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D4.2
Interim Dissemination, Communication, Exploitation and Sustainability Report

Project Title   Trustworthy Multi-Objective and Multi-Stakeholder Recommenders

Contract No.   09I03-03-V04-00336

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Project website:	https://kinit.sk/project/hermes
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Project start date:	July 2024 (24 months)
Work Package:	WP4 – Communication, Dissemination & Exploitation
Version:	1.0
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	Dissemination Level	
PU	Public	x
NP	Non-public, only for members of the consortium (including the Agency Services)	

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1.   Introduction

Deliverable D4.2 Interim Dissemination, Communication, Exploitation and Sustainability Report summarizes the progress within the WP4 at the middle of the project runtime. In this report are outlined all activities that were undertaken in order to disseminate and communicate the project results and findings to both the public and scientific communities.

First, we briefly present an overview of the Communication, Dissemination, and Exploitation plan as D4.1, which serves as an initial framework for coordinating the project's dissemination, communication, and exploitation efforts. Next, we provide an update on the communication activities carried out, along with the current status of communication KPIs, including insights into the project website and social media platforms. We then detail the dissemination measures implemented, reporting on the progress of dissemination KPIs, such as publications and attended conferences or meetings. Finally, we outline the current state of exploitation efforts.

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2.   Communication, Dissemination & Exploitation Plan

The communication, dissemination, and exploitation of project results will be carried out under WP4. Targeted initiatives will be developed to enhance the visibility and accessibility of project outcomes for various stakeholder groups, aligning with the specific objectives of the call and project—particularly increasing the recognition of the Principal Investigator and the Host Organization.

The project's overarching goals include: informing, promoting, and communicating activities and results; ensuring knowledge and results are publicly available free of charge; facilitating the practical application of results for commercial, societal, and political purposes.

The HERMES project communication strategy aims to effectively share its goals, findings, and impact with diverse audiences. By leveraging tailored methods and tools, it ensures transparency, collaboration, and awareness of project topics. Using targeted channels such as social media, web pages, and newsletters, the strategy enhances visibility and contributes to public knowledge increase.

The dissemination strategy focuses on effectively sharing its objectives, outcomes, and benefits with key stakeholders, including industry professionals, policymakers, and academics. By leveraging channels such as scientific papers, presentations, and workshops, it ensures knowledge transfer, stakeholder engagement, and the adoption of project results.

Finally, the exploitation strategy aims to maximize project results and future utilization by optimizing resources, enhancing operational efficiency, and leveraging existing market positions. It focuses on utilizing the Host organization's current assets to ensure the sustainable uptake of outcomes.

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3. Communication

3.1 Overview

The communication activities were guided by the communication plan, covering primarily three communication channels: project website, social media, and newsletter. The target audience for our communication efforts consists of:

- General public
- Recommender system providers
- Content producers / sellers
- AI researchers / engineers
- Policy-makers & regulators

3.2 Project website

To create a single point for the materials related to the project, including the open access to the deliverables, the project website was created according to the plan (Fig. 1). The website is located within the Host institution project structure, to maximize the impact and chance for impressions. The page is located at: https://kinit.sk/hermes
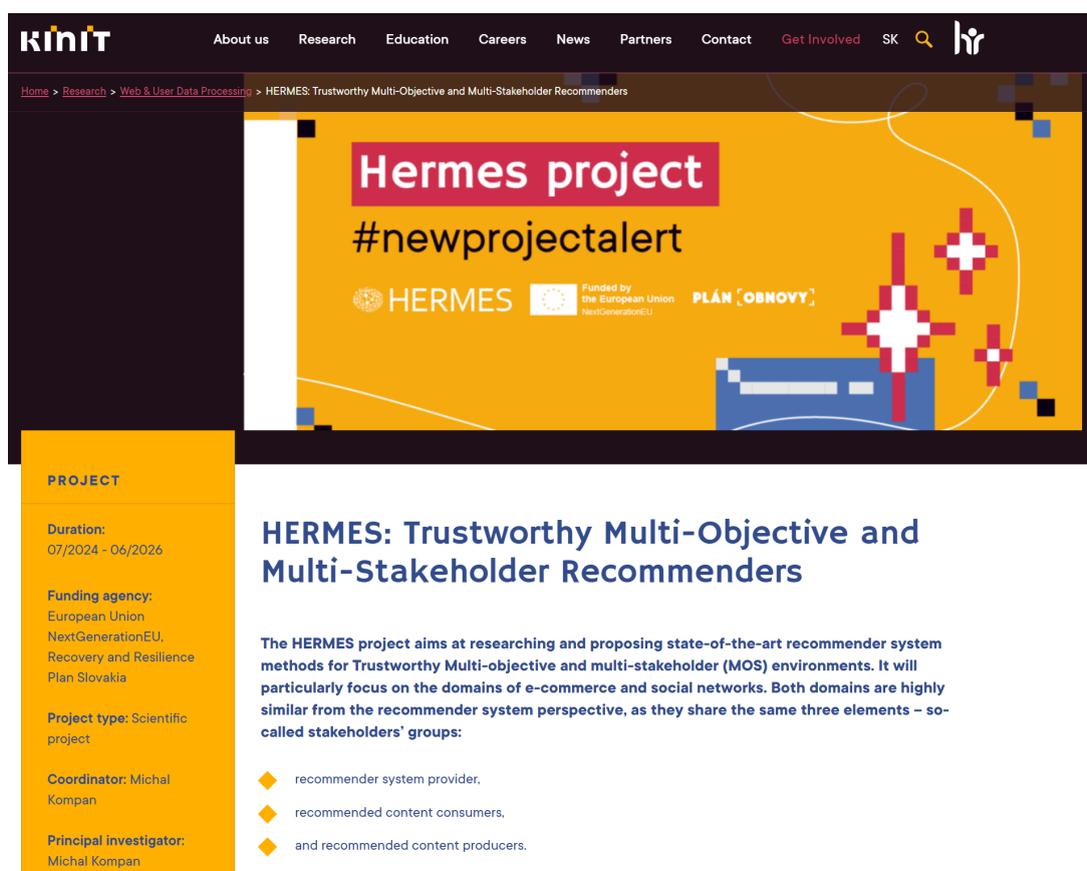

Fig. 1 - Overview of the project webpage

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3.2   Evaluation of activities

3.2.1   List of activities

During the first part of the project following communication activities were realised, aiming at informing about the project scope. We also list secondary target groups here, as for all of these activities, several stakeholder groups were relevant. The listed two groups form the most important stakeholders. The detailed list of activities is presented in Appendix 1.

Comm. activity name	Description of the activity	Target group	Secondary target group	Comm. channel	Outcome
Project website	Launching dedicated project page at Host Institution website	General public	AI researchers	Website	Informing about the project scope and activities
Project start	KInIT Social media post about the project	General public	AI researchers	Social media	Informing about the project scope and activities
Project start	KInIT Social media post about the project	General public	AI researchers	Social media	Informing about the project scope and activities
Excellence in science	KInIT Social media post about the participation at panel discussion in Brussels	General public	Policy-makers & regulators	Social media	Informing about the networking and outreach activities of PI
Excellence in science	KInIT Social media post about the participation at panel discussion in Brussels	General public	Policy-makers & regulators	Social media	Informing about the networking and outreach activities of PI
Discussion on challenges in e-commerce	Organizing (together with SK-eDIH) workshop on E-commerce recommender systems	Recommender system providers	Content producers / sellers	Workshop	Increased knowledge about multi stakeholder problems in e-commerce
Responsible	KInIT Social	General	AI	Social media	Informing

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and fair AI	media post about the project	public	researchers		about the project scope and activities and importance of fair AI
New paper	Social media post about the project output at premier venue	AI researchers	General public	Social media	General knowledge about project increased
KInIT at AAAI conference	Blog about paper and presence at AAAI conference	AI researchers	General public	Blog	Information about project outputs increased

3.2.2 KPIs

Most related WP/Task	Tools & Channels	Metrics	Target	Current status (M12)
T4.1 Branding and communication	Project website	Number of views	≥ 100 (M12), ≥ 250 (M24)	230
T4.1 Branding and communication	Blogs	Number of	≥ 2	1
T4.1 Branding and communication	Press releases / Interviews and mentions	Number of	≥ 2 (M24)	0
T4.1 Branding and communication	Social media posts	Number of	≥ 3 (M12), ≥ 8 (M24)	6

4. Dissemination

4.1 Overview

The dissemination strategy aims at widening the scientific impact of the project and its results. It is fully in scope with the Open science policy of the Host organization and the project requirements, aiming at relevant international venues. Among the different target group most prominent are:
- Recommender system providers
- AI researchers / engineers
- Policy-makers & regulators

4.2 Evaluation of activities

4.2.1 List of activities

The activities during the first year of the project were realised according to the plan, in most of the aspects and KPIs the project is ahead of schedule. The detailed list of activities is provided in Appendix 2.

Dissem. activity name	Description of the activity	Target group	Secondary target group	Dissem. channel	Outcome
Discussion on excellence in science	Participation at meeting of Slovak researchers in Germany, Slovak embassy in Berlin	AI Researchers	Policy-makers & regulators	Participation at co-hosted events	Increased network of PI
Discussion on challenges in e-commerce	Organizing (together with SK-eDIH) workshop on E-commerce recommender systems	Recommender system providers	Content producers / sellers	Industry and public presentations	Increased knowledge about multi stakeholder problems in e-commerce
Discussion on research challenges in widening countries	Participation at SLORD paned discussion in Brussels	General public	Policy-makers & regulators	Panel discussion	Informing about the challenges in widening countries research
Cross-Validated Off-Policy	Scientific paper at The	AI Researchers	Recommender system	Scientific publications	Knowledge disseminated

| Evaluation | 39th edition of the annual AAAI Conference on Artificial Intelligence | | providers | | |
| Towards Trustworthy Multi-stakeholder Recommender Systems | Scientific paper at EWAF'25 Fourth European Workshop on Algorithmic Fairness | AI Researchers | Policy-makers & regulators | Scientific publications | Knowledge disseminated |

4.2.2 KPIs

Most related WP/Task	Tools & Channels	Metrics	Target	Current status (M12)
T4.2 Dissemination	Scientific publications	Number of	≥ 3	2
T4.2 Dissemination	Methods, models or frameworks	Number of	≥ 3 (M24)	1
T4.2 Dissemination	Scientific presentations	Number of	≥ 1 (M12); ≥ 3 (M24)	1
T4.2 Dissemination	Industry and public presentations	Number of	≥ 1 (M12); ≥ 2 (M24)	1
T4.2 Dissemination	Participation at co-hosted events	Number of	≥ 1 per annum	2

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5.   Exploitation

5.1   Overview

Although major project outputs were planned for the second half of the implementation, several activities towards exploitation of the knowledge were conducted. We have firstly focused on recommender system providers, while 3 industry partners were approached, resulting in promising collaborations. Among most prominent target groups for exploitation of the project results are:
- Recommender system providers
- AI researchers / engineers
- Policy-makers & regulators

5.2   Evaluation of activities

5.2.1   List of activities

The following activities, which can be considered as exploitation, were undertaken so far.

Description	Date
Presentation of the project and intentional benefits for the organization - Seznam.	7.4.2025
Presentation of the project and intentional benefits for the organization - ZlavaDna.	17.4.2025
Presentation of the project and intentional benefits for the organization - TASR.	23.4.2025

5.2.2   KPIs

No specific KPIs for exploitation were defined.

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6.   Conclusions

Deliverable D4.2 highlights the substantial advancements achieved in the dissemination, communication, and synergy efforts of the project during the first part of its implementation. It demonstrates that all planned activities have been executed according to the plan, engaging a diverse spectrum of target groups, including the general public, scientific community, industry leaders, and policy makers. The integration of digital platforms, social media with the Host institution existing means amplified the project's visibility and impact.

The evaluation of activities against KPIs in the project proposal and DCE plan, confirms stable progress toward the project's objectives, strengthening the dissemination outputs as planned.

Annex 1 - List of communication activities

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KInIT
★ Favorites · October 29 at 10:32 AM · 🌐

🎂Congratulations on the 10th anniversary of Slovak Liaison Office for Research and Development.

Our Chief Research Officer Michal Kompan was part of the special celebration 🎤 As one of the panelists, he spoke about supporting research excellence across the EU. One of the main topics was also the participation of Slovak institutions in the Horizon Europe programme 💻 The discussion also addressed how to attract and retain talents in Slovakia✨

Thank you for your work and also to the whole CVTI SR for supporting Slovak research institutions 📚 The whole KInIT team especially appreciates the support in the preparation of Horizon Europe projects.

💕It was an honor to participate in the discussion together with experts in their fields - Silvia Pastoreková and Stefan Bohacek.

Annex 2 - List of dissemination activities

27. March 2025 Round Table with Slovak researchers from Germany and representatives of R&I institutions from Slovakia. German Embassy, Berlin, Germany.

21. November 2024 Recommendations in E-commerce HOPERO EDIH workshop for industry. SPOT, Bratislava, Slovakia.

10. October 2024 Slovak Liaison Office for Research and Development panel discussion, Brussels, Belgium.

Cief, Matej, Branislav Kveton, and Michal Kompan. 2025. Cross-Validated Off-Policy Evaluation. Proceedings of the AAAI Conference on Artificial Intelligence 39 (15):16073-81. https://doi.org/10.1609/aaai.v39i15.33765.

Katarína Marcinčinová, Adrian Gavornik, Matúš Mesarčík, Michal Kompan. 2025. Towards Trustworthy Multi-stakeholder Recommender Systems. EWAF'25 Fourth European Workshop on Algorithmic Fairness. (Accepted)
https://2025.ewaf.org/program/accepted-papers