

AIGOV

Implementing ethical, trustworthy and fair Artificial Intelligence Systems in Public Sector

D4.2 Dissemination, communication & stakeholders engagement plan

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Abstract:	This deliverable describes the planned dissemination, communication and stakeholders engagement activities to promote the project outcomes within the project's target groups and stakeholders.
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Table of Contents

DELIVERABLE FACTSHEET	2
TABLE OF CONTENTS.....	3
LIST OF TABLES	4
LIST OF ABBREVIATIONS.....	5
EXECUTIVE SUMMARY	6
1 INTRODUCTION	7
1.1 SCOPE.....	7
1.2 AUDIENCE.....	7
1.3 STRUCTURE.....	7
2 STAKEHOLDERS AND TARGET GROUPS	8
2.1 TARGETED GROUPS FOR DISSEMINATION	8
2.1.1 <i>AIGOV Target Groups</i>	9
3 DISSEMINATION ACTIVITIES	10
3.1 PROMOTIONAL MATERIAL	10
3.1.1 <i>Website</i>	10
3.2 SOCIAL MEDIA.....	10
3.2.1 <i>AIGOV media accounts</i>	10
3.2.2 <i>Github account</i>	11
3.3 EVENTS AND NETWORKING	11
3.3.1 <i>Self-organised events</i>	11
3.3.2 <i>Participation in events organised by others</i>	11
3.3.3 <i>Participation in H2020 and EC events</i>	12
3.3.4 <i>Synergies with other projects</i>	12
3.4 PUBLICATIONS	12
3.4.1 <i>Articles and reports</i>	12
4 EXPLOITATION.....	14
4.1 RELATIONSHIP BETWEEN DISSEMINATION AND EXPLOITATION.....	14
4.2 DEFINITION OF EXPLOITATION.....	14
4.3 HIGH LEVEL PLAN	14
4.4 MARKET ANALYSIS	15
4.5 BUSINESS MODELS	15
4.6 BRANDING OF RESEARCH RESULTS.....	15
5 MEASUREMENT CRITERIA FOR SUCCESS	16
6 CONCLUSION.....	17
REFERENCES	18

List of Tables

TABLE 1 PROPOSED INTERNATIONAL CONFERENCES TO PRESENT AIGOV	11
TABLE 2 INDICATIVE LIST OF ACADEMIC JOURNALS	13
TABLE 3 MEASUREMENT CRITERIA OF PLANNED DISSEMINATION AND EXPLOITATION ACTIVITIES	16

List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

<i>Abbreviation</i>	<i>Description</i>
AI	Artificial Intelligence
EC	European Commission
PA	Public Administration
WP	Work Package

Executive Summary

The objective of the AIGOV project is to facilitate the implementation of fair, ethical, trustworthy, and robust, both from a technical and social perspective, Artificial Intelligence (AI) systems in Public Administration (PA) with a focus on users and those who may be affected.

Work Package 4 (WP4) is responsible for maximising the awareness of AIGOV among the project's stakeholders (e.g., public authorities, policy-makers, citizens, etc.) and other interested parties.

This document is the second deliverable of WP4, entitled D4.2 "Dissemination, communication & stakeholders engagement plan". The purpose of this deliverable is to determine the activities to be carried out to disseminate as widely as possible the outcomes of the project and to ensure the results of the project are exploited effectively.

1 Introduction

The aim of this section is to introduce the background of the work pursued with Task4.2 “Dissemination & Communication Planning, Monitoring & Related Activities” of the AIGOV project. The scope and the objective that the current document has set out to achieve are presented in sub-section 1.1. The intended audience for this document is described in sub-section 1.2 while sub-section 1.3 outlines the structure of the rest of the document.

1.1 Scope

The present document is the deliverable “Dissemination, communication & stakeholders engagement plan” (henceforth, referred to as D4.2) of the AIGOV project. The objective of the dissemination and communication activities is to maximise the impact of the project on the planned project's target audience. To achieve this impact, the project must ensure that its target audience are aware of the work and are properly enabled to use it for the objectives set out in the project proposal.

1.2 Audience

The audience of this document are citizens, public authorities, businesses, and anyone else interested.

1.3 Structure

The structure of the document is as follows:

- Section 2 presents the stakeholders and target groups
- Section 3 gives an overview of all the dissemination activities
- Section 4 presents the exploitation strategy
- Section 5 presents a list of measurement criteria to assess the success of the dissemination process
- Section 6 concludes this deliverable

2 Stakeholders and target groups

The AIGOV project is aimed at to facilitate the implementation of fair, ethical, trustworthy, and robust, both from a technical and social perspective, Artificial Intelligence (AI) systems in Public Administration (PA) with a focus on users and those who may be affected.

The target groups are described below in Section 2.1. We will be communicating on a regular basis to report the project's progress and to gather feedback from their perspective regarding their needs and wishes.

2.1 Targeted groups for dissemination

The target groups have been selected based on the objectives of the Project Proposal (1.1 Proposal objectives and challenges). To summarise, the objectives are:

- Define the AIGOV ecosystem that will enable the ethical, trustworthy, and fair implementation of AI technologies in the public sector through the identification of all key stakeholders involved across all the steps of the AI adoption along with their respective roles.
- Enable public administrations to access robust, accurate data, in a manner that maintains privacy and conforms to societal and ethical norms by defining the AI Government Data Value Cycle.
- Duly take into consideration and proactively tackle and address all societal, organisational, ethical, legal, economic and technical aspects and implications that can be raised for public administrations when adopting AI technologies in public service provision through the proper design and delivery of the AIGOV Framework for trustworthy, fair and accountable AI in the public sector.
- Facilitate public administrations to transform existing processes and organisational structures as well as to improve public servant skills by delivering the AIGOV Transformation and Adoption Framework.
- Demonstrate and evaluate the applicability and effectiveness of the resulted frameworks comprising scientific methods, guidelines, and tools for the ethical, trustworthy, and fair implementation of AI in public administration. The Region of Central Macedonia, which is a Collaborating Organisation in this project, will contribute towards this end.
- Raise awareness on the ethical, trustworthy, and fair implementation of AI in the public service provision by ensuring the wide communication and dissemination of the innovative AIGOV results to public administrations, academia, international organisations, and of course to the wider public.
- Facilitate and contribute to the wide exploitation of AI in all levels of through the efficient exploitation and business planning of the AIGOV frameworks, methods, guidelines and tools.

A list of members of each target group will be created and maintained. This procedure is being done using the 'Snowball Method' (Goodman 1961): an approach based on spreading information by connections in a network. The industrial and academic networks of the partners will be used to find

potential conferences, workshops, governmental meetings and standard bodies. This information is the basis for the dissemination activities described in the section 3.

Section 2.1.1 describes each target group in more detail.

2.1.1 AIGOV Target Groups

According to the objectives of the project and the expected use of the project results, we identified 5 target groups. However, this list of stakeholders is not exhaustive since it will be updated based on WP1 and, specifically, T1.2 “Stakeholders’ needs and data sources” which will identify all relevant stakeholders and will also describe their roles.

2.1.1.1 Public Sector

In this group, we identified politicians, public authorities, and civil servants. Politicians are important because they make decisions about policy. The dissemination strategies for them are to create awareness of the fair, ethical, trustworthy, and robust AI in the Public Sector, the potential benefits and risks.

The public authorities are on a tactical level of the government: they are responsible for implementing policies and operating services. They act as consultants for the politician due to their knowledge and experience on the technical perspective and implementation on the Public Sector. For this group, the dissemination strategies are to advertise and convince about the benefits of fair, ethical, trustworthy, and robust AI and AIGOV results by regularly sending the reports of deliverables and evaluation of the project.

2.1.1.2 Citizens

Citizens are using public services in their daily life. AI facilitates delivering better, faster, and more effective public services for the benefit of citizens, hence citizens are interested in being aware of AI benefits. Citizens also participate in policy formulation, implementation and evaluation.

2.1.1.3 Businesses

Businesses are interested to create economic value from creating value added products based on the exploitation of AI based on available data, hence they are interested in knowing potential benefits and risks of AI-based solutions.

2.1.1.4 Software Developers

The dissemination strategies for them are to give high quality tutorials and examples of applying fair, ethical, trustworthy, and robust AI in various domains of the public sector.

2.1.1.5 Academics

Researchers use AI to understand and describe phenomena in science, drawing conclusions about those phenomena. AIGOV can assist researchers in their studies. In addition, AIGOV will publish articles in academic publications disseminating the project to researchers.=

3 Dissemination activities

This section describes the strategies to communicate with the targeted groups described in section 2.

The section is divided into four main sections. The first section describes the promotional materials such as logo, leaflet, stickers and project factsheets. The second describes the online and electronic activities planned for the targeted groups based on the promotional materials created and participation on the planned social media. The third describes the presentational activities including events such as conferences, own workshops and group participation in discussions with regulatory organisations and standardisation bodies. The fourth section describes the planned approach to publications.

3.1 Promotional material

The promotional materials are to assist us in drawing attention to the project and to explaining to our target groups what we plan to achieve.

3.1.1 Website

The main project website is at <https://aigov-elidek.github.io/> and will be maintained and extended throughout the project. The online presence of the project must convey commercial quality, academic rigour, and trustworthy and authoritative professionalism.

The technical approach to the website will be based around the use of Github for hosting and content management. It was chosen to be flexible enough to match diverse goals and skills of the partners; support a collaborative authoring process; be free or involve minimal costs; and to require minimal maintenance or technology overhead. Google Analytics will be used to monitor the website use.

The web presence of the project includes:

- The main project website, to publicise and disseminate the project activities;
- Hosting for reports, papers, articles and other documents;

3.1.1.1 Public project deliverables on the Website

The Project Proposal lists the deliverables that the project will produce. All public deliverables will be available via the project website.

3.2 Social Media

3.2.1 AIGOV media accounts

The project Twitter name: [@AIGOV_elidek](https://twitter.com/AIGOV_elidek). Our objective is to have 100 people following this account on the end of the project.

In addition, researchers should use their own social media accounts to publicise the project. The consortium will use a project hashtag (provisionally #AIGOV) for related posts.

The aim is to have at least one post per month in Twitter.

3.2.2 Github account

A Github 'Organisation' has been set for the project (AIGOV-elidek). This can be used to publish documents relating to the project, as well as providing the technical basis for the project website.

3.3 Events and Networking

3.3.1 Self-organised events

3.3.1.1 Workshops

Three (3) workshops will be organised during AIGOV project's lifecycle. The workshops will be organised in the premises of the Hosting and the Collaborating Organization.

These workshops will be used to communicate with the stakeholders of the project in order to elicitate input for the creation of the AIGOV Ecosystem. The workshops will be also used to demonstrate and present project results. Information related to the workshops will be made public via website, and social media. Target participants will be aligned with target groups presented in section 2.

3.3.2 Participation in events organised by others

3.3.2.1 Conferences

The project plans to be represented at relevant conferences, to publicise project results (via presentations, and other materials) and to keep up to date with the state of the art.

A list of candidate conferences to attend is presented in Table 1. It is an objective of the project to attend two international conferences during AIGOV project's lifecycle.

<i>Event</i>	<i>Topic</i>	<i>Date (2023)</i>	<i>Location</i>
EGOV-CeDEM-ePart 2022	e-Government	5-7/09/2023	Budapest, Hungary
Digital Government Society (DGS)	e-Government	18-22/06/2023	Tartu, Estonia
International Conference on Theory and Practice of Electronic Government (ICEGOV)	e-Government	N/A	N/A
European Group for Public Administration (EGPA) Annual Conference	e-Government	N/A	N/A
European Conference on Information Systems (ECIS)	Digital technologies	11-16/06/2023	Kristiansand, Norway
International Conference on Information Systems (ICIS)	Digital technologies	10-13/12/2023	Hyderabad India
International Conference on eDemocracy & eGovernment (ICEDEG)	e-Government	03-05/04/2023	Quito, Ecuador
The European Chatbot & Conversational AI Summit	AI	08-09/03/2023	Online

Table 1 Proposed international conferences to present AIGOV

3.3.3 Participation in H2020 and EC events

AIGOV researchers will take part in seminars and conferences organised by the European Commission (EC) or EC-funded projects and will try to exploit corresponding synergies with other participants.

3.3.4 Synergies with other projects

AIGOV researchers will try to develop a network with at other relevant research projects in order to share knowledge and create awareness.

3.4 Publications

3.4.1 Articles and reports

3.4.1.1 Academic publications

It is planned in accordance with the Project Proposal to write 2 scientific publications in prestigious journals. Table 2 is an indicative list of academic journals based on the list in the Project Proposal. This list will be maintained and extended with contributions from consortium partners.

<i>Name of Journal</i>	<i>Publisher</i>	<i>Impact Factor (2022)</i>
Government Information Quarterly	Elsevier Ltd.	7.279
Knowledge and Information Systems	Springer London	2.822
European Journal of Information Systems	Taylor and Francis Ltd.	4.344
IEEE Intelligent Systems	Institute of Electrical and Electronics Engineers Inc.	3.405
MIS Quarterly	Management Information Systems Research Center	7.198
<i>Transforming Government: People, Process and Policy</i>	Emerald Group Publishing Ltd.	3.333
<i>Information Policy</i>	Penn State University Press	1.056
<i>Journal of Service Theory and Practice</i>	Emerald Group Publishing Ltd.	3.415
<i>Journal of the ACM</i>	Association for Computing Machinery (ACM)	1.741
<i>Public Administration</i>	Wiley-Blackwell Publishing Ltd	3.72
<i>Electronic Government</i>	Inderscience Enterprises Ltd.	1.409
<i>International Journal of Electronic Government Research (IJEGR)</i>	IGI Publishing	1.64
<i>Public Administration Review</i>	Wiley-Blackwell	5.257

<i>Journal of Public Administration Research and Theory</i>	Oxford University Press	7.0
<i>American Review of Public Administration</i>	SAGE Publications Inc.	3.024
<i>Governance</i>	Wiley-Blackwell Publishing Ltd	3.838
<i>Local Government Studies</i>	Routledge	2.726

Table 2 Indicative list of academic journals

4 Exploitation

4.1 Relationship between Dissemination and Exploitation

Dissemination and exploitation activities should be coordinated to maximise the impact of the project, both during the project and after it finishes. The plan should be designed with the following questions in mind:

- what do we want people outside the project to do?
- what do they need to know in order to do that?
- who do we want to target?
- what messages do we want to communicate?
- how do we get our message across?

We note the guidelines:

4.2 Definition of Exploitation

Based on the guidelines from the European IPR Helpdesk on Exploitation and Dissemination plans in Horizon 2020 projects¹, we define Exploitation as follows:

«ensuring that the research results are implemented and have an impact on the market, on future developments and on policy making»

We should ensure that the new knowledge developed by the project leads to innovation and aim to maximise the economic impact of the project activities. Particular attention should be paid to business opportunities and possible approaches to commercialisation.

4.3 High level plan

The project proposal identified the following main exploitation activities:

- the identification of the innovative exploitable **assets** of the project, i.e., conceptual solutions, ecosystem, frameworks, which AIGOV will deliver,
- the conduct of a thorough **market analysis** which will aim at the identification of the market towards which AIGOV is targeted, its segmentation, the positioning of current competitors and all corresponding emerging trends,
- the definition of a range of commercial and non-commercial exploitable **business models**,

¹ https://www.iprhelphdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

- the **evaluation of the sustainability and viability of these possible business models** and alternative solutions that may be followed for the provision of the project solution and services to the identified stakeholders, including licensing schemes, pricing, etc., and
- the validation of the aforementioned exploitation activities through the development of an AIGOV **business models**.

4.4 Market Analysis

T4.3 “Clustering in Public Administration” is planned to run from Month 4 to Month 30 of the project. It will lead to identification of the main target groups for exploitation and a strategy for maximising the project impact. It will consider:

- What kind of needs does the project respond to?
- Which problems do the project outputs solve?
- Review of the state of the art and how the AIGOV solutions improve on existing approaches
- Who will use the project results?
- What benefits will be delivered and what economic impact will they have?
- Analysis of the context in which AIGOV outputs will be applied; who are the most important participants in applying the new knowledge and what are their roles
- How should AIGOV be positioned in the market?

4.5 Business Models

Task 4.1 “AIGOV Business Models” runs from Month 1 to Month 36.

Based on the results of the market analysis, this task will identify potential niche markets and define services for these markets. The Business Model Canvas methodology will be used to present the AIGOV business models.

4.6 Branding of Research Results

This task will integrate the results of the Market Analysis and the Business Model development. It will provide the basis for delivering innovative products and services based on AIGOV findings and developments and determining how to maximise the benefits and impact of the project.

5 Measurement criteria for success

Table 3 presents the identified measurable criteria for success of the dissemination activities.

The responsible members will measure the activities on a monthly basis. The results will be collected on a quarterly basis to analyse what works properly and what is not working on the expected level based on the Project Plan.

<i>Objective</i>	<i>Actions required</i>	<i>Target</i>
Create the project's graphical identity	Graphical design of the project website	1 web site
	Design the documents and the presentations templates	1 template for project reports and presentations
Create the project's online identity	AIGOV website statistics	100 monthly visits (Year 1 and 2). 200 monthly visits (Year 3).
	Twitter	At least 1 post per month. 100 total followers on the AIGOV Twitter account.
Create document materials to inform the community about the research results of the OGI Project	Scientific publications	2 scientific publications in journals presented at Table 2
	Presentation in Conferences	2 scientific publications in high-quality conferences presented at Table 1.
Establish networking activities	Participation in conferences, workshops, trade fairs, exhibitions and other events.	4 such interventions are foreseen during the project's lifetime.
	Synergy with other projects	2 synergies targeted

Table 3 Measurement criteria of planned dissemination and exploitation activities

6 Conclusion

The purpose of this deliverable is to determine the strategy and activities to be carried out to disseminate and exploit the outcomes of the project.

To get to this result we first determined the main stakeholders and target groups. However, the list of target groups is not exhaustive since it will be updated within T1.2.

After identifying the target groups, we have proposed the actions to be carried out to reach them. These actions range from dissemination are based on four axes: Promotional Material, Social Media, Events and Networking, and, Publications. The promotional material includes the website of AIGOV. The social media activity includes the AIGOV social media accounts on Twitter and Github. The Events and Networking category includes self-organized events, participation in events organized by others, synergies with other related projects

The dissemination actions have been planned over the timeline of the project. The document is concluded by how we are going to measure the dissemination activities. We identified 9 measures, each with a target.

References

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3. Santhanamery, T. and T. Ramayah (2012). "Tax payers continued use of an e-filing system: A proposed model." Technics Technologies Education Management-Ttem **7**(1): 249-258.