

# FERMI

## FAKE NEWS RISK MITIGATOR

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## D6.1 The FERMI outreach management facilitators package

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## Executive summary

This deliverable outlines a comprehensive Outreach Management Facilitators Package for the Horizon Europe project FERMI, focused on delivering key messages to project's target audiences. FERMI's plan will employ a range of tools in both traditional and digital media channels to ensure the widest possible reach. The goal of the plan is to build awareness on the project and drive a positive impact on society, while also highlighting the consortium's and the European Union's commitment to excellence and innovation. The project will emphasise core messages, which revolve around developing capabilities to counter fake news and disinformation fuelled crime for a digital Europe. FERMI's plan includes a variety of measures and activities to identify the consortium members' roles, analyse stakeholders' needs, create a community around FERMI, and establish and maintain an effective communication and dissemination. As the ultimate objective of the European Union research and innovation projects is a positive, long-lasting impact on society, this deliverable also sheds light on the exploitation potential of FERMI. As a matter of fact, communication and dissemination are propaedeutic to sustainable exploitation. The consortium anticipates that FERMI's Outreach Management Facilitators Package will ensure effective communication with relevant stakeholders. To ensure that it stays relevant over the project's duration, we foresee the update of this document.

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## Abbreviations

<b>CDES:</b>	Communication and Dissemination, Exploitation and Sustainability
<b>DIW:</b>	German Institute for Economic Research
<b>DSA:</b>	Digital Services Act
<b>GA:</b>	General Agreement
<b>KPI:</b>	Key Performance Indicator
<b>LEA:</b>	Law-Enforcement Agency
<b>SME:</b>	Small and Medium Enterprise
<b>STEEP:</b>	Social-Technological-Economic-Environmental-Political
<b>WP:</b>	Work Package

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# 1 Introduction

This deliverable encompasses “[t]he FERMI outreach management facilitators package,” which mostly includes the very first outline of the project’s communication and dissemination, exploitation and sustainability (CDES) strategy. As laid out in the Grant Agreement (GA), FERMI’s CDES strategy is expected to include the following cornerstones:

- “1) Set the objectives,
- 2) Identify the target groups,
- 3) Engage channels,
- 4) Set roles and responsibilities within the consortium,
- 5) Monitor impacts,
- 6) Link to the external EU agenda and
- 7) Strategy for exploitation and business growth.”<sup>1</sup>

FERMI’s CDES strategy will be presented and discussed accordingly with the exception that the monitoring activities will be addressed immediately after the project’s objectives (and a set explanatory remarks on the immediate implementation steps), as the latter build on the former. The exact monitoring activities will be specified in very great detail in view of a huge set of fairly ambitious key performance indicators (KPIs). Moreover, the roles and responsibilities within the consortium are being discussed right after the delineation of the target groups to lay out how the partners can facilitate CDES activities vis-à-vis the addressees of FERMI’s work. The exact channels and approaches that are being used to advance the CDES strategy of the project are presented thereafter. Considering that this also concerns channels and approaches to facilitate exploitation, the latter is addressed in the same context (and not at the very end of the list).

Accordingly, this deliverable proceeds with remarks on the project’s objectives and key implementation steps (chapter 2) monitoring and key performance indicators (chapter 3), key target groups and stakeholders (chapter 4), consortium roles (chapter 5), communication and dissemination tools and channels, which include what at this stage basically takes the form of a communications starter pack guiding the communications and dissemination activities of the partners<sup>2</sup> and some comments on the implementation of these tools and channels, including in the exploitation realm (chapter 6) and the FERMI project’s nexus to the EU’s policy agenda (chapter 7). It then concludes with a set of observations on branding (chapter 8) and a wrap-up (chapter 9).

Interestingly, the task description of T6.1 leaves the consortium a little more time to present a CDES strategy – more specifically, it stipulates that “[a]s part of the task, a more detailed dissemination and communication plan will be established within the first *six months* [emphasis added] of the project,”<sup>3</sup> whereas this deliverable is already due by month 4. Accordingly, this deliverable will mostly lay the ground for the project’s CDES efforts in the sense of making a first attempt at specifying the key elements thereof and guiding the CDES activities of the partners.

More specifically, this deliverable will place a special emphasis on the GA’s remark that “the preliminary activities” in the CDES realm “will be intended to identify the key messages: concepts and goals, identify the key audiences and prepare preliminary general material.”<sup>4</sup> Fortunately and conveniently, these elements have been integrated into the GA’s above-mentioned overview of the CDES strategy in the sense that concepts and goals are the very first building block and identifying the proper target audiences is yet another cornerstone. The requirement to prepare preliminary general material is covered by the engagement channels, including the communications starter pack.

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<sup>1</sup> Grant Agreement, PART B, p.26.

<sup>2</sup> Grant Agreement, PART B, p.27.

<sup>3</sup> Grant Agreement, PART B, p.41.

<sup>4</sup> Grant Agreement, PART B, p.26.

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The further building blocks will be addressed and described too but some of those will play a seemingly bigger role in future updates and amended versions of the CDES strategy, as they can be supplemented once more comprehensive CDES measures have been embarked on. As the GA clarifies as well, “[a] regular update of the communication, dissemination and exploitation plan with lessons learnt will take place annually,”<sup>5</sup> which will inform the future work of WP6, including the deliverables. In other words, this deliverable’s CDES concept will be further advanced and fine-tuned but also critically assessed and reflected on as the project progresses,

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<sup>5</sup> Grant Agreement, PART B, p.27.



## 2 Objectives and Key Implementation Steps

This deliverable’s objectives are largely derived from the GA. Besides requiring the conception of an overall CDES strategy, including a set of focal points as laid out above, the GA also stipulates a list of clearly described and delineated communications and dissemination activities the FERMI consortium will implement. This includes, among other things,

- the creation of a robust **online presence** in the form of
  - **a project website** and
  - **social media accounts.**

With respect to the project’s online presence, it is stated that “a Social Media Networks strategy (Social Media Handles and website with engaging online resources)” are necessary. To further promote the project’s insights “[t]he consortium partners will comprise the foundation of an expanding network through creating, following and sharing the project’s posts on their social media network and professional websites.”<sup>6</sup>

In other words, CDES is not a one-partner effort. LC in their capacity as dissemination manager will be boldly and actively supported by the entire consortium in their attempt to get FERMI’s message across, especially in the social media realm. This is a perfectly reasonable expectation, considering that all partners have an online and/or social media presence themselves, which can be used to further communications and dissemination activities. This is reflected in the assignment of WP6’s PMs to the consortium and should be a huge help when it comes to recruiting followers and meeting the online presence’s KPIs, as described below.

The website’s set-up is described in some more detail. It is being declared that the website is to include “a dedicated private partner space [that] will host key information produced by the project.” Moreover, the website is meant to feature “5-min videos created for You-Tube, infographics, webinar downloads, as well as summaries of all activities and ways to get involved.”<sup>7</sup>

In terms of such ways to get involved, it is further remarked that novel technologies should play a particularly prominent role on the website. More specifically, the consortium will be “initiating scoping activities with key working groups to open up discussion around some of the robotics applications being funded by the European Commission in order to ensure that a variety of voices are present. These discussions aim to provide research priority recommendations for four (4) specific topics: AI, big data analytics, AI based recommendation systems, applications of robotic cognition.”<sup>8</sup>

The website can be used to give interested stakeholders the opportunity to sign up for the **FERMI newsletter**, which is alluded to by the GA as yet another CDES tool. The newsletter is expected to be shared on a quarterly basis and to include significant updates on the consortium’s work that are of interest to the target audiences (see below).<sup>9</sup>

Other than the project’s online presence (covering the website and social media), the consortium will share their insights by publishing **a series of scientific assessments**. In accordance with the GA, “[t]he FERMI partners will carefully select publication venues based on their scientific excellence and impact privileging where possible open access publishing. Indicative conferences and journals that will be targeted include the International Journal of Critical Infrastructures; European Journal on Criminal Policy and Research; the International Journal of Critical Infrastructure Protection; European Journal for Security Research; European Intelligence and Security Informatics Conference,” which are all distinguished scholarly journals.

Undoubtedly, a good way to share FERMI’s key takeaways is to build **a network of interested stakeholders**, which, besides those that will sign up for the newsletter, should also include the expert community as far as it is involved in a range of **different sister projects**. In this regard, the GA somewhat vaguely alludes to the need for “[c]ollaboration with Sister Projects,” which are advised to take the form of “[e]arly contact with key

<sup>6</sup> Grant Agreement, PART B, p.27.

<sup>7</sup> Grant Agreement, PART B, p.28.

<sup>8</sup> Grant Agreement, PART B, p.28.

<sup>9</sup> Grant Agreement, PART B, p.27.

work groups (e.g., consortia from similarly themed projects) [that] will be incrementally made to discuss collaboration opportunities through scoping ways to foster the project impacts.”<sup>10</sup>

Interestingly, it is not the GA’s section on the “FERMI plan for communication, dissemination, and exploitation: CDES measures, KPIs and target groups”<sup>11</sup> but the task descriptions that clarify that “[s]pecific focus will be given in establishing solid links with successful proposals from the topics HORIZON-CL2-DEMOCRACY-2021-01-08 (Politics and governance in a post-pandemic world), HORIZON-CL2-DEMOCRACY-2022-01-06 (Politics and the impact of online social networks and new media) and HORIZON-CL4-2021-HUMAN-01-27 (AI to fight disinformation).”<sup>12</sup> Such outreach efforts are indeed a very promising way to appeal to a group of knowledgeable experts that all have a similar, albeit not necessarily an identical, professional interest in the subject matter. There can hardly be a better approach to exploring avenues of collaboration and expanding the list of stakeholders that follow the work of the FERMI project.

Another key element of FERMI’s CDES strategy will be the organisation of and the participation **in expert gatherings and communication events**, including those that are aimed at the general public. In this regard, the GA notes that “achievements will be communicated with workshops, conference and on-line training sessions.”<sup>13</sup> This captures internal as well as external events. As far as internal events are concerned, the GA emphasises the relevance of such measures for the project’s training mission<sup>14</sup> and ethics as well as data protection,<sup>15</sup> which will also feature in the project’s external event activities.<sup>16</sup> Further external events, among other things, will be centred around demonstrating the FERMI technology and a final conference.<sup>17</sup>

More specific requirements are laid out with respect to outreach efforts in the context of external events that concern

- “[p]ublic consultation and policy events involving policy makers and relevant working groups”<sup>18</sup> and
- presenting the exploitation results through the “organization of workshops, participation to selected EU Annual Meetings, conferences and exhibitions (e.g., Infosecurity Europe, Security and Policing Annual event, European Big Data Value Forum).”<sup>19</sup>

Lastly, **business partnerships** are mentioned. It is explained, that “[p]artners (especially SMEs) will seek to join forces with other businesses to promote the FERMI services and offerings to new or existing customers or launch them in new geographical areas. This will be achieved through participation in international networking events as well as through marketing channels (email marketing, social media, business websites).”<sup>20</sup> This notion furthers the exploitation-related remarks that are part and parcel of the second bullet point above. It surely makes sense to take advantage of the whole range of exploitation opportunities, which includes pitching the project’s insights and outputs to the esteemed gatherings mentioned above as well as teaming up with fellow businesses to use synergies in everybody’s exploitation efforts.

<sup>10</sup> through scoping ways to foster the project impacts

<sup>11</sup> Grant agreement, PART B, p.27.

<sup>12</sup> Grant agreement, PART B, p.41-42.

<sup>13</sup> Grant agreement, PART B, p.23.

<sup>14</sup> More specifically, “[t]raining workshops relevant to the project’s technologies will be organized internally in each partner organization to build staff capacity. [A] Training Need Assessment will be conducted, and capacity development will be assessed at the end of the workshop.” Elsewhere it is specified that the attempt to build staff capacity will aim at “building the capacity of security professionals to improve forensic and legal evidence gathering to enhance the ability to apprehend criminals and terrorists and bring them to justice,” see Grant Agreement, PART B, p.24.

<sup>15</sup> A further “internal workshop could present the recommendations on to the legal and ethical requirements stemming from D.1.5,” see Grant Agreement, PART B, p.42.

<sup>16</sup> An external workshop will be carried out on the results of the study conducted in T2.2. [on legal and ethical challenges re the FERMI framework], see Grant Agreement, PART B, p.42.

<sup>17</sup> The GA explicitly alludes to “three (3) INFO days, as well as technology showcase demonstrations and a pan-European (final event) conference in M36 to present results of the project,” see Grant Agreement, PART B, p.28.

<sup>18</sup> Grant agreement, PART B, p.28.

<sup>19</sup> Grant agreement, PART B, p.28.

<sup>20</sup> Grant agreement, PART B, p.29.

### 3 Monitoring and key performance indicators

As mentioned above, the GA assigns clear and ambitious KPIs to the objectives of FERMI's CDES strategy, which are summarised as follows.

With regards to the online presence, the GA requires the consortium to measure the popularity of the **project website and social media accounts** along the following criteria starting with the website, which is supposed to gather

- >20 website visitors monthly,
- >1000 site access times annually,
- >30 downloads of infographics, webinars, summaries of activities monthly and
- >1000 downloads of high-quality electronic brochures on the technical approach and activities.<sup>21</sup>

The social media accounts, on the other hand, are to meet very demanding KPIs in their own right, which include

- >1000 views of 5-min videos on You-Tube by the end of the project
- >10 push announcements monthly and
- >10 new followers on Twitter/LinkedIn monthly;
- >20 re-tweets,
- >40 LinkedIn profile views monthly and
- >30 new discussions per month on LinkedIn.<sup>22</sup>

While most of these KPIs speak for themselves, some of them lack context. For example, the monthly KPIs might be multiplied by the number of project months to get a better overview of what the consortium is expected to achieve over the course of FERMI's lifetime. Considering that the website and the communications starter pack are required to be available by M2, this leaves us with a remainder of 34 project months. Accordingly, the monthly KPIs should be multiplied by 34 and the annual KPIs by 3.

Moreover, it remains somewhat unclear what is meant by LinkedIn discussions. Apparently, this is aimed at measuring the project's presence and activity on social media, which, however, might better be captured by aspiring to have a similarly high number of Tweets and posts. This is a particularly reasonable rectification, if one keeps in mind that the quantity of Tweets and posts is not covered by any of the other social media KPIs. In addition, social media KPIs such as followers and profile views – presumably – should not be limited to specific social media channels but address all of them, unless a certain product is to be made available on only one such channel such as the YouTube videos.

In accordance with these modifications, one gets the following list of website and social media-focused list of KPIs.

Concerning the website:

- >680 website visitors,
- >3000 site access times,
- >1020 downloads of infographics, webinars, summaries of activities and
- >1000 downloads of high-quality electronic brochures with the technical approach and activities.

Regarding social media:

<sup>21</sup> Grant Agreement, PART B, p.27.

<sup>22</sup> Grant Agreement, PART B, p.27.

- >1000 views of 5-min videos on You-Tube
- >340 push announcements and
- >340 new followers on social media,
- >680 re-tweets,
- >1360 social media profile views and
- >1020 Tweets and posts.<sup>23</sup>

As far as the **FERMI newsletter** is concerned, the GA announces that

- >12 newsletters are due by the end of the project.<sup>24</sup>

There is also a very clear set of KPIs that apply to the aspired **series of scientific assessments**, which cover the entire duration of the project and therefore – unlike the KPIs for FERMI’s website and social media activities – do not need to be multiplied. These KPIs are:

- >6 publications in international and reviewed journals,
- >2 journal special issues,
- >6 publications in international magazines and
- >12 conference presentations.<sup>25</sup>

Whilst these requirements largely speak for themselves, it may be somewhat debatable what the GA means by special issues. Technically, one might argue that a special issue is an issue of a journal that is devoted to a specific topic like disinformation and fake news. This being said, the organisation and publication of such special issues are very time-consuming. Not only is it necessary to strike an agreement with the publisher and/or editor of a journal that might possibly cover the project’s topic, all contributions also need to be accepted by the publisher and/or editor and – in the event – the journal has a peer-review process – the reviewers. Lastly, the publication date would depend on the schedule of the journal’s publisher and/or editor.

This can turn out to be a huge issue for timely publications that might be pushed back if further articles are planned to be published in a journal’s regular editions and special volumes have to wait their turn. Against this backdrop, it appears more advisable to publish two different sets of project-related insights as edited volumes on the project website, which would also increase the latter’s visibility and popularity.

The attempt to create **a network of interested stakeholders through the sister projects** is required to lead to

- >3 similarly themed projects identified as well as
- >1 jointly organised workshop on D&FN.<sup>26</sup>

The to-be-organised workshop with sister projects already enters the field of **expert gatherings and communication events**, which, as explained above, features particularly prominently in the GA. In terms of KPIs that the consortium is expected to meet, such event activities need to include the following list of internal measures:

- >1 internal training workshop on the project developed technologies and FERMI services (including, as explained above, a Training Needs Assessment and a forensic and legal evidence gathering)<sup>27</sup> and
- an internal workshop on to the project’s legal and ethical requirements.<sup>28</sup>

<sup>23</sup> Grant Agreement, PART B, p.27.

<sup>24</sup> Grant Agreement, PART B, p.27.

<sup>25</sup> Grant Agreement, PART B, p.27.

<sup>26</sup> Grant Agreement, PART B, p.27.

<sup>27</sup> Grant Agreement, PART B, p.24.

<sup>28</sup> Grant Agreement, PART B, p.42.

The range of overall external event activities is supposed to cover

- a final conference,
- three INFO days, as well as technology showcase demonstrations,<sup>29</sup>
- >5 events (up to 25 participants),
- >3 events (25-100 participants),
- >40% of the participants in each event attracted and registered as contact,
- at least 3 training sessions focusing on skills development of LEAs’ personnel; engaging at least 30 employees,
- the delivery of at least 3 awareness raising events to the general public,
- “reach more than 5,000 beneficiaries and 500 final users.” [beneficiaries are defined as “group at risks and citizens in general”],<sup>30</sup>
- “>80% of citizens who participated in the awareness-raising campaigns under Task 6.1 show greater confidence in data sources and their control after the training activities carried out in Task 6.3.”<sup>31</sup>

The more granular external event activities are required to meet the KPIs as follows:

Regarding the policy realm:

- >50 hard copies distributed at >5 events and
- engagement of >2 policy making bodies.<sup>32</sup>

Concerning the presentation of *exploitable* results:

- Participation in >10 small and large-scale events by the end of the project,
- >2 events organized with >100 attendees and
- >20% of participants engaged for further exploitation.<sup>33</sup>

With respect to the CDES strategy’s last building block, namely the formation of **business partnerships**, the GA specifies that “≥1 partnership” should be “formed with key business in the field by the end of the project.”<sup>34</sup>

### 3.1 Dissemination and communication timeline for the first year

To put the consortium on a path towards meeting all of these KPIs it seems reasonable to set up a timeline that includes the key efforts in the dissemination and communication realm. The exploitation steps – as important as they are – will feature more prominently in later CDES strategy reports, after some progress has been made on FERMI’s tools, which are a self-evident focal point of any exploitation plan. That being said, the near-term efforts are addressed later on. The purpose of creating the timeline of activities as outlined in the table below (M1-M12) is to map the results and match the outreach activities as indicated within the timeline itself. The timeline will be added on the project repository so everyone inside the consortium is updated regularly about deadlines and deliverables that are necessary for this dissemination and communication plan (DCP).

Main activities	Sub-activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
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<sup>29</sup> Grant Agreement, PART B, p.28.

<sup>30</sup> Grant Agreement, PART B, p.23.

<sup>31</sup> Grant Agreement, PART B, p.23.

<sup>32</sup> Grant Agreement, PART B, p.28.

<sup>33</sup> Grant Agreement, PART B, p.28.

<sup>34</sup> Grant Agreement, PART B, p.29.

FERMI KoM	Publication of first press release												
	Publication through partner's channels												
WP6 KoM	Organisation												
	Follow up												
DPC plan drafting	Partners' input												
	Drafting												
	Feedback collection and finalisation												
Definition of visual identity	First elaboration												
	Finalization												
Website set-up	Mock-up definition												
	Finalisation												
Social media accounts set up													
Shared dissemination log													
Mapping of stakeholders	Partners' input												
	Mapping and engaging												
Mapping of events	Partners' input												
	Mapping												
Mapping of publication outlets	Partners' input												
	Mapping												
Drafting and submission of scientific articles													
Launch of website	Launch												
	Content update												
Publication through social media													
YouTube video													
FERMI overall project presentation													
Newsletter													
Workshops, webinars	Design and organisation												
	Announcement												
Publication of the first scientific article													
Publication of a scientific poster													
Participation in EU and national events													



**Table 1 - Timeline for the first year**

### 3.2 Risks and mitigating actions

An updated (with respect to the proposal) list of risks and mitigation actions is provided in the table below.

<b>Risk</b>	<b>Rating</b>	<b>Mitigation</b>
Partners do not agree with the licensing model for the final results of FERMI. The project will not achieve the planned impact and subsequent exploitation	Medium	Detailed licensing indications has been included in the Consortium Agreement before the beginning of the project. Initial version of the licensing model has already been addressed in Section 2, where freemium licensing schema for FERMI results is presented.
The project results do not achieve sufficient relevance in the security and intelligence sector. The project will not achieve the planned impact and subsequent exploitation	High	All partners are interested in gaining new business based on the results and thus direct the project to impact creation. To achieve that, several actions are planned, which range from scientific dissemination to more industrial, more driven one, organization of workshops and training sessions with the industry, as well as setting up informal focus groups for discussion and to gather feedback on FERMI's measurable outputs.
The dissemination of the project results is not sufficient to create an impact. The project will not achieve the planned impact and subsequent exploitation	Low	The dissemination plan will catch users as project sentinels in order to contribute to the dissemination of the results, emphasizing the planned impact.
Business plan failing to exploit market opportunities	Low	The development of the FERMI business plan will be led by an experienced and professional team under T6.3. Nevertheless, opportunities may be identified by other partners in the domain, or later on in the project, but within its lifecycle. Should this happen, the business plan development leaders will evaluate the opportunities, and try to re-formulate / modify / customise the business plan accordingly in its final iteration to facilitate the exploitation of these opportunities.

**Table 2 – Risks and mitigating actions**

### 3.3 Immediate next steps

A list of immediate next steps for the communication and dissemination of the project is provided in the table below.

<b>Activity</b>	<b>Responsible Partner</b>	<b>Timeline</b>
Validation of the editorial plan	All partners (LC and BPA to lead)	M4
Fine-tuning of the website	Coordinator, The Lisbon Council	M4
Deployment of social media strategy	Coordinator, The Lisbon Council	M4
Planning, draft and publication of the first scientific article	All partners	M7

**Table 3 - Immediate next steps**

## 4 Key target groups and stakeholders

Obviously, one of the key target groups is the law-enforcement agency (LEA) community. The FERMI platform, the project’s key output, is specifically aimed at the police and police-affiliated and -oriented players (target group A). A fairly granular set of stakeholders is alluded to by the GA in the description of T6.2 that addresses “the complex business models required to deliver FERMI results.” Those “will involve a varying constellation of stakeholders,” which, besides “[...] LEAs/public authorities” are also supposed to include “industrial associations, cooperatives, start-up companies, network operators, regulatory bodies, and different types of investors.” It is further clarified that “the industrial scale of such projects means that relevant associations, local businesses, commercial associations, voluntary and community groups and local politicians, among others, must all be included in the solution.”<sup>35</sup>

This wording clearly captures the business community to which most of the above-mentioned terms (“industrial associations, cooperatives, start-up companies, network operators [...] and different types of investors” as well as “relevant associations, local businesses [and] commercial associations”) allude. This is a reasonable focus. CDES efforts need to place sufficient emphasis on marketing the project’s key products such as the platform components, which is part of exploitation and requires outreach to the key customers, namely the LEA community, but also potential business partners in the industry (target group E) that might further advance the technical components or collaborate on their fine-tuning etc.

Having said that, the interest in technical proceedings should exceed the boundaries of the business community. The key technical trends are also studied by the scientific community (in academia and by research organisations; target group B) where the relevant experts are likely to be interested in the same developments. Unlike the industry, the scientific community can also be expected to follow non-technical outputs of the project. The same applies – presumably to a slightly lesser extent – to subject matter experts (target group D) outside of the scientific community.

The GA’s above-mentioned statement alludes to one more target group that is different from the business and scientific/academic world, namely “regulatory bodies” and “local politicians,” which are subsumed under target group C (Regulators (policy makers and standardisation organisations)). These will probably be eager to learn more about topics such as the broader political context and standardisation proceedings. Synergies might be found in the outreach to Sister Projects and Initiatives (target group F). Last but certainly not least, the general public (target group G) is an important audience too, albeit any attempt to get a message across to the general public would probably need to be somewhat abstract and undoubtedly more high level than the CDES efforts aimed at the smaller and more narrowly defined target groups. For an overview of the specific needs and interests of the different target groups, please consult the table as follows.

ID	Members	Description	Interest in FERMI
A	Law Enforcement Agencies	Organisations with a mandate in the field of law enforcement	<ul style="list-style-type: none"> <li>• Utilisation of project's results in everyday operations</li> <li>• Enhance assets' recognisability</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Use/Building of shared or interoperable</li> </ul>

<sup>35</sup> Grant Agreement, PART B, p.42.



			<p>infrastructures and applications</p> <ul style="list-style-type: none"> <li>• Getting financial support for innovation</li> </ul>
B	Scientific community (academia and research organisations)	Individuals involved in research activities with a prominence of scientific research in academia. Focusing on scientific advancements in topics ranging from artificial intelligence to criminology.	<ul style="list-style-type: none"> <li>• Utilisation of project's results</li> <li>• Contribute with barriers/framework conditions</li> <li>• Monitor the project's code in GitHub Participate in project events</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Develop new value adding services and projects</li> <li>• Study the project's non-technical insights</li> </ul>
C	Regulators (policy makers and standardisation organisations)	Policymakers, officers, councils and others at EU and National levels. Regional and local authorities. Regulatory Agencies, Standardisation Organisations	<ul style="list-style-type: none"> <li>• Evaluation of the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects</li> <li>• Definition of future research and innovation directions based on project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> </ul>
D	Subject matter experts	Fake news and disinformation experts, (social) media agencies officers and	<ul style="list-style-type: none"> <li>• Utilisation of project's results</li> </ul>

		independent journalists with an interest using FERMI.	<p>in everyday operations</p> <ul style="list-style-type: none"> <li>• Enhance assets' recognisability</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Use/Building of shared or interoperable infrastructures and applications</li> <li>• Getting financial support for innovation</li> <li>• Study the project's non-technical insights</li> </ul>
E	Industry (data analytics providers, AI providers)	Technology-related service and products providers that see the potential for a partnership with FERMI.	<ul style="list-style-type: none"> <li>• Contribute with barriers/framework conditions</li> <li>• Monitor the project's code in Github</li> <li>• Participate in project events</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Develop new value adding services</li> </ul>
F	Sister Projects and Initiatives	Participants, project partners and relevant stakeholders active in the Horizon Europe projects, pertinent projects and initiatives.	<ul style="list-style-type: none"> <li>• Identification of common topics</li> <li>• Synergies and collaborations for results promotion</li> <li>• Enhancing innovation through results' combination</li> </ul>

			<ul style="list-style-type: none"> <li>• Definition of future research and innovation directions based on project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> </ul>
G	General public	Civil society representatives, youth, general public and anyone interested in the project.	<ul style="list-style-type: none"> <li>• Oversee the technological developments with regards to technology and privacy</li> <li>• Understand the benefits offered by FERMI project</li> <li>• Take part in the activities of the project</li> </ul>

**Table 4 - Target audiences**

## 4.1 Personas

In the fields of marketing and communication, a persona is used to symbolise a certain group of consumers for which a good or service is designed. This character is fictive, but reflects the wants, requirements, and behaviours that are typical among this distinct audience. It operates as a tool to help marketing teams have an approximate idea of their ideal customers' lifestyles and preferences in order to deliver content they can relate to. More recently, personas have also been useful in product development because they contribute with specific traits that allow everyone involved in a project or process to work quicker under agile methodologies. Personas serve as reliable references throughout the different phases of a project or process for all the team members. Personas' characteristics provide an extremely valuable perspective on how people are likely to interact with project outputs. As such, FERMI uses the insights derived from personas when defining the communication and dissemination strategy and the content and message of different activities in order to maximise the reach and impact of its work.

By creating personas to represent the different target audiences interested in FERMI, the project's consortium can tailor its messaging and outreach. For instance, when developing a message that targets law enforcement officers who focus on fighting fake news, they could create a persona to gauge what information would be relevant and important for that particular audience. In addition to the information gathered through a stakeholder analysis, developing personas makes an effort at creating a humanised portrait of a specific audience. Furthermore, utilising personas provides a resource when disseminating information about the project's progress or outcomes since it allows FERMI to build on the previous phases. This way the consortium makes an attempt at better comprehending the needs and emotions that people that are likely to be interested in hearing about FERMI's results have and feel.




The exploitation phase of a project involves turning target audiences into leads, investors, and partners; thereby making the use of personas integral to the process. Moreover, the communication and dissemination phases

could offer vital knowledge for making any needed fine-tuning to the FERMI personas that support the exploitation phase. Thus, personas serve as a major tool for this stage of a project.



Overall, personas provide an effective way for projects like FERMI to better understand their target audiences so they can communicate more effectively with them throughout all stages of their work—from initial outreach efforts through final dissemination activities—and ensure that their message resonates with those who need it most.

The following list of personas captures some examples that have been derived from the list of target groups as identified above, albeit they are not necessarily exact matches. In other words, the personas stand for traits that are vital for FERMI’s target group outreach strategy but there is not one persona for each target group. For example, persona 1 is an LEA but also shares key characteristics of a subject matter expert (given his knowledge in the root causes of violent extremism) and persona 2 resembles the scientific community but is also thought to be involved in a sister project.<sup>36</sup> Persona 3 clearly resembles regulators and policymakers and persona 5 the industry. Persona 4 is a bit harder to grasp but passes for a member of the general but interested public as outlined above.

It is needless to say that these personas are devised to orient action, not to constrain, and that the FERMI project will try to get its message across to everybody who belongs to the target groups, irrespective of the individuals’ exact characteristics.

PERSONAS		
Persona 1: Target Groups A & D – Users		
	Name	Franz Schmidt
	Age	30 to 50 years old
	Job title	LEA officer (specialised in violent extremism and its root causes)
	Level of education	Master’s Degree (media studies/criminology/law/social science)
	Social networks	Twitter, LinkedIn
	Keywords	Crime prevention, radicalization, extremism, artificial intelligence, law enforcement, crime control, Digital Market Act, fake news, disinformation, digital literacy, digital competences, social media
Persona 2: Target Groups B & F – Public or private researcher		
	Name	Anna Rossi
	Age	35 to 60 years old
	Job title	Researcher
	Level of education	Doctorate Degree (STEM or social sciences)
	Social networks	LinkedIn, Twitter
	Keywords	BERT, artificial intelligence applications, predictive policing, algorithmic governance, artificial intelligence ethics
Persona 3: Target Group C – Policy maker		
	Name	Nathalie Lavigne
	Age	40 to 60 years old
	Job title	Policy officer
	Level of education	Doctorate Degree (public administration)
	Social networks	Twitter, LinkedIn
	Keywords	Fake news, disinformation, digital skills, digital literacy, DMA, DSA, GDPR

<sup>36</sup> Subject matter experts and members of sister projects can be expected to share key characteristics of the other personas – the former just happen to work outside of the organisational realm of fellow experts and the latter just happen to be involved in projects similar to FERMI – and do not require separate persona designs that are particularly tailored to them.

Persona 4: Target Group G – Watchdog		
	Name	Carl Roberts
	Age	22 to 30 years old
	Job title	Advocacy manager/Content writer
	Level of education	Bachelor’s Degree (social sciences/law)
	Social networks	Twitter, LinkedIn, Mastodon
	Keywords	BERT, artificial intelligence, law enforcement, police, surveillance, profiling, privacy, GDPR
Persona 5: Target Group E – Business partner		
	Name	Tim van Beek
	Age	40 to 60 years old
	Job title	Sales manager/Innovation manager
	Level of education	Master’s Degree (business administration/computer science)
	Social networks	LinkedIn, Twitter
	Keywords	Artificial intelligence, natural language processing, predictive analytics, artificial intelligence as a service, BERT, chat-GPT,

**Table 5 - Personas**

## 5 Consortium roles

Fortunately, and conveniently, the FERMI consortium includes four LEA partners and two Police Colleges that can play a key role in getting the project’s message across to their peers. These are the Swedish Police Authority, the Finnish Ministry of the Interior, the Belgian Federal Police and the French Ministry of the Interior through its artificial intelligence unit (DMIA) on the LEA side and the Bavarian Police Academy and the Police University College Finland on the Police College side. There are several further partners whose contacts are likely to be very valuable from a CDES standpoint, as they are in charge of developing the FERMI platform’s different components, have huge experience in working on such technical products and are very well-connected in their field. This applies to UCSC, INTRA, INOV, ATOS, BIGS and ITML. Often-times they also have scientific expertise beyond the technical realm. All other partners bring highly important and distinguished scientific, analytical and/or policy expertise to the table, which basically is in line with the target group ‘scientific community.’

Besides this broader categorisation, each partner assumes a sufficiently more specific role in the communication and dissemination of FERMI. This is tailored to its expertise and field of action. Table 6 offers a synthetic overview of this division of roles.

Partner’s acronyms	Partner’s role	Main Objective
LC	The Lisbon Council is a Brussels-based think tank specialised in European Union policy making. On this premises, its role in the dissemination, communication and exploitation of FERMI revolves around the public administration-related target audiences. The Lisbon Council will reach out to its established network through high-level panels, roundtables, and its newsletter. Additionally, it will strive to build on its network to create the FERMI community. Finally, The Lisbon Council is the dissemination manager of FERMI and will take on the responsibilities related to this role.	The Lisbon Council’s main objective primarily revolves around the coordination of the outreach of the project. Secondly, the objective of the Lisbon Council is to ensure that FERMI is aligned with the European Union’s agenda and contributes to its objectives over its duration.
BPA	The Bavarian Police Academy trains Bavaria’s Police Officer’s that are promoted to the third qualification level of policing. As a Police College, BPA attempts to bridge the gap between theory and practice. Since 2012, the Department of Policing has participated in various – mostly EU-funded – research projects. BPA is coordinating the FERMI project. Against this backdrop, BPA serves as interlocutor between the consortium and the EU and oversees the project’s	As coordinator, BPA is devoted to ensuring that the action as laid out in the GA, including the above-mentioned KPIs, is fully implemented on time and in high quality. As further explained in the column to the left, BPA also aspires to provide special input to the project’s CDES strategy by facilitating LEA contacts and supporting social media dissemination. The special emphasis that is placed on the nexus between disinformation and fake news and crime as well as on

	<p>management. Moreover, BPA will be particularly involved in the platform's validation (thanks to its in-house LEA expertise). Within the framework of FERMI's CDES strategy BPA will support LEA outreach and social media dissemination (with a special focus on disinformation and fake news-related crimes and the state-of-the-art).</p>	<p>the state-of-the-art is informed by BPA's role as an LEA-oriented partner that is also doing research.</p>
ATOS	<p>Atos is a global leader in digital transformation, as well as European number one in cybersecurity, cloud and high-performance computing. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. In this project, Atos will explore a completely decentralized paradigm for the training of ML/DL models that shall mitigate any privacy concerns in sensitive use-cases.</p>	<p>Atos role is, on the one hand, to be leaders for the implementation of swarm learning techniques, which will provide a scalable software architecture for training Machine Learning models near to the data sources where they are generated; and give support for the development of ML/DL models for the project use-cases on the other hand.</p>
INTRA	<p>INTRA is an IT service provider in Europe with a vast expertise in complex integration of software systems, and innovation management. It brings its long experience in integrating complicated IT systems and know how in Deep Learning and NLP to the table.</p>	<p>As a result of the experience in the field and the resulting network, INTRA is foreseen to engage in activities regarding the communication and dissemination of the project's results with a focus on building and ensuring interest around FERMI from stakeholders who may contribute to its sustainability.</p>
ITML	<p>ITML is the technical coordinator of the FERMI project and leads the User Interfaces &amp; Platform Integration work package, and the developments of the Sentiment Analysis module of the FERMI platform. On this premises, its role in the dissemination, communication and exploitation of FERMI revolves around the data analytics target audiences. ITML will reach out to its established network through web social media channels.</p>	<p>ITML's main objective revolves around the contribution of the outreach of the project and creating synergies with relevant initiatives.</p>

<p>INOV</p>	<p>INOV – Instituto de Engenharia de Sistemas e Computadores Inovação is one of the largest national technological infrastructures in the field of ICT and Electronics. A private institute that fosters relations between Higher Education Institutions, enterprises and the society. As a RTO, INOV will develop FERMI’s Community Resilience Management Modeler and scale it up to integrate the projects’ Socioeconomic D&amp;FN watch. INOV will leverage the knowledge developed within the project through dissemination and exploitation activities, such as INFO days, presentation at conferences, publications at scientific journals and or similar.</p>	<p>INOV’s main communication and dissemination objective lies on the timely and successful delivery of the project’s results to its end-users and stakeholders, through the publication of scientific newspapers, presenting main results and the FERMI platform at conferences and other relevant events.</p>
<p>BIGS</p>	<p>Brandenburg Institute for Society and Security offers expertise on the study of extremism and countermeasures.</p>	<p>BIGS participates in the analysis of the phenomenon central to FERMI’s problem statement. In this sense it contributes to dissemination and communication will be mostly related to scientific dissemination.</p>
<p>UCSC</p>	<p>UCSC, and more specifically the TRANSCRIME, is a joint research centre on transnational crime of the Università Cattolica del Sacro Cuore, the Alma Mater Studiorum Università di Bologna and the Università degli Studi di Perugia.</p>	<p>Leading Work Package 3 and using their technological assets in the field (i.e., dynamic flow of disinformation) it constitutes one of the main contributors to FERMI’s scientific development which positions it as key contributor for the scientific dissemination of FERMI’s results.</p>
<p>IANUS</p>	<p>Cypriot organisation with high expertise in academic, security, military and business background that provides its expertise with a unique, interdisciplinary, customer-focused approach.</p>	<p>IANUS will make great use of its expertise and customer focused approach to support outreach and build and nurture an ecosystem around FERMI. This entails, of particular relevance, user-oriented activities.</p>
<p>CONVERGENCE</p>	<p>CONVERGENCE is an Athens-based NGO, consisting of a small team of social and political scientists who aim at further advancing applications of the sociotechnical approach through the durable convergence between</p>	<p>CONVERGENCE’s main objective within the FERMI project is to assist in the planning, development and delivery of awareness raising and training materials, focusing on increasing digital trust of the EU citizens.</p>



	<p>social factors and insights and the technological artifacts.</p> <p>Its role in the FERMI project is to assist in the deployment of training and education material for combating the spread and limiting the impact of D&amp;FN, as well as in the proper monitoring of societal impacts throughout the project activities.</p>	
VUB	VUB brings to FERMI consortium sound expertise on ethics as it derives from its Cyber and Data Security Lab (CDSL).	As a result of the centrality of the aspect of ethics it is reasonable to foresee an important contribution with regards to the communication and dissemination of developments on said topics to the relevant stakeholders.
KU Leuven	The KU Leuven Centre for IT & IP Law (CiTiP) is a research centre is at the Faculty of Law and Criminology of KU Leuven. The research is characterised by an intra- and extra-juridical interdisciplinary approach, constantly aspiring cross-fertilisation between legal, technical, economic, ethical and socio-cultural perspectives. In the FERMI project, CiTiP will conduct fundamental research on the EU legal framework around the moderation of disinformation and fake news online. Moreover, it will contribute to ensure ethics and data protection compliance of the project, by collaborating with VUB in the production of the Data Management Plan.	The primary objective of KU Leuven in the context of FERMI is to conduct academic research about the European legal framework governing the detection of disinformation and fake news online. The aim of the research is to frame the disinformation and fake news phenomenon from a societal standpoint. Afterwards, the research activities will focus on how to achieve a fair balance between the protection of fundamental rights and law enforcement objectives in the moderation of illegal and harmful content online, and specifically disinformation and fake news having a negative impact on society.
PUCF	The Police University College is Finland's only police educational institute. Polamk provides Bachelor and master's degree programmes as well as security related training for stakeholders, private security sector and companies. On this premises, its role in the dissemination, communication and exploitation of FERMI revolves around the law enforcement audience. The Police University College will reach out to the Finnish police	The main objectives of the Police University College primarily revolve around the development of the training package for LEAs. The Police University College will discuss with CEPOL the possibility of using their LEED-platform (CEPOL Law Enforcement Education platform) to develop the training and sharing it with the wider LEA partners.

	<p>authorities as well as CEPOL (The European Union Agency for Law Enforcement Training) in relation to the Training Curricula for LEAs to be created in FERMI.</p>	
FMI	<p>The Finnish Ministry of the Interior is responsible for the police, rescue services, emergency response centre operations, border management, maritime search and rescue, and migration. The Ministry of the Interior forms part of the Government and prepares proposals for internal security appropriations in the Government's annual budget. The Ministry's three key duties are: preparing legislation concerning the police, rescue services, emergency response centre operations, border control, maritime search and rescue, and migration; managing the performance of agencies and institutions in the Ministry's branch of government; and dealing with international and EU affairs that fall within its remit. The Ministry of the Interior coordinates cross-administrative internal security cooperation with other ministries, NGOs, and municipalities. As the ministry for internal security, the Ministry of the Interior also has many tasks related to national security, preparedness planning, and preparedness for various incidents and emergencies.</p>	<p>The Finnish Ministry of the Interior acts as a LEA partner in FERMI. It leads Task 5.2., focusing on disinformation and fake news related to political interference from extremists on the far-right wing (M12-M36).</p>
BFP	<p>The Belgian Federal Police participates in the demonstration of FERMI's solution.</p>	<p>BFP will contribute to the communication with potential users in order to tailor the message in a way that may better resonate with their needs and requirements.</p>
DMIA	<p>The French Ministry of Interior participates in the demonstration of FERMI's solution.</p>	<p>DMIA will contribute to the communication with potential users in order to tailor the message in a way that may better resonate with their needs and requirements.</p>

SPA	The Swedish Police participates in the demonstration of FERMI's solution.	SPA will contribute to the communication with potential users in order to tailor the message in a way that may better resonate with their needs and requirements.
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**Table 6 - Consortium roles**

## 6 Communication and dissemination tools and channels

This chapter provides an overview of the communication and dissemination tools and channels selected for FERMI. Overall tools and channels encompass both traditional and newer forms of communication and dissemination.

### 6.1 Templates

The use of templates is necessary to standardise certain communication material so as to ensure a consistent appearance and, ultimately, the visual identity of the project. Due to this reason, both physical and digital document templates are made available to the FERMI consortium.

#### 6.1.1 FERMI digital documents templates

A template for the deliverable was developed. This can be seen in the following image.

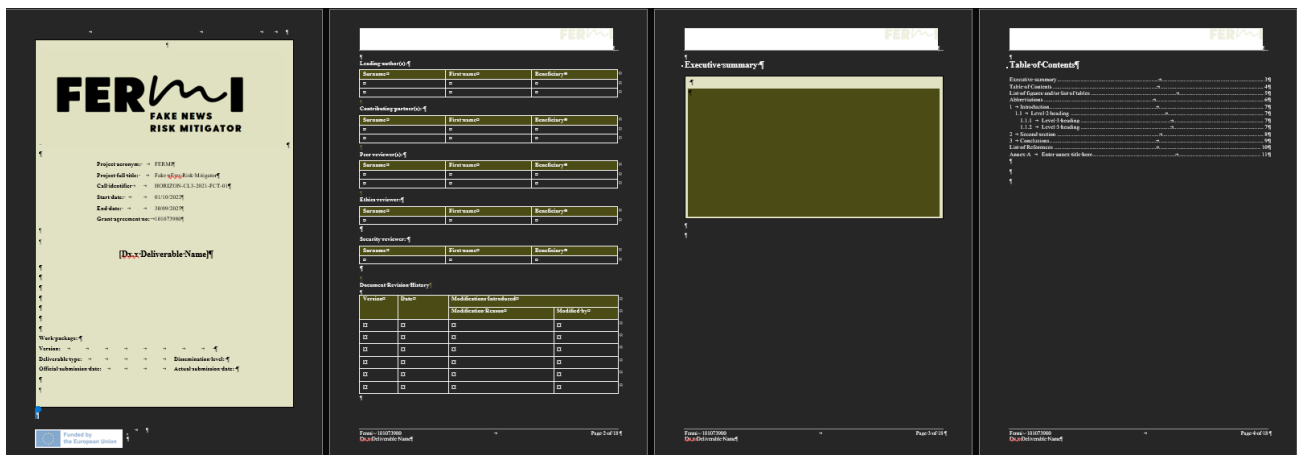


Figure 1 - Word document template for deliverables

The current version of the template for deliverables does not have a cover page. The first page of the current version, visible above, consists of the logo and key information regarding the project FERMI and the document such as the Horizon Europe funding call identifier and the type of deliverable. The option to include a deliverable template with an aesthetically pleasing cover page will be explored in the first months of the project. This version of the deliverable template may be used for dissemination and external communications.

A Power Point presentation template is provided for the consortium members to develop a presentation as they prefer and in the most suitable way for their event while complying with the brand developed for FERMI.



Figure 2 - Title slide in PowerPoint template

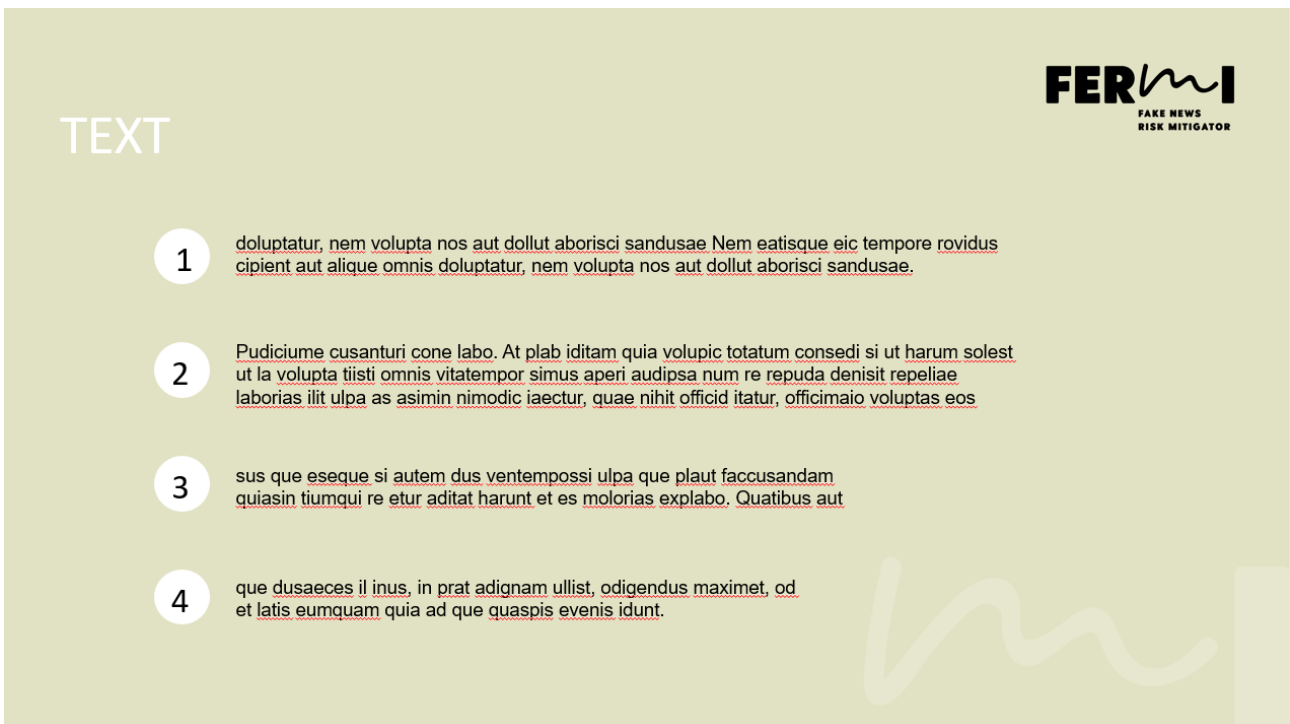


Figure 3 - Example slide in Power Point template

## 6.2 Newsletters

The newsletter is a pivotal part of communicating with external stakeholders in the project. It provides regular updates on the progress of the project, advice about any achievements and shortcomings faced during operation, as well as it exhibits crucial accomplishments possessed by it. Moreover, to establish a FERMI

community and strengthen its ties afterwards publicising forthcoming events or success stories which are relevant to stakeholder personas forms an integral part of this strategy. This helps make sure that each reader can relate with what they read without wasting time with unimportant information. This process begins with the project team creating the newsletter content according to the interests and needs of the different personas. The stakeholders themselves can specifically opt to receive a certain type of content when registering. The content is divided as follows: publication and articles, summits and events, materials and videos, or no preferences. The content is adapted to each persona so that they receive information that resonates with their experience and field of interest, and in an easily digestible language and format.

### **6.3 FERMI blog and website**

FERMI leverages blog posts to offer useful information to the public and boost its visibility. The blog is a great way of increasing the project's online presence. It is used to spread news about relevant events and project's successes, and interact with potential customers or partners by providing them with insights associated with the project's results. Generally speaking, it is an excellent way to provide fairly detailed explanations about FERMI's objectives, build trustworthiness by exhibiting accomplishments and strengths, as well as draw in new visitors who may be curious about the project or want to get involved.

The FERMI blog will be hosted on the project's website (<https://fighting-fake-news.eu/>). This is a natural consequence of the role played by the website within the whole communication and dissemination of FERMI, which should facilitate the effort to meet the above-mentioned KPIs concerning the project's online presence. In a few words, the website is the first tool that establishes the online presence of the project and functions as a channel akin to a one-stop-shop for other communication channels and for the dissemination of all relevant material. In this way, it is also an excellent point of contact for all the stakeholders who can access meaningful information and for potential stakeholders that may decide to become such on the basis of the content provided to them. This last interaction can certainly be mediated by the blog.

### **6.4 Articles and scientific publications**

As explained above, the findings of FERMI are distributed through academic outlets such as scholarly journals and conferences. This will guarantee that the results are established in a meticulous and dependable manner, giving other researchers an opportunity to assess them with expertise. This is essential given the potential beard by the interdisciplinary research on fake news and disinformation circulation and the conditions that favour their spill over into violent actions, in addition to the use case application of artificial intelligence.

In addition to journal publications, lessons learned from this project will be shared with the expert community in the form of the special volumes mentioned in the KPI section (chapter 3). As explained above, the special volumes are envisaged to be published in an appealing design on the FERMI website. They will provide concise analyses of key topics, proceedings and findings which can then be used to inform especially the work of scientists, technical experts and businesses but – depending on the exact takeaways from the analysis – possibly also the activities of further target groups.

A list of suitable avenues for the publication of (scientific) articles was compiled with the contribution of the FERMI consortium and is made available in the Annex C.

### **6.5 Press releases**

Press releases are a great way of communicating milestones or any other proceedings that can be assigned to a “checkpoint”. Naturally, they are also a great way of communicating about an event or some development that has a direct impact outside the project, hence that is worth of a broader exposure, including being shared with the general public. The social media channels of the FERMI project will not share this type of content to

avoid auto referencing. However, the FERMI social media channels will share press releases published by media outlets or FERMI consortium partners.

## 6.6 Third-party events

FERMI consortium members have extensive knowledge of scientific, industry and policy events at European and national levels covering topics such as crime studies, ethics, law, data management, social sciences, digital policy, digital trust, and law enforcement. The consortium will participate in external events of these kinds, including conferences, digital exhibitions, trade fairs, international forums, and meetups, to showcase the project results and distribute dissemination material. Association with linked projects and the partners' existing networks will be foreseen to identify and reach these events.

## 6.7 Project presentation

The communication and dissemination plan presented in the remainder of chapter 6 outlines the main rationale of the first phase as to raise awareness on FERMI to spark interest and elicit interactions with the target audiences. Raising awareness on the project by developing a fairly comprehensive and generic overview is the logic underlying the introductory presentation of FERMI.



**Figure 4 - Power Point introductory presentation**





**Figure 5 - Power Point introductory presentation 2**

The presentation consists of a thorough overview of the context where FERMI was born, the main reasons that led to its proposal, the vision that underpins its goals, its objectives and the approach envisioned to achieve them, and the expected outcomes and impact. Naturally, it also acknowledges the FERMI consortium members albeit it does not offer a detailed description of them.

## 6.8 Briefing for communication, dissemination and exploitation

FERMI will develop, promote and support the emergence of new pedagogical designs to accomplish curriculum renewal process in Europe, and reach the expected impacts. Via implementing strategic measures for communication and dissemination, exploitation and sustainability it will try to maximise the potential of cross-fertilisation between these activities, fostering the combined effects of general communication, dissemination of specific peers'-driven messages, exploitation of new knowledge and ultimately diversification and business expansion through advanced products and services (business growth).

The communication, dissemination, exploitation and sustainability efforts of FERMI will be divided into four phases:

1. **Raise Awareness:** This phase will involve creating awareness about the project by using various channels such as the website, social media platforms, press releases, etc.
2. **Transfer Knowledge:** This phase will involve providing detailed information about the project to stakeholders through webinars or other interactive sessions.
3. **Deliver Impact:** This phase will involve promoting the benefits of FERMI to potential users through targeted campaigns such as email campaigns or advertisements in relevant publications/websites/blogs etc., as well as engaging with stakeholders to spread awareness about the project's objectives and benefits.
4. **Accelerate Sustainability:** This phase will involve communicating updates on progress made during implementation stages as well as post-project activities such as evaluation reports or success stories related to FERMI's contribution towards increasing the capabilities of every stakeholder involved in countering fake news and disinformation fuelled crime.



Before addressing the specifics of the project’s dissemination, communication and exploitation efforts the terms at stake are being broadly defined as follows.

**Dissemination**

- Scientific publications, including the results of the pilots
- Raising awareness in the scientific and industrial communities through participation in conferences

**Communication**

- Improving social awareness through the organisation of roundtables, workshops and high-level panels, and the conduction of activities to communicate the outcomes of FERMI to the general public on the website and social media

**Exploitation**

- Paving the way to exploitation of the FERMI platform and services by setting the ground for patenting or licensing by public administrations and major electronic companies through successful collaboration with relevant organisations

The specific measures in the different CDES realms are discussed below. Broadly speaking, it can be observed that the conceptualisation of personas can be taken advantage of in the form of email campaigns or social media posts tailored specifically towards each persona’s interests and needs so that they become aware of what FERMI has to offer them before being encouraged into taking action. By using personas along with this communication strategy, the consortium can ensure that the message is well suited to its intended audience, and it reaches it in an effective way.

Each persona will have its own tag. To organise all the leads, a platform such as Mailchimp is used. When a new stakeholder is identified for FERMI, leads are able to tag their profile according to pre-defined characteristics, and the platform will organise contacts accordingly. These efforts will be revised constantly so improvements on the journey can be made. Organising leads internally according to their profile will make the communication of the project more efficient, as each time project coordinators need to get in touch with stakeholders, they can address them with tailored messages or according to the persona’s preferences. More in-depth actions are explained in chapter 6.9 and 6.10, which are devoted to the dissemination and communication plans.

## 6.9 Dissemination

Dissemination aims to share scientific results, contribute to the advancement of the state-of-the-art knowledge and technology and maximise the results’ impact on society. For this reason, a plan for dissemination is outlined and more detailed guidelines on specific types of dissemination are proposed.

### 6.9.1 Plans for dissemination

This table reports the activities foreseen per each persona in each phase of the project’s duration.

<b>Persona</b>	<b>1 – Raise awareness</b>	<b>2 – Transfer knowledge</b>	<b>3 – Deliver impact</b>	<b>4 – Accelerate sustainability</b>
<b>User</b>	LinkedIn posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn, website and landing pages	Tailored newsletter and marketing automation	International exhibitions and business events, demos

<b>Researcher</b>	Research articles, LinkedIn articles, LinkedIn posts, social media posts, events, newsletters	CTA on research articles and LinkedIn articles/posts	Tailored newsletter and marketing automation	Special issues and open lectures
<b>Policy maker</b>	Social media posts, on-page SEO, press releases, blog posts, events	CTA links on social media and website	Tailored newsletter and marketing automation	Policy briefs and key notes in high profile events
<b>Watchdog</b>	Social media posts, on-page SEO, blog posts, landing pages, workshops	CTA on the website, links on social media and landing pages	Tailored newsletter and marketing automation	Social media campaigns
<b>Business partner</b>	LinkedIn posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn, website and landing pages	Tailored newsletter and marketing automation	International exhibitions and business events, demos

**Table 7 - Dissemination plan**

### 6.9.2 Dissemination to Law Enforcement Agencies

The scope of FERMI is certainly not limited to providing a solution tailored to one type of stakeholder only. On the contrary, FERMI aims to improve the societal resilience, hence its capability, of countering crime stimulated by the creation and spread of fake news and disinformation. In this mission, it must be accounted for the role played by law enforcement agencies. Naturally, this type of stakeholder is in the frontline when it comes to countering crime, in this case fuelled by fake news and disinformation. Law enforcement agencies have a close interest in the solution developed by FERMI as they – as explained above – are participating in the project in first person, as potential users and doing pilots. In this sense the dissemination of FERMI should pay specific attention to the needs and interests of LEAs. Effective and particularly close two ways communication should be the first approach to this stakeholder.

In this regard, social media presence comes to mind. It has been agreed that the dissemination activities in the social media realm will place a particular emphasis on the nexus of fakes news and disinformation and crime, mostly in the form of violent extremism. This allows the consortium to include law enforcement agencies other than the partners in the FERMI community and to duly consider their views on the subject matter before further developments in the project. Recent developments in violent extremism with roots in fake news and disinformation offer a multitude of opportunities to engage LEAs. Some of these developments like health-related myths such as those about the Covid pandemic are envisaged focal points of the FERMI project’s case studies, which should further advance dissemination, as there is a mutual interest in the subject matter. Considering the huge discussion and investigations of the violent insurrection in the United States on 6 January, 2021, when an extremist mob driven by false allegations about the presidential election being stolen from Donald J. Trump attacked police officers and bystanders at the U.S. Capitol, such outreach may even exceed the boundaries of Europe. Moreover, such social media activities will also help the consortium reach their social media KPIs.

Other than using social media, interaction with LEAs can be facilitated through workshops and collaborative design sessions, possibly in the context of sister project collaboration (see below), aimed at defining certain aspects of the solution. Further along the way of the project, attentive and sensible dissemination in the form of, for instance, a roundtable on specific aspects of FERMI would constitute a second approach. This allows the consortium to focus on thoroughly addressing potential concerns leaving room for discussion, should concerns arise due to the sensitive nature of the topic.

### 6.9.3 Dissemination to policymakers

The GA alludes to outreach efforts to policymakers by stating that “[p]ublic consultation and policy events involving policy makers and relevant working groups (identified through e.g. policy fellowship schemes) will be closely monitored and results will be presented in open national and international networking events in order to boost reciprocal relationships between researchers, industry and policy makers focusing on crucial issues in robotics sector. The aim is to let them know the progress accomplished in FERMI and influence them to capitalise on the project results and on the demonstrator outcomes and best practices identified.”<sup>37</sup>

Against this backdrop, dissemination to policymakers will be strongly facilitated by attending conferences and third-party events, where – especially EU – decision-makers, gather. This is fully in line with the KPIs that the GA assigns to outreach efforts in this field. As explained above, conference participations and presentations feature strongly in the attempt to measure the project’s CDES efforts. That being said, the bulk of such dissemination efforts – presumably – will take place at a later stage. The GA’s wording above stipulates that concrete “results will be presented in open national and international networking events,” which rightly implies that the more concrete the outputs of the project, the more promising the outreach efforts are going to be. The FERMI platform and its different components, which, obviously, remain to be developed at this time (M4), are a case in point. Having said that, the availability of a standard presentation should give the consortium a head start to engaging policymakers and attending conferences. Like all other target groups policymakers can sign up for the FERMI newsletter and indicate the preference regarding the material they want the newsletter to highlight.

FERMI highlights a dramatically dangerous and complex issue of today. The solution envisaged by FERMI ambitiously aims to provide communities with a comprehensive framework and tailored technology to prevent and contrast criminal actions arising from fake news and disinformation. Therefore, dissemination to policymakers is essential to both ensure that FERMI’s solutions inform decision making, especially throughout its research component, and to showcase the compliance of FERMI’s technologies with the European regulations.

### 6.9.4 Scientific and technical dissemination

Scientific and technical dissemination is essential for the success of research and innovation projects. By disseminating project information to a wide audience, researchers can share their findings with other experts in the field, allowing for collaboration and further exploration of new ideas. Additionally, public awareness of these projects can lead to increased funding opportunities from investors. In highly interdisciplinary projects, effective dissemination is even more important. By disseminating project information to a broad audience, researchers can ensure that the latest ideas and findings are shared among experts from various fields of study. This allows for collaboration across disciplines and encourages creative problem-solving from multiple perspectives. Finally, scientific and technical dissemination encourages engagement among peers in the scientific community by providing a platform for discussion on current topics in research and innovation.

It is beneficial to utilise various communication tools and channels when disseminating information about a research or innovation project such as webinars, workshops, conference proceedings and others. This allows for greater interaction between participants than asynchronous communication; this helps foster an environment where meaningful conversations can take place. Once FERMI’s results become relevant for scholarly journals, the consortium will aim to publish high-level articles in some of the most relevant journals related to the FERMI topics. These publications will inform about project objectives, including the main service system specifications and the results achieved in order to reach scientific and technical experts outside the consortium. As explained in the KPI section (chapter 3), further publications include the consortium’s envisaged special volumes that will aspire to cover the project’s key insights, including the technical proceedings and breakthroughs. The infographics on the technical work that will be put on the website (see chapter 3) will be a little more abstract but might be particularly helpful in terms of attracting the interest of outside scientific and technical experts that may not be familiar with FERMI yet, especially if the infographics

<sup>37</sup> Grant Agreement, PART B, p.28.

are being further promoted on social media. In the event scientific and technical experts do express interest in having an exchange, such conversations can then – preferably – take place in a highly interactive manner along the lines of the remarks above. Publications are also envisaged to feature in the FERMI newsletter (so are other project news), which scientific and technical can sign up for and indicate their preferences as to what insights are of special interest to them, as laid out above.

Academic and research partners will participate in external European and international scientific conferences and events to show the project developments and achievements, which brings us back to the importance of the standard presentation mentioned and illustrated above that can greatly advance such outreach efforts. International networks of academies will be used as an awareness and dissemination channel. A non-exhaustive selection of international journals that are best suited for publishing FERMI-related scientific articles can be found in the Annex C. In line with the project approach, the journals listed are multi-disciplinary and cover different scientific areas. Furthermore, a selection of forthcoming international conferences, covering different scientific areas, confirmed or under consideration by FERMI partners can be found in the Annex C.

### 6.9.5 Private sector and general public dissemination

As mentioned in the context of the GA’s remarks on disseminating the project’s results to policymakers, the FERMI consortium has the ambition – to quote the GA again – “to boost reciprocal relationships between researchers, industry and policy makers.” Accordingly, FERMI aims to engage experts, and technology providers, developers, SMEs, start-ups in order to raise awareness of the technologies used in the project. Dissemination will be done through trade fairs and other means (e.g., social media), as well as specific workshops and events that will showcase innovative project results. Partnerships with networks at EU level such as the sister projects (see below) will also help reach a wider audience; a list of identified events for private sector stakeholders can be found in Annex B. Moreover, one can expect SMEs to be especially interested in the scholarly publications that concern technological developments and breakthroughs. Against this backdrop, dissemination to the business world partly overlaps with dissemination efforts aimed at the scientific and technical community. The same applies to the infographics on the website that illustrate technological proceedings.

The general public and (social) media agencies also belong to those that the consortium plans to engage through its dissemination efforts, albeit dissemination vis-à-vis a very broad and diverse audience needs to be rather high level to succeed. In this respect, the project’s website and social media channels will play a pivotal role. The website largely provides a rather general overview of who is involved in the project and what FERMI is doing. While the above-mentioned social media campaign to highlight the nexus between fake news and disinformation on the one hand and violent extremism on the other will be of huge interest to LEAs, it will also appeal to the general public and the media that will receive easily digestible information on a timely subject in a project context. As explained above, the general public will be further targeted by the project’s press releases.

### 6.9.6 Synergies with other initiatives and projects

As explained above several times, FERMI’s sister projects can play a crucial role in advancing FERMI’s outreach efforts, as they all include consortia with similar expertise, similar interests and a similar ambition to get a similar message across. For this reason, table 8 represents a first list of initiatives of interest for FERMI deriving from the GA<sup>38</sup>. An extended list is available in Annex A.

Initiative’s name	Description
ROXANNE	aims to unmask criminal networks and their members as well as to reveal the true identity of perpetrators by combining the capabilities of

<sup>38</sup> Grant Agreement, PART B, pp. 16-17

	speech/language technologies and visual analysis with network analysis. The project collaborates with Law Enforcement Agencies, industry and researchers to develop new tools to speed up investigative processes and support LEA decision making. The end-product will be an advanced technical platform which uses new tools to uncover and track organised criminal networks, underpinned by a strong legal framework
MARVEL	targets the development of a disruptive edge-to-fog-to-cloud computing framework for multi-modal perception and intelligence for audio-visual scene recognition and event detection in a smart city environment
OSiMa	analysed in a collaborative and multidisciplinary way which forms of the good "security" exist and how they should be organised and financed. Of particular interest was the contribution that the private security industry can provide from a regulatory point of view
WISIND	In cooperation with the German Institute for Economic Research (DIW), BIGS has developed a system of indicators to measure the level of "civil" security in Germany. The security indicator was created using two composite indicators: Security Threats and Security Preparedness. The intensity of the objective crime threat (including dark field) was contrasted with the subjective perception of the population
ENSURESEC	ENSURESEC proposes a solution to safeguard e-commerce operations against physical and cyber threats. The project proposes an automated, distributed, and open-source toolkit for e-commerce security, protecting operations, as well as enabling continuous monitoring, response, recovery, and mitigation at runtime.
POLICYCLOUD	Policy Management through technologies across the complete data lifecycle on cloud environments.
PREDICTING BURGLARIES IN EUROPE AND ITALY	Predict burglaries in space (at street segment) and time (in 10-hour windows)
CYBER-TNOC	investigates how internet-based technological innovations, including malware propagation, enable Transnational Organised Crime
DATA CORS	identifies the risk factors and develops an IT tool to detect red-flags of collusion, corruption and money laundering in the European single market
EUNOMIA	is a social media companion, which will visualise on the information cascade the information trustworthiness indicators chosen by the user.

	EUNOMIA tests new forms of decentralised media because of the privacy-first outlook of their communities.
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**Table 8 - Synergies**

## 6.10 Communication

Communication aims to raise awareness on the project, spark interest and attract potential users, investors, contributors, generate demand, engage with stakeholders and show the successes of FERMI and the European research and innovation at large. For this reason, a plan for communication is set forth together with guidance on the creation of a community of interest and more specific overview of the social media strategy.

### 6.10.1 Plans for communication

This table presents an overview of the activities regarding each communication mechanism distributed over the different phases of the project's duration.

<b>Communication mechanism</b>	<b>1 – Raise awareness</b>	<b>2 – Transfer knowledge</b>	<b>3 – Deliver impact</b>	<b>4 – Accelerate sustainability</b>
<b>Social Media</b>	Establishment of presence in social media  Reproduce relevant content and monitor relevant hashtags; upload public material; follow influencers of the domain engage with other projects and initiatives	Promote project's outcomes and events  interact with followers to get feedback  answer on comments and private messages on the various channels; upload public material; reproduce relevant content and monitor relevant hashtags	Promote project's outcomes and events; interact with followers to get feedback answer on comments and private messages on the various channels; upload public material; reproduce relevant content (more sporadically)	Publish material such as project's recap  Share tools and instruments used to prepare future steps
<b>Project's website</b>	Website completed, search engine optimisation	Regular update Web analytics monitoring Provide content of impact	Regular update Web analytics monitoring Provide content of impact	Regular update Web analytics monitoring Provide content of impact
<b>Project's blog</b>	Deploy project's blog  provide blog posts related to project's positioning and technologies	Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback	Publish frequent blog posts to demonstrate and promote project's results	Publish blog posts to attract and advertise successful partnerships and/or growing user base



<b>Communication material</b>	Project branding and visual identity, communications starter pack	Prepare revised communications pack and frequent releases of e-Newsletter  publish blogs/news in EU instruments (e.g. Cordis News, research EU magazines etc.)	Prepare final communications starter pack and frequent releases of e-Newsletters and video demonstrators; publish blogs/news in EU dissemination instruments	N/A
<b>Traditional communication</b>	Press release to announce the project's launch, presentations at events and conferences	Press releases to announce the significant events/results	Press releases to promote the business case of the project's results	Promote (new) partnerships  Acknowledge successful collaborations  Promote growing user base

**Table 9 - Communication plan**

### 6.10.2 FERMI Community

The main aim of the strategic communication plan is to foster the growth of the FERMI community. This will be achieved by providing open access to all content that is disseminated, which will be tailored to reach different target groups. Examples of this content include the website, social media profiles, press and media initiatives, a scientific poster, newsletters as well as participation in conferences.

The FERMI project will strive to build a "community of interest" through various communication initiatives. To increase understanding and recognition of the project's findings and their implications, outreach efforts as those described above through the engagement channels will be directed towards the project's target groups.

FERMI finds a potentially antagonistic audience as the project involves the use of technology in law enforcement. Specific risks associated with the success of the project's impact are addressed elsewhere, nonetheless it is deemed that this should be affirmed here as well. As for the creation of a FERMI community of interest it is vital to acknowledge that there will be actors that will be rightfully interested in ensuring that FERMI is compliant with all the regulations and does not exceed its scope and purpose. It is therefore important to include especially said actors in a proficient collaboration so as to meaningfully address their concerns and interests. Amongst other things, this will be ensured by emphasising FERMI's compliance with legal and ethics standards, which will be subject to an internal workshop that can help the partners streamline their communication on this topic (see chapter 3).

### 6.10.3 FERMI social media strategy

The creation of social media accounts is part of establishing the online presence of the FERMI project. Social media dissemination of FERMI will also take place through the management of a planned editorial calendar on social media. A method is designed for the planning of social media content development over the 3-year life of FERMI.

We opened four pages on different social media channels to disseminate the project:

TWITTER: [https://twitter.com/fermi\\_project](https://twitter.com/fermi_project)

MASTODON: <https://mastodon.uno/@fakenewsriskmitigator>

LINKEDIN: <https://www.linkedin.com/company/fermi-project/>

YOUTUBE: <https://www.youtube.com/@fermi-project>

A multi-channel strategy allows to reach different target clusters on the different platforms. In fact, social media is chosen for its strategic function, specific functionality and target audience. In this way, the choice of these channels relates to their nature as tools for public debate. The use of specific hashtags will support the dissemination of information towards influential people in the sector.

Therefore, it is crucial to activate synergies between social media accounts of all project partners and the project channels. Each official social channel of FERMI has to be followed by all project partners, posts may contain specific mentions/hashtags consistent with the project objectives.

Actions such as following among other profiles involved in the project, sharing or retweeting specific and consistent content, tagging and mentioning the FERMI page are the basis of dissemination throughout the life of the project.

To create continuity and recognisability on the different dissemination platforms, the aesthetic identity of the social channels has to be in continuity with the brand identity of the website (see the corresponding remarks on this). All channels have to contain the official logo and make a clear reference to the home page of the site by means of a button.

The construction of navigation paths from the site to the social networks through the social bar (bar that summarises the entire social presence of the project) and vice versa, i.e. from the posts to the site through the specific link will be central.

The main objective of FERMI's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the blog pages.

The idea is that social channels will help pushing people who are not familiar with the project, but work in the relevant sector, to become promoters of the initiative. The above-mentioned campaign to appeal to LEAs by tweeting and posting about recent developments in the study of fake news and disinformation on the one hand and crime, especially violent extremism, on the other is a case in point. Moreover, as explained above, social media posts can be tailored specifically towards each persona's interests and needs to appeal to all relevant target audiences.

The initial phase consists in the strategic set-up and optimisation work to ensure that the right people are reached. Thanks also to the support of reposts and likes and the identification of the audience to follow, in collaboration also with partners, including KOLs, institutions, NGOs, companies.

After strategic dissemination, monitoring will take place through the analysis of insight data on proprietary platforms and aggregated in a document to make it easier to track the results of interaction and engagement on social media, according to the KPIs as defined in the GA (see chapter 3).

For a definition of an editorial calendar per project with the following categories see the remarks as follows:

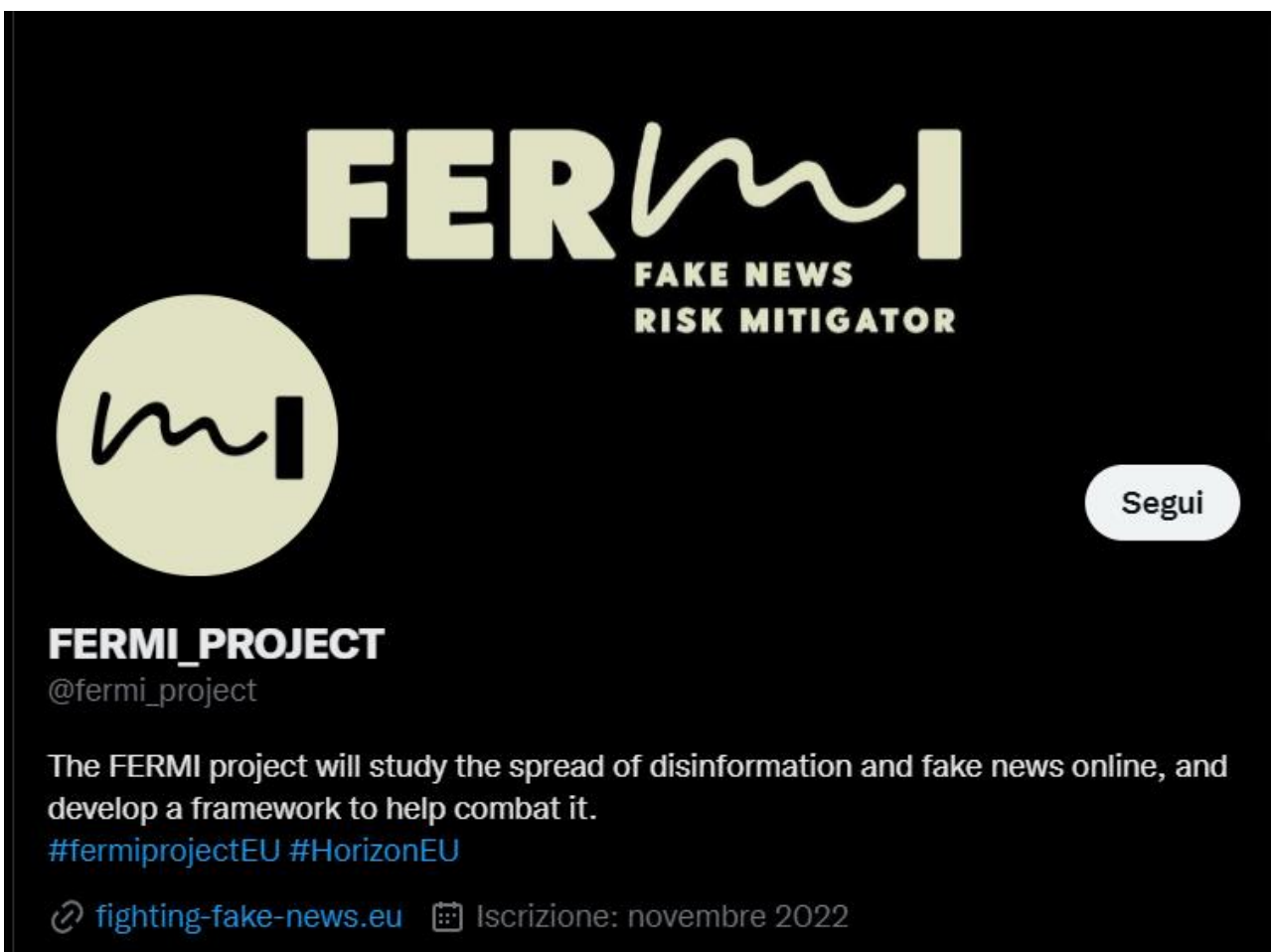
- Events (story about the event such as a recent development in the field of crime, especially violent extremism, caused or at least facilitated by fake news and disinformation)
- In-depth dissemination articles on project keywords, communication results/deliverables (self-referential about the project)
- Official Hashtag: #fermiprojectEU #HorizonEU
- Thematic areas hashtags: #fakenewsriskmitigator #fightingfakenews #fakenewsspreadmodelling #nofakenews #fightingD&FN
- For mention:
  - Twitter: @fermi\_project
  - LinkedIn: @FERMI\_PROJECT



- Mastodon: @fakenewsriskmitigatort
- Youtube: @fermi-project
- Each post written by the FERMI profile will contain thematic hashtags as well as links to the website. This will help social-media users to discover the website-by improving its ranking in search engines.
- Repost: each FERMI project partner will be able to repost the contents published on official social networks, mentioning and using the official hashtag. This inner work method will generate views and allow social profiles to increase well targeted followers.

**TWITTER**

Twitter is characterised as one of the social networks adopted by ‘insiders’ and opinion leaders in various sectors. This seems to respond very well to the needs of the project, which at a strategic level aims at engaging precisely that type of audience that works with information, knowledge and news.



**Figure 6 - Twitter account**

Here below is an overview of the strategy envisioned for Twitter.

First and foremost, as with all channels chosen for the strategy, the logo, graphics and corporate image have been included to create continuity across the different platforms.

The posts, or rather tweets will take the form of short messages containing data, official information or links to the project website <https://fighting-fake-news.eu/> and partners.

The official hashtag of the page is #fermiprojectEU which will be included in every content posted, and accompanied by thematic and sectoral hashtags in line with the context and topic of the post. This will allow

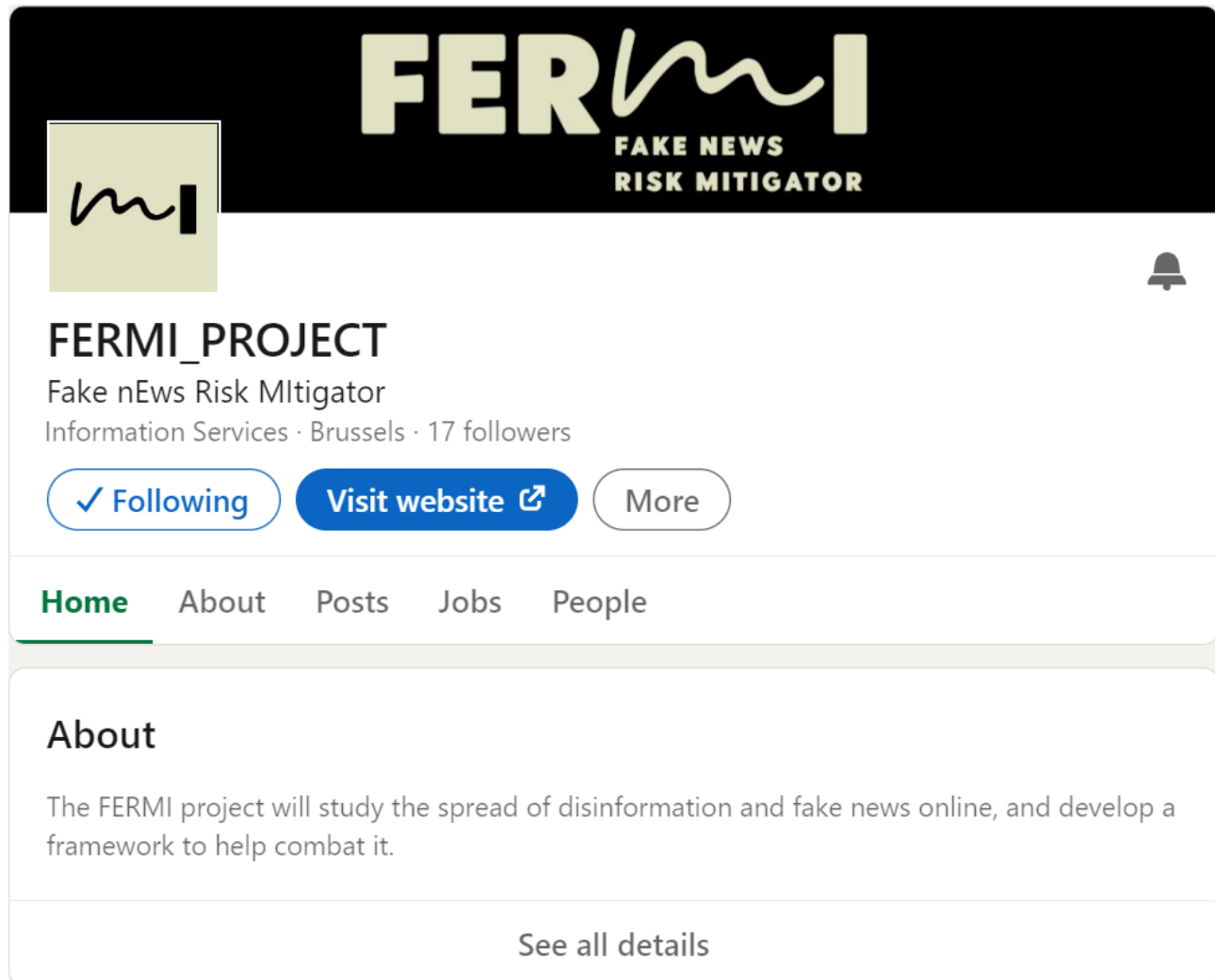
the audience browsing by hashtags to receive targeted updates on specific areas of interest, appropriately spelled out.

Each post will therefore include specific hashtags related to the keywords or topics of the project.

In addition, each of the partners involved in the project will follow the FERMI PROJECT account and vice versa, thus building a network of relations; finally, by tagging and retweeting the posts reciprocally, it will be possible to disseminate the content in a widespread and institutional way.

Tweets will include tags or @mention according to topic or partner involved.

## LINKEDIN



**Figure 7 - LinkedIn account**

Content here can have a longer textual form compared to the limits imposed by Twitter, supported by the platform's native function called articles.

LinkedIn attaches a lot of importance to the relational sphere in the dissemination of content, another central aspect that will help to achieve the set objectives.

Each project partner will follow the LinkedIn page of FERMI and vice versa, thus widening the circles for dissemination. These internal connections via @mention allow for targeted sectoral dissemination, giving authority and recognition to those who come into contact with the project page for the first time.

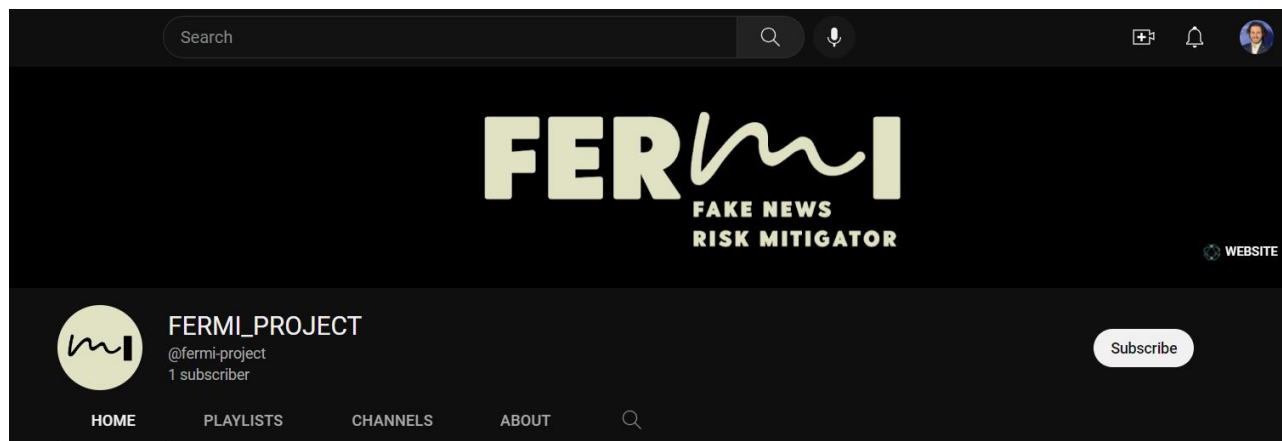
Instead, by using the hashtag #horizoneu the published content will flow into the stream of posts related to the Horizon Europe programme and will be suggested to interested users.

Each project partner will be able to republish the contents of the LinkedIn page, mentioning the page, inserting the official hashtag #fermi-project-EU and pointing to the possibility of further investigation on the official website <https://fighting-fake-news.eu/>

After the creation of the channel, we proceeded with the customisation of the profile image, the cover image and all the useful information to deepen the topics.

## YOUTUBE

The YouTube channel, due to its nature, prefers dissemination through video content, uploaded to the channel complete with caption, references and in-depth links to the project website.



**Figure 8 - YouTube account**

After the creation of the channel, we proceeded with the customisation of the profile image, the cover image and all the useful information to deepen the topics. Subsequently, the creation of the heritage of relations shared with the partners was started, functional to the achievement of the proposed objectives.

Here below a glimpse at the communication strategy applied to the YouTube social channel:

Recordings of conferences and any other relevant event are published in a timely manner, the description includes appropriate tags and links to relevant material and always to the project website <https://fighting-fake-news.eu/>

YouTube is used to publish videos that explain certain aspects of the project, however given the “trending” logic behind videos’ and accounts’ visibility on YouTube it is reasonable to envisage the use of this platform as a repository.

## MASTODON

By its nature, it is populated by a well-defined target group. In fact, Mastodon is mainly used by insiders and early adopters.

This is precisely the category of media consumers that we want to reach through the content strategy. Their contribution is crucial in the diffusion process of innovations: as they are among the first adopters of products and services that have just been launched on the market, they create the necessary conditions for the majority of consumers (early and late adopters) who will arrive later, to feel safe in consuming the novelty.

Currently, it is the largest open source, free and decentralised microblogging network on the planet on which there are no algorithms or advertisements.

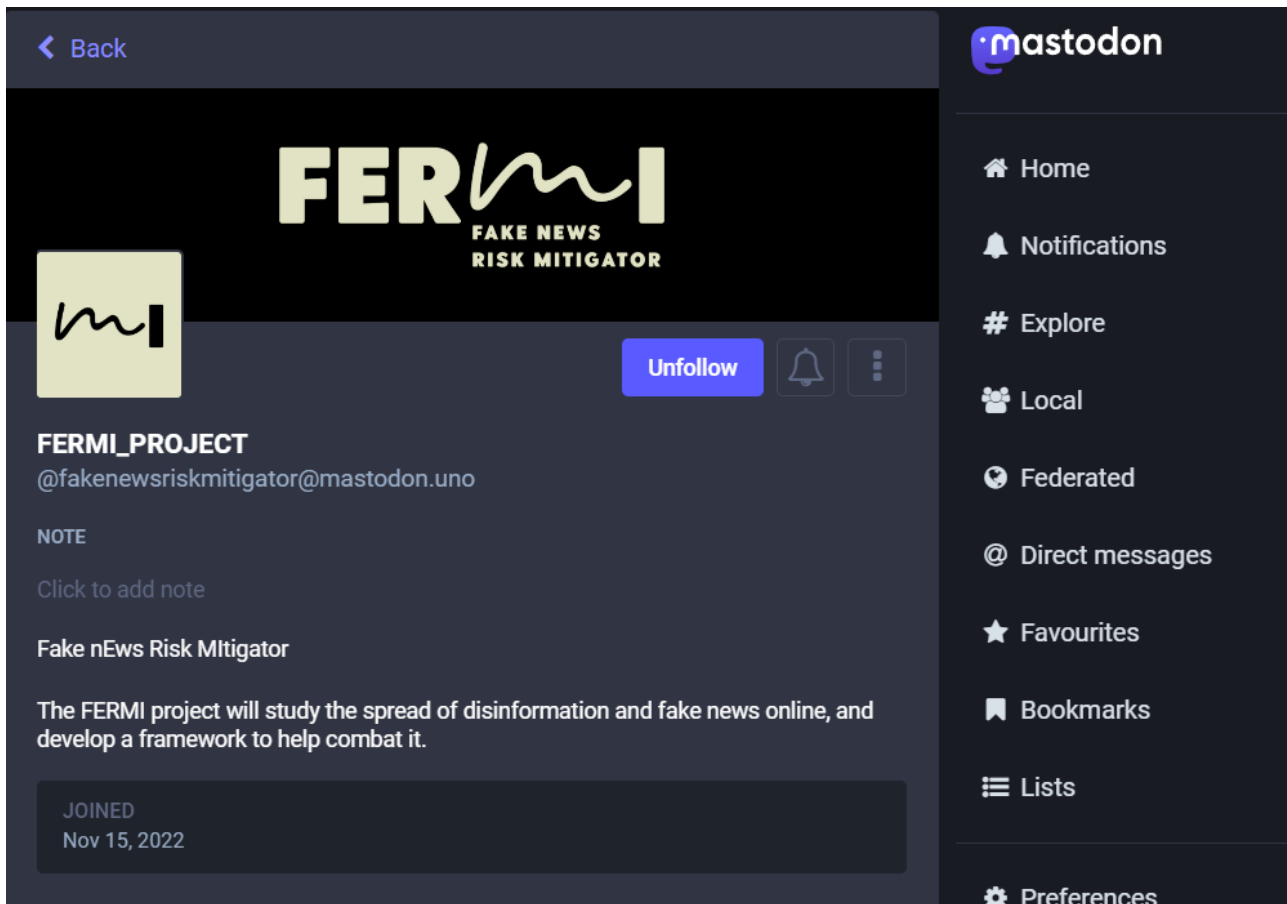


Figure 9 - Mastodon account

Due to the characteristics of this community, the dissemination of content on this channel could foster public debate on the topics of this project.

Again, the official logo, graphics in line with the brand identity, and references to the website were inserted immediately after creating recognisability of the project on the different platforms.

The posts will contain the project and context hashtags, links to the website and where possible @mentions to partners on the platform.

## 6.11 Proactive exploitation planning

This section aims to outline preliminary considerations, actions, and activities that fall under the scope of the exploitation of results of FERMI. The complexity of the socio-technical and political landscape surrounding FERMI demands for proactive actions with regard to the exploitation strategy. [...] As the description of T6.1 stipulates, “T6.1 will be responsible for the adoption of the necessary dissemination strategy that will integrate the project specific information with the requirements of the various market segments, through the exploitation of several dissemination channels and communication activities.” More specifically, “[i]t will involve the creation of a business, operational and technological transfer plan, aiming at substantially increasing the number of FERMI stakeholders (T6.2) that are involved in the experiments of FERMI solution.”<sup>39</sup>

As explained above, the stakeholder realm has been fairly clearly delineated with respect to FERMI’s different target groups of which LEAs are of particular interest as envisaged end-users of the FERMI platform but scientific and technical experts, policymakers (from a regulation and STEEP perspective), business partners (from a profit-oriented standpoint) and subject matter experts might follow the technical outputs of the FERMI

<sup>39</sup> Grant Agreement, PART B, p.41.

project very closely too. In some cases, this might be even more true as far as the non-technical outputs are concerned, which include training measures for the general public. Obviously, exploitation activities are still in their infancy, given that the to-be-exploited products and takeaways remain to be developed/conceptualised. Having said that, a brief overview of the technological and social systems surrounding FERMI and challenges and opportunities for the exploitation of FERMI results is presented as follows.

### 6.11.1 Challenges and opportunities

#### CRIMES IMPACT PREDICTOR

The Crimes Impact Predictor will predict offline crimes triggered by the spread of disinformation and fake news. The prediction will include information on place, time, numerosity and type of crime. Crimes Impact Predictor expands the spectrum of solutions and technologies available to end-users (SocialTruth, SOMA, PROVENANCE, EUNOMIA, InVID, FANDANGO, WeVerify) by moving from the solely digital contrast to disinformation and fake news to the contrast of their impacts in the physical world, namely when they are invoked as triggers for violence and crime.

#### COMMUNITY RESILIENCE AND RISK MANAGEMENT

The novelty that the Community Resilience and Risk Management modeler brings is offering a management modeler that assesses the resilience of a certain community to the possible risks that may be caused by specific fake news. The community is modelled as an organisation, and resilience will be assessed alongside the risk that has been exposed to the community. The modeler will analyse and predict the ability of a community to bounce back quickly and safely to a normal state after being exposed to fake news and assist LEAs with quick responses.

The Community Resilience and Risk Management modeler will be built based on maturity models for risk, security and business continuity management for digital organisations and scientific and “grey” literature, co-creation activities with SSH researchers, practitioners and citizens. For taking the best advantage of this model the modeller will be extended with Multi-Criteria-Decision-Making methods to enable risk assessment and management, taking into account community behavioural profiles, socioeconomic analysis and threats characteristics; and implemented in a software tool that will allow to collect a large number of answers to the assessment questions, support additional collaboration between the users, and provide improved reporting and workflow engine.

#### SWARM LEARNING MODULE

The implementation of a swarm learning module within FERMI project will enable users to carry out the training process of the different components in a secure and private manner, and in compliance with the data protection laws. The former is guaranteed thanks to the blockchain technology, which is implemented to securely onboard the members of the network. The latter is ensured as this novel approach eliminates the need to share the data between all the nodes. The framework will be deployed using the HPE Swarm Learning product developed by Hewlett Packard (<https://www.hpe.com/us/en/solutions/artificial-intelligence/swarm-learning.html>), which is commonly used in the current state-of-the-art. It provides an easy and well documented way of implementing the methodology, in addition to an active community in GitHub (<https://github.com/HewlettPackard/swarm-learning>).

#### DISINFORMATION SOURCES, SPREAD AND IMPACT ANALYSER

FERMI will deploy a set of complementary mechanisms that will target the in-depth analysis of (i) the sources of disinformation, in order to identify their exact nature (e.g., if they refer to natural persons or automated tools that create fake news); (ii) the potential spread of fake news and disinformation, driven by the analyses carried out within the dynamic flows modeler; and (iii) the potential impact of these spreads, in a socioeconomic framework. The envisioned mechanisms will be able to trace and map news already classified as fake news, to their main actors/accounts which are responsible for creating and spreading the disinformation across the network. In addition, the developed module will classify the accounts spreading fake news and disinformation

to bots or accounts belonging to physical persons. This information will be extracted from the graph network but on the same time Deep Learning models will be trained on the pre-transformed dataset initially collected.

## SENTIMENT ANALYSIS MODULE

FERMI will deploy the Sentiment Analysis module which is based on existing ITML’s technology (SPY tool). The module will focus on delivering thorough sentiment analysis of social media posts (Twitter) related to fake news and disinformation – assess the emotional polarity of tweets, for further analyses of fake news and disinformation enhancing the effort towards the verification of their sources. So, it will contribute to the identification of the general public’s ‘feeling’ with respect to specific flows of fake news and disinformation towards profiling the victims, providing alerts for potential risks / increased possibility for any critical events / riots. From a technical perspective, it will provide enhanced accurate sentiment analyses to Twitter posts and comments by exploiting the BERT model (Bidirectional Encoder Representations from Transformers) with a wide variety of NLP tasks increasing its accuracy output and maximising its classification performance.

### 6.11.2 Preliminary plan

**Crimes Impact Predictor** - The consortium will exploit these FERMI offerings on a license-based approach, and in line with the collaborative business models deployed in WP6. In addition, the development of the Crimes Impact Predictor will provide know-how and data that will foster the production of scientific publications and educational materials.

**Community resilience and Risk Management** - The results will be submitted to research conferences and journals, professional association journals (such as the ISACA journal) as well as other venues, such as seminars and workshops with political, law enforcement, industry, commercial, and other players, but also shared more publicly with citizens. Furthermore, the results will be exploited by writing recommendations for policy making and sharing the knowledge, experience and tools with any interested player using open licenses. The results can be used for policy, exploited commercially, and/or reused for further research in the area.

**Swarm Learning Module** - The results produced by Atos in the FERMI project will be commercially exploited to improve the training capabilities of Machine Learning and Deep Learning models once they are deployed at edge computing resources in different customers’ facilities and avoiding the need to centralise sensitive information. Currently, Atos has a portfolio of AI-based products for applications like crowd management, facial recognition, intrusion detection or perimeter protection that may benefit from the application of Swarm Learning.

**Disinformation sources, spread and impact analyses** - The developed component by INTRA along with its underlying ML-based algorithms will be commercially exploited to improve the accuracy of VARID and the insights provided to its clients. Moreover, INTRA will use the know how obtained by its participation in the FERMI project to further enhance its commercial offerings with ML-based functionalities.

**Sentiment analysis module** - The results produced by ITML will be demonstrated in a prototype environment towards conducting extensive testing and validation in a relevant environment gathering data on ML-based algorithms performance and reliability. These results will be exploited to improve SPY tool’s accuracy of its underlying ML-based algorithms and visual analytics targeting a technology readiness level of 6. ITML will plan for how to scale and commercialise the SPY tool by investigating potential partnerships with industry organisations, and investment in research and development to further improve the technology.

### 6.11.3 Exploitation planning actions for the first year

Below is an overview of the project’s overall exploitation planning activities for the first year.

Activity	Timeline
Template to gather exploitable results	M4

Market research	M12
Definition of key exploitable resources	M12
First intellectual property rights definition	M12
First exploitation plan at individual level	M12

**Table 10 - Exploitation planning activities for the first year**



## 7 The FERMI project's nexus to the EU's policy agenda

All of the above-mentioned efforts like the FERMI project as such are fully in line with the EU's policy agenda. The European Union has been clear and adamant in sounding the alarm on the spread of fake news and disinformation, including the consequences thereof. It “first recognised the threat of online disinformation campaigns in 2015 when it asked the High Representative [for Foreign Affairs and Security Policy] to address the disinformation campaigns by Russia.”<sup>40</sup> Since then, the EU has embarked on numerous steps to address the threat of fakes and disinformation. A key document on the subject matter is an “Action Plan against Disinformation”<sup>41</sup> that was passed in 2018.

According to the Action Plan further efforts to stem the tide of fake news and disinformation explicitly include the commitment to supporting EU research projects like FERMI. More specifically, the Action Plan clarifies that “[t]he Commission has proposed funding for the development of new tools to better understand and combat online disinformation in its proposal for Horizon Europe programme.”<sup>42</sup> The EU has also stipulated the ambition to acquire “new tools which are necessary to detect, analyse and expose disinformation activities,”<sup>43</sup> which FERMI attempts to deliver (albeit FERMI will not engage in fact checking or deciding what pieces of news fall into the realm of fake news and disinformation, which would be highly inappropriate for a project that aims to develop a tool that is envisaged to be used by law enforcement agencies).

The European Union's agenda reached some further important checkpoints. Specifically with regards to the safe use of online platforms by European citizens is the Digital Services Act (DSA).<sup>44</sup> The Digital Services Act aims to safeguard citizens fundamental rights online and ensure, overall, a more democratic and safer digital Europe.

The Digital Services Act sets the framework for actors operating online platforms or in relation to them to ensure the safety of online content and the safe use of online platforms overall. Naturally, it maintains a risk management system and establishes a governance framework.

Specifically with regards to the scope of FERMI, public bodies can be trusted flaggers and FERMI would drastically improve their capability and capacity to take this role (in the sense being functional to DSA). LEAs will have access to a tool that gives them improved capabilities and capacity to cope with the ambiguity and ubiquity of online threats (complementarity of FERMI and DSA towards a safer Europe).

The [2020 Counter-Terrorism Agenda](#)<sup>45</sup> puts forward several priorities that include research and prevention of radicalisation, both of them covered by the very core objectives of FERMI.

Against this backdrop, FERMI does not only contribute to filling a void as identified and acknowledged by the EU, outreach efforts to policymakers should also be greatly facilitated by the EU's overwhelming interest in FERMI's work and tools.

<sup>40</sup> European Union, *Action Plan against Disinformation* (Brussels: European Union, 2018), p.2.

<sup>41</sup> European Union, *Action Plan against Disinformation* (Brussels: European Union, 2018).

<sup>42</sup> European Union, *Action Plan against Disinformation* (Brussels: European Union, 2018), p.10.

<sup>43</sup> European Union, *Action Plan against Disinformation* (Brussels: European Union, 2018), p.6.

<sup>44</sup> European Union, *Regulation on a Single Market For Digital Services (Digital Services Act)* (Brussels: European Union, 2020).

<sup>45</sup> European Union, *A Counter-Terrorism Agenda for the EU: Anticipate, Prevent, Protect, Respond* (Brussels: European Union, 2020).



## 8 FERMI branding

Branding is essential in the communication of a project because it helps to create a unified and consistent message that can be easily recognised by stakeholders. Together with the project's visual identity it provides an easy way for people to identify the project, as well as its values and goals. Branding also helps to differentiate the project from its competitors, while visual identity helps to convey key messages about the project in an attractive and memorable way. Branding also helps to build trust with stakeholders, as they will recognise the brand and associate it with quality work.

### 8.1 FERMI logo design

The visual identity of FERMI was developed starting from the following questions:

- How reliable is your news source?
- Who is behind and who certifies the news?

Therefore, the choice of the following keywords has been made:

- Credibility
- Reliability

This choice drove the designers in the ideation and development of FERMI's visual identity. This resulted in the following logo



Figure 10 – FERMI logo

### 8.2 FERMI website

The Horizon Europe project FERMI establishes its online presence through a website <https://fighting-fake-news.eu/>. This is a pivotal channel for communication and dissemination of the project's activities, findings, and results. Additionally, it will offer the opportunity to stakeholders to register as such and to follow the

developments throughout the project duration. In other words, the website is akin to a single point of contact for all information related to the FERMI project. In terms of website development and updates, the object of further updates relates to making available the sections that, as of today, lack content (i.e., Outcomes, News) and ensuring full accessibility to the website.

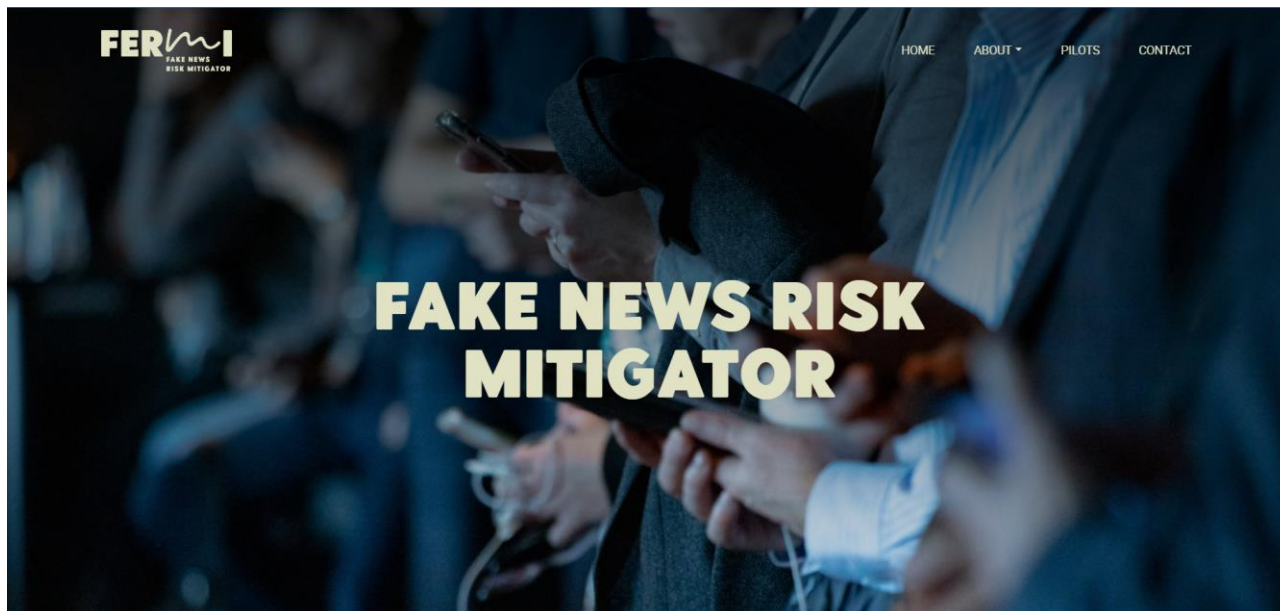


Figure 11 – FERMI website

### 8.3 FERMI website structure

The first version of the website structure includes:

- Home page
- About
  - Description of the project
  - Partners
  - Governance
- Pilots
- Contact

Whereas the Home page provides an overview of the project and, naturally, functions as a link to the other sections of the website, the other sections dive deeper into the project.

The About section includes a page that describes the project's context, the issue addressed, the solution advanced and more specific objectives of FERMI. Additionally, it includes a page about the consortium partners, these are presented and briefly described. Finally, it includes a page on the governance of the project, hence a description of the work packages and the leadership team (i.e., project's coordinator, dissemination manager, quality manager, etc.).

The section about the Pilots gives access to the three pilot cases of FERMI. The current version of the website offers a high-level overview of the pilots. However, this section is likely to be the object of the first website update.

Finally, there is the Contact page. This page evidently includes the contact information of key roles within FERMI.

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## 9 Conclusions

This deliverable has presented “[t]he FERMI outreach management facilitators package,” which, as explained above, mostly includes the very first outline of the project’s CDES strategy. More specifically, this deliverable sets the objectives of the package in accordance with the objectives of the project. Second, it outlines the indicators identified to ensure a proper monitoring of the performance vis-à-vis the objectives. Third, it identifies the target groups and develops personas. Fourth, it sets out roles and responsibilities within the consortium as for their added value in the project’s outreach. Fifth, it provides an overview of the outreach tools and channels together with coherent plans, including a glance at the social media plan. Importantly, this section is complemented by a communications starter pack that was made available to the consortium and that eventually constitutes an overview of the working material, broadly defined, for communication and dissemination. Finally, considering that successful exploitation is the culmination of sound research and innovation activities, this deliverable incorporates a proactive consideration of such activities into the overview as to how to approach the relevant stakeholders and with what tools and channels. Sixth, the deliverable proceeds with a set of observations on the EU’s policy agenda and how this is tied to FERMI’s CDES efforts. Last but certainly not least, it concludes with some remarks on and illustrations of branding.

As for what concerns the activities already in course of action that constitute also the next steps, wide communication across social networks is the preponderant activity in this phase of the project. Additional steps are being taken to secure FERMI’s outreach to scientific audiences. Furthermore, this effort is extended to better define and concretise other opportunities for communication and dissemination. Finally, the consortium will begin exploratory activities as for synergies with relevant projects.

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## List of References

- [1] European Union, *Action Plan against Disinformation* (Brussels: European Union, 2018), p.6.
- [2] European Union, *A Counter-Terrorism Agenda for the EU: Anticipate, Prevent, Protect, Respond* (Brussels: European Union, 2020).
- [3] European Union, *Regulation on a Single Market For Digital Services (Digital Services Act)* (Brussels: European Union, 2020).
- [4] Grant Agreement.

## Annex A Stakeholders list

Stakeholder's name	Stakeholder's type
SENTINEL	F – Initiative
ROXANNE	F – Initiative
MARVEL	F – Initiative
OSiMa	F – Initiative
WISIND	F – Initiative
ENSURESEC	F – Initiative
Policy Cloud	F – Initiative
Cyber-TNOC	F – Initiative
DATACORS	F – Initiative
EUNOMIA	F – Initiative
Medi@4sec	F – Initiative
MediaWijze	F – Initiative
Media literacy Ireland	F – Initiative
All Digital	F – Initiative
Europeans Safe Online Initiative	F – Initiative
PROTECTOR	F – Initiative
Central European Digital Media Observatory (CEDMO)	F – Initiative
Belgian and Luxembourgish hub for research on digital media and disinformation (EDMO BELUX)	B – Research organisation
CEP (Counter Extremism Project)	F – Initiative
STARLIGHT project (Sustainable Autonomy and Resilience for LEAs using AI against High priority Threats)	F – Initiative
CEPOL's Law Enforcement Education platform (LEEd)	F – Initiative
Lie Detectors	G – General public
Permanent Representation of Belgium to the European Union	C – Regulators
United Nations Educational, Scientific and Cultural Organization (UNESCO)	C – Regulators
Permanent Representation of the Netherlands to the European Union	C – Regulators
European Commission	C – Regulators
Organisation for Economic Co-operation and Development (OECD)	C – Regulators
Permanent Representation of Poland to the European Union	C – Regulators
Publications Office of the European Union	C – Regulators

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European Network for Science Centres and Museums (Ecsite)	G – General public
European Parliament	C - Regulators
European School Heads Association	G – General public
Meta Platforms, Inc.	E- Industry

## Annex B List of events

Name	Type	Audience
Policing Insight	Online magazine	Scientific community
International Centre for Counter-Terrorism Journal	Academic Journal	Scientific community
European Law Enforcement Research Bulletin	Academic Journal	Industry
IEEE Transactions on Machine Learning in Communications and Networking	Conference proceeding	Scientific community
IEEE Transactions on Neural Networks and Learning Systems	Conference proceeding	Scientific community
BIGS Policy Paper	Online magazine	Industry
Centre for IT & IP Law Blog	Online blog	Scientific community
European Journal on Criminal Policy and Research	Academic Journal	Scientific community
European Journal for Security Research	Academic Journal	Scientific community
Euvsdisinfo.eu	Online blog	General public
International Journal of Critical Infrastructures Protection	Academic Journal	Scientific community



## Annex C Publication Outlets

Name	Type	Date
#Disinfo2023	Conference	2023
European Intelligence and Security Informatics Conference	Scientific Conference	2023
Intelligence Support Systems for Electronic Surveillance, Social Media/DarkNet Monitoring and Cyber Threat Detection	Scientific Conference	2023
The 23rd Annual Conference of the ESC (EUROCRIM)	Scientific Conference	2023
Valtakunnallinen turvallisuustapahtuma	National Summit	2023
LAIR - Conference on Law, AI and Regulation of the Erasmus School of Law of Rotterdam	Scientific Conference	2023
PLSC - Privacy Law Scholars Conference in Lousanne	Scientific Conference	2023
CPDP - Computer, Privacy and Data Protection in Brussels	Scientific Conference	2023
Beyond Disinformation – EU Responses to the Threat of Foreign Information Manipulation	Conference	2023
Disinformation - Definition and Classification (Alfarabi Project)	Seminar	2023
European Big Data Value Forum	Conference	2023
Data Week 2023	Workshop	2023
Security Research Event	Conference	2023