul style="list-style-type: none"> European Network of Political Foundations⁶ Socialists, Democrats and Greens Group⁷ (SOC) European Conservatives Group & Democratic Alliance (EC/DA) Alliance of Liberals and Democrats for Europe⁸ (ALDE) Group of the Unified European Left⁹ (UEL) 			

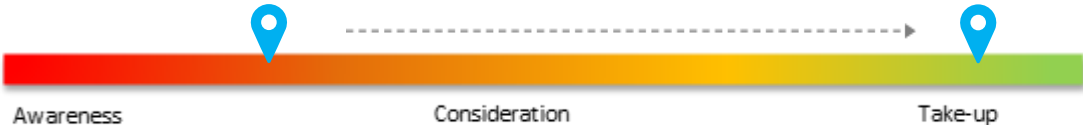
⁶ Home - ENoP

⁷ Socialists, Democrats and Greens Group

⁸ Alliance of Liberals and Democrats for Europe

⁹ Group of the Unified European Left

Table 8: Researchers

Researchers (academic or journalists)			
Stakeholder Characteristics <ul style="list-style-type: none"> Under pressure to publish original research, stories and/or articles Need accurate data, content and insights to formulate research findings Spend a lot of time analysing data and information Computer literate and familiar with online tools Tend to be well networked and travel to conferences and events to represent work 			
Initial Level Awareness and Goal <p>Researchers tend to have high technical literacy and use online tools to help manage their work. When undertaking desktop research, they need to understand that the content they find is accurate and that they don't end up including disinformation in their work. They are aware of the problems surrounding disinformation in their field and need fast effective tools to help them easily eliminate it.</p>  <p>Awareness Consideration Take-up</p>			
Objectives for Engagement <ul style="list-style-type: none"> Invite researchers to join the co-creation process and help test the solution Convince researchers that TITAN is an essential work tool Encourage researchers to spread the word about TITAN to colleagues and networks Target decision makers about adopting tool for their student/researcher cohort 			
High Level Stakeholder Journey			
	Awareness	Consideration	Take-Up
Approach	Invite to co-creation workshops to understand how TITAN meet needs	Call to action to improve quality of research and remove disinformation	Access to TITAN tools and services for research and article writing
Content	Need for mitigating false information about employment law	Details of how TITAN can improve quality of research work	TITAN training & support material along with tools & feedback
Media & Tools	Uni newsletters. Local social media networks, and word of mouth	Advertise tool at conferences, online and through networks	Posting in journalism groups, use of appropriate hashtags, press releases
Networks for Engagement <ul style="list-style-type: none"> League of EU Research Universities¹⁰ EU University Association¹¹ UNA Europe¹² European Journalists Association¹³ International Federation of Journalists¹⁴ 			

¹⁰ [Leading universities pushing the frontiers of innovative research | LERU](#)


¹¹ [EUA](#)

¹² [Una Europa \(una-europa.eu\)](#)

¹³ [European Federation of Journalists \(europeanjournalists.org\)](#)

¹⁴ [International Federation of Journalists - IFJ](#)

Table 9: Scientific Community

AI Scientific Community																			
Stakeholder Characteristics <ul style="list-style-type: none"> Broad community working on AI ethics and democracy (SSH) and AI technologies (STEM) Includes data scientists, data analysts, machine learning scientists, programmers and more Often responsible for analysing data and reporting meaningful insights (including predictions) to non-technical people Enjoy working on big challenges and create methods, models and tools for solving them Higher starting level of awareness around the themes of TITAN Interested in sharing case studies, knowledge and ideas around AI developments United by a common interest in creating trustworthy AI 																			
Initial Level Awareness and Goal <p>Much higher level of starting awareness than other stakeholder groups. Focused scientific community who understand the challenges and benefits that AI can have for countering disinformation and can contribute to adding value to TITAN tools as well as using them. Stakeholders are usually members of different relevant subject matter group such as standards groups, ethical principles AI groups and provide TITAN with a strong opportunity to broaden its ecosystem.</p> 																			
Objectives for Engagement <ul style="list-style-type: none"> Gain support in market from AI expert community Foster shared validation and exploitation opportunities Encourage dissemination of TITAN results in their channels 																			
High Level Stakeholder Journey <table> <tr> <th></th><th>Awareness</th><th>Consideration</th><th>Take-Up</th></tr> <tr> <td>Approach</td><td>Create cluster workshop with sister projects</td><td>Create synergies with wider projects/research groups</td><td>Shared policy briefs and sustainability tactics</td></tr> <tr> <td>Content</td><td>Information about TITAN objectives and solution approach</td><td>Solution results and impact</td><td>Results information, data and tools including training datasets</td></tr> <tr> <td>Media & Tools</td><td>Personal invitations, regular meetings to discuss collaboration</td><td>Speaking and workshops at AI and disinformation focused conferences</td><td>Publications and potentially a shared book for wider engagement</td></tr> </table>					Awareness	Consideration	Take-Up	Approach	Create cluster workshop with sister projects	Create synergies with wider projects/research groups	Shared policy briefs and sustainability tactics	Content	Information about TITAN objectives and solution approach	Solution results and impact	Results information, data and tools including training datasets	Media & Tools	Personal invitations, regular meetings to discuss collaboration	Speaking and workshops at AI and disinformation focused conferences	Publications and potentially a shared book for wider engagement
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Networks for Engagement <ul style="list-style-type: none"> Call Cluster e.g. veraai¹⁵ AI4Trust¹⁶ Other relevant projects 																			

¹⁵ Home – vera.ai VERification Assisted by Artificial Intelligence (veraai.eu)

¹⁶ AI4TRUST Project | Fact Sheet | HORIZON | CORDIS | European Commission (europa.eu)

Channels

As seen from the Stakeholder journey mapping a wider range of distribution networks will be engaged to find the most appropriate manner to share results for take-up by the specific audience type. Dissemination channels include:

(a) Press Releases

Press releases will be used to attract favourable press coverage of project results. These will be drafted by 21c and the relevant results Partner before being released to all Consortium Partners for tailoring and distribution via their own organisation's channels. The press release will also be uploaded to free press release sites but it should be noted that these have a limited effect so the importance of the Consortiums network channels cannot be underestimated.

(b) Conferences

Contributing to or participating in external events, will be a key way to help results be seen by specific stakeholders and help facilitate knowledge sharing, thus increasing the project impact. Targeted events include events organised by the EU Commission's Unit supervising the project, other EC Conferences and thematic clustering meetings, annual events organised around the themes of Disinformation, ethical AI and citizen participation. Within the dissemination plan an updated agenda via the web and user interfaces will provide useful information about the events and actions related to the project Interactions with worldwide forums and institutes for the effective dissemination of the project results and the cross-fertilization of ideas and concepts. Examples of relevant events include:

- European Week of Regions and Cities
- Smart City Expo & World Congress
- EU Disinfo Lab annual conference
- Living Knowledge Conference annual conference
- European Digital Media Observatory events
- European University Institute workshops
- Open & Agile Smart Cities CityXCity conference
- Oxford Internet Institute events
- Major Cities of Europe conference

At conferences and events, the following material will be used (copies seen in [Annex 1](#): Kit for Partners):

Presentations

A general presentation introducing TITAN has been added to the project Teams Site for access by all Partners. The presentation will outline the TITAN story and new slides will be added to the deck as the project progresses and new results are achieved. Partners will be able to take the deck and cherry pick the slides that are appropriate for their engagement and create new ones where necessary. The purpose of the core deck is to ensure the same messages and visuals are being used to help promote recognition of the TITAN brand across Europe and reduce any confusion around purpose or outputs. Any new slides or decks created by Consortium Partners should be stored in the Presentations folder on the Teams site with the name of the event (and date) it was presented at.

Brochures

Brochures will be adapted for specific audiences depending on the event as results are achieved. A first tri-fold general brochure is available now and can be used for awareness raising with stakeholders. Brochures for specific audience segments with tailored messages will be created as results are achieved. These will be shared with Partners as they are developed.

Postcards

The Communications Team has noticed over the past few years that at conferences many visitors shun the carrying of brochures for something more lightweight where they can access a URL for research/contact at a later date. Postcards also require less printing and ink use so can be a more environmentally friendly alternative to brochures. Therefore, the production of eye-catching postcards is a useful tactic for ensuring more people leave stands with details about the project. Postcard designs also double up as social media

graphics so have multiple uses. The latest designs and messages will be included in the dissemination kits for partners.

Videos

The use of short films ranging from 10 seconds to 2 minutes will be used to help convey complex results information succinctly and visually. The videos will be a mix of animated clips, voice-over explanations and partner interviews. The videos will be uploaded to YouTube and be embedded in the project website and social media channels.

Giveaways

Another way to ensure the TITAN brand and messages stand out is to have give-aways at conference stands, such as pens, stickers, drinks bottles, caps etc. The project will aim to ensure these are environmentally friendly collateral, aiming to avoid single-use plastic. Items that will be deemed useful to the audience being targeted will be considered first, with cost also being an important issue.

(c) Webinars

To help disseminate key results from the project directly to target audiences, TITAN plans to run webinars where stakeholders can benefit from multiple results that come out of the project at a similar time. Webinars will be planned 3 months ahead of delivery, involve 3-4 pilot partners in a presentation and discussion format hosted on Zoom. Webinars will be free for stakeholders to attend but they will be required to sign up in advance so TITAN can manage engagement effectively. All webinars will be recorded and included as videos on the website.

(d) Publications

TITAN aims to share its results through peer-reviewed publications where its research and ideas are open to the scrutiny of others who are peers and experts in the same field. This offers higher credibility and trust with the reader than paying for content in Trade Magazines and journals which do not have the same high standards. Academic partners are targeted with publishing TITAN results on a yearly basis.

(e) Clustering

TITAN will seek to find similar projects to cluster with in a bid to undertake knowledge sharing, stimulate new innovation and broaden stakeholder reach. An early result for dissemination is TITANs first cluster with the other projects funded under the same call. Peter Freiss, the TITAN project officer has suggested forming a first roundtable event in early 2023 to kickstart working relationships. A first call between the projects has already been held in January 2023.

PHASE 2: Targeted Campaigns (M13 – M28)

After the planning and preparation phase, the dissemination campaign delivery phase begins directly channelling specific outputs and results to specific audiences. Dissemination feeds stakeholders with specific TITAN outputs that build up to achieve the overall results. Each public output will be reviewed for audience type, why it's important to that group and how to best deliver the result. This will be done on an ad-hoc basis for results such as journal publications, conference papers and case studies, but can be better planned for official key deliverables (see table below). All targeted dissemination will be supported by communications on social media, the website and via Newsletters.

Table 10: Key Public Deliverables for Dissemination

No.	Deliverable	Date	User	Why Important	Suggested Channels
D3.1	Report on citizen co-created design principles for TITAN Conceptual Architecture	M8	Users	Highlights transparency and openness of TITAN approach	<ul style="list-style-type: none"> • Publication • Policy brief • Newsletter

D1.3	Template and guidance for legal and ethical impact assessment	M12	Users	Help guide ethical implementation of TITAN	<ul style="list-style-type: none"> • Blog • Policy Brief • Download template
D2.1	TITAN Socio-technical Framework and User Needs Analysis	M12	Users Enablers	Blueprint underpinning TITAN development	<ul style="list-style-type: none"> • New page on website • Explainer video • Blog
D2.2	TITAN Methodologies and models	M16	Users	Description of methods adopted	<ul style="list-style-type: none"> • Revamp website • Factsheet
D4.1	TITAN Citizen Intelligent Coaching Platform Architecture and 1st release incl. Training Datasets	M18	Users Influencers	Chat agent ready for testing with stakeholders	<ul style="list-style-type: none"> • Press Release • Newsletter • Video • Conference promotion
D5.1	Pilot scenarios, operational planning and evaluation methodology	M18	Users	Internal Plan for implementing the testing	<ul style="list-style-type: none"> • Update website • New scenario pages
D6.2	Policy brief on socio-political, legal and ethical final recommendations	M33	Users	Share analysed findings from the piloting with real facts	<ul style="list-style-type: none"> • Newsletter • Social Media • Video • Conference promotion
D5.2	Pilot evaluation	M34	Users	Detailed results from the pilots	<ul style="list-style-type: none"> • Website revamp • Infographics
D1.4	Report on legal and ethical impact assessment	M36	Users Enablers Influencers	Support the adoption of ethical AI for tackling disinfo	<ul style="list-style-type: none"> • Factsheet • Blog • Conference speeches • Video
D4.2	Final TITAN Citizen Intelligent Coaching Services, Platform and Training Datasets	M36	Users Enablers Influencers	Packaged solution for re-use	<ul style="list-style-type: none"> • Press Release • Social Media • Newsletter

PHASE 3: Benefits Showcase (M29+)

The final phase of Dissemination is designed to support the exploitation workstream. It involves categorising all the outputs of the project and supporting their inclusion within sustainability pathways (see Exploitation Phase 3) developed under the leadership of ATC. Work expected here includes a revamp of the project website to ensure the value proposition for TITAN is clear for all users and that they can easily access the tools and information they need.

5. EXPLOITATION TRACK

5.1 Aims

The exploitation track begins towards the end of the first year of the project. The aim of this phase will be to perform market analysis and identify the most up to date challenges and trends in using AI to help combat disinformation; to identify possible competitors and understand their proposed tools and solutions; and to analyse the wider disinformation agenda to prepare a strategy that TITAN will need to consider for future positioning.

5.2 Activities

PHASE 1: Market Watch (M1 – M12)

European projects face a number of challenges when defining and implementing exploitation plans. To define the right route to sustainability for its commercial and non-commercial offerings TITAN needs to start planning early, plotting outputs and creating key exploitable results plans for these services/products as the project and the market evolves. The **business and sustainability plan due M36 (D6.3)** will consist of a series of Key Exploitable Result Forms (as defined by the Horizon Exploitation Booster service) outlined in the table below. These tables will start the collection of product/service and market information which will be reviewed and further built upon in phase 2. Information will initially come from (1) identifying the Key Exploitable results (KERS) with project partners, (2) Market watch via desktop reviews, news alerts for citizen science, and networking at external events.

The following represent a preliminary identification of TITAN Key Exploitable Results based upon the project deliverables. These are complemented with early adopters' identification, use models and a forecast for adoption and indicators for the outcomes within the project lifetime. This preliminary table will be refined according to the Impact Generation Roadmap of TITAN project, using the KER Form presented in table 10 . Steps between now and the end of phase 1 include:

1. A preliminary call explaining to all partners what KERs are and how impact generation will be planned and implemented in the context of our project
2. A period of KER form competition by relevant partner groups intending to exploit each result
3. A meeting for finalizing the KERs selection and undertake planning for Phase 2 and Phase 3 activities

Table 11: Key Exploitable Results Form (KER)

Table 11: Key Exploitable Results Form (KER)						
KER	Main developer	Partner/s intending to exploit	Exploitation intentions (partners intending to exploit)			
			Use Model	Early adopters	Time to adoption	Outcome
D2.2 TITAN Methodologies and models	UNINETTUNO (deliverable leader)	NCSR, VTT, ENG, DBT, UNIVDUN, IPT	Methodologies supporting critical thinking development in users interacting with online info are adopted by tech players providing information retrieval services to the public	Search engines, Generative AI conversational agents	M30	10 stakeholders in EU tech industries support the idea of integrating their human interaction approaches with TITAN methodologies 3 non-EU tech providers introduced to TITAN technologies express interest in integrating TITAN methodologies
D6.2 Policy brief on socio-political, legal and	VUB (deliverable leader)	UNINET, DBT, UNIVDUN	Ethical guidelines and recommendation are integrated / mentioned in	EU Think tank, EC working groups on AI and human-	M36	5 working groups / international associations / think tanks are contacted and introduced to TITAN ethical recommendations

ethical recommendations			official position papers / white papers at EU level	centered approaches to tech		1+ Official position/white papers mention TITAN ethical guidelines
D4.2 Final TITAN Citizen Intelligent Coaching Services, Platform and Training Datasets	ENG (deliverable leader)	ATC, NCSR, VTT, UNIVDUN, IPT, SWC	Integration of TITAN platform and services in the digital ecosystem of information-focused organizations	Students / Researchers; Associations involved in advocacy / lobbying; Digital media and information providers;	M30	5+ schools / universities engaged in experimenting with TITAN environment 5+ relevant associations introduced to TITAN platform capabilities express their interest in adopting the solution 5+ digital media/info providers introduced to TITAN solution as potentially integrated in their online ecosystems

Table 12: Key Exploitable Results Form (KER)

KER Form	
Problem	<i>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".</i>
Alternative solution	<i>Describe how your "customer" has solved the problem so far.</i>
Unique Selling Point USP - Unique Value Proposition UV	<i>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?</i>
Description	<i>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.</i>
"Market" – Target market	<i>Describe the market in which your product/service will be used/can "compete", answering the following questions:</i> - What is the target market? - Who are the customer segments?
"Market" – Early Adopters	<i>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).</i>
"Market" - Size	<i>What is the size of the market both geographically and economically?</i>
"Market" - Trends	<i>Are there trends in the market that the outputs can benefit from or support?</i>

Settings – Acceptance	<i>What factors influence acceptance of the result?</i>
Settings – Legal and regulatory aspects	<i>Are there standards that must be adhered to and evidenced?</i>
Go to Market – Use model	<i>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. Note training is a service.</i>
"Market" – Competitors	<i>Who else is offering a similar service? What are their go-to-market strategies and business models?</i>
Go to Market – IPR Background	<i>What is the Background (type/ partner)? Provide information considering also what already agreed in the Consortium Agreement.</i>
Go to Market – IPR Foreground	<i>What is the Foreground (type/ partner)? Provide information considering also what already agreed in the Consortium Agreement.</i>
Go to Market – Timing	<i>What is the expected time to market?</i>
Go to Market - Channels	<i>How do you envisage going to market?</i>
Go to Market - Pricing	<i>Pricing ideas (Phase II and III only)</i>
The Team	<i>Which partners need to be involved in exploitation of his output?</i>
The Team – External providers	<i>Do any external providers need to be involved? If so, how and why?</i>

PHASE 2: Market Focus (M12 – M29)

This phase builds upon the work in Phase 1 evolving the content captured in the KER forms to cover three strands of work. Note, partners will be divided into groups based on their contribution to KERs to advance the exploitation/business planning aspects.

- Continuing a **market watch function** keeping on top of latest developments in the field to ensure project innovation is kept in sync with the outside world. This work entails media scanning for related innovation news, publication of relevant research papers and new launch of new products to the market.
- Creating a **schedule of innovation** to help keep development on track and manage IPR issues and any conflicting commercial challenges as they arise. To be achieved using qualitative data gathered from a blend of desk research, in-person interviews and public workshops.
- Drafting **quantified business plans** starting from the analysis of market potential looking at exploitation scenarios from two sides - (i) demand side from the pilots as end-users that need the TITAN solution and, (ii) supply side from the technical partners that need implementation contracts to provide the services. Exploring scenarios together will ensure the solution and

accompanying business model have a greater chance of long-term commercial success. Business modelling technique is based on a multi-criteria approach which will use different data sources including in-field investigation, opinion leader interviews, living lab consultation groups and social-network short-form surveys and virtual business simulation to arrive at an optimal result. All partners are expected to support this work.

These functions, the methodologies to be adopted (e.g., value network analysis and Osterwalder's Business Model Canvas, PESTEL and SWOT) and their results will be explained in D6.3.

PHASE 3: Sustainability Pathways (M29+)

This phase involves taking the outputs from Phase 2 and finalising business and sustainability pathways and plans for the Key Exploitable Results. Tasks involve discussions with potential adopters, messaging for services/tools and implementation of any pricing models or partnerships.

6. MONITORING & EVALUATION

To know whether the consolidated roadmap is effective, the communication team will deploy a comprehensive evaluation strategy for measuring the impact of roadmap' activities. This will include both quantitative and qualitative KPIs.

6.1 KPIs

To capture the results of different tactics deployed during the project lifecycle, several measurements and indicators must be set for each of the key activities. The table below outlines targets for tracking and measuring activity progress.

Table 13: Key Performance Indicators (KPIs)

Activity	Description	KPI (in blue is from DoW)
Website	<p>Originally the KPI in the DoW was to aim for 10,000 visits to the website. This was a hugely ambitious number set to challenge the Consortium to achieve widespread dissemination. Since then, the challenge has become even greater as the Comms team have recently learned that GDPR changes means we need each visitor needs to accept cookies to record their visit. Yet studies show that over 90% of people don't accept them¹⁷.</p> <p>Therefore, the Communications team wish to supplement this target with a more realistic endeavour and that is number of news views.</p> <p>To work towards the KPI <u>all</u> partners must help promote the project through their own networks. All communication material must contain the URL and links to the project website should be included on social media tweets. Regular news posting on the website and sharing via different channels will amplify impact.</p>	<p>KPI6.1 <i>Visits</i> Y1: 1000 visits Y2: 5000 visits Y3: 10000 visits</p> <p><i>News Views</i> Y1: Average view 50 Y2: Average view 100 Y3: Average view 200</p>
Social Media	Regular posting of original content, plus following and retweeting and engaging with the content of non-followers will encourage new followers.	<p>KPI6.2 Y3: Followers: 5,000</p>
Newsletters	Newsletters will be planned for when major results are achieved. The newsletter will be sent to those signed up on the website and via Partner networks.	<p>KPI6.3 250 registrations</p>
Publications	Publications include a mix of Open Access papers and conference publications, weighted towards the second half of the project when more results are available.	<p>KPI6.4 Y2: 4 publications Y3: 8 publications</p>
Collaborations/ Clustering	Collaborating with other projects, networks and organisations sharing knowledge and promoting TITAN findings through these clusters.	<p>Y1: 3 projects Y2: 5 projects Y3: 8 projects</p>
Brochures	Brochures will be updated throughout the project based on project phase, results and audience needs at that time.	By the end of Y3, 3 brochure designs
Roll-Up Banners	To maximise presence at all events mobile roll-up banners will be designed to reflect the current project stage.	By the end of Y3, 3 banners

¹⁷ <https://cookiefirst.com/the-vast-majority-of-european-web-users-prefer-to-refuse-tracking-cookies/>

Publications	Publications include a mix of Open Access papers and conference publications, weighted towards the second half of the project when more results are available.	Y1: 1 Y2: 4 Y3: 6
Demo Videos	Videos help convey complex messages through product walkthroughs and testimonials from end users and beneficiaries.	Y1: 2 videos Y2: 4 videos Y3: 6 videos
Events	Being present at key industry events, giving presentations and manning stands enables direct contact with stakeholders and ability to build a trusted two-way relationship with them.	KPI6.4 Y1: 10 events Y2: 20 events Y3: 30 events
Sustainability	Review of the closest competitors and their business models plus understanding of market direction and user needs will help position TITAN as an attractive package for solution adoption.	Consideration of 10 other initiatives sustainability models

6.2 Tracking Progress

The overall aims of communication, dissemination, and exploitation, is to increase the diversity of knowledge in design and development of the TITAN solutions, improve the social relevance and acceptance of the activities and results, take care of efficient use of the resources and throughout the process enhance the learning of all partners. It is assumed that effective stakeholder management will lead to greater legitimacy of the process and its outputs as well as trust between the partners.

Stakeholder engagement is a continuous process that will be supported by regular communication through social media and targeted email campaigns. For the project to run as smoothly as possible, several tools for control and measurement have been put into practice: an online monitoring sheet, a marketing kit for partners and analytics of website traffic.

Stakeholder & Dissemination Database

This GDPR compliant tool is a simple to use Spreadsheet (available to project partners in Teams) that can be accessed anytime, anywhere and can be easily updated by all partners. The aim is to keep track of various dissemination and communication activities relevant to the project, and to keep abreast of the different cooperation opportunities across Europe. The database contains the following sections (one per sheet):

- **Clustering & Knowledge Sharing:** It includes the projects TITAN has teamed-up with to exchange knowledge, run joint workshops or share exhibition space at European conferences.
- **Events:** Provides details (date, location, cost, deadlines etc.) of past and future events where TITAN was/could be disseminated. When reporting their activities, partners need to include the name, date, location and description of the event; how many participants were present; what exactly the partner did (e.g., presentation, networking, workshop moderation); and any comment as to the outcome (e.g., new organisations willing to test the solution).
- **Publications:** Shares the details of published material where TITAN has been mentioned. Preference is given to external sources and mediums such as journal articles, book chapters, conference proceedings, news articles, blogs, and press releases.

All partners should regularly fill in the relevant sections of the database to ensure that (a) the dissemination team can promote the information to amplify impact and that (b) no information is forgotten in the technical or work package reporting process.

Dissemination Kit for Partners

This is a mini-communication and dissemination plan released at each key project phase or campaign creation. It provides in one document access to all the existing material (presentations, flyers, graphics etc.) and messages that partners can use to scale awareness of TITAN. The Kit for Partners ensures consistent messages per stakeholder group, in line with the findings from the Stakeholder Analysis Matrix, with a visual look and feel to promote the project, build brand recognition across Europe, and help meet the current needs of TITAN. Such coordination will amplify the impact of each individual posting and awareness raising activity. Moreover, the approach ensures that all stakeholders, regardless of location, receive the same information and are not privileged in any way.

Analytics

Analytics will be used to measure the engagement, distribution, and behaviour of the stakeholders on the TITAN website to see which communication and dissemination tactics are most effective at driving stakeholders to specific information/actions. Wix Analytics will also be used to understand stakeholder interactions with our newsletters, helping to determine which points and items are of most interest.

Stakeholder engagement will be a continuous monitoring process. Local engagement in the pilots will be monitored by the pilot partners through their existing channels. An additional way of controlling stakeholder engagement will be by checking regularly if new persons register on the website i.e. subscribe to the newsletter. The check will be done to see if the number of registered persons increased, in which case the outreach is working as planned. If the number of new registrations is low and this trend continues for some time, 21c will investigate the problem and take an appropriate corrective action.

7. RESPONSIBILITIES

The Roadmap is not a single-player game. Though the pilots are primarily in charge of their local stakeholder outreach, to succeed they need the support of all the whole consortium.

7.1 Responsibilities by Group

Clear divisions in Consortium delivery also translate to communication, dissemination, and exploitation responsibilities.

Table 14: Responsibilities by Partner Focus

Partners	Communication Responsibilities	Dissemination Responsibilities	Exploitation Responsibilities
Pilots: VRT, AHS, CSD, ONINET	<ul style="list-style-type: none"> Local stakeholder engagement and project awareness raising Sharing communication material about the project at local events Introducing stakeholders to TITAN via local meetings and workshops 	<ul style="list-style-type: none"> Share pilot results with own networks Disseminate pilot and project results to relevant orgs to stimulate interest in future adoption Promote TITAN achievements through own social media channels 	<ul style="list-style-type: none"> Provide validation evidence for solution adoption by others Provide testimonials on solution benefits Contribute to sustainability workshops with viewpoints of potential procurement
Research: DBT, IPT, VUB, UNIVDUN, UNINET	<ul style="list-style-type: none"> Experts and research communities' engagement and awareness raising Contributing to research messages campaigns Sharing communication material at conferences via stands and booths Presenting and/or mentioning TITAN during conference speeches 	<ul style="list-style-type: none"> Submit papers on TITAN to conferences/publications Published peer-reviewed open access papers on TITAN results Present TITAN at disinformation related conferences/workshops Promote TITAN achievements through own social media channels 	<ul style="list-style-type: none"> Market research and business planning to identify sustainability model for research outputs Contribute to commercialisation of results Establish a wide network of potential users interested in adopting TITAN outcomes
Tech: ENG, ATC, NCSR, SWC, VTT	<ul style="list-style-type: none"> Wider stakeholder engagement and awareness raising Contributing to technical messages for campaigns Sharing communication material at conferences Presenting and/or mentioning TITAN during conference speeches 	<ul style="list-style-type: none"> Create interactive demo of the chat agent to be used at European events Present TITAN at technical conferences/workshops Promote TITAN achievements through own social media channels Distribute press releases to disseminate key technical results 	<ul style="list-style-type: none"> Market research and business planning to identify sustainability model for technical innovations Contribute to commercialisation of results Establish a wide network of potential users interested in adopting TITANR outcomes
Other: 21C	<ul style="list-style-type: none"> European level stakeholder engagement and awareness raising Support local stakeholder awareness raising with comms materials Update communications campaigns and materials 	<ul style="list-style-type: none"> Target networks across Europe working on disinformation and similar topics Create campaigns for disseminating deliverables and results to appropriate stakeholders 	<ul style="list-style-type: none"> Packaging of non-commercial results for sustainability Support commercialisation approaches of tech partners

7.2 Responsibilities by Timeframe

To make it easier for partners to implement the consolidated Roadmap, the WP6 Lead has created time bound activities (daily, weekly, yearly) to be undertaken by partners with the support of 21c.

Table 15: Responsibilities by timeframe

When	WP7 Lead (21c)	All Partners
Daily & ad-hoc Activities	<ul style="list-style-type: none"> Publish posts related to TITAN Build presence on social media by following others and engaging with content 	<ul style="list-style-type: none"> Share, like, comment on TITAN posts Tag TITAN in any relevant posts from own organisation
Weekly	<ul style="list-style-type: none"> Use direct messages to strike up conversations and build up relationships with relevant stakeholders Contact new networks/stakeholder groups Check Dissemination Database for new opportunities and content for news Assess whether news article is needed 	<ul style="list-style-type: none"> Fill in the Stakeholder Dissemination Database to report all activities and add forthcoming opportunities
Monthly	<ul style="list-style-type: none"> Write a news article on the website to promote project achievements Update website messages and content and add any new relevant deliverables/outputs Monitor and communicate KPI status to the rest of the consortium 	<ul style="list-style-type: none"> Use pilot management calls to bring up and discuss any events/publications that may be relevant for TITAN Volunteer and contribute to website blog, event presentations and publication creation to help share results
Annual (Year 1)	<ul style="list-style-type: none"> Update the website structure Run communication campaigns Help launch the chat agent across Europe Discuss with partners the Artist engagement strategy for TITAN 	<ul style="list-style-type: none"> Review communication and dissemination collateral Take part in events and contribute to publications Take part in business and exploitation workshops by ATC
Annual (Year 2)	<ul style="list-style-type: none"> Update the website structure Run communication campaigns Review results and deliverables and target to specific stakeholders 	<ul style="list-style-type: none"> Review communication collateral Help package results for dissemination Take part in events and contribute to publications Take part in business and exploitation workshops
Annual (Year 3)	<ul style="list-style-type: none"> Run communication campaigns Ensure website contains all TITAN results in easy to access way Coordinate strategy and logistics for final event 	<ul style="list-style-type: none"> Personally, invite members of network to the final TITAN event Attend & participate in final event Send out press release via own channels

8. RISK

During communication, dissemination and exploitation there are risks that might occur. The partner leading WP6, UNINETUNO and 21c, will ensure that the number of risks will be reduced and mitigated quickly.

Table 16: Risks

No	Risk	Probability	Impact	How to mitigate the risk
1	Delay in performing and/or low impact of the dissemination activities.	Medium	High	Continuous website analytics and social media monitoring, KPI tracking, and impact evaluation of activities will be undertaken to ensure impact, and corrective actions will be taken where necessary.
2	Few or no stakeholders are willing to adopt the TITAN solution	Low	Medium	Sustainability and exploitation work begins early in and will work in conjunction with comms and dissemination to attract interest by new cities and/or organisations in TITAN methods and tools.
3	Partners do not support and contribute to communication and dissemination activities	Medium	High	Regular updates will be sent out using internal communication channel to remind partners of the importance of promoting the project. KPIs will be reviewed at monthly project meetings, and all will be involved in solutioning.
4	Pilots are busy with tech processes and do not focus enough on stakeholder engagement	Medium	High	During regular calls partners will be reminded of the importance of engaging stakeholders at every available opportunity. 21c will support all the consortium partners via its Kit for Partners that will guide and help all the consortium in sending targeted messages.
5	Stakeholders are disengaged as they find the disinformation topic too hard to understand	High	High	Use of clear 'non-consultancy' language will be used wherever possible to make materials easy to understand. Use of graphics to help convey complex information will be adopted.
6	Business modelling planning becomes difficult due to IPR issues	Low	Medium	Data and IPR management plan will be included in all versions of the Business and Exploitation Plan deliverable. Thus, any potential conflicts over IPR will be identified as early as the end of Y1, which means partners will have plenty of time to resolve them
7	A competitor solution is more attractive than TITANs	Medium	High	Market watch function will identify all or the main competitors of TITAN and present them within the SWOT framework. The aim then will be to enhance strengths and opportunities and to minimise weaknesses and threats.

9. CONCLUSION

This deliverable presents a baseline for the Sustainability and Awareness work package (WP6) in an easy-to-follow way that aligns with the project's North Star. It provided a comprehensive description of the communication, dissemination and exploitation plans of TITAN to ensure all actions and strategies work together and complement one another. This is extremely necessary for TITAN with its two very different levels of communication and dissemination: (1) project level, connecting and sharing with networks across Europe to convince people of the potential of using AI-enabled chat agents for tackling disinformation, and (2) pilot or use-case level, encouraging people to participate in co-design workshops and user testing, building their capacity to use digital tools to investigate potential fake news. It is important for all partners to refer to the projects North Star regularly, especially around communications, to ensure their work, outreach and messaging remains on track. Pilot partners in particular need to pay special attention to messaging as they work to build their co-design ecosystems with the participation of the quadruple helix (citizens, public sector, private sector, third sector).

The Annex in this Roadmap provides a first set of communication tools for (messaging, materials, approach). As a continuation of this document, 21c will release new Kits for Partners at regular intervals, providing a roadmap timeline and guidance to the consortium members on how to promote and scale awareness of the project. In addition, 21c will keep an eye and send periodic reminders to the consortium to keep the online reporting tool up to date. This will allow TITAN to keep track of all the events where the project was or could be disseminated, of projects and initiatives with which we could collaborate, and of papers that were published. The database will form the basis of planning discussions during Consortium project meetings.

To conclude, the consolidated Roadmap is a creative and continuous process, which will span the entire funding and post-project period (the latter thanks to the exploitation plan). New ideas for engagement will arise over the course of the project and these will be assimilated and adopted into the Roadmap. 21c welcomes any ideas or questions from the entire consortium at any time.

APPENDIX 1: COMMUNICATIONS KIT FOR PARTNERS

Purpose: The aim of the Kit for Partners is to provide guidance to the consortium on how to promote and scale awareness about TITAN during the project lifecycle. Following the initial release, new versions of the Kit for Partners will be made available when project needs change. Special Kits can also be prepared upon request to help pilots with ad hoc needs. The initial Kit for Partners supports awareness building as follows:

- By consolidating partners' efforts in spreading the word that the project is underway
- By providing a visually appealing comms material that generates interest in the project
- By standardising messaging on social media & other channels for greater coherence and effectiveness
- By making it easy to access communications support and messaging for own channels and opportunities

Tactics

In the coming months, awareness raising activities will rely on four main tactics:

Traditional

- Flyers: brochures/posters to leave at local events, administration offices, community areas etc.

Online

- Press Release: to be sent out to local, national, and European journalists on first achievements
- Newsletter: special edition focusing on the launch of the project and then every quarter or six months showcasing recent achievements
- Blog: short blogs on the benefits of AI-enable conversational agents for tackling disinformation

Social media

- Twitter (@TITANthinking): weekly communication of key messages
- LinkedIn (TITAN Thinking): ad hoc updates on outputs and results

Networking

- Piggybacking: ask relevant networks and other organisations to promote the project
- Local and European events: use the TITAN slide deck and postcards/brochures
- Amplification: Tweet at every event and write a short post about the experience so that it can be published on the TITAN website and shared through other channels

8 Month Roadmap

This roadmap is a living document, new tasks and opportunities will be taken on board when they arise. This table is just a current snapshot.

Table 17: 8 Month Comms & Dissemination Roadmap

Date	Activity	Lead	Material
Jan	Create TITAN social media awareness campaign	21c	SM Graphics
	Reach out and make introductions to key networks	21c	Email
	Submit speaker submission for Smart City World Expo	21c	Application

	Update website	21c	Website
	Support pilots with stakeholder engagement (WP3)	21c	Posters, Graphics
	Start creating explainer video for TITAN	21c	Video
Feb	Identify publication opportunities	DBT, IPT, VUB, UNIVDUN	Database
	Start first awareness raising social media campaign	21c	Graphics
	Finalise and disseminate explainer video	21c	Video
	Reach out to other call initiatives to start new cluster	21c	Email
	Explore first event with new cluster	21c/ENG	Email
	Reach out to EDMO to be included in annual conference ¹⁸	ATC/ENG	n/a
Mar	Disseminate outcomes of the first cocreation website	21c/DBT	Blogs, Videos
	Work on agenda and promotion for Cluster event	21c/ENG	Save the Date
	Send out Spring newsletter	21c	Newsletter
	Create short explainer video about critical thinking	21c	Interviews
	Review upcoming disinformation conferences	21c	Blog
	Submit conference applications (SCEWC / EWRC / EDMO)	21c	Database
April	Plan campaign around D3.1 Cocreated Design Principles	21c	Social media, blogs
	Update awareness campaign with new material	21c, All	Networks
	Promote cluster conference	All	Social Media
	Create and share policy brief based on cluster roundtable	21c	Policy Brief
May	Promote cluster conference	All	Social Media
	Prepare TITAN content for Cluster conference	21c/All	Campaign
	Develop infographic for the design principles	21c	Infographic
	Write press release to share key findings	21c	PR
	Attend EDMO annual conference	TBD	TBD

¹⁸ [EDMO 2023 Annual Conference – EDMO](#)

June	Create video based on D3.1 results	21c	Video
	Create blog post with key findings from D2.3	21c	Blog
	Start preparations for autumn conference season	21c/All	Event
	Review messaging & comms material for next 6 months	21c	Comms Kit
	Run cluster conference at the end of the month	21c/ENG/All	Event
July	Create press release about the Cluster event	21c/ENG	PR
	Write policy brief based on outcome of Cluster conference	21c/ENG	Brief
	Disseminate results of cluster meeting	21c/All	Video, Social Media etc.
	Send out Summer newsletter	21c	Newsletter
Aug	Plan dissemination campaign around D1.3 and D2.1	21c	Blogs, Social Media etc
	Revise message trees ready for shift into new phase	21c	Kit for Partners
	Prepare for autumn conference season	21c/All	TBD
Sept	Revisit stakeholder journeys	21c	Strategy
	Key Exploitable Results (KER) meeting and group creation	ATC	Meeting
	Plan for promotion at SCEWC Barcelona	21c/ENG	TBD
Oct	Create video/infographic for D2.1	21c	Infographic/video
	Start next phase of dissemination campaigns	21c	TBD
Nov	Send out Autumn newsletter	21c	Newsletter
	Finalise initial KER forms		Strategy
Dec	Review and revamp website	21c	Website
	Plan exploitation strategy for year ahead	ATC/21c	Strategy

Responsibilities

All partners are encouraged to make frequent use of different channels to promote the project.

Use Social Media

Please use the project Twitter handle **@TITANthinking** in your tweets to alert 21c to your post, and **@REA_research** to alert the Commission. We will reshare to amplify impact. Including the hashtags #H2020 #Disinformation #AI will make your post more likely to be engaged with by the European Commission. Please follow the project and retweet and comment on the project posts you see.

Write News Articles

Every partner is responsible for regularly providing original short blog posts/news articles for the website based on elements of their work related to TITAN. 21c will reach out directly to request your contributions, but please be proactive in this regard and come forward with ideas and news as soon as it happens. You can choose to be named as an author, or have the posting under the general TITAN name.

Report on Events

If you attended an event and talked about TITAN as a panellist, speaker, presenter or even casually to someone (networking), please report it in the [Dissemination Dashboard](#) and email susie@21cconsultancy.com and laura@21cconsultancy.com adding a few paragraphs about your experience and a photo. We will then create a blog from this information and may also include it in the newsletter. Add New Events If you know of any future events that are relevant to TITAN, please add them to the same database.

Report on Publications

If you or someone you know published an article about TITAN, please report it via Email. Everything counts: blogs, books, scientific papers, social media posts, newsletters, TV appearances, podcasts.

Messaging and Materials

When communicating with the target audience, it is important that we use consistent messaging across the different channels. In crafting our messages, we should also consider the needs of (a) the various project stages and support corresponding project activities as much as possible, and (b) the backgrounds of our target audiences. As a rule of thumb messaging should aim to avoid ‘consultancy speak’ wherever possible so project content is as inclusive as possible. Partners are free to make their own posts on social media tagging @TITANthinking so the Communications Team can spot posts and comment/re-share to amplify impact. Alternatively, adoption of the messages and/or graphics below can be recycled. The list is non-exhaustive and will be updated in future versions of the Kit for Partners.

General Awareness Messages

As the project is in very early stages, TITAN must raise awareness both locally and at a European level about the concept of disinformation and the need to tackle it. Social media campaigns will leverage high level messages and start building interest using a number of different techniques to appeal to a wide range of motivations, e.g.


- Learning: Extend your knowledge...
- Social: Join our campaign...
- Altruism: We need your help...
- Contribution: Make a difference, contribute to...

The first social media campaign is centred around the tagline ‘Time for a reality check...’ which plays on the fake news angle as well as the need to act now. Please feel free to leverage the images in the kit or create your own following the theme.


EXAMPLE USER MESSAGES: European Level Awareness Raising

All graphics can be found in the Communications Folder on Teams.

Together we can make Europe a more trusted and truthful place. Join TITAN today and make a difference >>
TITANthinking.eu #disinformation #makeadifference #AI #fightfakenews #H2020



TITAN




Time for a reality check...

Don't be fooled by fake news

AI can help you get your facts straight. Join TITAN and find out how you can help co-create a more truthful future.

www.TITANthinking.eu



Care about the content you consume? We need you. Join TITAN and help co-create a solution to tackle disinformation online ... >> TITANthinking.eu #disinformation #makeadifference #AI #fightfakenews #H2020



TITAN



Time for a reality check...

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Join TITAN and find out how you can help co-create a more truthful future.

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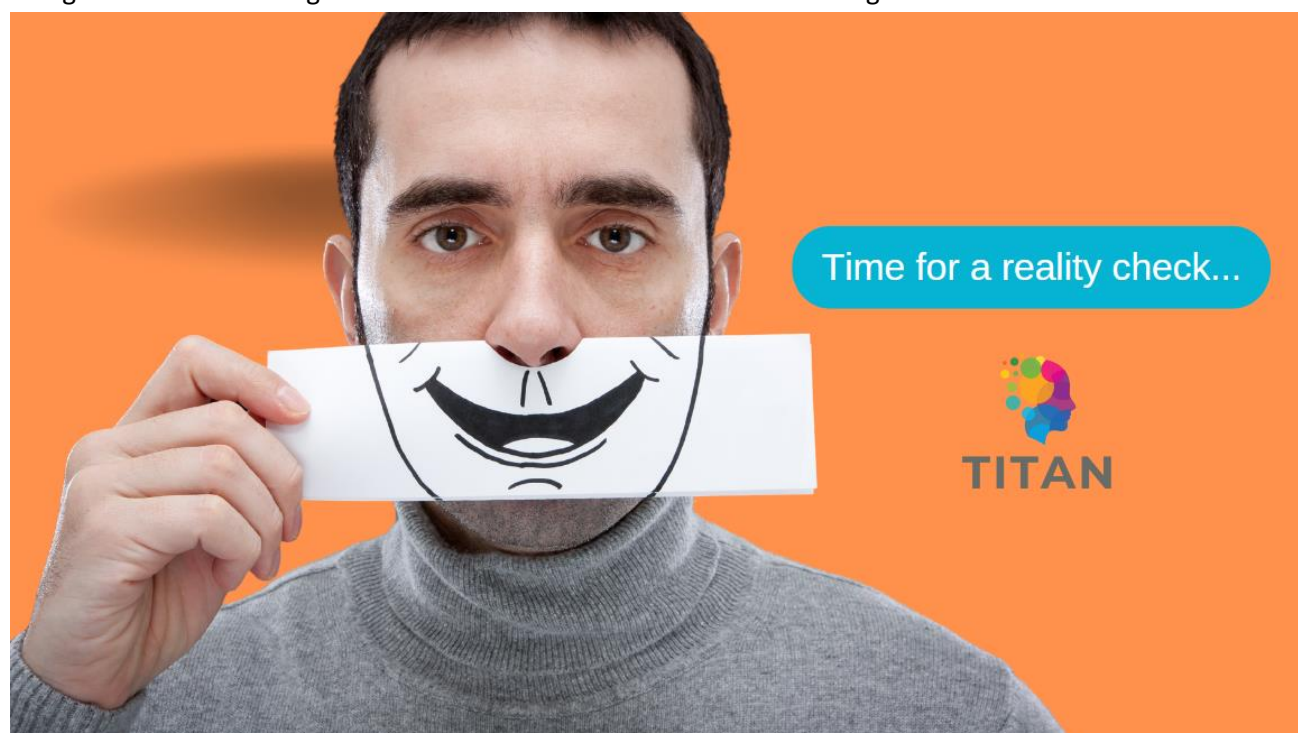
Don't be fooled by fake news. Ensure you can trust what you see and read. >> TITANthinking.eu
 #disinformation #makeadifference #AI #fightfakenews #H2020 @REA_research



It's time for a reality check. TITAN's AI enabled chatbot can support your quest for the truth. Find out more
 >> TITANthinking.eu #disinformation #makeadifference #AI #fightfakenews #H2020



74% of global news consumers are worried about fake news¹⁹. TITAN's AI can help them get their facts straight. >> TITANthinking.eu #disinformation #makeadifference #AI #fightfakenews #H2020



TITAN advances the fight against fake-news with an AI enabled conversational chatbot which supports critical investigation skills in news consumers. >> TITANthinking.eu #disinformation #makeadifference #AI #fightfakenews #H2020



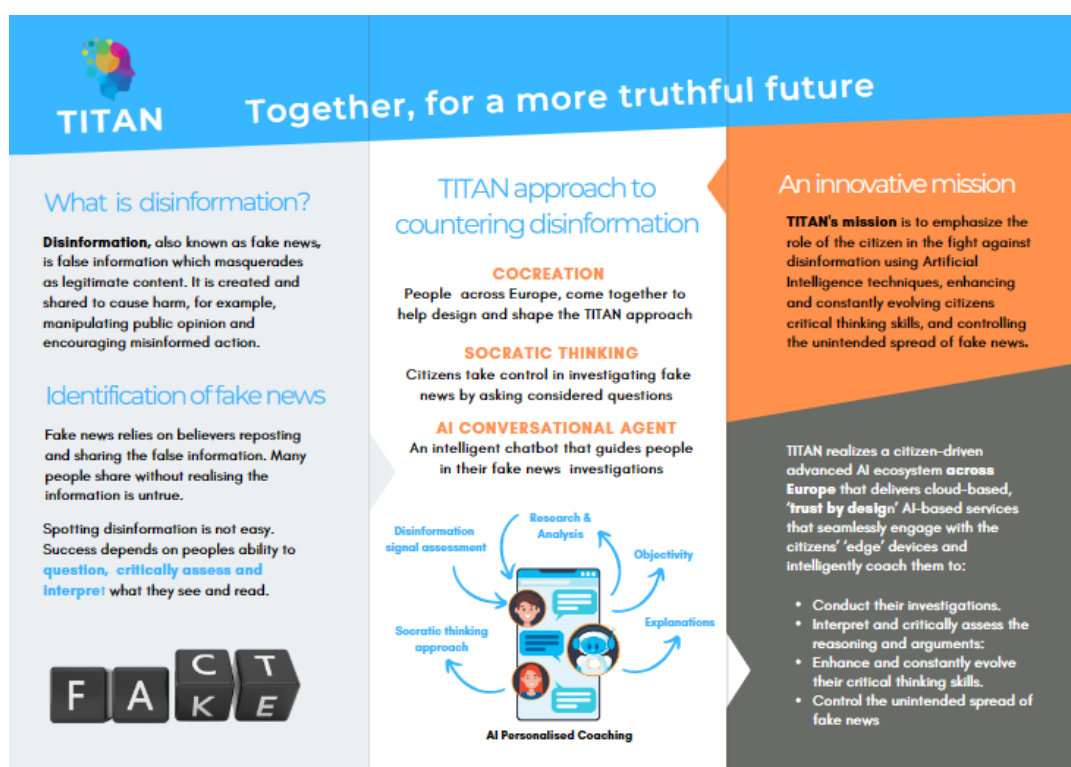
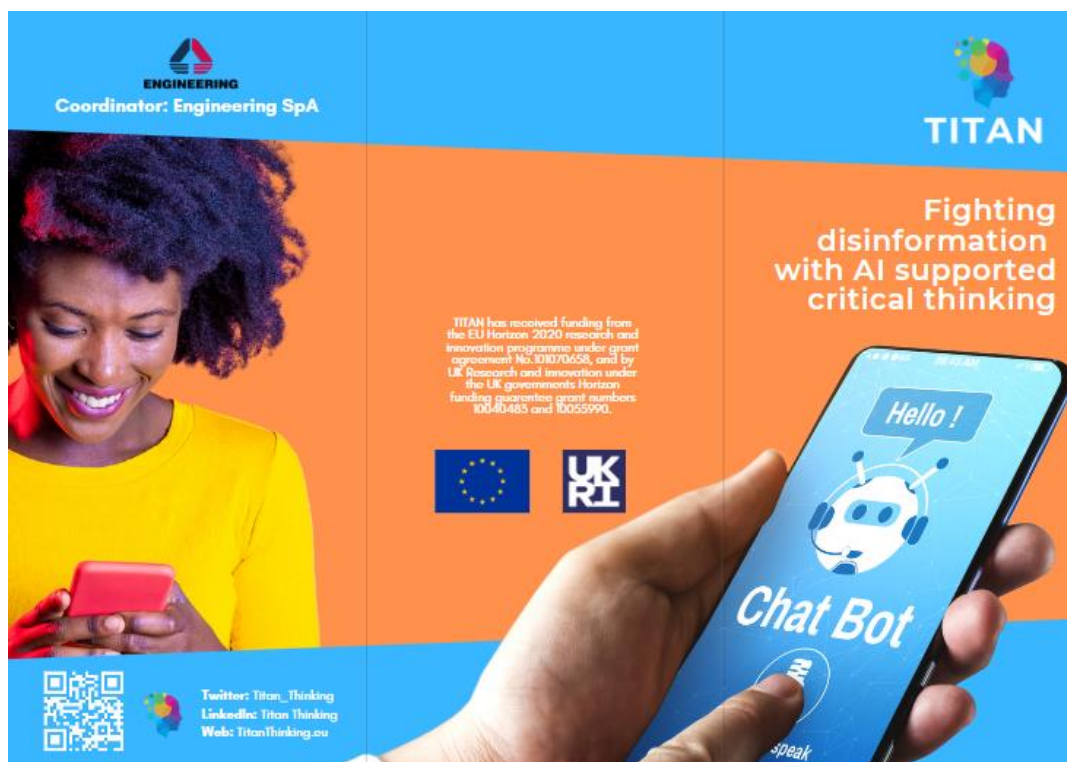
¹⁹ Fake news worldwide - statistics & facts | Statista

CONFERENCE/EVENT Materials: European Level Awareness Raising

All graphics can be found in the Communications Folder on Teams.


Tri-Fold Brochure

The general awareness raising brochure aims to explain TITAN in non-consultancy language. A larger brochure focusing on use cases and all project partners will be created as results are achieved. Photos can be replaced to personalise the brochure more to the event/ target audience that it is being used with.



European Commission Poster

TITAN's project officer requested a project poster that could be used to communicate TITAN within the Commission.



Fighting disinformation with AI tools and critical thinking

Disinformation aims at shifting citizens' attention away from accuracy and critical thinking. Identifying disinformation depends not only on understanding whether factual statements are true but also on citizens' ability to interpret and **critically assess the arguments and reasoning** provided in support of their conclusions.

To weaken disinformation campaigns, we not only need to make verification technology available, but also need to find ways to **actively involve citizens** in the fight against disinformation.


TITAN goes beyond offering trusted tools that help the citizen to identify specific instances of "fake news" to realise an **AI-based Citizen Coaching Ecosystem**.

In this way it is possible to empower the citizen to arrive at their **own logical conclusions about the factual correctness** or reliability of a statement and to control the citizen's unintended spreading of fake news.


TITAN's mission is to emphasize the role of the citizen in the fight against disinformation using Artificial Intelligence techniques, enhancing and constantly evolving citizens critical thinking skills, and controlling the unintended spread of fake news.

TITAN realizes a citizen-driven advanced AI ecosystem **across Europe** that delivers cloud-based, 'trust by design' AI-based services that seamlessly engage with the citizens' 'edge' devices and intelligently coach them to:



- Conduct their investigations.
- Interpret and critically assess the reasoning and arguments.
- Enhance and constantly evolve their critical thinking skills.
- Control the unintended spread of fake news






AI Personalised Coaching



Coordinator: Engineering SpA

 **Twitter:** Titan_Thinking
 **LinkedIn:** Titan Thinking
Web: TitanThinking.eu

Duration: 01 Sept 2022 - 31 Aug 2025

 **ENGINEERING**



TITAN has received funding (€5,734,395.00) from the EU Horizon 2020 research and innovation programme under grant agreement No.101070658, and by UK Research and Innovation under the UK governments Horizon funding guarantee grant numbers 10040483 and 10055990.

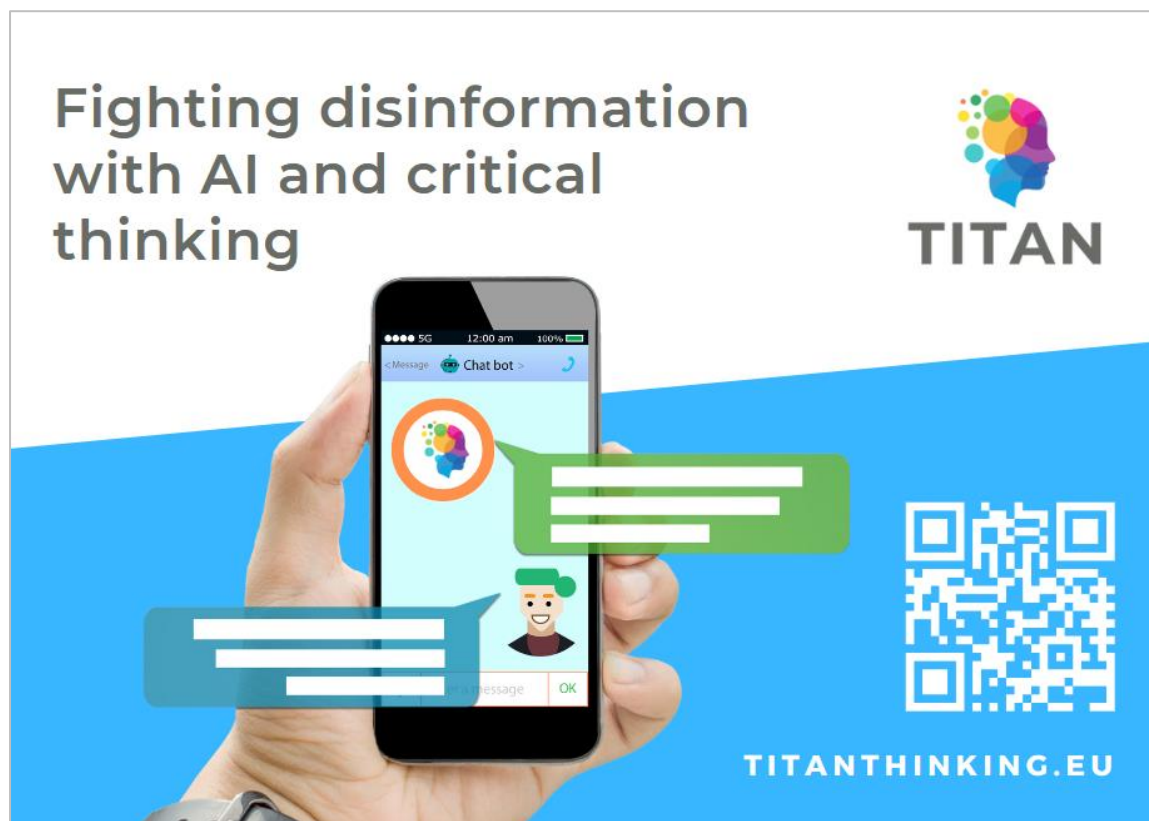
Roll up Banner

A retractable banner can be printed for use at conferences and workshops to advertise TITAN.



Postcard

Postcards are a convenient way to promote TITAN using a QR code and key messages without needing a lot of printing. The smaller size makes them cheaper to print and easier to carry to events.



Its time for a reality check...

Disinformation is false information which masquerades as legitimate content. It is created and shared to cause harm.

TITAN's AI enabled **Conversational Agent** guides people in investigating content, builds their **critical thinking skills**, and supports them as they come to their own logical conclusions about what is true or false.

Join us in stopping the spread of false information and help shape a more truthful future.



Titan_Thinking



Titan Thinking



TitanThinking.eu

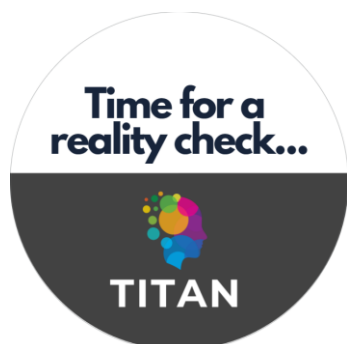
Consortium Lead
Engineering Ingegneria
Informatica S.p.A



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Formats can be adapted along with messaging for specific events.



Master Slide Deck


This is a living deck that will be changed and adapted on a regular basis as the project evolves. The images here will not be the latest version.


How to use this deck

You are welcome to use the slides in this deck within your presentations. This deck provides a basic storyline about TITAN which you can add to and embellish with your own expertise.

Please make a copy before changing. It is a living document and will be updated regularly (e.g., with engagement, interface and tech information as results come out of the project).

Save your presentations in this folder for all to access/reference so all can benefit from your work.



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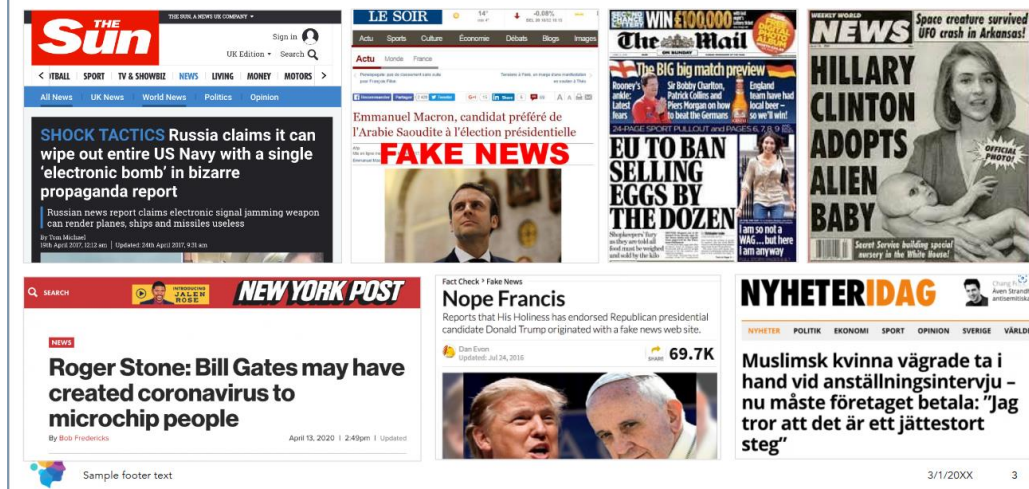
TITAN

Presentation title

Presenter name



Do you believe everything you read online?



Disinformation is all around us creating confusion

- 4 in 5 people believe they've been exposed to fake news
- All believed the content was real

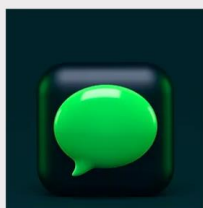
Source: [IPSOS 2019](#)



To combat, people need to be able to recognise disinformation before they share it with others



TITAN advances the state of the art in countering disinformation



Conversational Agents
Beyond rules, towards multi-signal memory



Trusted Machine Learning
Edge artificial intelligence and federated learning



Adaptive Artificial Intelligence Tools
Disinformation signals and datasets



Critical Thinking Mastery Assessment
Through a novel learning approach

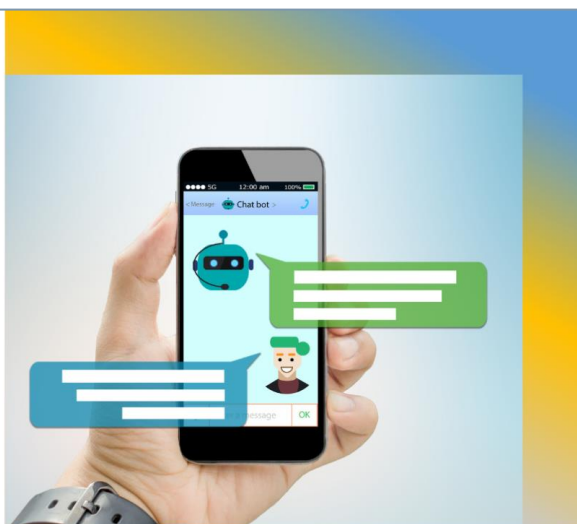


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Our solution empowers people to examine the facts they read online through a logic driven investigation using a **personalised AI-coach**



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A Socratic thinking approach ensures **citizens take control in investigating** false information by asking the right questions



- Conversational technique from the Greek philosopher, Socrates
- Participants make assertions about a topic and investigate them with logical questions
- Critical thinking is stimulated enabling the participants to come to their own conclusion about content accuracy

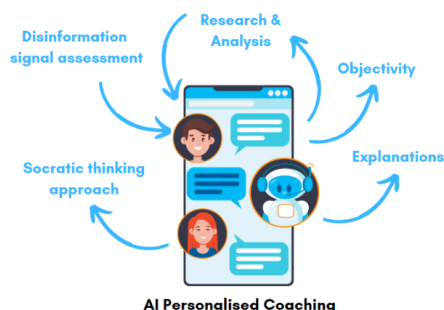


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An **AI agent** poses simple, specific questions to guide the user in finding evidence to better help them understand the content being explored.



- Enables people to conduct their **own investigations** individually or in collaboration with others
- **Raises ability** to interpret and critically assess the reasoning and arguments involved
- **Enhances and constantly evolves critical thinking** skills for better detection of disinformation

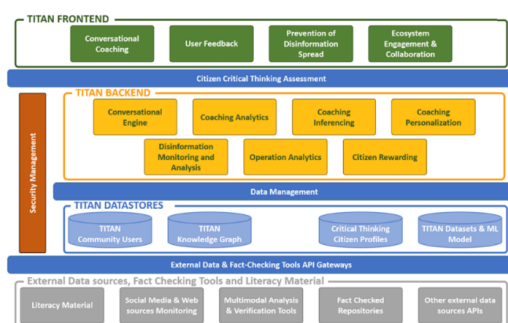


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And is built using a **platform** approach: It's not just creating new technology, it's instigating a new mindset, **a new way of thinking**



- Focuses on user experience and personalised needs
- Orchestrates an ecosystem around countering disinformation
- Deployed iteratively and tested with real users across Europe

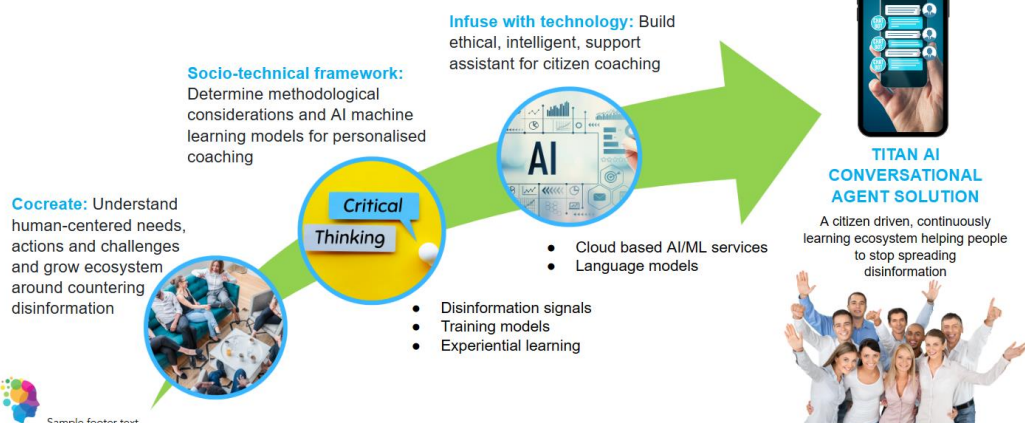


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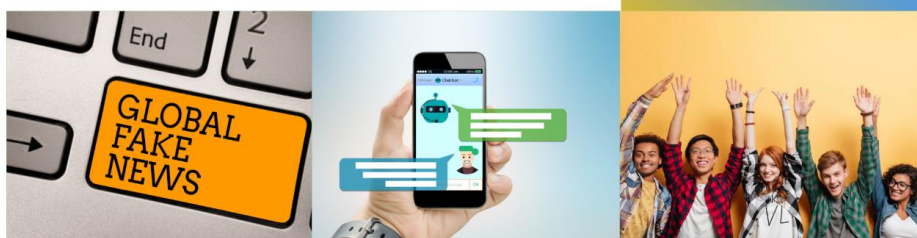
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Together we can create a more truthful Europe



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Thank you

Presenter name
Email address
Website address



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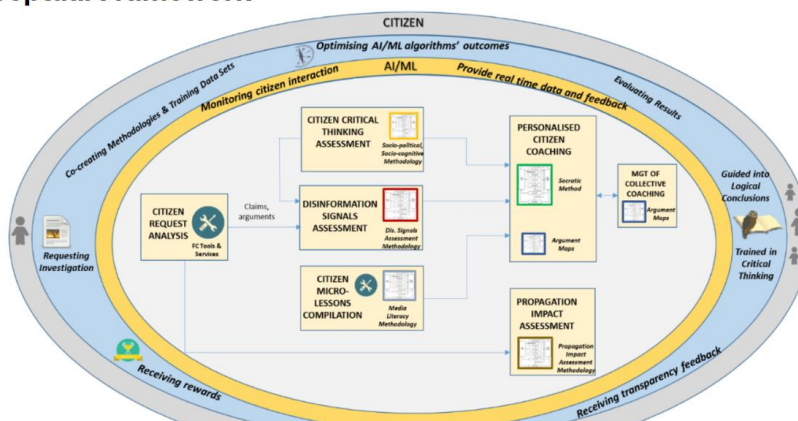
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Appendix Slides



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Conceptual Framework



Sam

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Expert Consortium

TITAN brings together 14 partners from 8 European countries (Italy, Belgium, Greece, Poland, Bulgaria, Finland, Denmark, UK) with expertise from AI and ethical algorithm skills, argumentation mapping and psycho-cognitive expertise, to co-creation, Socratic methodology, ecosystem building, collaboration tools and system integration.

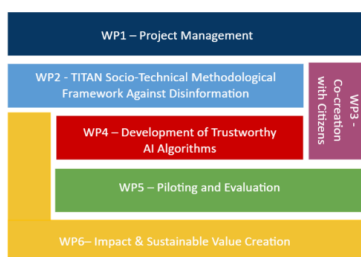


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Work Packages



- WP1** - Project management
- WP2** - Socio techno framework against disinformation
- WP3** - Citizen co-creation sessions
- WP4** - TITAN ecosystem and platform
- WP5** - Piloting and evaluation
- WP6** - Impact and sustainable value creation

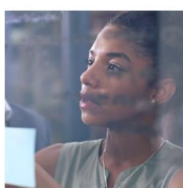


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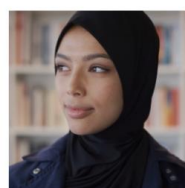
Use Cases



1. Towards a fact checking state of mind



2. Erosion of trust towards institutions



3. Misinformed Migrant perception in the EU



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