



Common European
Data Spaces and
Robust AI for Transparent
Public Governance

CEDAR

Project acronym: CEDAR

Project full title: Common European Data Spaces and Robust AI for Transparent Public Governance

Call identifier: HORIZON-CL4-2023-DATA-01

Type of action: HORIZON-RIA

Start date: 01/01/2024

End date: 31/12/2026

Grant agreement no: 101135577

[D6.1 – CEDAR Brand and Communication Channels]

Document description: *Presentation of the CEDAR brand identity and web footprint.*

Work package: *Work Package 6 "Impact: promotion and exploitation of CEDAR Science and Innovation"*

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Version: *1.0*

Status: *Final*

Deliverable type: *R*

Dissemination level: *Public*

Official submission date: *31.03.2024*

Actual submission date: *29/03/2024*



The CEDAR project has received funding from the European Union's Horizon Europe project call HORIZON-CL4-2023-DATA-01 funded project Grant Agreement no. 101135577

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The CEDAR consortium consists of the following partners:

No.	Partner Organisation Name	Partner Organisation Short Name	Country
1	Centre for Research and Technology Hellas	CERTH	Greece
2	Commissariat al Energie Atomique et aux Energies Alternatives	CEA	France
3	CENTAI Institute S.p.A.	CNT	Italy
4	Fundacion Centro de Tecnologias de Interaccion Visual y Comunicaciones VICOMTECH	VICOM	Spain
5	TREBE Language Technologies S.L.	TRE	Spain
6	Brandenburgisches Institut für Gesellschaft und Sicherheit GmbH	BIGS	Germany
7	Christian-Albrechts University Kiel	KIEL	Germany
8	INSIEL Informatica per il Sistema degli Enti Locali S.p.A.	INS	Italy
9	SNEP d.o.o	SNEP	Slovenia
10	YouControl LTD	YC	Ukraine
11	Artelligence	ART	Ukraine
12	Institute for Corporative Security Studies, Ljubljana	ICS	Slovenia
13	Engineering – Ingegneria Informatica S.p.A.	ENG	Italy
14	Universidad Politécnica de Madrid	UPM	Spain
15	Ubitech LTD	UBI	Cyprus
16	Netcompany-Intrasoft S.A.	NCI	Luxembourg
17	Regione Autonoma Friuli Venezia Giulia	FVG	Italy
18	ANCEFVG – Associazione Nazionale Costruttori Edili FVG	ANCE	Italy
19	Ministry of Interior of the Republic of Slovenia / Slovenian Police	MNZ	Slovenia
20	Ministry of Health / Office for Control, Quality, and Investments in Healthcare of the Republic of Slovenia	MZ	Slovenia
21	Ministry of Digital Transformation of the Republic of Slovenia	MDP	Slovenia
22	Celje General Hospital	SBC	Slovenia

23	State Agency for Reconstruction and Development of Infrastructure of Ukraine	ARU	Ukraine
24	Transparency International Deutschland e.V.	TI-D	Germany
25	Katholieke Universiteit Leuven	KUL	Belgium
26	Arthur's Legal B.V.	ALBV	Netherlands
27	DBC Diadikasia	DBC	Greece
28	The Lisbon Council for Economic Competitiveness and Social Renewal asbl	LC	Belgium
29	SK Security LLC	SKS	Ukraine
30	Fund for Research of War, Conflicts, Support of Society and Security Development – Safe Ukraine 2030	SU	Ukraine
31 (Associated Partner)	ARPA Agenzia Regionale per la Protezione dell' Ambiente del Friuli Venezia Giulia	ARPA	Italy

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V0.1	05.03.2024	Table of Contents and Introduction	Francesco Osimanti (The Lisbon Council)
V0.2	07.03.2024	Section 1.1, 1.2, 1.3	Francesco Osimanti (The Lisbon Council)
V0.3	08.03.2024	Section 1.4, 1.5, 1.6, 1.7	Francesco Osimanti (The Lisbon Council)
V0.4	11.03.2024	Section 1.8, 1.9, 1.10 and Conclusions	Francesco Osimanti (The Lisbon Council)
V0.5	12.03.2024	Proofreading of the document	Evgenia Malikova (The Lisbon Council)
V0.6	12.03.2024	First Peer review	Thodoris Semertzidis (CERTH)
V0.7	20.03.2024	Partners review	Irem Goymen, Sofia Karagiorgou (UBITECH)
V0.8	21.03.2024	Partners final review	Arthur van der Wees (ALBV)
V0.9	22.03.2024	Feedback integration and final version	Francesco Osimanti (The Lisbon Council)

V1.0	28.03.2024	Final version	Thodoris Semertzidis (CERTH)
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Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

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Executive Summary

Dissemination and promotional activities are fundamental actions for a Horizon Europe project like CEDAR, expected to be carried out through a broad spectrum of initiatives with a view to keep the entire community made of Stakeholders, Scientific Researchers, Data Experts, Policy Managers and Citizens abreast of the current project results and developments. The strategy includes both online and offline tools to maximise the reach of the project on Digital and mainstream channels.

The dissemination of CEDAR outputs has two major objectives:

1. Making the knowledge developed throughout the project available to the widest audience (public disclosure of project results);
2. Enhancing its exploitation potential (more stakeholders involved in the process);
3. Tailoring the dissemination activities according to the different Stakeholders that will be addressed alongside the projects’ lifetime (with a recurring adjustments of the Stakeholders’ engagement strategy, to be defined over the course of the corresponding Work Package meetings (on a monthly basis) and collectively at Consortium’s level.

Communication activities ensure that diverse actors and stakeholders are continuously engaged in a two-way dialogue with the project at a local, national and EU level with the aim of raising awareness of the growing need for high-quality, high-value, analytics-ready, and open data for a more transparent public governance.

This document illustrates and describes exhaustively the list of the branding and visual identity items (to be processed through the lifespan of the project from M01 to M36), printed material

(flyers, posters, brochures, roll-up banners), video interviews, and social media channels which will ensure a valuable source of information on the main outcomes of the project and its Pilots. These items will represent the backbone of the project's overall Communication & Dissemination strategy and plan, to be fully leveraged by each partner in the appropriate context for a proper and effective recognition of the project. This can be considered as the "Start Pack" of the project but this toolkit will be further broadened across the deployment of the project to adequately suit the communication needs of the project and consortium, especially in conjunction with tailored events or special releases. *In this regard, an iteration of D6.1 at the end of the project could be envisaged to provide a catch-all overview of the communication items and products elaborated during the whole project and its usage and impact.*

1 Dissemination Material

1.1 Branding and Logo

The primary way to “communicate” the project is the identification of the project logo. In CEDAR, the logo is represented by a graphic item, the title of the project and the meaning of the acronym (*see Figure 1*). A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents will be also provided (*see Figures 3 and 4*) and made available for the whole Consortium through the internal shared Drive.

As a result of this homogeneous and solid Branding strategy, the project aims at achieving the following outcomes:

- More effective outer recognition and visual identification;
- Guarantee a seamless and consistent presence across various online and offline formats;
- Improved recognition across a scientific-oriented audience;
- Strengthened loyalty and trust from the audience;
- Sustain the overall message that CEDAR wants to convey.

Information of EU funding will always be present by a prominently displayed EU emblem and the text suggested in the Grant Agreement, in accordance with the *Article 17.2 of the Horizon Europe grant agreement: Visibility - European flag and funding statement*: “CEDAR project has received funding by the European Union’s Horizon Europe, under grant agreement no 101135577”. Furthermore, it will be disclaimed, that the content does not represent the opinion of the European Commission and the European Commission is not responsible for any use that might be made of such content.





Figure 1 - CEDAR Official Logo (with and without payoff)

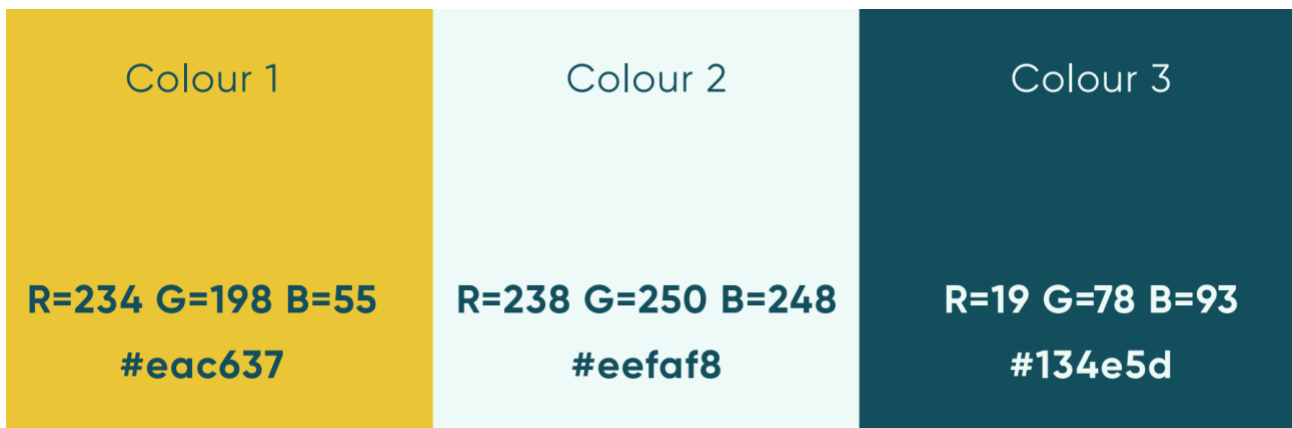
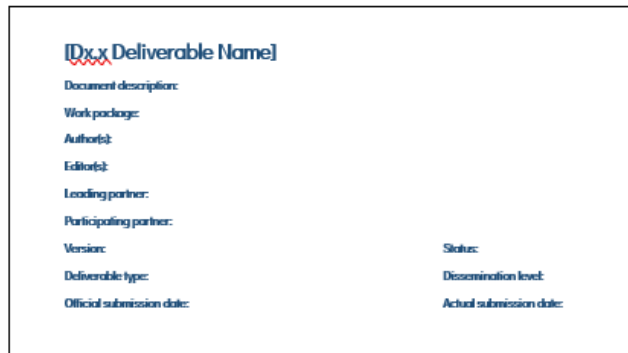


Figure 2 - Representation of CEDAR Color Palette and corresponding RGB Codes




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[D.x Deliverable Name]

Document description:
Work package:
Author(s):
Editor(s):
Leading partner:
Participating partner:
Version: **Status:**
Deliverable type: **Dissemination level:**
Official submission date: **Actual submission date:**



Figure 3 – Deliverable Template

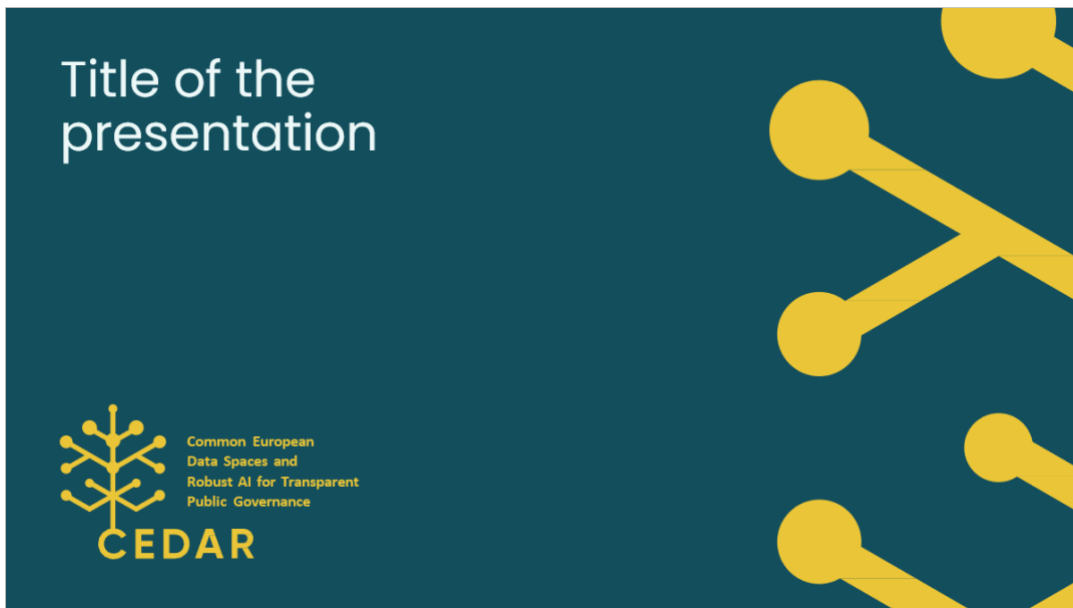


Figure 4 – PowerPoint Template

1.2 Social Media

Ongoing management and nurturing of social media networks and relevant groups within them is central to the CEDAR communication plan, leveraging the already engaged and extensive community built across the Consortium networks. Three Social Media channels (LinkedIn, X and YouTube) have been set up as of M1 as a key-ingredient for the CEDAR Digital strategy, with full alignment with the abovementioned visual and branding Identity. An average target of twice posts on a weekly basis will be pursued to keep the community fully engaged.

It will be equally important to keep the web platform animated with content of direct interest to stakeholders, feeding into social media activities, which require constant updating to be a real success (*example of purpose-built [carousel post](#)*). At the same time, in each media the corresponding content will be carefully customised to fit the “rules” and context of each social media platform.

LinkedIn

LinkedIn (<https://www.linkedin.com/company/cedar-eu/>) is an essential professional network for CEDAR and its primary Social Media platform, both to broaden its own community and to leverage consolidated networks within the consortium, bringing the most relevant connections onboard the project’s community. LinkedIn groups are also an important channel for reaching a broad base for the open calls, adapting to identified priorities and new ones emerging during the project lifecycle. LinkedIn is also a well contextualised social network which gives the opportunity to introduce and promote research outcomes to a well-fit audience, to bring forward production and dissemination of scientific knowledge and find strategic partnerships.

The overall graphical layout (visual identity and color palette) will adhere to the evolved branding that will be chosen for each of the projects’ release or to bolster the promotion of coming events/released outputs. Social Media communication will be carried out in full compliance with the key principles to communicate EU funded projects and by leveraging the appropriate hashtags and mentions to further uphold the overall exposure (*#HorizonEU #ResearchImpactEU #EUInnovation, @REA, @EU Science and Innovation, @HorizonEU, @EUGreenResearch*).

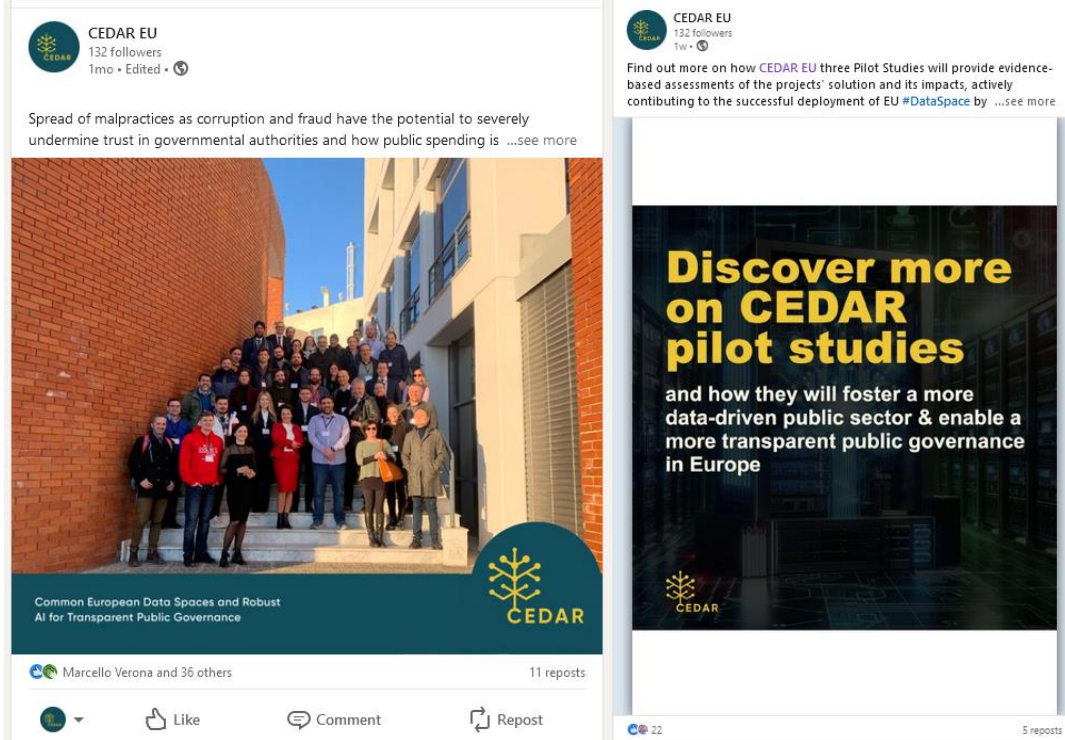


Figure 5 – Examples of LinkedIn activities (Kick-Off Meeting post and example of carousel)

X (former Twitter)

X (https://twitter.com/cedar_eu) will be mainly used to provide brief real-time updates and news, but also as a tool to share generic information about key technologies and/or relevant novelties in the European regulatory framework, inform about the project, and promote event activities.



Figure 6 – CEDAR X Header

YouTube

Other channels will be integrated into the Social Media Plan over the course of the project, such as YouTube (https://www.youtube.com/@CEDAR_EU), to showcase short video clips on CEDAR and its community of domain experts and specialists. YouTube will also host individual and group interviews to several partners and it will be the main storage of project-related workshops or online events.

1.3 Poster(s)

The usage of Poster as one of the key-asset for CEDAR Communication Strategy combines multiple advantages:

- High efficiency with an affordable cost;
- Better versatility: posters can be displayed in a wide range of locations;
- Encourage an active response and interaction (such as during “*Poster Sessions*” at events/fairs);
- Flexible Design to appeal diverse kind of audience (possibility to leverage eye-catching graphic design, tailored written content or even QR code to drive people to the website);
- Convey the overall message in a more digestible manner for the end-user and/or attendee.

A first poster was produced for the project at M2, to be shown at future events and be leveraged in online setting (see Figure 7 below). More will come over the lifetime of the project to effectively respond to any communication rising need (participation at events, conferences, fairs, etc.).

The poster focuses on CEDAR main goals and tackled challenges and highlights the three Pilot Studies that will be carried out during CEDAR lifespan. The poster includes also a brief synopsis of the project, logos of the partners involved, contacts' details and a soft "call-to-action" (through a dedicated QR Code) to join the community through the website or social media channels.



The world is currently confronting unprecedented challenges, encompassing a global pandemic, ongoing conflicts, and environmental and energy crises. In response to these crises, there has been a significant surge in emergency public spending, accompanied by a relaxation of due diligence checks and oversight.

Consequently, this has given rise to patterns of corruption and fraudulent activities, exerting profound and detrimental impacts on the European economy, society, environment, and politics.

CEDAR SEES THESE CHALLENGES AS CATALYSTS FOR RESEARCH, INNOVATION, AND COLLABORATION.

The initiative establishes ambitious objectives with a view to develop methods, tools, guidelines for automated Digitalisation of data sources existing in public administration's, in the framework of the fight against corruption and fraudulent activities.

Common European Data Spaces and Robust AI for Transparent Public Governance
CEDAR

MAIN GOALS

- Identify, collect, generate, harmonise, synchronise, protect, and share **new large-scale, high-quality, high-value datasets (10+)** relevant for increasing transparency and accountability of public governance in Europe.
- Build and improve **methods and tools for effective data management and machine learning (ML) operations (DataOps, MLOps)** in order to facilitate efficient, scalable, automated, and trustworthy management of open data spaces, with a view to enable a more transparent public governance.
- Develop new **data analytics and machine learning methods** for robust, data-efficient, human-centric, and well-informed decision making.
- Validate and promote CEDAR results with **relevant public and private stakeholders** and generate direct, tangible, and immediate impact on European economy, society, and environment.

PILOT STUDIES

CEDAR will implement validation efforts based on three distinct use cases across different European countries:

- 1 MONITORING NATIONAL RECOVERY AND RESILIENCE PLAN (RRP) FUNDS IN ITALY** - Equip public administration and other relevant public/private stakeholders with data and tools for the monitoring and prevention of the infiltration of organised crime in the management of national RRP funds in Italy.
- 2 TRANSPARENT MANAGEMENT OF SLOVENIAN PUBLIC HEALTHCARE FUNDS** - Help stakeholders in the Slovenian healthcare sector to address the issue of fraud and corruption in low-value tenders with modern data-driven technologies and thereby enhance transparency in public governance.
- 3 TRANSPARENT MANAGEMENT OF FOREIGN AID FOR REBUILDING UKRAINE** - Support the Ukrainian government and foreign donors to make better use of data, modern technologies, and secure practices for a transparent management of public funds and foreign aid aimed at infrastructure restoration and rebuilding projects.

Coordinator: CERTH (CENTRES FOR RESEARCH & TRAINING ON CYBERSECURITY)
Scientific Coordinator: UNIVERSITA' DI TRIESTE

Coordinator: **Dr. Petros Daras / daras@itgr**

social media: @CEDAR_EU, @BOROF_EU, CEDAR EU

cedar-heu-project.eu

Figure 7 – CEDAR Presentation Poster

1.4 Roll-Up banner

Roll-Up Banners proved to represent an additional promotional tool that CEDAR Consortium leveraged to support the Communication strategy of the project. Roll-Up Banner (also known as Pull-Up Banner) can bring tangible multiple benefits as the following:

- High portability: Roll-Up Banners are lightweight, compact-sized, designed to be easy to manage and moved around in different context (trade shows, fairs, conferences, exhibitions or simply stalled in offices);
- Easy installation and set-up;
- Roll-Up Banners are reusable and long-lasting thanks to their laminated print (sustainability aspect is also taken into account); pull-up banners that are well taken care of can be used for many consecutive functions, as long as you stay true to the message they are conveying so that it is not irrelevant.
- Possibility to quickly grab attention and to provide content-rich information to the viewers;
- Suitable for outdoor as well as indoor environments.

The branded Roll-Up Banner provides a general overview of the project and has been already used at the kick-off meeting of the project and adapted to all the different contexts where CEDAR participated.

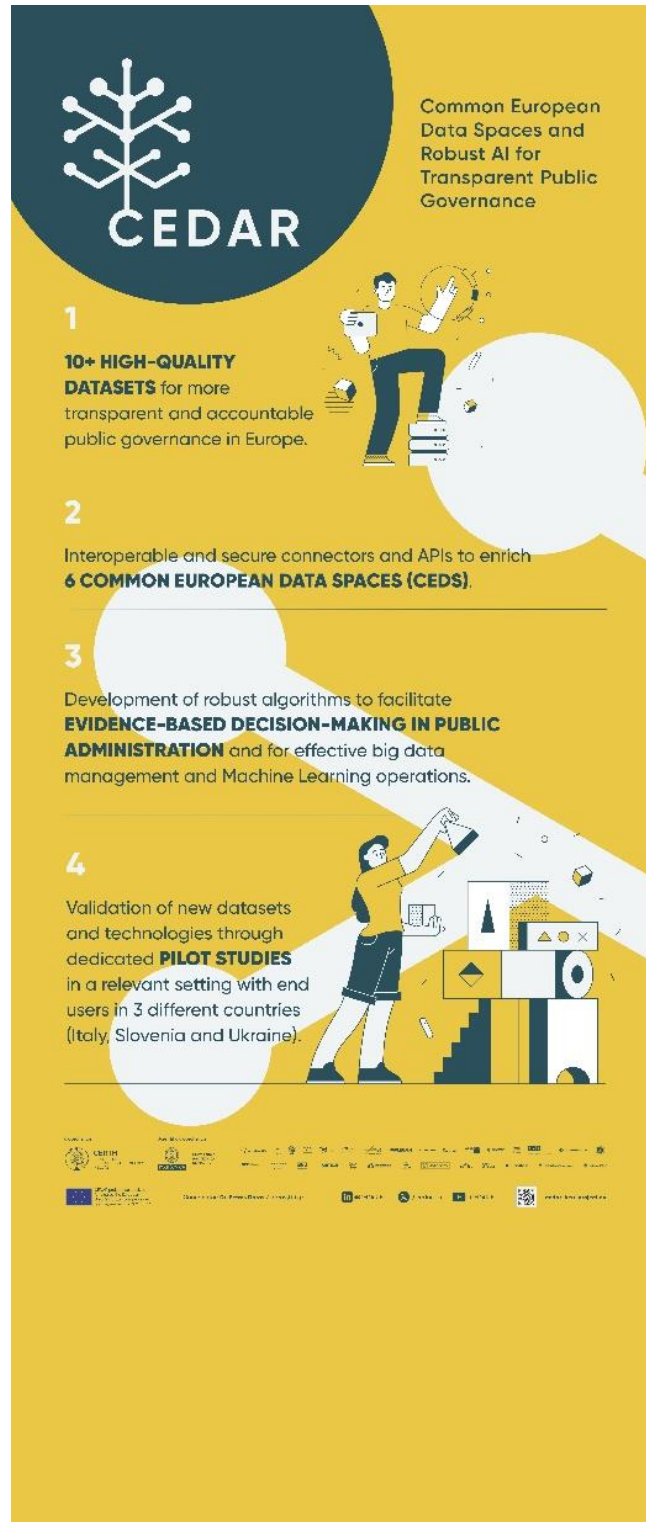


Figure 8 – CEDAR Roll-Up Banner

1.5 Flyers and/or Brochures

Collaterals such as flyers and brochures will help in building CEDAR visual identity and implementing the dissemination and Stakeholder engagement strategy. Flyers and Brochures

allow a fast promotion of the project and the opportunity to reach out to a wide audience both online and offline. Furthermore, they will be used to point out and bring to people’s attention the most relevant details of the project as well as to move people to interact with CEDAR. Flyer advertisement/communication is an effective and easy way of telling people about projects’ main objectives or progress. A well-designed brochure gets the main point across in an easy-to-read style. The fonts are bold and readable enough to keep a potential viewer reading through.



Figure 9 – Snapshot of the first CEDAR Flyer

1.6 Press Releases(s)

The official start of the project was launched with the distribution of a Press Release (in M3) published through the main LinkedIn Channel under a form of an article¹, it will be presented to CORDIS in order to be featured in the corresponding news section, to disseminate information on the project and its goal in the broadest sense. Press Release was also promoted on Partners websites and disseminated to other relevant organisations and like-minded EU R&I projects, with a view to further widen the project’s exposure and, potentially, start up new synergies.

Ad-hoc Press Releases will be envisaged in conjunction with the major releases and outputs of the projects, or to effectively promote events’ participation.

¹ <https://www.linkedin.com/pulse/common-european-data-spaces-robust-ai-transparent-public-governance-eajbf/?trackingId=GRxMs0ecW9st5yuDKUo8uA%3D%3D>

Common European Data Spaces and Robust AI for Transparent Public Governance - [CEDAR]



March 11, 2024

[Open Immersive Reader](#)

A team of nine top research institutions and universities, twelve technology and business developing companies, seven public sector end users, and three relevant NGOs is launching CEDAR, an initiative to promote more transparent and accountable public governance in Europe. By sharing high-quality datasets, developing secure connectors for European data repositories, and employing innovative technologies for efficient big data management and analysis, CEDAR aims to promote better evidence-based decision-making, combat corruption, and reduce fraud in public administration.

“The CEDAR project is an ambitious effort and a great opportunity to accelerate the digital transformation of audit mechanisms against the embezzlement of public funds and corruption. The Common European Data Spaces should be at the center of this endeavor.” - *Dr. Petros Daras (Coordinator)*

CEDAR will identify, collect, fuse, harmonise, protect, and share 10+ new high-quality datasets. This will involve digitising data from public administration archives and generating synthetic data to improve real-world data quality. The project also aims to harmonise and standardise different public and private data sources into new unified datasets. Furthermore, CEDAR seeks to enable fair and

[Like](#) [Comment](#) [Share](#)


 1 comment

Figure 10 – Press Release CEDAR Kick-Off for distribution

1.7 Newsletter(s)

Aimed at a broad audience, a quarterly CEDAR newsletter will showcase project news, resources, the work of the different Pilot Studies, highlighting the technological results and the societal challenges they are addressing. The newsletter will be coordinated by The Lisbon Council under WP6 and authored by the contribution of a different consortium member on a rotating basis. The website home page will include a tailored “*Call-to-action*” box (to be replicated in all the future communication’s collaterals) with a view to attract new subscribers.

As follows, a preliminary and tentative scheduling of the first Newsletters’ releases envisaged for Year 1 (edits and potential changes will most likely occur at the time of the draft of each one):

1. #1 – June 2024: The first newsletter will include a general presentation of the project’s key goals and objectives, featuring the Press Release and a video interview to the main

- Coordinator (to be realized during the coming General Assembly in April 2024). The newsletter will probably showcase (if any) events/workshops where project's partners will play a role either as keynote speakers or projects' ambassadors (to be evaluated in proximity of the release).
2. #2 September 2024: Short presentation of the CEDs (Common European Data Spaces) and correlation with the project, presentation of the Pilot Studies (if possible, through customized interviews featuring Pilot's leaders), User requirements and potential events' attendance (or follow-up reports/articles from previous ones).
 3. #3 December 2024: The third newsletter will zoom-in the advancement of the project's technologies for more efficient, scalable, secure management of big data and their integration with CEDS (under form of interviews/articles etc...). Moreover, the newsletter will present any timely update achieved by the end of the year.

1.8 Video(s)

At the beginning of the project, a series of video interviews will be produced, aiming to give a high-level overview of the project. The interviews will feature the project coordinator and the main leader of the three Pilot Studies (plus a representative from the Scientific Coordination). Video interviews will be leveraged across the whole lifespan of the project to provide timely updates on the project's advancements through the voice of key personalities of the Consortium. The first footages will be shot during the second General Assembly (April 2024) in Athens (*expected delivery by June 2024 on website and social media*). Moreover, YouTube will be exploited as online repository to store all the online Workshops, Trainings or relevant events' attendance to allow the community an easy access and the chance to effortlessly enjoy the available content.

1.9 Workshops and Third-Party event(s)

Positioning the project inside the broad ICT and Data ecosystem is a task that will require a continuous effort and engagement actions with relevant stakeholders. Among several activities that will be carried out, the participation in third party events will play a crucial role in the achievement of this goal. Identification of the most relevant events will be regularly discussed during the monthly PMB meeting as well as within WPs' dedicated calls. The events will be carefully selected in order to attend and partake the ones with higher possibilities to achieve and establish Stakeholders' connections, meet up with other EU funded projects, European Commission flagship programmes or events/conferences, and/or similar initiatives which are aligned with the current goals of the project.

1.10 Website Design and work plan toward release

As of January 2024 (M1), CEDAR project had its own landing page, available at the following address: <https://cedar-heu-project.eu/> . The sole and temporary purpose of this page, which anticipates the actual release of the full-fledge Website (scheduled at M4), is to provide the end-

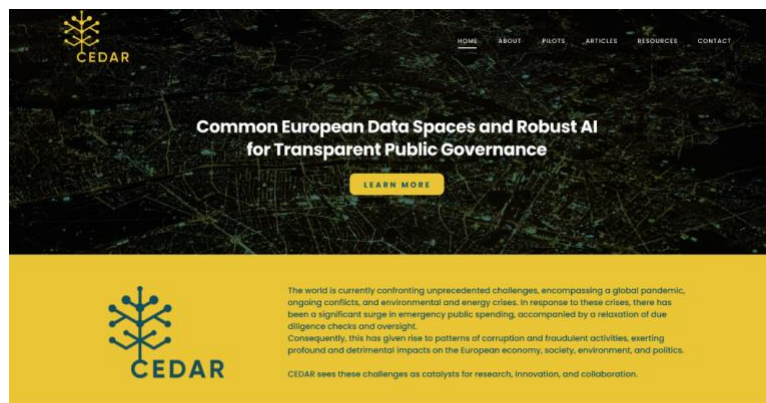
users with a link that takes the visitors to the main Social Media channels, which are the key source of (updated) project’s information as of M1.

At the moment of writing, WP7 is currently engaged with the development of the website design in view of a complete roll-out by the end of April 2024.

The website will feature several sections, listing the goals, the Pilot Studies, the Impacts, the Partners, a Press Kit area, a Contact form and a News section which will be updated on a regular basis. The website will ultimately:

- Showcase with clarity the most important attributes of the project;
- Speak to a broad audience and make a preliminary segmentation;
- Keep the community informed on the main developments of the project in its first phase and along the deployment of the project.

The Website must be considered as a living and ever-adjustable tool and it might undergo some further adaptations in Y2 and Y3, to fully suit the new dissemination needs of the projects, to provide up-to-grade visibility to peculiar outputs of CEDAR and, when needed, to put specific results in the spotlight.



GOAL 1 - IDENTIFY

Collect, generate, harmonise, synchronise, protect, and share new large-scale, high-quality, high-value datasets.



GOAL 2 - BUILD

Improve methods and tools for effective data management and machine learning (ML) operations (DataOps, MLOps)



Figure 11 – Snapshot of the “look and field” of CEDAR coming Home Page and internal area’s website

2 Conclusions

The Communication and Dissemination Work Plan of CEDAR’s outputs will pursue three key-objectives:

1. Making the knowledge developed throughout the project available to the widest audience through public disclosure of project results.
2. Enhancing its exploitation potential through the involvement of the stakeholders involved in the process as defined in the Grant Agreement and stemming from other collaborations sparked during the project’s lifetime.
3. Valorisation of the achieved results through appropriate platforms (*i.e. Horizon Results Platform*) and sectoral events.

All the above-mentioned dissemination items and activities will serve the purpose to effectively address the target groups and to reflect a broad range of stakeholders in order to ensure that multiple actors are kept continuously engaged in a two-way dialogue with the project at a national and EU level. This will allow raising awareness of the crucial role of the uptake of digitalisation to enhance the fight against phenomena of corruption in public administration and

governance, and reach out to a wide segment of the public. A broad range of communication methods and means allows the consortium to adequately present the project under multiple circumstances and to properly reach out to the desired target group: in academic or scientific contexts, hosted in third-party platforms and channels, on social media outlets, during physical events, fairs, workshops and meetings. The target groups for the dissemination activities are broken down into equally important categories, as follows:

- Policy Makers;
- Data Producers;
- SW Developers;
- European funded Research & Innovation projects;
- EC's Public and Private Partnerships (BDVA, ADRA EU, Euro Hpc etc..);
- Data space policy managers;
- Citizens at large.

The dissemination activities and all the material to be developed will be directed towards all these categories, through targeted communication channels and tools according to the Stakeholder needs.



Funded by the
European Union

*This project has received funding from the European Union's Horizon
Europe research and innovation programme under grant agreement No
101135577*