SustAIn Liv Work

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| **Project Acronym** | SustAInLivWork |
| **Project full title** | Centre of Excellence of AI for Sustainable Living and Working |
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# D5.1 COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

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2. Vilniaus Gedimino technikos universitetas (VILNIUS TECH)
3. Vytauto Didžiojo universitetas (VMU)
4. Lietuvos sveikatos mokslų universitetas (LSMU)
5. Tampere University (TAU)
6. Hamburg University of Technology (TUHH)

## Revision history

| No. | Authors | Description | Date |
|---|---|---|---|
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## Glossary

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|---|---|
| **AI** | Artificial Intelligence |
| **CA** | Consortium Agreement |
| **CDE** | Communication, Dissemination & Exploitation |
| **CoE** | Centre of Excellence |
| **EC** | European Commission |
| **EDIH** | European Digital Innovation Hub |
| **EU** | European Union |
| **GA** | Grant Agreement |
| **HPC** | High-Performance Computing |
| **HR** | Human Resources |
| **KPI** | Key Performance Indicator |
| **RG** | Research Group |
| **R&I** | Research and Innovation |
| **S3** | Lithuanian Smart Specialisation Strategy |
| **SDGs** | Sustainable Development Goals |
| **SustAInLivWork** | Sustainable Living and Working |
| **WP** | Work Package |
| **XAI** | Explainable Artificial Intelligence |

# 1 INTRODUCTION

An overall communication, dissemination and exploitation strategy is presented in this document. Firstly, we present the main objectives of the SustAInLivWork project and its communication, dissemination and exploitation process. After the introduction, this deliverable starts by identifying and defining the target groups and their relations to the objectives of CDE to achieve communication goals and engage with relevant interest groups. Next, we present the planned SustAInLivWork communication activities, different channels and tools planned to target the identified target audiences, and the current communication achievements, followed by an outline of dissemination activities. Next, the planned exploitation activities are presented. We conclude with introducing next steps, including the upcoming deliverables.

This document will serve as a reference for project partners when sharing information about SustAInLivWork. Initially provided in Month 6 (M6), this plan will be periodically revised / updated throughout the project, based on the evaluation of its impacts to monitor and assess the effectiveness of specific communication efforts, metrics, or key performance indicators (KPIs). Updated versions of this deliverable will be submitted at Month 18 (M18), Month 36 (M36), Month 54 (M54) and Month 72 (M72).

## 1.1 Objectives of the SustAInLivWork Project

The SustAInLivWork project aims to create a joint Centre of Excellence (hereinafter – CoE) of Artificial Intelligence (hereinafter – AI) for Sustainable Living and Working in Lithuania, which would act as a Lighthouse, making a significant impact on strengthening the research and innovation (R&I) ecosystem nationally and internationally. Specialized focus is directed at the development and application of R&I solutions based on AI in the manufacturing, energy, health and transport sectors. The project objectives are:

1. To conduct research, train and educate members of the society about the benefits and opportunities of AI solutions.
2. To set-up and operate the SustAInLivWork CoE with a long-lasting mindset ensuring long-term self-sustainability and AI innovations.
3. To become a driver of change in AI solutions for sustainable living and working with and for the society in the international landscape.
4. To create a Lithuanian AI cluster to foster transitions towards sustainability with a particular focus on the S3 priorities areas.

SustAInLivWork CoE will encourage business and the public sector to become a part of the growing AI community in the region by investing in close research collaboration that leads to win-win benefits emerging from latest innovations. Additionally, the CoE will attract the most talented researchers, create good practices of XAI usage in parallel ensuring AI performance trade-offs in HPC terms, encouraging data sharing, ethical competition, dissemination of observations and contributing to the sustainability of the system's design goals.

In order to reach the overall objective of the SustAInLivWork project it will be implemented within 3 main phases – launching, growth and self-sustainability (see Figure 1).


**Figure 1.** *SustAInLivWork CoE implementation phases*

By following this approach, SustAInLivWork will create and ensure the long-term self-sustainability of an internationally recognized CoE of AI for sustainable living and working in the Lithuanian region and whole Baltic Sea Region, that will conduct cutting edge scientific research related to AI in four key sectors: manufacturing, energy, health and transport; that are aligned with the S3 strategy of the country and the SDGs and that will create a critical mass of researchers working on AI both in public and private sectors.

## 1.2 The Communication, Dissemination and Exploitation Process

The **main goal** of communication, dissemination and exploitation activities is to properly maximize the impact of the SustAInLivWork project, disseminate the project results (*'Communication and dissemination activities'*) and exploit them beyond the EU project (*'Exploitation activities'*) (see Figure 2). These activities have the following **key objectives**:

**O1.** To facilitate communication to the SustAInLivWork community and to raise awareness and visibility of SustAInLivWork in general.
**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public).
**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups.
**O4.** To maximize the impact of all project results.


**Figure 2.** *The goal of communication, dissemination and exploitation activities*

To address the above-mentioned objectives, the following (see Figure 3) overall **Messages** (**WHAT** to communicate and disseminate) and **Milestones** (**WHEN**) of the SustAInLivWork project were determined:


| | |
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| SustAInLivWork Values | SustAInLivWork is about creating CoE that will be a reference for AI applied to sustainable living and working in 4 key sectors |
| Benefits for AI stakeholders | Access to vibrant community aimed to foster the development of AI in the sectors of manufacturing, energy, health and transport |
| Value proposition | • Access to advanced AI-based infrastructure<br>• Access to advanced educational programs related to AI<br>• Access to a tech transfer, impact and knowledge valorization hub between public and private sector<br>• Consolidation of Lithuanian AI R&I community as a cluster connected to international networks |
| Intermediaries sensibilization | Increase Lithuania's capabilities when it comes to artificial intelligence (AI) |
| All community | Become an international reference when it comes to AI for sustainable living and working (SustAInLivWork). |

**Figure 3.** *SustAInLivWork Messages & Milestones*

In order to properly maximize the impact of the SustAInLivWork project, disseminate the project results and exploit them beyond the EU project, a **Follow-up Plan** (**WHAT**, **WHO** and **KPIs**) and the most suitable **Channels** (**WHERE** and **to WHOM** communicate and disseminate) for the communication, dissemination and exploitation activities were defined (see Sections 3, 4 and 5 respectively).

A dedicated team of VMU representatives plays an important role in ensuring communication management and has already carried out specific SustAInLivWork communication activities to present the initial results of the project. The team will regularly inform the SustAInLivWork project partners about their responsibilities for communication, dissemination and exploitation-related actions and processes. Additionally, SustAInLivWork CDE Schedule was created to monitor the process and progress of CDE activities.

# 2 TARGET GROUPS

To focus the project objectives and pursue meaningful impact, diverse audience of the project was defined. SustAInLivWork communication and dissemination are planned to be carried out at different levels, therefore internal and external target groups were distinguished, reflecting different levels of involvement in the project. These target groups include stakeholders in several fields as well. Internal audience involves internal community of project beneficiaries. External audience involves European Commission, general public / citizens, academic and research community (students, researchers, research managers, etc.), industrial and business sector, AI ecosystem stakeholders, authorities and public bodies, national contact points, other CoEs funded under Horizon 2020 or Horizon Europe

programmes, etc. Both internal and external target groups are affected by the project's outcome even though they are not involved in the project directly.

Key messages were also formulated to articulate the unique benefit of engaging with SustAInLivWork for each target group. The main target groups of the project are identified in Table 1, together with the targeted key messages and engagement / observations for each group.

**Table 1.** *Internal and external SustAInLivWork target groups*

| Level of target group | Target group | Engagement / Observations | Relations to the objectives of CDE |
|---|---|---|---|
| **Internal** | Internal community of project beneficiaries | Communication and dissemination activities to support their engagement | **O1.** To raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public)<br><br>**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups<br><br>**O4.** To maximize the impact of all project results |
| **External** | European Commission | EC events (infodays, cluster events, etc.) | **O1.** To raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public) |
| | General public / citizens | Dissemination activities to support their engagement (website, social media, webinars, presentations, etc.) | **O1.** To raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public)<br><br>**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups |
| | Academic and research community (students, researchers, research managers, etc.) | Scientific dissemination activities to support their engagement (publications with impact factor, website, etc.) | **O1.** To facilitate communication to the SustAInLivWork community and to raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public) |

| | | | |
|---|---|---|---|
| | | | **O3.** To ensure efficient exploitation of the project results by reaching all potential target groups<br><br>**O4.** To maximize the impact of all project results |
| | Industrial and business sector | Dissemination activities to support their engagement (website, webinars, presentations, etc.) | **O1.** To facilitate communication to the SustAInLivWork community and to raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public)<br><br>**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups<br><br>**O4.** To maximize the impact of all project results |
| | AI ecosystem stakeholders | Dissemination activities to support their engagement (AI cluster, brokerage events, etc.) | **O1.** To facilitate communication to the SustAInLivWork community and to raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public)<br><br>**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups<br><br>**O4.** To maximize the impact of all project results |
| | Authorities and public bodies | Dissemination activities to support their engagement (meetings) | **O1.** To facilitate communication to the SustAInLivWork community and to raise awareness and visibility of SustAInLivWork in general<br><br>**O2.** To ensure the effective dissemination of the project results and subsequently raise awareness among different communities (industrial and business, key stakeholders and general public)<br><br>**O4.** To maximize the impact of all project results |
| | National contact points | Communication activities to support their engagement | **O1.** To raise awareness and visibility of SustAInLivWork in general |

| | | | |
|---|---|---|---|
| | Other CoEs funded under Horizon 2020 or Horizon Europe programmes | Dissemination activities to support their engagement | **O1.** To raise awareness and visibility of SustAInLivWork in general<br><br>**O3.** To ensure efficient exploitation of the project results by reaching all potential target groups<br><br>**O4.** To maximize the impact of all project results |

# 3 COMMUNICATION

In this section, we present communication activities and results. As already mentioned, SustAInLivWork project activities, results, messages and goals will be disseminated through various channels, incorporating the needs of the target groups to reach the desired objectives of communication, promote the research and innovation ecosystem, present application cases of R&I solutions based on AI in specific sectors, namely, manufacturing, energy, health and transport, educate members of the society about the benefits and opportunities of AI solutions, and disseminate observations as well as ideas related to capabilities of AI solutions for sustainable living and working.

The fluent and continuous communication with the external audience is one of the key elements for success in the accomplishment of the objectives of the SustAInLivWork project.

The communication occurs at different levels in the project:

- Communication with the internal community of project beneficiaries – Internal communication.
- Communication with the EC / Project Officer.
- Communication with the external audience.

Table 2 presents the planned SustAInLivWork main communication activities, including the key messages of those activities, as well as different target groups to which communication activities are tailored.

**Table 2.** *SustAInLivWork main communication activities*

| Key messages | Target groups | Channels / activities | Who is responsible | When | Outcome indicator (KPI) |
|---|---|---|---|---|---|
| Generate interest and raise awareness of SustAInLivWork and its relevance for the Lithuanian R&I ecosystem | All target groups | Website, social media (Task 5.2. Providing communication and dissemination tools) | VMU | M2-M72 | Website: >100 visits per month; social media >2000 followers |
| | | Newsletters (Task 5.2. Providing communication and dissemination tools) | VMU | M24-M72 | 16 (4/year) |
| | | Project video (Task 5.2. Providing communication and dissemination tools) | VMU | M6-M72 | At least 3 videos with 3000+ views/year |
| | | Press releases (Task 5.2. Providing communication and dissemination tools) | VMU | M1-M72 | 18 (3/year) |

| | | | | | |
|---|---|---|---|---|---|
| | | Promotion material (factsheets, posters, etc.) (Task 5.2. Providing communication and dissemination tools) | VMU | M2-M72 | 12 posters displayed / digital factsheets distributed online |
| | | Societal outreach events (Task 5.2. Providing communication and dissemination tools) | VMU | M1-M72 | 4 |
| Promote SustAInLivWork CoE as an excellent institution to develop a professional career in research and innovation | Academic and research community, general public/ citizens | Job advertisements in English on the project website, KTU's website, Euraxess and others relevant website (Task 1.3. SustAInLivWork CoE HR capacities, Task 2.2. Establishment and Operation of the AI Research HUB) | LSMU, KTU | M16- M72 | 50 personnel of CoE |
| Highlight the relevance of the project for the Lithuanian, Baltic Sea Region and beyond R&I ecosystem | European Commission (EC) | EC events (infodays, cluster events, etc.) | KTU | M1-M72 | 3 project presentations |

Communication channels and activities to reach target audiences include visual identity establishment, project website, social media platforms (Facebook, LinkedIn and platform X (formerly Twitter), YouTube network, e-mail and newsletters, press releases, promotion material (factsheets, posters, etc.), societal outreach events organization, and events participation.

## 3.1 Visual Identity

At the very beginning of the project, it was clearly understood the need for the visuals of the project to be consistent and easily identifiable. As a result, the solid SustAInLivWork visual identity was established to construct the uniqueness and recognisability of the project brand. It consists of a logo and graphic design charter, and the related unified document templates.

The following sections describe the materials and elements, including the project logo, colors, and graphics, created for use in all project communications by collaborators. All project templates for presentations and deliverables are available at the SustAInLivWork project Teams Channel ('Files' section in 'WP5' → 'Task5.2_Lead_VMU' → 'Templates') to all SustAInLivWork partners.

### Logo

The first aim was to create a logo, as this element of the project visual identity is reflected in all publicly available communication channels of the project. A logo design book (see Annex) was created, that includes variations of the logo and presents concise guidelines for brand usage, such as background and font colors, different logo components, layout of logo elements, Lithuanian and English versions of the logo, etc. (see Figures 4-9).

The logo design contains the main keywords of the project, namely, ‘sustainable’, ‘living’ and ‘working’, with a central ‘AI’. When combined together, they communicate the purpose of the project – to create a joint Centre of Excellence of Artificial Intelligence for Sustainable Living and Working in Lithuania. The logo represents modern minimalism, i.e. it is clear and does not contain unnecessary elements, the logo conveys only the acronym of the project. The font is also modern and eye-catching and adds a kind of uniqueness to the logo. All in all, deliberate graphics effectively serve brand recognition and unique visual identity.

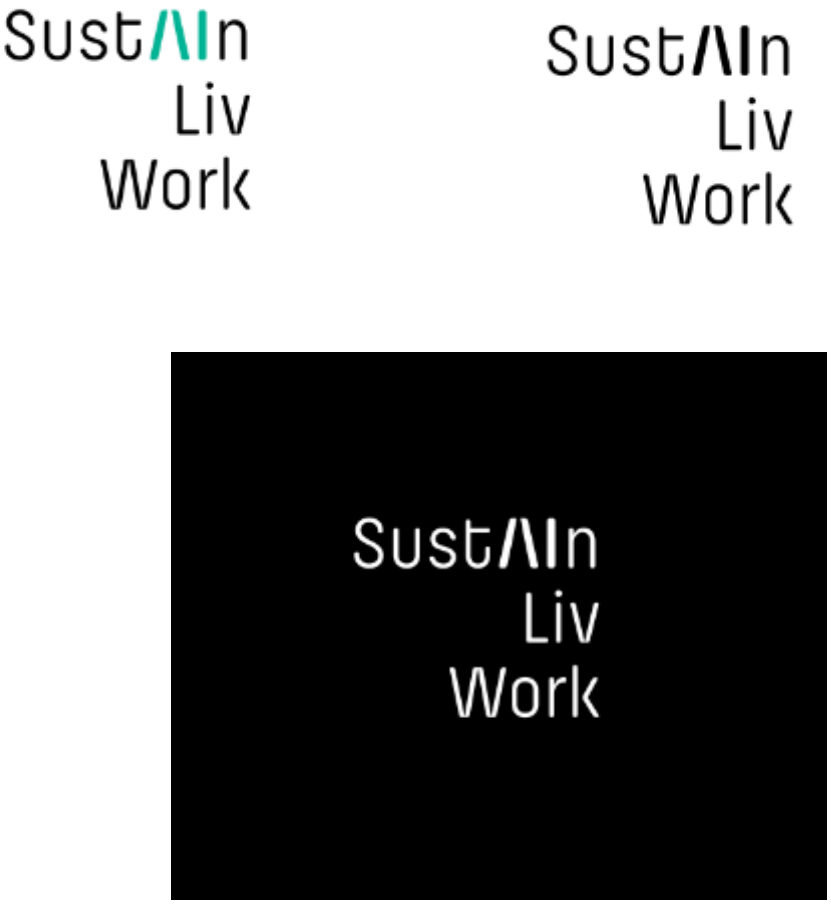


**Figure 4.** *Main logo design with different font colors*

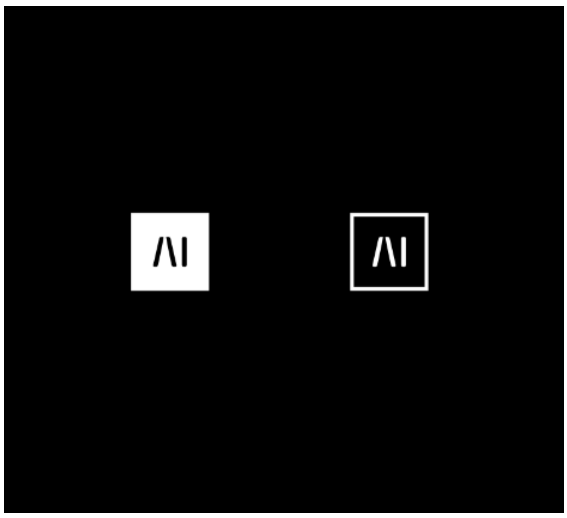


**Figure 5.** *'AI' in different backgrounds*


**Figure 6.** *Different font colors of the logo with addition in EN (horizontal composition)*


**Figure 7.** *Different font colors of the logo with addition in LT (horizontal composition)*

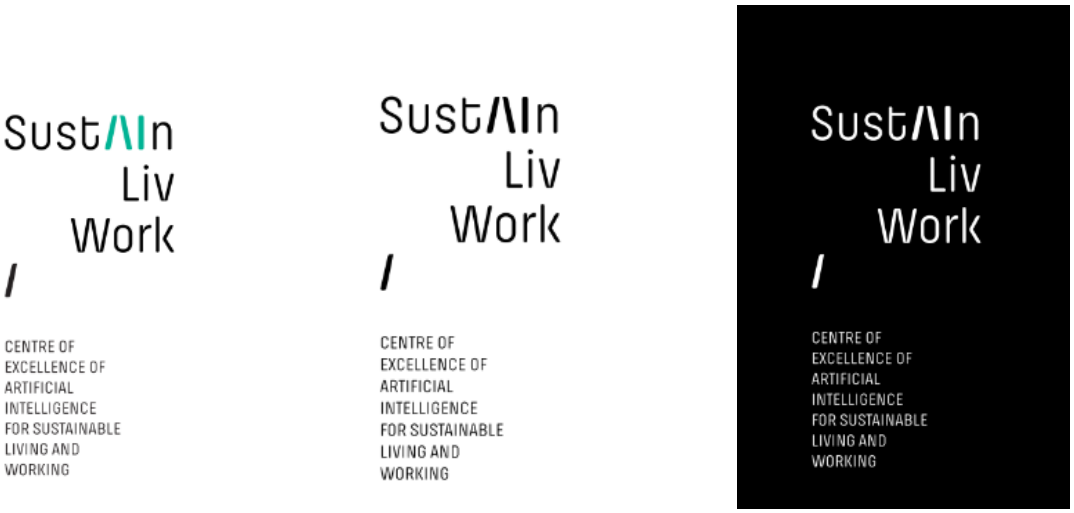



**Figure 8.** *Different font colors of the logo with addition in EN (vertical composition)*

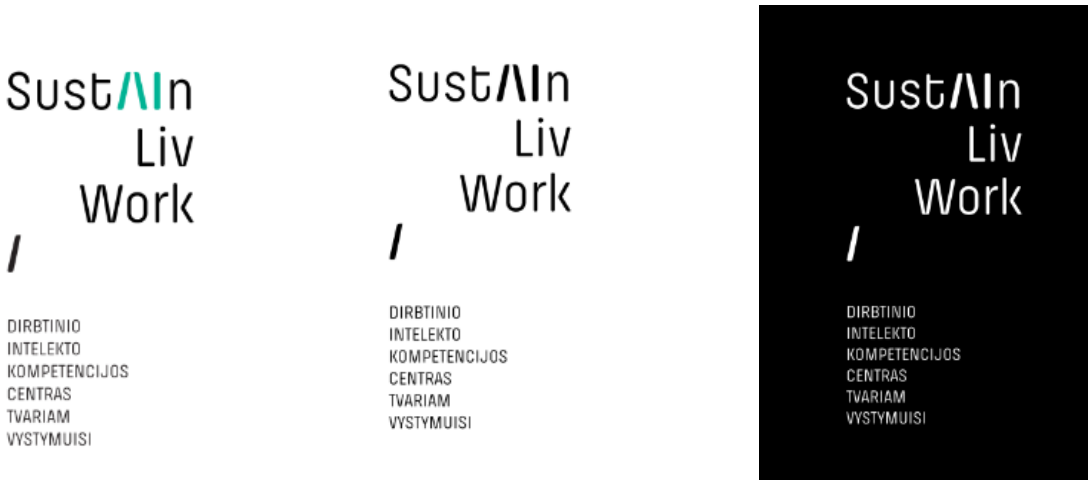



**Figure 9.** *Different font colors of the logo with addition in LT (vertical composition)*

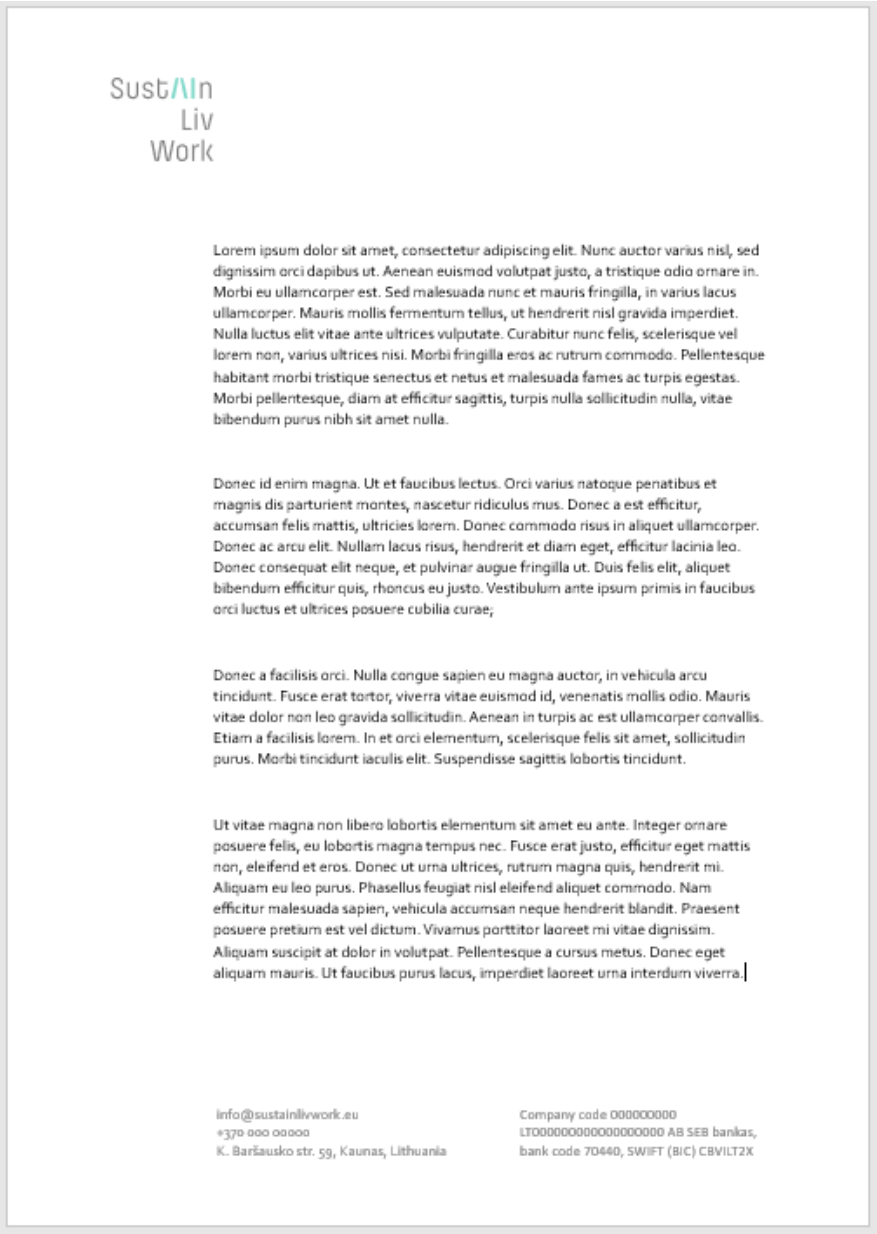
The colors of the logo are black and green. The color codes are presented in Figure 10. These colors should be maintained throughout all brand communication and dissemination documents.


**Figure 10.** *SustAInLivWork color codes*

The logo fonts are Pilcrow Soft Regular and Semibold. The font used for headlines in slides is Pilcrow Soft Regular. The font used for texts in document forms is Corbel.

### Documents

Below (see Figure 11) is a template to be used for official documents.



SustAInLiv Work

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**Figure 11.** *Official document template*

Figure 12 depicts a template for SustAInLivWork deliverables.

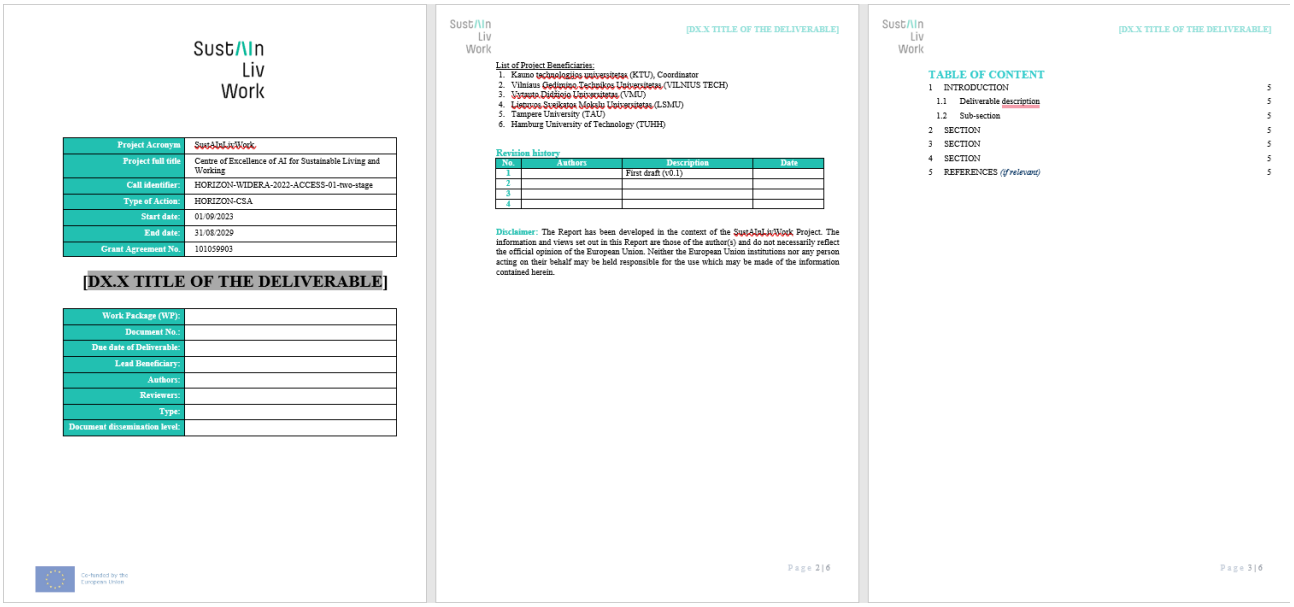


**Figure 12.** *Deliverable template*

## Slides

A template for the SustAInLivWork deliverables presentations was also created to ensure that all presentations related to the project for both internal and external demonstration had a consistent design (see Figure 13).


**Figure 13.** *SustAInLivWork deliverables presentation template*

### Posters

Below (see Figure 14) are several templates for posters that can be used for research and marketing communications. They differ only in the colors of the graphic design elements (logo, heading fonts, text frames, and background), while the layout of the elements and text is the same.


**Figure 14.** *SustAInLivWork deliverables poster template*

## 3.2 Internal Communication

The SustAInLivWork beneficiaries will take a central and main role in ensuring effective internal communication with their internal communities, i.e. within the institutions of the project beneficiaries. Communication with the audiences of the project partner's home institutions is necessary to spread the word about the project not only externally, but also to those communities that are closest to the project beneficiaries on the institutional level. It should be noted that, in this case, these internal audiences, on the one hand, fall into the target group of the academic and research community, on the other hand, it is necessary to distinguish them as a separate target group since additional channels and means of communication will be used to reach them.

Communication with internal community of project beneficiaries will primarily take place through online communication means, namely, consortium partner institutions' internal newsletters, official social media platforms (see Tables 4-6 in this document), and consortium partners' institutional websites (see Table 3). Additionally, other forms of communication can be used, such as live meetings, presentations, etc.

**Table 3.** *Project partners' institutional websites*

| Project partner | Institutional website |
|---|---|
| Kaunas University of Technology | https://ktu.edu |
| Vytautas Magnus University | https://www.vdu.lt |
| Lithuanian University of Health Sciences | https://lsmu.lt |
| Vilnius Gediminas Technical University (VILNIUS TECH) | https://vilniustech.lt |
| Tampere University | https://www.tuni.fi |
| Hamburg University of Technology | https://www.tuhh.de |

## 3.3 External Communication

For the external communication, the SustAInLivWork consortium established its own website. The communication with external stakeholders is carried out by e-mail, social media accounts and social platforms: Facebook, LinkedIn, YouTube, platform X (formerly Twitter).

External communication should comply with the EU regulations on disclaimers and use of EU emblem and funding statement (see Figure 15).


**Figure 15.** *The EU emblem and funding statement*

To acknowledge EU funding, in all external communication and dissemination items will be used the EU emblem and funding statement. All communication material will also be labeled with the **SustAInLivWork** Logo, the EC emblem and funding statement, and all other relevant identification and will be available on the website for easy downloading.

### Website

The official project website is available at https://www.sustainlivwork.eu/. It serves as a source of substantial information about the project for the public and as a project dissemination tool (see Figure 16). The website consists of the following main sections:

- *About* – it presents the project idea and goals, as well as the project consortium.
- *Events* – where all the upcoming events can be found, as well as the history of past events.
- *News* – it is intended to publish messages, news articles, activities, public deliverables, and updates related to the project: accomplished project stages, launched new activities, etc.
- *Video* – it contains videos representing the project, video moments from the events, etc. This section links the project website to the YouTube channel, i.e. videos in this section direct website visitors to the project's YouTube channel, so visitors can visit two communication channels of the project at the same time.
- *Results* – where all the major outcomes of the project, achieved during the implementation of different work packages and phases, will be presented.
- *Partners* – it presents all the members of the consortium and their competences that they cover in the project.
- *Contacts* – it provides contact information for project-related questions and communications.

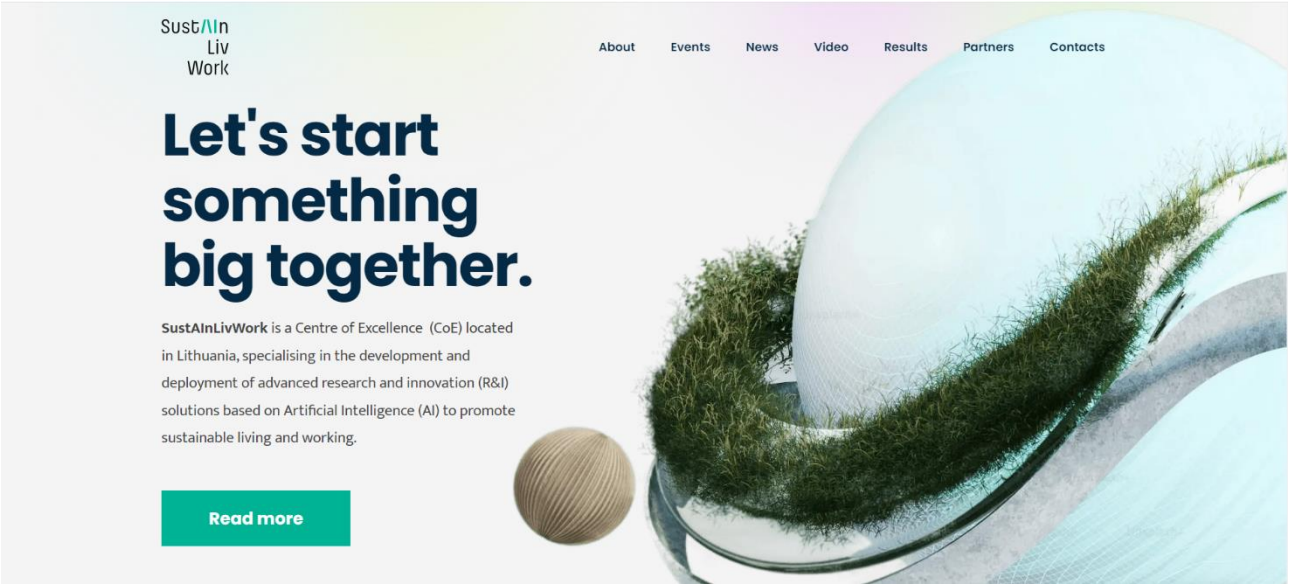


**Figure 16.** *SustAInLivWork website*

The website is constantly monitored, and its contents are regularly updated. The SustAInLivWork website is linked with the project's social media platforms (Facebook, LinkedIn and platform X) and YouTube network.

### Facebook

The project's social media account on Facebook (https://www.facebook.com/sustainlivwork) was launched at the very beginning of the project (see Figure 17). In order to keep in touch with the project community and constantly update relevant information about the progress of the project, this communication channel is used regularly for sharing project information, results, processes (presentations in conferences and other events, ongoing research, moments from participation in events, etc.) and progress (new research results, new launches, etc.). The project account on Facebook is linked to the official project website. For more effective external communication, dissemination and brand recognition, social media hashtags were created and are used on all social media accounts of the project. The main hashtags are as follows: #HorizonEurope, #HorizonEU, #SustAInLivWork, #Impact, #Sustainability, #AI, #BendraiFinansuojaEuroposSąjunga, #CofundedByEuropeanUnion. They help unify the posts related to the SustAInLivWork project, maintain communication consistency across different social media and are expected to increase visibility on social media, as well as to enhance the prominence of the project's key topics. In addition, hashtags also allow followers to search for specific topics just by clicking on those specific hashtags. Other recommended hashtags can be:

#CentreOfExcellence, #CoE, #AIinMedicine, #DirbtinisIntelektasMedicinoje, #AIinHealthSector, #DirbtinisIntelektasSveikatosSektoriuje, #AIinManufacturing, #DirbtinisIntelektasGamybosSektoriuje, #AIinEnergy, #DirbtinisIntelektasEnergetikosSektoriuje, #AIinTransport, #DirbtinisIntelektasTransportoSektoriuje, #HealthSector, #ManufacturingSector, #EnergySector, #TransportSector, #IndustrialSector, #AIinBusiness, #AIEcosystem, #AICompetences, etc.

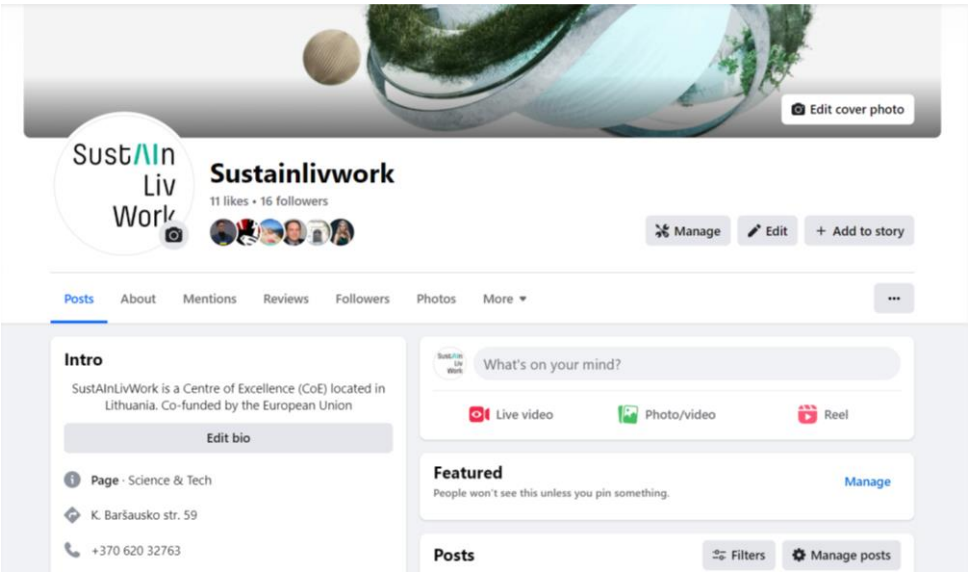


**Figure 17.** *SustAInLivWork Facebook page*

The Facebook accounts of the project partners related to published information are referred to and tagged in the posts, and in this way, the visibility of both individual project partners and their connection to the project is increased. Table 4 presents the Facebook accounts of the project partners.

**Table 4.** *The Facebook accounts of the project partners*

| Project partner | Facebook account |
|---|---|
| Kaunas University of Technology | https://www.facebook.com/ktu.lt |
| Vytautas Magnus University | https://www.facebook.com/vytauto.didziojo.universitetas |
| Lithuanian University of Health Sciences | https://www.facebook.com/lsmuni |
| Vilnius Gediminas Technical University (VILNIUS TECH) | https://www.facebook.com/vilniustech |
| Tampere University | https://www.facebook.com/TampereUniversity |
| Hamburg University of Technology | https://www.facebook.com/tuhamburg |

All updates related to the project are published on Facebook in two languages – English (for the international audience) and Lithuanian (for the national audience). Every post published on the project's Facebook account is accompanied by the mentioned main hashtags. Moreover, every post refers to the project's Facebook account with an active link to it. This allows to direct the project's potential target groups to the project's account on this social media platform, in case the potential target groups find the posts through Facebook channels other than the project's Facebook channel. This also increases the opportunities to gain a wider audience.

### LinkedIn

The SustAInLivWork LinkedIn page (https://www.linkedin.com/company/sustainlivwork) was launched at the very beginning of the project and is linked to the official project website (see Figure 18). This communication channel is used in parallel with the project's Facebook account for regular sharing of project information, results, processes (presentations in conferences and other events, ongoing research, moments from participation in events, etc.) and progress (new research results, new launches, etc.). The project's LinkedIn page and accounts on Facebook and platform X will serve as alternatives for reaching target audiences: some of the intended target groups are more active users of Facebook, while others are more inclined to use LinkedIn and / or platform X for information and communication. Thus, different channels spreading the same information allow to draw the attention

of wider (potential) target audiences. The project's LinkedIn page uses the same main hashtags in posts, as in the case of Facebook (see paragraph **Facebook**), to unify the posts related to the SustAInLivWork project, maintain communication consistency across different social media and increase visibility on social media, as well as to enhance the prominence of the project's key topics. Other recommended hashtags are also the same as mentioned in paragraph **Facebook**.

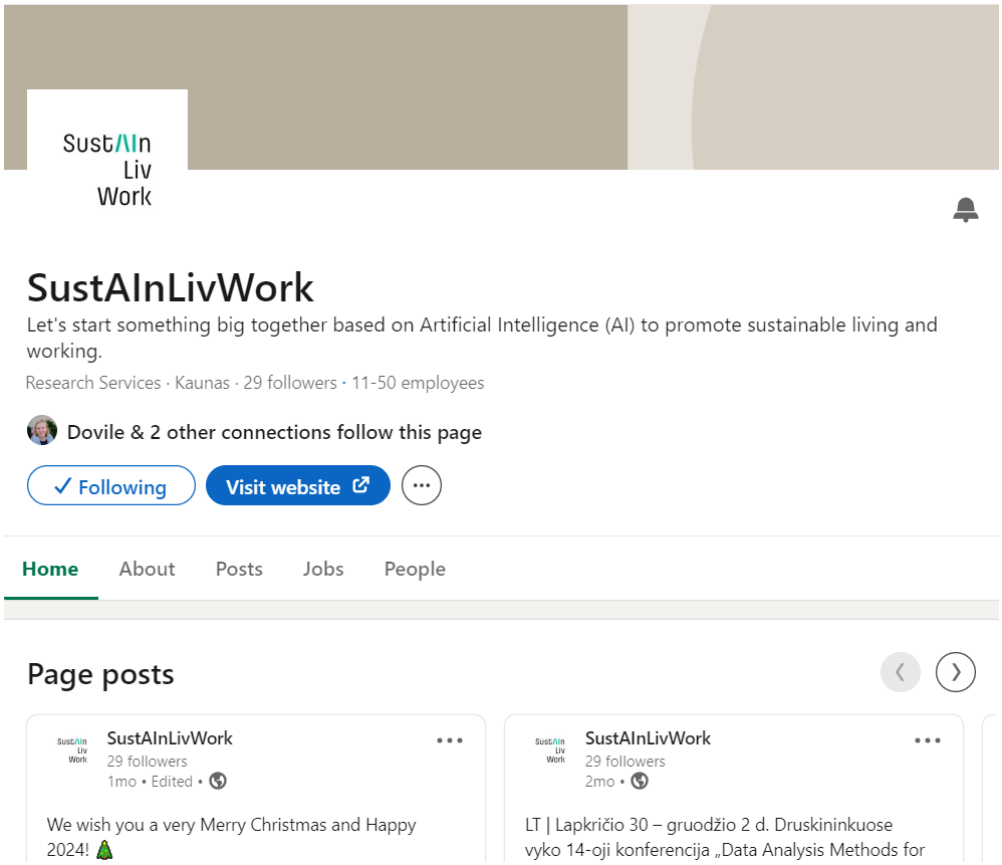


**Figure 18.** *SustAInLivWork LinkedIn page*

Similar to the SustAInLivWork Facebook account, the partners' institutional LinkedIn pages are tagged in the project's LinkedIn posts when there is the need to disseminate the project's activities, results and news. Table 5 presents the LinkedIn accounts of the project partners.

**Table 5.** *The LinkedIn accounts of the project partners*

| Project partner | LinkedIn account |
|---|---|
| Kaunas University of Technology | https://www.linkedin.com/school/ktu/ |
| Vytautas Magnus University | https://www.linkedin.com/school/vytauto-didžiojo-universitetas/ |
| Lithuanian University of Health Sciences | https://www.linkedin.com/school/lsmuni/ |
| Vilnius Gediminas Technical University (VILNIUS TECH) | https://www.linkedin.com/school/vilniustech/ |
| Tampere University | https://www.linkedin.com/school/tampere-university/ |
| Hamburg University of Technology | https://www.linkedin.com/school/technische-universität-hamburg/ |

All LinkedIn posts communicating about the project-related information are published in two languages – English (for the international audience) and Lithuanian (for the national audience) and refers to the project's LinkedIn account with an active link to it.

### YouTube

The project YouTube channel (https://www.youtube.com/@SustAInLivWork) was created by M2 and is intended to communicate the project's results, activities, and progress and to enable networking with diverse audiences (see Figure 19). It is linked to the official project website. By M6, it hosts 2 videos, which have collectively been viewed 97 times. The first one is a project opening event video, which captures moments from the project kick-off meeting. The second one is a video presenting the project topic and prospects in the field of AI in Lithuania. The latter video captures the thoughts shared by the representatives of national partners of the SustAInLivWork project. The videos are supplemented with descriptions in English (for the international audience) and Lithuanian (for the national audience). Video descriptions use the aforementioned hashtags.

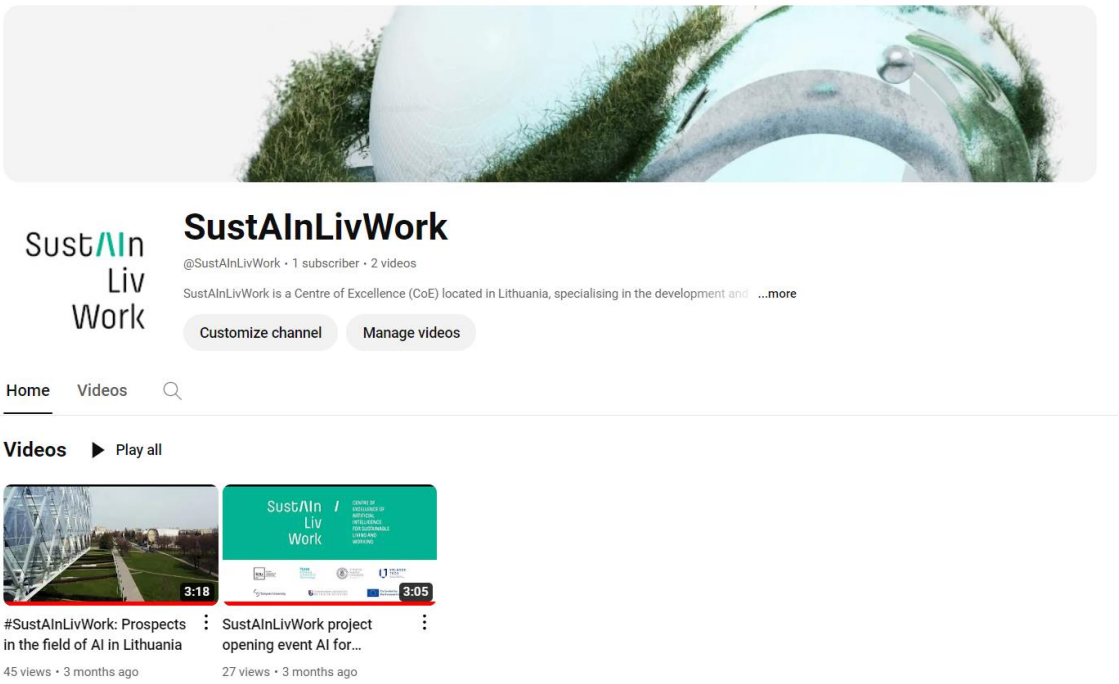


**Figure 19.** *SustAInLivWork YouTube channel*

In the following years of the project, more videos about the project itself, its activities, presentations, results and CoE are planned to be shared on the official YouTube account.

### Platform X

The project's account on platform X (https://twitter.com/sustainlivwork) was created by M1 and is linked to the official SustAInLivWork website (see Figure 20). It is intended to use in parallel with the project's Facebook account and LinkedIn page for sharing project information, results, processes (presentations in conferences and other events, ongoing research, moments from participation in events, etc.) and progress (new research results, new launches, etc.). The project's account on platform X will use the same main and recommended hashtags mentioned in paragraph **Facebook**.

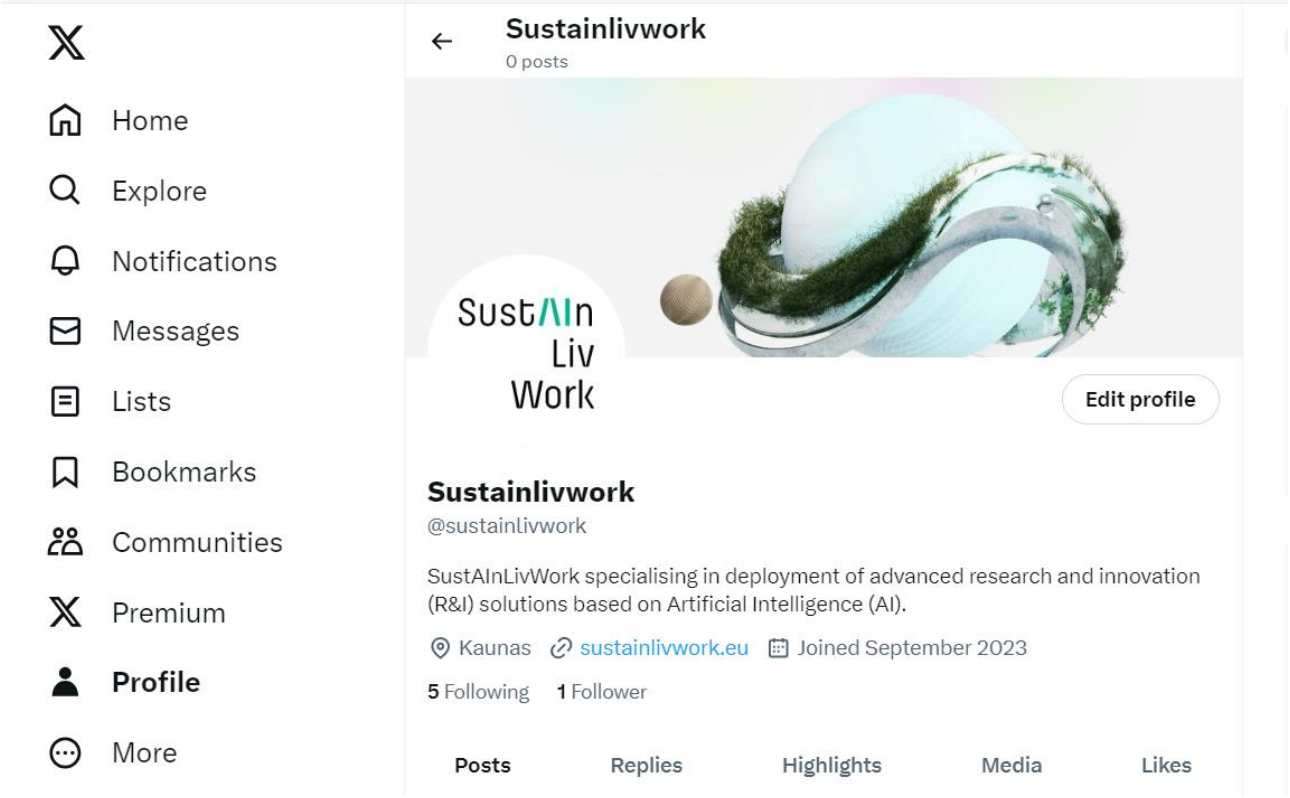


**Figure 20.** *SustAInLivWork account on platform X*

Similar to the SustAInLivWork Facebook account and LinkedIn page, the partners' accounts on platform X (see Table 6) will be tagged in the posts on this platform when there is the need to disseminate the project's activities, results and news. Every post will also refer to the project's account on platform X.

**Table 6.** *The project partners' accounts on platform X*

| Project partner | LinkedIn account |
|---|---|
| Kaunas University of Technology | https://x.com/ktuspace?s=20 |
| Vytautas Magnus University | https://x.com/VMUlive?s=20 |
| Lithuanian University of Health Sciences | https://x.com/LSMUNI?s=20 |
| Vilnius Gediminas Technical University (VILNIUS TECH) | https://x.com/VGTU_university?s=20 |
| Tampere University | https://x.com/TampereUni?s=20 |
| Hamburg University of Technology | https://x.com/TUHamburg?s=20 |

# 4 DISSEMINATION

The planned SustAInLivWork main dissemination activities, including the key messages of those activities, as well as different target groups to which dissemination activities are tailored, are summarized in Table 7.

**Table 7.** *SustAInLivWork main dissemination activities*

| Key messages | Target groups | Chanel / activities | Who is respon-sabe | When | Outcome indicator (KPI) |
|---|---|---|---|---|---|
| Inform about the sustainable living and working solutions developed by the CoE, to boost the transfer of results and to obtain valuable feedback on the project | Industrial and business sector | International event about training programmes (T3.2; T3.3) | KTU | M22-M72 | 3 project presentations |
| | AI ecosystem stakeholders | Cluster partners (Sectoral) portfolios (T4.3) | VMU | M28-M34 | ≥ 50 members |
| Promote the AI relevant data platform | Academic and research community | International events (T2.3) | Vilnius TECH | M36-M72 | 3 Presentations |
| | Industrial and business sector | Meetings with/visits to CoE (T2.3) | Vilnius TECH | M36-M72 | ≥ 3 meetings with/visits to CoE |
| Promote AI labs to "test before invest" | Industrial and business sector | Tailored visits (T3.2) | KTU | M24-M72 | 80 visits |
| Highlight the benefits of applying sustainable AI approaches for companies and provide them with the necessary competences | Industrial and business sector | Training programmes (T3.3; T3.4) | KTU | M36-M72 | 24 workshops; 12 courses |
| Promote benefits of sustainable AI approaches and capabilities, SustAInLivWork training and education programs | Research and general public (school community) | Online webinars (T2.4), the presentations provided on the project website, consortium partners' websites | KTU | M24-M72 | 3 presentations |
| Promote AI solutions for sustainable living and working with and for the society in the international landscape | Academic and research community & Industrial and business sector | Hackathon (T3.4) | KTU | M24-M72 | 4 hackathons (with ≥ 100 participants in each) |
| | | Innovation Fair (T3.4) | KTU | M24-M72 | 4 (with ≥ 50 demonstrators in each year) |
| Engage other relevant activities to establish synergies and collaborations in AI | Academic and research community | International conferences (T2.2) | VMU | M1-M72 | 8 presentations |

| | | | | | |
|---|---|---|---|---|---|
| on the target sectors of the project (manufacturing, energy, transport, health). | Industrial and business sector | Brokerage events | KTU | M1-M72 | 4 presentations |
| | Authorities and public bodies | Bilateral meetings (T2.2) | VMU | M1-M48 | 8 presentations |
| Demonstrate the research excellence and the added value of SustAInLivWork regarding the scientific and technologic progress | Academic and research community | Publications with impact factor (Q1-Q2) (T5.3) | TUHH | M26-M72 | 18 publications |

The accomplished project activities and reached results will be disseminated throughout the project, with specific focus on dissemination of essential project outcomes, such as significant research results, high value peer reviewed publications, the sustainable living and working solutions developed by the CoE, AI relevant data platform, AI labs, SustAInLivWork training and education programmes, the added value of SustAInLivWork regarding the scientific and technological progress, etc. The following are expected to be the key components of dissemination: (1) tailored events for the key industrial sectors, to present the solutions developed by the CoE and to boost the transfer of results (including innovation fairs, hackathons, etc.); (2) academia and scientific community oriented promotion of the CoE and its scientific excellence and educational programmes; (3) cluster partners portfolios; (4) meetings and visits; (5) brokerage events; (6) hackathons; (7) innovation fair; (8) training programmes / courses.

Any dissemination of results (in any form, including electronic) will display the EU emblem and include the funding statement: **Co-funded by the European Union**.

## 4.1 International Conferences and Other Events

To create and ensure the long-term self-sustainability of an internationally recognised CoE of AI for sustainable living and working in the Lithuanian region and whole Baltic Sea Region, cutting edge scientific research related to AI in four key sectors (manufacturing, energy, health and transport) will be conducted. This will allow to create a critical mass of researchers working on AI both in public and private sectors. The progress of the research activities within the SustAInLivWork project will be periodically presented mainly at international scientific conferences or other events.

At least 8 presentations at international conferences targeted at academic and research community are intended in M1-M72 to establish synergies and collaborations in AI on the target sectors of the project (manufacturing, energy, transport, health). By M6, the SustAInLivWork partners have participated and presented the project ideas and messages at several international events.

In order to inform about the living and working solutions developed by the CoE to boost the transfer of results and to obtain valuable feedback on the project, at least 3 project presentations at international events targeted at industrial and business sector are planned in M22-M72. To promote the AI relevant data platform, at least 3 presentations at international events will be given in M36-M72. The target audience for the latter events is academic and research community.

## 4.2 Publications in Scientific Journals

In complement to the above-mentioned conference presentations, publications in scientific journals are planned. At least 18 publications with impact factor (Q1-Q2) relevant to SustAInLivWork topics are expected to be produced by M72. These are targeted at academic and research community and

are for demonstration of the research excellence and the added value of SustAInLivWork regarding the scientific and technologic progress.

## 4.3 Cluster Partners Portfolios

The cluster members database will be created, including its capacity descriptions, evaluated in a standardized procedure. The database will include at least 50 members until M48 and at least 100 members till M72. The intended result of this activity is cluster partners (sectoral) portfolios.

## 4.4 Meetings and Visits

To promote the benefits of artificial intelligence solutions, the value of collaboration, the importance of active public involvement and support, thus ensuring the AI ecosystem, sustainable living, and working, bilateral meetings with public authorities (preliminary – representatives from Ministry of Education, Science and Sports, Ministry of Economy and Innovation, The Innovation Agency of Lithuania, Ministry of Social Security and Labour, etc.) within the scope of AI for sustainability topics will be organized by M48. At least 8 presentations are planned to be delivered during these events. To facilitate the transfer of knowledge and competencies between the private and public sector, 80 tailored visits are planned to organize. During them, AI labs (e.g., AI as a service, AI cloud) will be offered to companies to “test before invest”. To promote the AI relevant data platform for industrial and business sector, at least 3 meetings with/visits to CoE are planned.

## 4.5 Brokerage Events

To establish synergies and collaborations in AI on the target sectors of the project (manufacturing, energy, transport, health), annual brokerage events are planned. 4 events in total will be organized by M72.

## 4.6 Hackathons

In addition to already mentioned events, to promote AI solutions for sustainable living and working with and for the society in the international landscape, annual SustAInLivWork Hackathon will be organized starting from M24. These hackathons are planned to attract at least 100 participants in each, and 10 product pitches will be delivered during the events by M72.

## 4.7 Innovation Fair

Taking the fact that an effective technology and knowledge transfer are critical to bring to market innovative AI-based solutions, creating the appropriate processes and channels, the annual SustAInLivWork Innovation Fair is planned to be organized starting from M24 targeted at academic and research community, as well as industrial and business sector. By M72, it is expected to be organized 4 events with at least 50 demonstrators in each year.

## 4.8 Training Programmes

To highlight the benefits of applying sustainable AI approaches for companies and provide them with the necessary competences, training programmes will be released. All these will be realized by M36 (later updated) in 4 different content (program) workshops and 2 AI thematic courses for business (IT/AI specialists) on how to use more sustainable AI approaches in the context of time, computational resources, transparency. At least 8 workshops and 4 courses are planned per year, 24 workshops and 12 courses in total by M72.

To promote benefits of sustainable AI approaches and capabilities, SustAInLivWork training and educational programmes aimed at research and general public will also be developed. They will be targeted at different groups:

- **Research community**: annual open seminar on current & future AI trends starting from M24.

- **Research community**: 1 on-line or in person training programme (hybrid) for researchers (by 36M).
- **Students** (bachelor & master): ≥ 20 long-term internships (between consortium members and beyond) per year (by M24).
- **Students:** ≥ 2 joint MSc programmes and at least 3 double doctorates (*cotutelle de thèse*) centred on AI contribution to sustainable science and technology, sustainable management, health & wellbeing, etc. (by M48).
- **Students**: 4 hackathons for hands-on experience (by M72).
- **Schoolchildren**: AI based contents for different class schoolchildren in at least 3 levels: 1-4 class, 5-8 class, 9-12 class) oriented on idea generation, problem solving, related to AI application (by M24).
- **Society** - 2 online courses on AI principles, benefits and application areas (by M24).

In the context of the SustAInLivWork training and educational programmes, online webinars will be conducted. At least 3 presentations will be provided on the project website and consortium partners' websites by M72.

# 5 EXPLOITATION

The main key exploitable results of SustAInLivWork will be generated within:

- Tech-Transfer, Impact and Knowledge Valorisation HUB (WP3).
- Four targeted Research Groups focused on horizontally applied and refined XAI innovations and technologies: Innovative Manufacturing Technologies (mentored by TAU and TUHH), Healthy Living (mentored by TUHH), Transport (mentored by TAU) and Green Energy (mentored by TAU, one for each strategic sector: manufacturing, energy, health and transport (WP2).
- WP3 in general.
- WP4 in general.

Specifically, key exploitable results of the project are related to the development of the SustAInLivWork joint tech-transfer and knowledge valorisation agenda & framework (D3.1); definition of the SustAInLivWork IP protection strategy (D3.2); creation of SustAInLivWork services package (D3.3), that will provide sustainable AI solutions to companies to address societal challenges, and also for the public sector institutions and therefore citizens; establishment of SustAInLivWork Business Incubator (T3.4); creation of AI start-ups acceleration guidelines for sustainable living and working (D3.4); development of guidelines on responsible deployment of AI (D4.3); and to the preparation of recommendations for Lithuanian S3 and AI Strategy (D4.4). To ensure the long-term self-sustainability of SustAInLivWork CoE, Task 5.4 will deliver a Sustainability Plan (D5.2), that will focus on boost the market potential of the project results.

The exploitation strategy and specific activities will be carried out by the appropriate project partners as well as jointly at the consortium level. During the second half of the project more results will become available for exploitation.

By cooperating with different stakeholders, that come in contact with the project's results, the consortium will obtain a better understanding of the exploitation potential of the SustAInLivWork results. This will enable each partner to better define and adapt their exploitation interests and plans for the SustAInLivWork outcomes and thus contribute to the overall exploitation of the project. The exploitation approaches and plans specified in this section are thus a work in progress and are being updated as the project unfolds.

## 5.1 Strategy

We will exploit our project results through 4 main approaches: provision of services, especially access to our infrastructure and equipment; transfer of technologies (patent sales or licensing); training; support to start-ups and young business through SustAInLivWork Business Incubator. The results of the project will be used for commercial, societal and political purposes by implementing specific activities (see Section 5.2).

The exploitation strategy will be aligned with the following points:

- Development of SustAInLivWork joint tech-transfer and knowledge valorisation agenda & framework will be linked to the SustAInLivWork CoE development strategy (D1.2).
- The SustAInLivWork services package will be based on CoE development strategy (D1.2) and aligned with relevant initiatives, e.g., EDIH (T4.3). Under this package, the "test before invest" facilities created under Establishment and Operation of the SustAInLivWork Tech-Transfer, Impact and Knowledge Valorisation HUB (T3.2) will be maintained. SustAInLivWork services package will be regularly updated depending on the needs of the business, industry, public bodies, etc.
- The developed training programme will be easily adapted to other needs and transferable to other educational programmes and curricula. This flexibility will ensure the replicability of the project.
- With the development of SustAInLivWork Business Incubator, the Lithuanian S3 and the SDGs will be taken into account.

### For whom

The results of the project will be aimed at a wide audience of users: business companies (IT / AI specialists), industry, public bodies, start-ups, young business, society in the international landscape, policy makers, etc.

### How

The results achieved during the implementation of the project will be realized in practice by creating prototypes, hardware, software; sharing knowledge; collaborating with companies; developing policy-making partnerships; developing IP protection strategy to ensure the ownership and access to key knowledge; developing and maintaining AI labs (AI as a service, AI cloud, etc.) for companies; launching projects for the development of customized sustainable AI algorithms and methodologies; developing training programmes / courses; providing consultancy and outsourced research; designing strategic partnerships with business to ensure co-creation and deployment of AI technologies; providing support (fundraising activities; venture capital involvement; entrepreneurship activities with trainings related to pitch, demo days, hackathons, prototyping; technology scouting) to start-ups and young business in enhancing them to develop their research knowledge-based products related to sustainable living and working; providing recommendations on responsible usage of AI and for improving Lithuanian S3 and AI strategy, etc.

### Why

Among the main aims of the SustAInLivWork exploitation is support of the use of AI systems by the private and public sector. The expected result of the exploitation activities is a strengthened system of knowledge transfer and commercialization.

### Channels and tools

We are going to use the additional tools of EC based on the need, such as horizonresultsbooster.eu, Horizon results platform, among others.

## 5.2 Stages

The Exploitation strategy will be developed in different stages and will be closely monitored and validated by the partners and the involved stakeholders.

### Development of SustAInLivWork Joint Tech-transfer and Knowledge Valorisation Agenda & Framework

The SustAInLivWork Joint Tech-transfer and knowledge valorisation Agenda & framework will be part of the development of a process that will ensure efficient technology and knowledge transfer from the AI sustainable living and working solutions to the private and public sector and to stimulate business creation in this sector, thereby ensuring impact. The developed Agenda & framework will be the basis of Tech-Transfer, Impact and Knowledge Valorisation HUB. So, along with this Agenda, the Tech-Transfer, Impact and Knowledge Valorisation HUB will be created and will include the mechanisms for tech-transfer, entrepreneurship, collaboration with companies and knowledge assessment.

### Development of SustAInLivWork IP Protection Strategy

The SustAInLivWork IP protection strategy will be developed following the rules for IP set out in Article 16 of the GA and the agreements included in the CA. It is essential in order to deal with IP licensing and / or other schemes. The Strategy will be continuously reviewed during the project execution, to ensure the ownership and access to key knowledge, the protection strategy of the project's key exploitable results, and any other IP issues that may arise.

### Creation, Implementation and Development of SustAInLivWork Services Package

To foster a drive of change in AI solutions for sustainable living and working with and for the society in the international landscape, an effective technology and knowledge transfer are critical to bring to market innovative AI-based solutions, creating the appropriate processes and channels. Therefore, one of the SustAInLivWork objectives in order to develop a process which would ensure efficient technology and knowledge transfer from the AI sustainable living and working solutions to the private and public sector and to stimulate business creation in this sector, thereby ensuring impact, is to create, implement and develop business services package in align with Research Agenda and development strategy of the CoE. In this context, to address societal challenges, SustAInLivWork services package is intended in order to prepare and provide sustainable AI solutions to business companies, industry, public bodies, etc. based on CoE Development Strategy (D1.2) and aligned with relevant initiatives, e.g., EDIH. New actions will be carried out, such as surveys to better understand the needs and reservations from private companies.

To address low willingness from business in R&I services or collaboration activities in AI and facilitate the transfer of knowledge and competencies between the private and public sector, under this package, special attention will be taken to the development and maintenance of **"test beds"** (AI labs, e.g., AI as a service, AI cloud) for companies and their offering / promotion to companies to "test before invest", depending on business (companies + industry) needs. Moreover, **projects** for the development of customized sustainable AI algorithms and methodologies specific to project sectors and activities will be launched, customized **AI solutions** will be transferred to business through licensing or other schemes, and **training programmes** will be developed. It is planned to offer different content (program) workshops and AI thematic courses for business (IT/AI specialists) on how to use more sustainable AI approaches in the context of time, computational resources, transparency. At least 15 participants (≥ 3 teams) are expected to join SustAInLivWork start-ups incubation program resulting in MVPs (minimum viable product).

In addition, strategic partnerships with business to ensure co-creation and deployment of AI technologies will be designed. Also, different sustainable AI solutions from the AI concept (co-

develop sustainable AI systems with companies) to the AI productions (e.g., hardware and software by helping companies implement the AI technologies in their business) addressing societal challenges will be developed.

The developed SustAInLivWork services package will be prepared and provided to business companies, industry, public bodies, etc. and will be regularly updated depending on their needs, including various updates of the D1.2. Deployment of the aforementioned processes will allow to support the use of AI systems by the private and public sector.

### Establishment of SustAInLivWork Business Incubator

SustAInLivWork Business Incubator is intended to provide support to start-ups, young business, etc. based on the EC mission-oriented challenges. The idea of this incubator is to be a bridge between science and business enhancing the start-ups to develop their research knowledge-based products related to sustainable living and working (in the theme of the 4 RGs), considering the Lithuanian S3 and the SDGs.

### Creation of AI Start-ups Acceleration Guidelines for Sustainable Living and Working

AI start-ups acceleration guidelines (D3.4) for sustainable living and working will be created by SustAInLivWork Business Incubator in order to provide the following support to start-ups and young business: i) fundraising activities; ii) venture capital involvement; iii) entrepreneurship activities with trainings related to pitch, demo days, hackathons, prototyping; iv) technology scouting. These guidelines will be part of the deployment of the process to support the use of AI systems by the private and public sector (WP3).

### Preparation of Guidelines on Responsible Deployment of AI

Guidelines on responsible usage of AI (D4.3) will be prepared. The developed Guidelines will be a set of recommendations to foster and promote the culture of AI deployment with respect to ethical and other EU and Lithuania's regulations. They will be part of the AI Cluster development (WP4) process.

### Development of Recommendations for Lithuanian S3 and AI Strategy

During the implementation of the project, it is planned, among other things, to contribute to Lithuanian S3 and AI strategy. For this purpose, two recommendations (D4.4) will be developed: one – for improving Lithuanian S3 and one – for improving AI strategy. They will be part of the AI Cluster development (WP4) process.

# 6 CONCLUSIONS AND FURTHER WORK

This deliverable defines an overall communication, dissemination and exploitation strategy for SustAInLivWork. It outlines the main objectives of our communication, dissemination and exploitation activities and their overall process, maps the targeted audiences, defines the main communication and dissemination audiences and describes the CDE activities and the appropriate channels to carry them out.

We presented the key components of communication, dissemination and exploitation, the main purpose of the SustAInLivWork project and named a few of the expected results of our communication, dissemination and exploitation activities. Communication and dissemination tools and activities used in the first 6 months and plans for the future are presented, as well as the target audiences we are reaching with them. The key exploitable results have also been specified. Moreover, we defined the methodology to identify the most promising exploitable results, and the actions that will be carried out to explore the most suitable ways to protect and exploit the project results.

The work on communication, dissemination and exploitation in WP5 will result in two deliverables:

- D5.1 – Communication, Dissemination and Exploitation Plan.
- D5.2 – Sustainability Plan.

The project will use KPIs to identify and quantify the most effective communication and dissemination activities and these KPIs are mentioned in Tables 2 and 7.

By incorporating a Sustainability Plan (D5.2) (M12) we expect to boost the market potential of the project results to ensure the self-sustainability of the CoE. Objectives, indicators, and milestones will be set for assessing the impact of the project, with continuous monitoring of the project's KPIs in terms of activities, impact generated, and awareness. All of them will be published in the Impact Reports [D5.3]. The reports will include the communication and dissemination activities and their results, the promotional and marketing material of the project, and the necessary updates on the CDE Plan as required.

In further work, we will continue with all the mentioned communication, dissemination and exploitation activities, and strive to further improve the communication, dissemination and exploitation efficiency.

# ANNEX: SustAInLivWork logo design book


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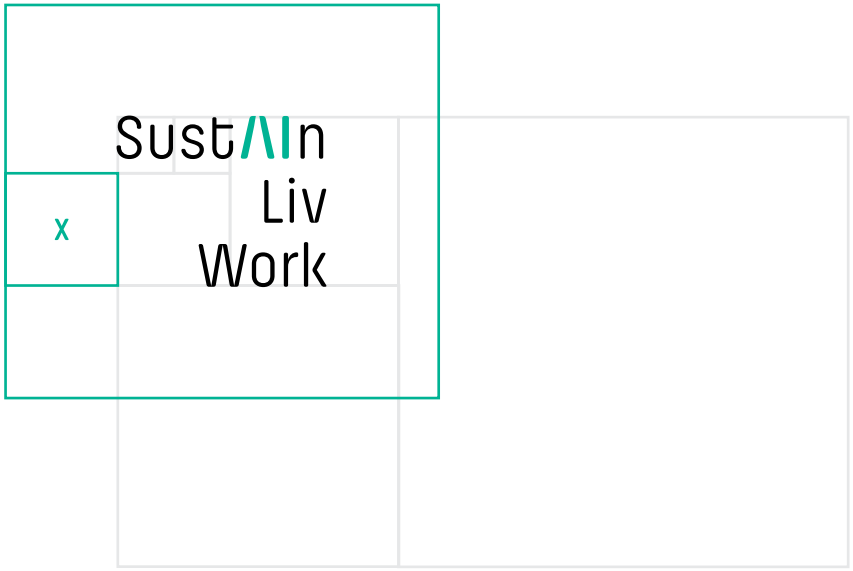
SustAIn
Liv
Work
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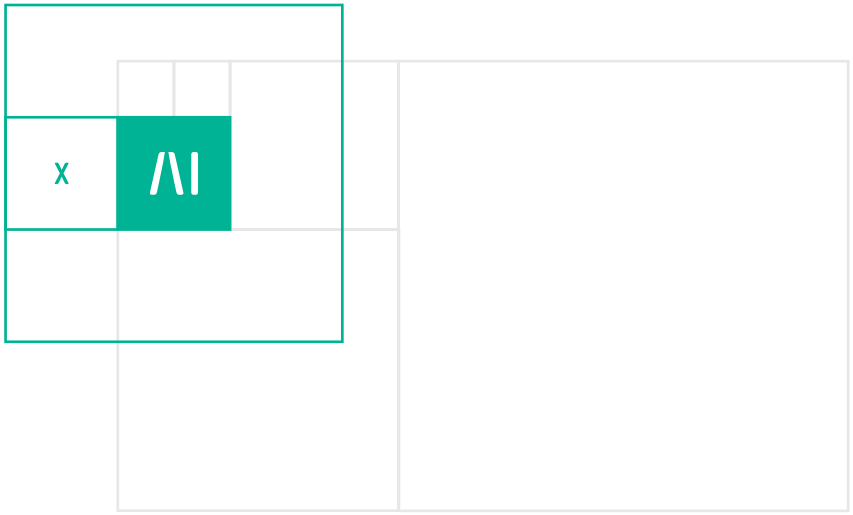
AI ženklas . Užpildytas ir linijinis variantai . Monochrominis . Baltas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FOR SUSTAINABLE
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WORKING


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FOR SUSTAINABLE
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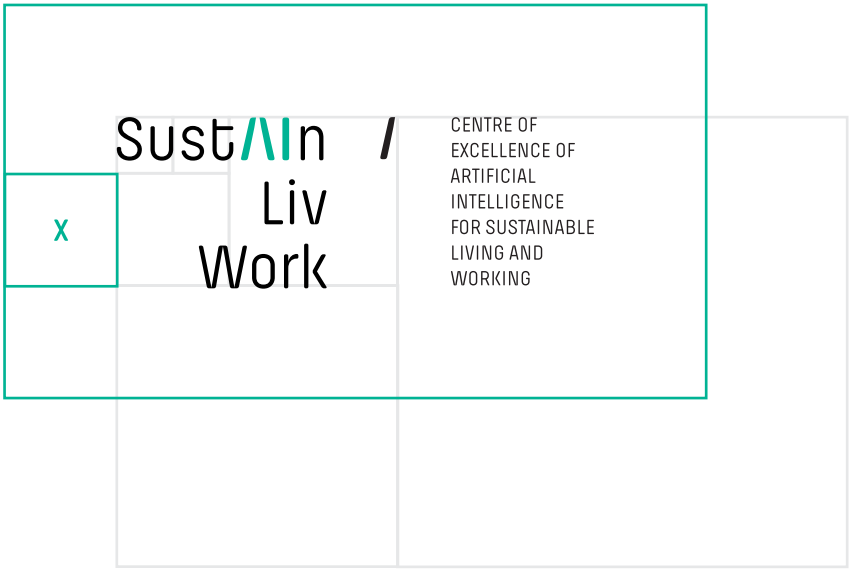
11
Logotipas su prierašu . EN . Horizontali kompozicija . Monochrominis . Baltas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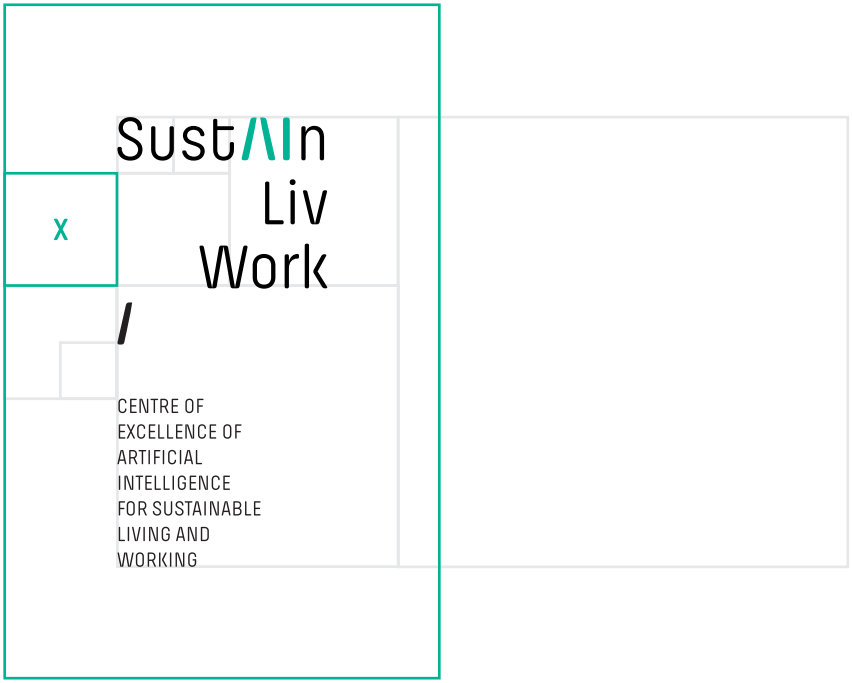
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Logotipas su prierašu . LT . Horizontali kompozicija . Spalvotas


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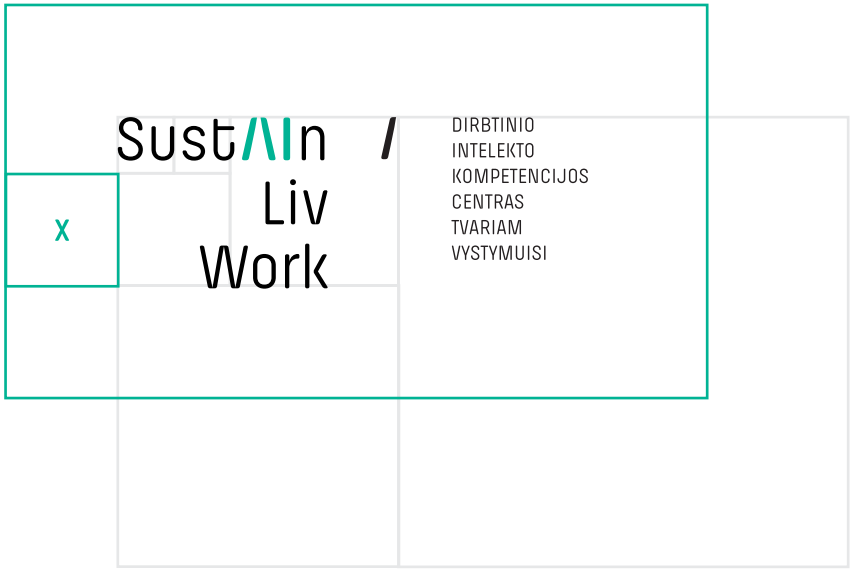
KOMPETENCIJOS
CENTRAS
TVARIAM
VYSTYMUISI



Logotipas su prierašu . LT . Horizontali kompozicija . Monochrominis . Baltas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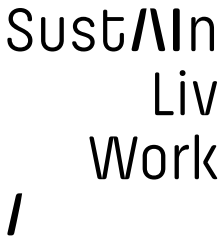
VYSTYMUISI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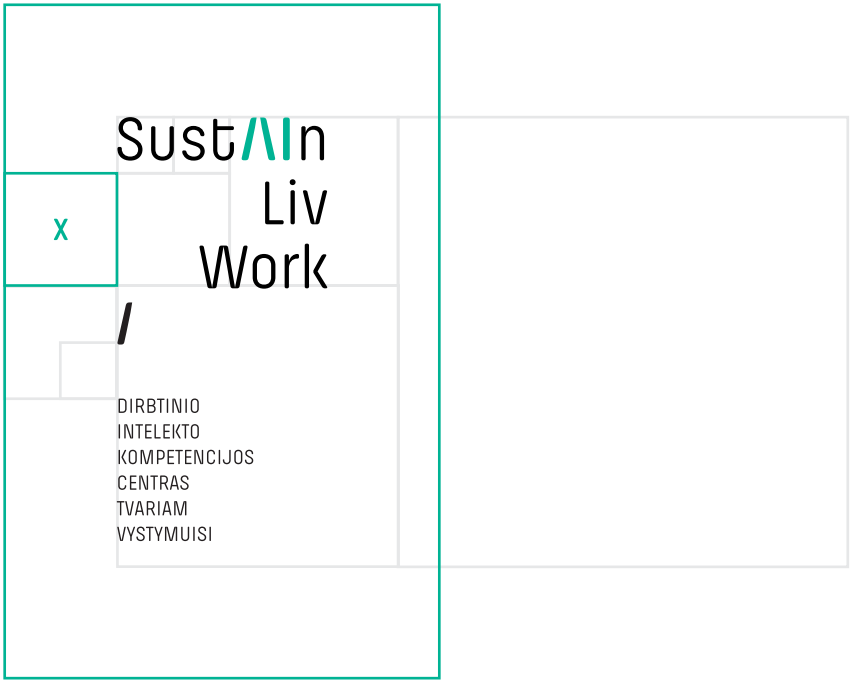
Logotipas su prierašu . LT . Vertikali kompozicija . Monochrominis . Baltas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RGB 0.0.0
CKYK 0.0.0.100
PANTONE Process Black C

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RGB 0.179.148
CKYK 77.2.55.0
PANTONE Green C

If I have seen further
it is by standing
on the shoulders of giants.
**If I have seen further**
**it is by standing**
**on the shoulders of giants.**

— Isaac Newton

*flux.blue '23*