STARLiGHT

Sustainable Autonomy and Resilience for LEAs using AI against High Priority Threats

D11.2 Communication and Dissemination Plan

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Executive Summary

This deliverable describes and details the communication and dissemination plan for the STARLIGHT project. It also serves as a reference document for all partners to support communication and dissemination activity including guidance to enable the STARLIGHT consortium to maximise the project's visibility among target groups.

This document presents the strategy for how STARLIGHT will reach and engage with stakeholders across the EU with a focus on those in artificial intelligence, security, and other related disciplines. The deliverable builds upon D11.1 by enhancing the previously defined brand identity and communication channels such as social media, website, and collaboration platforms. This deliverable goes further by setting out how STARLIGHT will approach the communication of the project information and dissemination of project results through creating and organising content, running multi-channel awareness-raising campaigns, and collaborating with related projects. The strategy ensures that STARLIGHT effectively targets and addresses LEAs, the public, civil society, and EU agencies and bodies to create the desired impact among its research and interest community.

The purpose of this document is to provide an initial project communication plan by highlighting target groups and defining internal communication procedures and means. This includes online and offline media, focusing on reaching audiences interested in the object of our research.

This document provides an update on the communication and dissemination plan at the first year of the project (month 12 out of 48). As the project progresses, additional materials will be developed as needed to reflect the status and outcomes of the project and will be recorded in the subsequent versions of this document D11.3 and D11.4, due M30 and M48 respectively.

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List of Abbreviations

AI	Artificial Intelligence
BDVA/DAIRO	Big Data Value Association
BMI	Federal Ministry, Republic of Austria
CEA	Commissariat à l'Energie Atomique et aux Energies Alternatives
CERIS	Community for European Research and Innovation for Security
CORDIS	Community Research and Development Information Service
CRI	Cybercrime Research Institute
D	Deliverable
DG	Directorate General
DG CNECT	Directorate-General for Communications Networks, Content and Technology
DG ECHO	DG for European Civil Protection and Humanitarian Aid Operations
DG HOME	Directorate-General Migration and Home Affairs
EARTO	European Association of Research and Technology Organisations
EPBG	Estonian Police and Border Guard
EC	European Commission
ENFSI	European Network of Forensics Science Institute
ENISA	The European Union Agency for Cybersecurity
EU	European Union
EU-LISA	The European Union Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice
EUCI	European Union Classified Information
EUROJUST	The European Union Agency for Criminal Justice Cooperation
EUROPOL	The European Union Agency for Law Enforcement Cooperation
FRA	European Union Agency for Fundamental Rights
FRONTEX	The European Border and Coast Guard Agency
GA	General Assembly
GAIA-X	Gaia-X Federations Services
GDPR	General Data Protection Regulation
H2020	Horizon 2020
IFSEC	International Fire and Security Exhibition and Conference
INTERPOL	The International Criminal Police Organization
IPR	Intellectual Property Rights
ISC	International Security Conference & Exposition
IT	Information Technologies
JHA	The Justice and Home Affairs
JRC	The Joint Research Centre
KPI	Key Performance Indicator

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LE	Law Enforcement
LEA	Law Enforcement Agency
M	Month
MININT	French Ministry of Interior
MS	Member State
NGO	Non-Governmental Organisation
PC	Project Coordinator
PMC	Project Management Committee
PO	Project Officer
RTO	Research and Technical Organisation
SAB	Security Advisory Board
SICUR	Salon Internacional de la Seguridad/International Safety, Security and Fire Exhibition
SINNOVA	Salone Dell' Innovazione in Sardegna
SME	Small and Medium-Sized Enterprises
SSH	Social Sciences and Humanities
STARLIGHT	Sustainable Autonomy and Resilience for LEAs using AI against High priority Threats
T	Task
UNICRI	United Nations Interregional Crime and Justice Research Institute
WP	Work Package

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1 Introduction

1.1 About STARLIGHT

The increasing complexity of security challenges combined with the accumulation of significant amounts of digital data calls for better and more widespread use of artificial intelligence (AI) capabilities for law enforcement agencies (LEAs). AI can benefit LEAs at all levels given the right understanding, tools, data, and safeguards while increased awareness of criminal misuse (of AI) is providing an immediate and concerning threat that must be tackled rapidly. Furthermore, a community that brings together LEAs, researchers, industry, security practitioners and other actors in the security ecosystem under a coordinated and strategic effort is essential for realising these efforts in operational practices.

STARLIGHT aims to improve the widespread understanding of AI across LEAs to reinforce their investigative and cybersecurity operations and support legal, ethical, and societal values. By offering opportunities to exploit AI tools and solutions, STARLIGHT will ensure LEAs can protect their own AI systems and increase LEA expertise and capacity against AI-supported crime and terrorism. The project will raise high-quality datasets, an interoperable and standardised framework, and an AI hub to enhance the European Union's (EU) strategic autonomy in AI.

1.2 Purpose of the deliverable

As one of the largest security-focused projects funded through the H2020 framework, STARLIGHT is a bold and distinctive project with 52 partners from 18 European countries. To maximise the visibility and dissemination of the project and the anticipated results, it is important to take advantage of the wealth of opportunities this presents in terms of the significant impact the project can have and the leverage that such a large number of partners can create. However, when creating a strong communication and dissemination plan, the consortium's size must be considered. Furthermore, planning and procedures must work together smoothly so that all partners' efforts are synchronised from the outset and throughout the project's lifecycle.

This initial version of the STARLIGHT communication and dissemination plan outlines how all project partners will cooperate to increase awareness of the research activities and results of the project among the targeted stakeholder groups and the general public by using straightforward, clear messaging that concentrates on the benefit of the action. The strategy is supported by the implementation plan described in this document, which compiles guidelines for the STARLIGHT consortium to improve the online visibility, growth of the wider network, and schedule procedures for observing and assessing the scale and impact of the communication and dissemination activities. The focus of the document is on four primary themes:

- Communication and dissemination strategy - this section focuses on goals, target groups, key messages, and channels.
- Communication and dissemination channels – which channels we use to promote STARLIGHT.
- Monitoring and evaluation of communication and dissemination activities – a section outlining procedures for effective and efficient collaboration among partners.
- Management of communication and dissemination activities – this section explains the roles of partners, how to communicate during a crisis, how approvals are made, and other things.

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This deliverable (D11.2) sits within WP11 under task T11.1 'Development and realisation of the project dissemination strategy' and should be considered alongside D11.1 Visibility Design Guide and Materials (submitted in M6), which details the initial visual identity and branding.

1.3 Relationship to other deliverables

The communication and dissemination (C&D) activity within STARLIGHT is aligned with several other tasks and deliverables within the project.

Table 1: Key links to other STARLIGHT tasks

Task	Lead Beneficiary	Relationship to the C&D Strategy
T3.1 Setup and governance of the Community	MININT	Setup and engagement of the AI Community of Expertise (AICoE) based on the circles of actors: (1) Project Group; (2) Partner Group; and (3) External Group. Aligned with the mandate of the EUROPOL Innovation Lab.
T3.2 Organise innovating workshops to identify and consolidate LEA needs	BMI	Innovating workshops directly engage the AICoE to understand LEA needs. The workshops represent a mechanism of C&D within STARLIGHT.
T3.4 Scouting activities and watch observatory function	EUROPOL	Engages with the solution provider communities (RTOs, academics, industry, SMEs).
T3.5 Customisation lab and training	EPBG	Supports customisation and uptake at the national level including awareness raising of relevant issues (technical, operational, organisational, policy) that inhibit uptake.
T4.1 Ethical and legal observatory	KUL	Platform for engagement with Ethics Advisory Board, ALIGNER, popAI and other relevant stakeholders on legal and ethical considerations.
T10.5 STARLIGHT tool fest	VICOM	Hands-on demonstrations of STARLIGHT results to different stakeholder communities (national, consortium, European).
T11.2 Multi-modal project awareness campaign for LEAs, public, civil society, and EC services	L3CE	Multiple campaigns demonstrating the opportunities afforded by AI to different stakeholder communities including joint campaigns with ALIGNER and popAI.
T11.4 Recommendations for facilitating the AI based digital transformation of EU LEAs	EUROPOL	Linked to the planned European AI hub in support of law enforcement.
T11.5 Recommendations for policy and legislative changes at MS and EU level	CRI	Support of the dissemination and impact of results at the national and EU levels on policy and legislative developments.
T11.6 Standardisation and convergence of best practices into effective practices	CENTRIC	Engagement with other EU AI clusters to monitor standardisation and place STARLIGHT within the EU AI ecosystem.

In addition to the above, each task will be responsible for crafting academic or other outputs that contribute to the communication and dissemination efforts of the project as a whole.

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2 Communication and dissemination strategy

2.1 Objectives and outcomes

Communication and dissemination of the research activities within STARLIGHT is a contractual obligation of all consortium partners. Exceptional research requires an effective communication and dissemination strategy to create the desired impact. Building a solid framework for strategic communication and dissemination will help explain the wider societal relevance of STARLIGHT, ensure LEAs uptake of results, and open potential opportunities for novel products or services.

STARLIGHT's communication and dissemination activities aim to promote the project's research outputs and raise awareness about the project's objectives and achievements. Consortium partners are expected to create informative and engaging content for audiences ranging from the general public to central and high-level actors within the security community. STARLIGHT's approach to communication and dissemination, therefore, has the primary objective of enhancing the knowledge of individuals and organisations on how AI can aid in the fight against criminal activity and promote a secure society that protects the freedom and security of Europe and its citizens.

The advantages of developing advanced investigative resources will be portrayed by highlighting cases in the public domain that demonstrate the success of using artificial intelligence methods like automatic speech recognition and natural language processing to combat criminal activity.

Key objectives of the STARLIGHT communication and dissemination strategy include:

- Identify critical stakeholder groups to engage with from the project's inception, and an appropriate communication and dissemination strategy for each group, alongside potential opportunities for wider visibility. The plan will also carefully consider how to enable results contained in deliverables with confidential or EU classified information (EUCI) making sure these are appropriately disseminated whilst adhering to the security requirements.

- Summarise the tools and methods for communicating with stakeholders throughout the project to maximise the impact of STARLIGHT's results.

- Define and enact the processes to examine and evaluate the communication and dissemination efforts.

As a result, STARLIGHT aims to achieve the following outcomes through its C&D activity:

- An increased awareness of STARLIGHT amongst key stakeholders.

- Collaboration with LEAs, practitioners, and stakeholders operating in the law enforcement, security, cybersecurity, and AI domains to generate future exploitation opportunities.

- Associations with other linked and relevant EU and nationally funded projects and initiatives. Overall, these outcomes will deliver increased project visibility, awareness, and effective communication, which will successfully convey STARLIGHT's research outcomes to its intended stakeholders.

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2.2   Communication strategy

The STARLIGHT communication strategy is a planned process that starts at the outset of the action and continues throughout the project's entire lifetime. The aim is to create awareness of the project through a variety of strategic and targeted communication activities that provide information to a multitude of audiences and seek to demonstrate the advantages of the STARLIGHT project.

The communication channels are divided into internal and external communications. Project partners, the project board, and the project office communicate internally by email, hold meetings face to face or via Team Meetings, and use a shared secure platform for document exchange, whilst interacting with diverse stakeholders who have an impact on or have been affected by the project is part of the external communication.

To reach the target audience interested in the STARLIGHT research findings, we have selected Twitter and LinkedIn as social media platforms. While being such a large project, the consortium will also utilise other meetings, events, and the project website as well as encouraging partners to share information via their own communications channels to maximise the awareness of the project across the security and other relevant sectors.

The public can access all the project-related information on the STARLIGHT website. Home Page, About, Updates, Partners, and Results are the five areas that make up the website. The website will host all of the public deliverables following approval by the project review process.

To a subscription list entered on the STARLIGHT website, one newsletter will be emailed each year, starting October 2022. Thus, the audience will be kept up to date on the projects' results and outcomes. The newsletters will be available on the website and Consortium members are encouraged to email them to their own lists of subscribers.

2.3   Dissemination strategy

The proactive dissemination effort of the project's outcomes and results will be a consistent priority for STARLIGHT. Dissemination of results is a mandatory requirement for all H2020 projects. The EC states that projects must transfer knowledge and results with the aim of enabling others to use and take up results, thus maximising the impact of EU-funded research. Therefore, dissemination activities within STARLIGHT will facilitate the disclosure of specific project results. These actions can take the form of public dissemination or may be restricted to specific stakeholders (e.g., LEAs), depending on the sensitivity of the results. This will allow the transfer of knowledge to stakeholders that may take a particular interest (e.g., LEAs) and want to use and take up the results.

To achieve this, the *what, when* and *how* of dissemination must be determined to ensure a strong and consistent dissemination effort is established amongst all project partners. This deliverable, along with clear procedures for implementation, will provide a standardised approach from the outset and will be achieved by implementing a communication and dissemination strategy following a specific three-phase approach:

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1. **Awareness building phase** (from M1 to M12, 1st of October2021 to 30th of September2022) This phase is oriented towards communication due to the limited availability of specific results in the early stages of the project. The goal of this phase is to raise awareness of the STARLIGHT project, and the underlying motivation and reasoning behind the project, as well as the key objectives and preliminary results, where available. This phase involves creating the STARLIGHT brand, setting up the project website, establishing and posting on appropriate social media channels and releasing initial press releases about the project.

2. **Participation phase** (from M13 to M30, 1st of October2022 to 31st of March 2024) This phase transitions from a communication oriented to a dissemination-oriented approach targeting defined groups of users and helping them to understand the concepts of STARLIGHT and the achieved results. Based on the identification and segmentation of the key target audiences, the dissemination of the emerging project's results, outcomes and developments will take place through planned and attended workshops and events organised by consortium members at local, national, EU and international levels, conferences, and journal publications, and through digital media such as website updates and social media posts.

   During this phase, the multi-modal project awareness-raising campaign for LEAs, Public, Civil society and EC services (T11.2) will be launched whereby several joint project awareness-raising campaigns will be delivered through online and offline workshops, and through social media to bring the results to a wider audience and reinforce the capability and operational importance of the project (further details on the outcomes of this task will be available in deliverables D11.5 and D11.6 due in M30 and M48, a preliminary plan is provided below).

3. **Action phase** (from M31 to M48, 1st of April 2024 to 30th of September 2025) This phase focuses the dissemination efforts on the potential exploitation of the project as well as ensuring the sustainability of the community. These activities will be oriented towards enabling STARLIGHT to influence practices, products, and standards within the AI and security communities. This phase will allow STARLIGHT to receive feedback by employing activities such as the demonstrations of the results, attending and/or arranging events with the end users and gathering final requirements. This phase will also place a greater emphasis on policy and legislative actions to further embed the results of STARLIGHT into future EU policy (e.g., the Security Union, implementation of the Artificial Intelligence Act) as well as facilitate the transformation of how LEAs exploit AI effectively within their organisation.

Although the above are described as distinct phases, the reality is that they will overlap based on the availability of the results and the need for the project to react to the evolving security environment. Furthermore, due to the number of consortium partners and the evaluation of impact, the priorities for dissemination may change or shift throughout the project's lifecycle. These changes will be documented in subsequent versions of this deliverable due to M30 and M48. This version of the strategy gives a full picture of STARLIGHT's communication and dissemination strategy, focusing on the activities implemented during the awareness-building phase, while M30's effort will report on the outcomes of the participation stage and set the strategy for the final action phase.

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2.4   Target audiences

STARLIGHT's audiences and stakeholders overlap and interrelate; they all have distinct levels of knowledge and interests and are an integral aspect of the research, development, and exploitation of the project, ranging from LEAs and research bodies to journalists and the wider public. STARLIGHT has been developed using a ground-up approach. The consortium was created to ensure the focal point was given to LEA practitioners, with a total of 15 LEAs involved as partners in the project.

With such a wide scope of potential audiences, clarity and consistency amongst communication and dissemination activities are paramount. STARLIGHT's key stakeholders have been categorised into groups, with prioritisation given to certain organisations and individuals with whom we will seek to have an intensive dialogue in relation to the content of STARLIGHT's research and demonstration activities and others who reflect crucial target groups to engage with from the inception of the project whilst maximising opportunities to deliver long-term impact.

These groups are:

1. **End users**
   - Law enforcement agencies from EU MS.
   - Developers, other SMEs, and Innovation Communities.

2. **Practitioners**
   - Security practitioners.
   - Experts specialising in criminal procedures from EU MS and associated countries.
   - Related enterprises that work in the cybersecurity and/or AI domains.
   - Private and public institutions and SMEs in Europe who constitute the route-to-adoption/implementation of the results (e.g., EACTDA (European Anti-Cybercrime Technology and Development Association)[1]).
   - Training organisations (e.g., CEPOL (European Union Agency for Law Enforcement Training)[2] and ECTEG (European Cybercrime Training and Education Group)[3].
   - EUROPOL's Innovation Lab.
   - EU Innovation Hub.

3. **Academic, research and technology community**
   - Academia and research community such as non-law enforcement experts in computer science and social sciences and humanities (SSH) research.
   - Large industry organisations.
   - SMEs with specific domain/technology expertise.
   - Other research initiatives covering synergistic subject matters.
   - Research communities in areas of direct, specific relevance to the project research such as related EU projects with cybersecurity capabilities or those specialising in

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[1] https://www.eactda.eu/index.html
[2] https://www.cepol.europa.eu/
[3] https://www.ecteg.eu/

relevant security and AI fields or dedicated security networks such as the European Network of Forensic Science Institutes (ENFSI).

- Experts on criminal procedure from EU MS and associated countries.
- CERIS (Community for European Research and Innovation for Security).
- Wider research community in areas related to STARLIGHT project activities.
- EU and international associations related to AI (e.g., GAIA-X, DAIRO (formerly BDVA), EARTO).

4. **Policy makers**
   - EU policy makers such as the European Commission, European Parliament, and Council of the Europe as well as specific DGs (e.g., DG HOME, DG CNCT, DG ECHO).
   - EU Agencies (e.g., ENISA, EU-LISA, FRA, JRC, FRONTEX, EUROJUST and other JHA members).
   - National or regional funding bodies.
   - Other policy makers at European, national, or regional level.

5. **Societal**
   - General public and the media, in an extremely controlled manner due to the nature of the STARLIGHT project.
   - Civil Society organisations, interest groups, NGOs, and non-profit organisations.

2.5 Key messages and outputs

2.5.1 Key messages

Each of the aforementioned target audiences will be addressed by STARLIGHT's communication and dissemination strategy with pertinent, tailored messaging. These communications will place particular emphasis on the following important points that will emphasise the main advantages of the STARLIGHT project:

- STARLIGHT will create user-friendly, innovative solutions to increase the efficiency of the fight against crime and terrorism.
- Focus on what is new about STARLIGHT and how it could be used in different fields or types of crime.
- The benefits, opportunities, and challenges of the application of AI for LEA use.
- STARLIGHT will produce measurable results in terms of EU citizens' cybersecurity.
- STARLIGHT will build a sustainable European AI community, which will bring together heterogeneous relevant stakeholders from the security and AI domains, to bring LEAs to the forefront of AI technologies and foster their adoption in their daily operational activities.

Examples of the type of messaging relating to stakeholder segmentation can be seen in Table 2 below.

Table 2: Stakeholder segmentation and key messages

Stakeholder	Communication objectives	Examples of key messages
LEAs	To educate LEAs about the benefits of the adoption and uptake of AI technologies for combating crime and terrorism.

To meet their technical and operational demands, LEAs can contribute and assist in the development of tools.

They can also provide some insight into the typical LEA procurement practices, which are crucial for the exploitation and sustainability of STARLIGHT. | The STARLIGHT project is focused on creating a set of technologies that will assist LEAs in conducting quicker and more accurate criminal activity investigations and aid in the fight against terrorism.

Better solutions will be provided by the STARLIGHT project by collaborating with LEAs.

To help LEAs integrate STARLIGHT into their existing systems, STARLIGHT will offer a training resource. |
| General public and the media | To inform them of the project and its potential.

Keep them updated on the project's development and let them know how they may contribute to the battle against crime.

Increased public acceptance of new technology will result from communicating the underlying legal protections used in STARLIGHT.

Support from the media can increase other key stakeholders' awareness of STARLIGHT. | The STARLIGHT project seeks to support LEAs through a quicker approach to recognise and investigate criminal activity. A consortium of 52 partners, including 15 LEAs, from 18 different European countries make up this multinational project.

Data privacy is a crucial component of the tool because the project is supported by stringent ethical and legal safeguards. |
| The academic and research community | Share the project's findings and advances in basic and applied research in AI.

Research and development, postgraduate student research, resource development, teaching platforms, awareness-raising in other sectors, and increased collaboration are all things that academics and researchers may help with. | The STARLIGHT project is utilising a variety of cutting-edge AI technologies to create a unique toolkit for LEAs that will enhance the investigation procedure.

Ingenious methods of combining AI applications of network analysis, visual analysis, speech, and natural language are being developed by the STARLIGHT project. |
| EU, NRLA (National, Regional and Local Authorities), Government, Policymakers, | Share knowledge to aid NRLAs in comprehending potential impacts of STARLIGHT on criminal investigation processes and long-term advantages, with a focus on cost and benefit considerations and their implications for policy. | A robust legislative framework serves as the foundation for the EU-funded research and innovation initiative STARLIGHT.

The STARLIGHT initiative will provide a toolkit that will enhance the resources |

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European Networks, European Institutions, NGOs	They can make a difference by providing strategic training, testing policies and laws, experimenting with global collaborative frameworks, and spreading awareness within the public sectors. To comprehend how AI technologies might alter how crime investigation is conducted based on STARLIGHT research, the long-term advantages, as well as the extra features the project offers in comparison to current alternatives.	available to LEAs in the fight against terrorism and organised crime.
Practitioners, Developers, SMEs	Make them aware of the STARLIGHT project results as to incorporate them as part of a more complex product. These groups can get involved in the process of beta testing products, marketing platforms to specialists, and product development.	The STARLIGHT project is creating novel approaches to integrate AI technology in order to give LEAs greater tools for investigating criminal networks.

2.6   Approach to the multimodal project awareness campaigns

The purpose of this task is to engage target groups beyond project partners to increase the opportunity for the dissemination of project results and further enhance the impact. Furthermore, the task will take on the broader aim of increasing awareness of AI applications as well as acknowledging the ethical dilemmas, pitfalls, and potential for adverse outcomes alongside the required safeguards. This approach will both promote a broader understanding of the various aspects of AI application and the mechanisms to mitigate them.

The task is executed in two stages:

Inception and Onboarding stage (M1 - M18)

This stage begins early in the project lifecycle when the project has not yet produced significant or finalised results. In this stage, detailed planning of the activities will be undertaken, and relevant stakeholders are identified which project will aim to engage in the scope of this task.

The task team will engage two groups of stakeholders to support the planning of activities under the awareness campaigns:

- STARLIGHT WP leaders, who provide information about interim and final results of their respective WP, and their considerations for dissemination and awareness building.
- AI cluster projects ALIGNER and popAI, to ensure close collaboration and sharing of ideas and outcomes between the projects and joint awareness efforts, where relevant.

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Collaborating with these stakeholders, the T11.2 team will prepare plans and define the scope, aims, engagement points, as well as the content to be prepared and disseminated via direct contacts, mailing, social media, events, and similar.

The contact lists of external parties will be collated to approach further relevant contact. Efforts to continually enrol new stakeholders will be carried out by engaging the target audiences, defined in Section 2.4. Additional contact lists will be formed with the explicit permission of the contacted party, to strictly comply with GDPR requirements.

The Inception and Onboarding stage will be documented through "STARLIGHT large scale multi-modal awareness campaigns organisation plan" which will define efforts, time plan, content blocks, engaged parties, etc. This plan, while not being an official deliverable of the project, will be an operational document synchronizing the efforts of different parties, defining the scope and timeline of efforts.

Dissemination stage

In this stage, onboarded target contacts (from LEAs, Public, Civil society, and EC services, etc.) will be invited to participate in the multi-modal events, where STARLIGHT results will be presented, and relevant discussions held.

At least three multimodal events will be held at M24, M36, M48. These events will be planned in detail in the aforementioned plan. Follow up report of every multimodal event will be prepared describing the impact and reach of the events.

On completion of activities, deliverable D11.3 – *Large-scale, multi-modal awareness-raising campaigns* will be prepared (M48). It will include planning document, engaged parties, follow-up reports and reflection on activities and achieved results.

Planning completed at M12

Preliminary plan of activities for Inception and Onboarding stage (M1 – M18)

- Development of Collaboration links with internal stakeholders and sister projects. Workshops with internal stakeholders (WP leaders) aimed to define STARLIGHT awareness and dissemination components, that further will be amended with target audiences and will result in awareness and dissemination plan.
- Meetings with AI Cluster project leaders to discuss deliverables of the projects, timelines, possible synergies and joint opportunities for awareness and dissemination efforts.
- Establishment of Collaboration space, information exchange, confidentiality, tools for contacting, contact lists etc., ensuring technical compliance to GDPR.
- Preparation of material necessary for engaging external parties
- Execute engagement activities, contact identified relevant parties, engage, get expression of interest and permission to be contacted.
- Preparing "STARLIGHT Awareness and Dissemination Plan". This deliverable will define in detail target audiences, modalities of engagement, compliance rules, specific results of STARLIGHT and sister projects to disseminate and ensure timeline synchronization with relevant tasks. The document will have a detailed plan for first multimodal awareness and dissemination event, planned for M24.

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Upon completion of the first multimodal event, a follow-up report will be prepared. Plans for the next event will be developed based on the experience and observations of the first event. This cycle will be repeated after the second event.

3 Communication and dissemination channels

The following section describes the channels for delivering tailored messages to the aforementioned audiences. To maximise engagement with the different stakeholders at various stages of the project, each communication medium has been carefully evaluated to optimise impact and ensure the project communicates effectively.

The project's visual identity and branding guidelines are described in full in D11.1 Visibility Design Guide (submitted in M6). However, in order to provide a holistic approach to the entire strategy, several elements are detailed again below.

3.1   Website

The public website for the project has been registered at https://www.starlight-h2020.eu/, and it serves as the primary distribution channel for STARLIGHT. The website, which went live in February 2022, serves as the hub of the project's online presence, offering current and relevant information on the project's goals and objectives, partners, updates, and contact information for the project.

The Updates promotes the upcoming project activities and events (training, conferences, seminars, etc.) as well as other relevant, non-restricted, web-based content fit for public dissemination, in accordance with all applicable legal and ethical criteria based on STARLIGHT's research activities and relevant AI developments.

As the project's WP11 leader, CENTRIC will oversee the creation of materials in collaboration with other STARLIGHT partners and administer the website's content throughout the project. To evaluate the efficacy of dissemination, CENTRIC will analyse website traffic using Plausible[4], an open-source, GDPR-compliant online analytics platform. Nine hundred ninety-four unique visitors have been drawn to the website over the past six months as a result of a consistent flow of new content. To increase the initial visibility of the website, consortium members have been asked to reference and promote STARLIGHT through existing projects, networks, and channels. Some examples are provided below.

Commission services and National Research Bodies
- CORDIS: https://cordis.europa.eu/project/id/101021797.
- Estonian Research Centre: https://edukad.etag.ee/project/4595?i=IA&lang=en.

Partner websites
- INOV: https://www.inov.pt/en/project/starlight/index.html.
- KU LEUVEN: https://www.law.kuleuven.be/citip/en/research/projects/ongoing/starlight.
- PLUS ETHICS: https://www.plusethics.com/starlight-sustainable-autonomy-and-resilience-for-leas-using-ai-against-high-priority-threats/.
- M4D (CERTH): https://m4d.iti.gr/project/starlight/.
- CEA: https://list.cea.fr/en/october-25-2021-starlight/

Other projects
- CC-DRIVER: https://www.ccdriver-h2020.com/cluster.

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[4] https://plausible.io/

D11.2 Communication and Dissemination Plan

3.1.1   Website updates

Starting October 2022, on a monthly basis, each STARLIGHT partner will contribute with a blog post to be published on the project's website under the Updates section. This will be coordinated by the work package leader, CENTRIC. The articles will be brief and related to the partners' contributions to the project. In this manner, the STARLIGHT website will be able to offer an account of the diverse approaches and perspectives whilst being able to engage and be accessible to the interested non-specialised reader. Posts have been written by CENTRIC on account of events the STARLIGHT team attended and are available to read on the STARLIGHT website (Figure 1).

Figure 1: STARLIGHT website updates page

3.2   Newsletter

STARLIGHT will produce a project related newsletter every 12 months to engage and update its audience on the latest results achieved by the project, upcoming opportunities, as well as on external pieces of news of potential interest in the field of AI applied to LEAs in Europe.

The newsletter will be in pdf format and will include live links to updates posted on the website. It will be circulated by all project partners to their stakeholders, posted on social media accounts and will be available to download from the website. Website visitors will also be able to sign up for the annual newsletter and to retrieve previous editions.

The newsletter will be produced by CENTRIC in close cooperation with all partners and designed in compliance with STARLIGHT's visual identity, as established in the D11.1 Visibility Design Guide.

D11.2 Communication and Dissemination Plan

Figure 2 shows a preview of the newsletter; its layout will be defined by the number of news items that will be available in each edition.

Figure 2: Newsletter layout

The first issue of the newsletter will be published in October 2022, and it will focus on the project's launch, aims and objectives, events, and initial achievements.

The following workflow will be followed for each issue:

- CENTRIC, in close cooperation with partners, will determine the key highlights to be shared and the partners involved.
- Partners involved will be contacted in advance with specific requests for content.
- CENTRIC will integrate all contributions into a first draft.
- The first draft will be reviewed by the content-contributing partners and the SAB.
- The final version will be shared with all partners for distribution to their wider networks.

The newsletter will also be published on the project's website, and a snippet of its content will be shared on the project's Twitter and LinkedIn accounts, with an invitation for readers to subscribe to future issues.

3.3   Social media

The project has two social media channels with a common graphic line that can be accessed from the project's website. STARLIGHT's social media accounts have been created with the purpose of

disseminating key project outputs, updates, events, and other important information. It also links the project to other similar projects, highlighting the importance of addressing the wider public. The project's dissemination through social media channels requires approval from both the project coordinator and the dissemination leader due to the project's security-sensitive nature. This will guarantee that the information released is suitable for public release and applicable. For more information on this procedure, see Section 5.5.

All partners are encouraged to use their social media platforms to spread the word about STARLIGHT by liking, retweeting, and reposting the project's tweets and posts. This will enable STARLIGHT to reach a larger audience made up of the followers of each partner organisation, thereby increasing its visibility.

Partners should be careful not to share the following when discussing the STARLIGHT project on Twitter and LinkedIn and/or when mentioning STARLIGHT in posts:

- Confidential or sensitive information.
- Personal information (such as pictures of people without their express consent).

3.3.1   Twitter

Twitter is a platform that European projects, LEAs, researchers, decision-makers, influencers, and other stakeholders frequently use. Once a profile has been created, messages of up to 280 characters in length, including audio and video links, can be shared. Twitter will be used to communicate with speakers and attendees at particular events, as well as to spread information about STARLIGHT. Posts should be published about once a week in order to establish and maintain visibility on Twitter.

Figure 3: STARLIGHT's profile on Twitter

@Starlight H2020 is STARLIGHT's Twitter handle. When tagging a project in a tweet, it's crucial to use the correct handle because other projects or businesses might have a Twitter profile with a similar handle.

The following hashtags will be used frequently on the STARLIGHT Twitter account: #STARLIGHTproject, #H2020, #AI, #EUSecurityResearch. The project can analyse the impact of specific tweets thanks to Twitter Analytics, which offer granular insights.

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3.3.2   LinkedIn

LinkedIn is a social network primarily used by individuals, but businesses are also very active there. It creates a platform where researchers, law enforcement personnel, policy officers, and/or journalists can connect and share information. LinkedIn enables publishing of posts, joining or forming of groups, and sharing of links and media files.

The content of the tweets will be repeated on LinkedIn, with any additional information being added as it becomes available. LinkedIn is a well-known and effective tool that can assist us in building a network of organisations and people who are interested in participating in additional project activities. At least once per month, new content will be posted on the STARLIGHT LinkedIn account. You can find STARLIGHT's LinkedIn profile at https://www.linkedin.com/company/starlight-h2020/.

Figure 4: STARLIGHT's profile on LinkedIn

3.3.3   Content calendar

On the project's online collaboration platform, a preliminary social media content calendar with messages and images will be accessible; however, work package leaders from each partner are expected to contribute to the social media content by writing one post per month. Posts will either convey updates on the conducted research or pertinent information about the project.

Messages covering various aspects of the project have been prepared for use on social media platforms (see Table 3). Partners are encouraged to use these messages through their own social media channels (without the need for any further approval) to promote the activities of the project. The following information is given to partners to support the use of the content and ensure it is shared appropriately:

- To ensure alignment, please include the relevant messages and assets as provided, without changing the content.
- The content is written in English; however, each partner is welcome to translate it into their native language.
- No schedule exists for the suggested tweets and posts. They can be released at your discretion.

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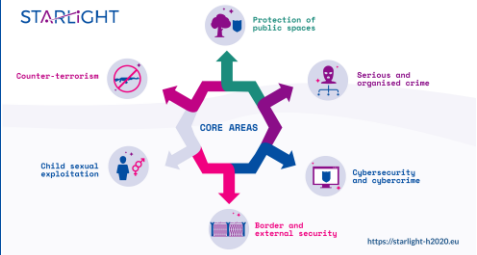- Always include the suggested hashtags: #STARLIGHTproject, #H2020, #AI, #EUSecurityResearch, etc., and tag our social media handles in images.
- National translations of the hashtags are permitted, but it is recommended to also use the English version.

Table 3: Social media key messages and graphic content

MESSAGE	IMAGE
STARLIGHT is a European project funded under the Horizon 2020 Research & Innovation Programme. Head to our website to read about our objectives and learn more about our partners 👉 https://www.starlight-h2020.eu/about #STARLIGHTproject #H2020 #EUSecurityResearch	
The STARLIGHT Project's objective is to increase the awareness, capability, adoption, and long-term impact of AI in Europe for Law Enforcement Agencies. Learn more 👉 https://www.starlight-h2020.eu/ #H2020 #AI #STARLIGHTproject	
The STARLIGHT consortium is composed of 52 partners from 18 European countries and 15 law enforcement agencies with experienced researchers contributing to the Horizon 2020 focus on secure societies 👉 https://www.starlight-h2020.eu/partners #STARLIGHTproject #AI #EUSecurityResearch	
The STARLIGHT Project fights organised crime and terrorist threats. We aim for an inclusive & sustainable vision for increasing the awareness, capability, adoption, and long-term impact of AI for LEAs 👉 https://www.starlight-h2020.eu/ #EUSecurityResearch	
STARLIGHT brings together LEAs, researchers, industry, and practitioners in the security ecosystem under a coordinated and strategic effort to bring AI into operational practices 👉 https://www.starlight-h2020.eu/ #STARLIGHTproject #AI #EUSecurityResearch	

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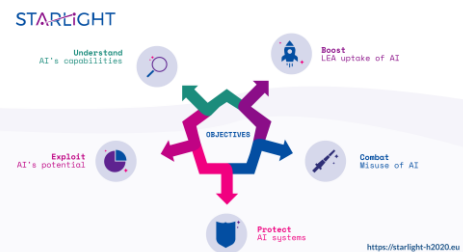|	
STARLIGHT & the LEAs involved focus on core areas such as the fight against child sexual exploitation, protection of public spaces against acts of terrorism & fighting terrorist activities online 👉 https://www.starlight-h2020.eu/ #EUSecurityResearch	
#DidYouKnow: the STARLIGHT Project will continue until 2024, when it will deliver an EU-wide platform to assist law enforcement with AI tools 👉 https://h2020-STARLIGHT.eu/ #STARLIGHTproject #AI #EUSecurityResearch	
Our success formula includes: → 52 partners → 15 Law Enforcement Agencies → 18 EU Member States → 4-years funding Find out more 👉 https://h2020-STARLIGHT.eu/ #STARLIGHTproject #AI #EUSecurityResearch	
STARLIGHT Objective 👉 UNDERSTAND Our goal is to improve the widespread understanding of AI across LEAs to reinforce their investigative and cybersecurity operations and the need to uphold legal, ethical & societal values. https://h2020-STARLIGHT.eu/ #STARLIGHTproject #AI #EUSecurityResearch	
STARLIGHT Objective 👉 EXPLOIT We aim to provide opportunities to LEAs to exploit AI tools and solutions in their operational work that are trustworthy, transparent, and human-centric. https://h2020-STARLIGHT.eu/ #H2020 #AI #STARLIGHTproject	
STARLIGHT Objective 👉 PROTECT We will ensure that LEAs can protect their own AI systems through privacy- and security-by-design approaches, better cybersecurity tools and knowledge. https://h2020-STARLIGHT.eu/ #STARLIGHTproject #EUSecurityResearch	

STARLIGHT Objective 👉 COMBAT We will raise LEAs' expertise and capacity to combat the misuse of AI-supported crime and terrorism. https://h2020-STARLIGHT.eu/ #H2020 #AI #STARLIGHTproject	
STARLIGHT Objective 👉 BOOST Increase the use of AI for LEAs in Europe delivering long-term sustainability through an AI hub that supports a strong security industry and enhances LEAs strategic autonomy in AI. https://h2020-STARLIGHT.eu/ #STARLIGHTproject #EUSecurityResearch	

3.3.4 Awareness toolkit

Given the size and diversity of the STARLIGHT consortium, and the prevalence of social media, STARLIGHT will also aim to leverage each partner's existing communication channels by encouraging them to share information about the project through these available channels. To support this activity, the STARLIGHT Awareness Toolkit has been developed as a quick, simple, and consistent resource for all partners to employ on their respective social media accounts. During the transition between the awareness building and the participation phases of the communication and dissemination strategy, partners will be encouraged to utilise the elements of the kit to increase the overall visibility of the project.

The purpose of the toolkit is to provide brand-appropriate, approved, and ready-to-use content that can be distributed through STARLIGHT's social media channels and consortium partners' channels. By sharing the messages, it is anticipated that partners will develop a habit of referring to and promoting the project on a regular basis to their most engaged stakeholders. Even though the content is written in English, it may be translated; however, it is recommended that content should remain as close to the original version as possible and be given to those who manage social media within partner organisations so that it can be distributed accurately.

The toolkit has been approved internally by the Project Coordinator and contains messages and visuals that will initially communicate the "story" of STARLIGHT, explaining what the project is about, why it is important, and its goals. The toolkit will evolve as the communication and dissemination plan progresses through its various phases and as the project evolves. For instance, messages will evolve to reflect policy recommendations and key project outcomes.

3.4 Press releases

Partners will use press releases to inform print and online media, institutions, and the general public about STARLIGHT's local, European, and global objectives. A document on Communication and Dissemination Procedures has been set out in D1.2 Scientific and Technical Management and Quality Plan to improve the workflow and stream of content reaching external audiences.

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In conjunction with significant project milestones and events, press releases will be produced. It is anticipated that at least four press releases will be produced, published on the project's website, shared on its social media channels, and distributed to the media list. Partners of STARLIGHT will be encouraged to translate project press releases into their own language and publish them on their respective websites to facilitate sharing.

The WP11 leader, CENTRIC, and the coordinating partner, CEA, will issue milestone press releases jointly. A press release template has been developed and is available for download on the shared platform (see Annex 3 – Press release template).

Any partner can propose a press release by sending an email about the subject they want to address to CENTRIC and including CEA in the copy. As detailed in deliverable D1.2, once the formal approval has been received, they can provide an initial draft that should be uploaded in the project document repository to be shared with all partners; the process continues with interactions between the partners proposing the press release and CENTRIC and CEA until the final version is produced and uploaded as pdf in the related folder.

Up to this moment, there has been one press release and fourteen articles in the national press that have presented the STARLIGHT project in a significant manner. Each has been published on various platforms based in various nations. The following tables contain links to each article:

Table 4: Press releases

Date	Title	Publication
October 25, 2021	Launch of EU-funded project STARLIGHT	CEA website

Table 5: Press articles

Date	Title	Publication
October 25, 2021	Sustainable Autonomy and Resilience for LEAs using AI against High priority Threats	CORDIS website
October 25, 2021	Law enforcement to fight AI-related crime with AI solutions	CEA Twitter
October 25, 2021	Launch of EU-funded H2020 project STARLIGHT	CFLW website
October 25, 2021	STARLIGHT	CENTRIC website
October 25, 2021	Launch of EU-funded project STARLIGHT	CEA List, website
October 28, 2021	Hallam helps law enforcement agencies use Artificial Intelligence against high priority threats	Sheffield Hallam University website
October 28, 2021	Hallam helps law enforcement agencies use Artificial Intelligence against high priority threats	Sheffield Hallam University Twitter
October 28, 2021	Hallam helps law enforcement agencies use Artificial Intelligence against high priority threats	CENTRIC Twitter
October 28, 2021	STARLIGHT Project started after a successful Kick-off meeting in Paris	STARLIGHT Twitter
October 28, 2021	STARLIGHT has launched!	STARLIGHT LinkedIn

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November 17, 2021	Launch of EU-project STARLIGHT	WEB-IQ website
November 18, 2021	EU-project STARLIGHT officieel van start	DITSS (Dutch Institute for Technology Safety & Security)
December 19, 2021	Launch of EU-funded project STARLIGHT	German Research Centre for Artificial Intelligence website
December, 2021	STARLIGHT	Security Research Event website

3.5 Project video

STARLIGHT is a large, complex, and one-of-a-kind project with terms and concepts that may be unfamiliar or relatively unknown to some stakeholders and are not always straightforward to communicate to a larger audience. A short video describing the project's rationale, goals, and objectives will swiftly explain the nature of the project.

As videos are the most popular type of content on social media, we will create and post a short motion graphic video on our social media channels and website. Partners of STARLIGHT will collaborate to create a video aimed at introducing the project and explaining its objectives to a wider audience. This will also be multilingual (subtitles) so it can be consumed by the LEAs of various member states.

The STARLIGHT video will be shared with the general public by December 2022, and it will increase awareness of the project, its purpose, and the need for law enforcement agencies to adopt artificial intelligence tools and capabilities to stay ahead of organised crime.

3.6 Conferences and events

Academic conferences, seminars, and workshops are essential for sharing the project's research and development because they provide excellent platforms for disseminating project findings and initiating immediate conversations with specific and relevant audiences, such as the industry, the user community, and the academic community.

Members of the STARLIGHT consortium will attempt to secure speaking slots at some of the most prestigious technological conferences in order to present the project's results. Partners interested in attending particular events are required to send an email to the Project Coordinator, Scientific & Technical Coordinator, and Dissemination.

They must also include information about their planned activities and needs, such as flyers, posters, banners, content planning for social media, etc. The D11.1 Visibility Design Guide and Materials contains additional information regarding the printed materials that can be provided to attendees of such events.

The following conferences and events have been identified as some of the potential paths for disseminating STARLIGHT's outputs – the events are oriented towards a practitioner focus while the conferences are more academically -oriented reflecting the different nature of the types of results that can be disseminated and the different target audiences as discussed in Section 2.4:

D11.2 Communication and Dissemination Plan

Table 6: Targeted events for STARLIGHT

Organiser	Name of the event	Dissemination aspects
European Commission	The European Security Summit	Cybersecurity, security, and safety
Milipol Paris	Homeland Security and Safety	
ISC West	International Security Conference & Exposition	
IFSEC International	Global fair and conference for the global security industry	
European Commission	Annual Security Research Event (SRE)	
CERIS	Community of Users on Secure, Safe and Resilient Societies thematic workshops	
CLUSIT	Security Summit	
HackInBo Group	HackInBo	
Expo Security	Expo Security – Cybersecurity Forum	
Lithuanian Innovation Agency	Baltic Miltech Summit	
APTIE	Tecnosec Fair	
USECIM iberia SL	USEC Bilbao Fair	
Dutch Police	Innovation Festival	Local and national events for LEA's
SINNOVA	Sardinian Exhibition	
The Netherlands Ministry of Security and Justice	Veiligheid en Justitie innovatie congres	
SICUR	International security event	
The French Association for Artificial Intelligence (AfIA)	AfIA workshops - AI French research community	
Council of the EU	COSI and CATS meetings	
UNICRI – INTERPOL	Conference on AI and Robotics for Policing	
EUROPOL - ENISA	AI /IoT Security conference	
EMPACT	European multidisciplinary platform against criminal threats	
ZITiS	TechZoom by ZITiS for LEAs within Germany	
Council of the EU	Council of the 'EU's Law Enforcement Workgroup	
KI@Polizei – Germany	Annual Symposium Neue Technologien	
DESDEi+d	Congreso Nacional de I+D en Defensa y Seguridad (Spain)	
EUROPOL	Annual Cybercrime Conference	Cybercrime
European Union Cybercrime Task Force (EUCTF)	EUCTF - European Union Cybercrime Taskforce	
European Network of Forensics Science Institute (ENFSI)	Annual Meetings	Digital Forensics

D11.2 Communication and Dissemination Plan

Table 7: Potential conference venues for STARLIGHT dissemination

Name of the conference (sample representation)	Main dissemination aspects
Cybertech Europe	AI, Decision Support, Cybersecurity and Machine Learning
CyberSec & AI Connected	
AIXIA - International Conference of the Italian Association for AI	
ICLR - International Conference on Learning Representations	
ESORICS - European Symposium on Research in Computer Security	
ICML - International Conference on Machine Learning	
ARES - International Conference on Availability, Reliability and Security	
EUSIPCO - European Signal Processing Conference	
USENIX Security Symposium	
EDEN Conference - EUROPOL's Data Protection Experts Network	Legal and Ethical Issues in LEA Investigations
Conference on Computers, Privacy and Data Protection	
Mykolas Romeris University - Scientific Conference on Social Innovations	
SPIE Counterterrorism, Crime Fighting, Forensics, and Surveillance Tech	Data anonymisation, data sensing
IEEE Int. Conf on Advanced Video Signal-based Surveillance	
IJCNN - International Joint Conference on Neural Networks	Biological neural networks, face recognition
IEEE International Conference on Automatic Face & Gesture Recognition	
IEEE Int. Conference on Image Processing (ICIP)	
ARES - International Conference on Availability, Reliability and Security	Security and data protection
European Intelligence and Security Informatics Conference	
CPDP – Computers, Privacy and Data Protection Conference	
EAFS - European Academy of Forensic Science Conference	Digital Forensics and Forensic Science
DFRWS - Digital Forensics Research Workshops	
ACM Multimedia (ACM MM)	Multimedia modelling and information retrieval
Intl. Conference on Content-Based Multimedia Indexing (CBMI)	
MMM – Intl. Conference on MultiMedia Modelling	
SIGIR – Intl. Conference on R&D in Information Retrieval	
ECIR - European Conference on Information Retrieval	
European Society of Criminology Conference	Criminology/Criminal law
LREC - Language Resources and Evaluation Conference	Computational Sciences, Computer Linguistics and Computer Vision
EACL - European Chapter of the Association for Computational Linguistics	
COLING – Conference on Computational Linguistics	
NLDB - Natural Language & Information Systems	
EMNLP - Empirical Methods in Natural Language Processing	
IJCNLP - International Joint Conference on Natural Language Processing	
ASONAM - Advances in Social Networks Analysis and Mining	Content understanding and AI-based multimodal analysis
CIKM - Conference on Information and Knowledge Management	
ICWSM - Conference on Web and Social Media	
WSDM – Web Search and Data Mining	
TheWebConf - The Web Conference	
International Conference on Advanced Video and Signal-based Surveillance	Tracking and Event Recognition
British Machine Vision Conference	
EKAW – Int. Conference on Knowledge Engineering and Management	Semantic Web
EURO - Association of European Operational Research Societies	Operational Research

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ECC - European Control Conference	
ACC – American Control Conference	
Intl. Society for Music Information Retrieval Conference (ISMIR)	Audio and Music Analysis, Retrieval and Modelling
Challenge on Detection and Classification of Acoustic Scenes and Events	
IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP)	
IEEE Intl. conference on Audio	
Interspeech - Speech and Language Processing	

STARLIGHT will also arrange and organise a number of events within the project. For example, the first national innovating workshop (under the responsibility of WP3 took place in June 2022, several AI cluster events are planned with the first scheduled in December 2022.

3.7   Publications

STARLIGHT will ensure that all research outputs are disseminated through a number of significant dissemination activities, including journal and conference publications, magazine articles, white papers, and book chapters. The STARLIGHT consortium will take a global approach to dissemination, aiming to contribute to more than fifteen research topics in scholarly journals. The objective is to publish in excess of 25 articles in technical, scientific, and scholarly journals.

All completed scientific publications will result from completed STARLIGHT research and will be made available via open access in accordance with the Grant Agreement (only accessible to consortium members), notwithstanding any IRP, confidentiality, security, or data protection restrictions. The consortium will initially consider Green Open Access routes and will also consider the Open Research Europe platform.

The relevant articles will be created on both a scientific and a general level, and the publication of the project's results will focus primarily on international scientific or technical literature. The most suitable journal(s) for each specific research topic will be targeted, and publication in some of the most popular magazines will also be considered, as these publications have a larger readership and will increase our ability to reach our target audience.

While new opportunities may emerge as the project and research evolve, a preliminary list of scientific or peer-reviewed journals and conferences deemed suitable for the dissemination of STARLIGHT results is provided below.

Table 8: Relevant journal publication venues

Name of the journal (sample representation)	Main dissemination topics
EDPL – EU Data Protection Law Review; Data Intelligence Journal Data Protection; International Data Protection Law Review; Law Innovation and Technology; Computer and Telecommunications Law Review; Information and Communications Technology Law	Data Protection
European Journal of Crime, Criminal Law and Criminal Justice	Cybercrime, Criminal Justice
Journal of Cybersecurity; Computer Law and Security Review	

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[EURASIP Journal on Information Security](#)	Cybersecurity
Computers and Security, Elsevier	
IEEE Cybercrime and Forensics	Data anonymisation
Neurocomputing; J. Visual Communication and Image Representation	Deep Learning
Dilemata - International Journal of Applied Ethics	Ethics
ACM Transactions on Interactive Intelligent Systems; International Journal of Multimedia Information Retrieval; Multimedia Tools and Applications IEEE Transactions on Multimedia	Multimedia modelling and retrieval
International Journal on Decision Support Systems (DSS); Information Fusion	AI, Textual Analysis and Processing, Decision Support
Computational Linguistics	Natural Language Processing
Computing Frontiers, ACM Digital Library	
European Law Enforcement Research Bulletin; SIAK - Journal (Journal for Police Science and Practice)	Innovations in Law Enforcement
Semantic Web Journal; Journal of Web Semantics	Semantic web
Knowledge and Data Engineering; Journal of Expert Systems with Applications	Knowledge engineering
Imaging for Crime Detection and Prevention (ICDP); Serious Organised Crime Threat Assessment (SOCTA); Internet Organised Crime Threat Assessment (IOCTA); EU Terrorism Situation and Trend Report (TE-SAT)	Cybercrime, Crime detection and prevention
IEEE Transactions on Information Forensics and Security	Information forensics, Information security
IEEE Transactions on audio speech and language IEEE TALPS, Journal of Acoustic Society of America, INTERSPEECH	Audio analysis

3.8   Press and the media

The information that can be shared with the general public and professional press will be somewhat constrained due to the confidential nature of the majority of the project's outputs and for reasons of security, data protection, and IPR protection. However, as long as they are managed well, the STARLIGHT project is open to partnerships, especially with specialised publications.

To assist project partners with dealing successfully with the press and the media, information has been made available to download from the shared platform which includes key public information about the project, such as:

- Project logo.
- Brief description of the project.
- List of all partners.
- Press release about the launch of the project.
- Project flyer.

Partners are encouraged to create a network of people who are interested in the project. In order to share timely information about accomplishments, milestones, and opportunities, a common database of contacts will be built. The database will be operated in strict accordance with the GDPR.

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Table 9: EU networking opportunities

Media	Name	Targeted audience
Conference (annual)	Security Research Event H2020/HEU project events	Policy makers, industry, academia
Magazine	EU Results	General public
Workshops (several per year)	CERIS	Policy makers, industry, academia, LEAs

3.9   Dissemination materials

A series of digital dissemination materials and templates have been produced, specifically designed towards effectively reaching STARLIGHT'S identified audiences. All the templates have been created in accordance with the STARLIGHT branding and are available for project partners to download and are located on the project repository. All the materials can be easily edited and printed locally by partners as and when required so they can be used for their own specific communication and dissemination activities.

To avoid repetition, the materials have not been included in this deliverable but can be found in D11.1 Visibility Design Guide and Materials.

3.10   Networks and related projects

The STARLIGHT partners are well-positioned in a number of other projects involving Artificial Intelligence. This strengthens a community of academia, industry, and practitioners fighting crime and terrorism together. Consequently, the STARLIGHT communication and dissemination strategy is predicated on close collaboration with these and other ongoing EU-funded projects, as well as relevant and advantageous consortiums.

Co-dissemination efforts such as these will be made to increase the project's impact and benefits. STARLIGHT can contribute to and substantiate the innovation action by collaborating and sharing pertinent and unrestricted information. In addition, the process of actively collaborating with other European and international consortiums will allow STARLIGHT to gain additional insights into potential challenges and threats in the cybercrime and AI domains, as well as knowledge of potential approaches, best practices, and technologies that could be applied to address similar problems.

Certain activities would need to be negotiated with each project and network, but they could include the following:

- Cross-referencing between project websites.
- Opportunities and events are communicated on websites and in project newsletters.
- Participation in or presentation at project-related events, workshops, conferences, and training.
- Participation in the project via the Internet and social media.
- The discussion and exchange of best practices, tools, and knowledge.

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Communication will be established, and a Memorandum of Understanding (MoU) will be signed if necessary to formalise the collaborations between that share the same objectives as STARLIGHT:

Table 10: Related projects

Acronym	Website
AIDA - Artificial Intelligence and advanced Data Analytics for Law Enforcement Agencies	https://www.project-aida.eu
ALIGNER (Artificial Intelligence Roadmap for Policing and Law Enforcement)	https://aligner-h2020.eu/
AP4AI (Accountability Principles for Artificial Intelligence in the Internal Security Domain)	https://ap4ai.eu/
APPRAISE (Facilitating public & private security operators to mitigate terrorism scenarios against soft targets)	https://appraise-h2020.eu/
CREST (Fighting Crime and TerroRism with an IoT-enabled Autonomous Platform based on an Ecosystem of Advanced IntelligEnce, Operations, and InveStigation Technologies)	https://project-crest.eu/
CYCLOPES (Fighting Cybercrime – Law Enforcement Practitioners' Network)	https://www.cyclopes-project.eu/
DARLENE (Deep AR Law Enforcement Ecosystem)	https://www.darleneproject.eu/
GRACE (Global Response Against Child Exploitation)	https://www.grace-fct.eu/
iMars (image manipulation attack resolving solutions)	https://imars-project.eu/
INFINITY (Investigative, Immersive, and Interactive Collaboration Environment)	https://h2020-infinity.eu/

popAI (A European Positive Sum Approach towards AI tools in support of Law Enforcement and safeguarding privacy and fundamental rights)	https://www.pop-ai.eu/
RAYUELA (Empowering and education young people for the internet by playing)	https://www.rayuela-h2020.eu/
TECHETHOS (Ethics for Technologies with High Socio-Economic Impact)	https://www.techethos.eu/

The terms and alignment of these projects rely on close collaboration between each project that will include shared communication/dissemination efforts and mutual support throughout the lifetime of each project.

4 Monitoring and evaluation of communication and dissemination and activities

4.1 Work package meetings

The communication and dissemination activities for STARLIGHT fall under WP11 - Fostering the adoption of AI in support of the EU LEAs. Work package meetings will be held at regular intervals, these will involve CENTRIC, the task leaders in WP11, a representative from the coordinator and other consortium members by choice/on request. Meetings will be held monthly to track progress with the purpose of identifying, planning, and delivering relevant content and also highlighting any deviations arising from the monitoring of the communications and dissemination activities, the status of other tasks in WP11 and the appropriate actions or outcomes.

4.2 Key performance indicators (KPIs)

Continuous monitoring of KPIs for STARLIGHT's communication and dissemination activities will provide a reference point to track and evaluate the effectiveness of the communication tools and activities and redirect efforts as needed.

For monitoring to prove effective, all partners must provide regular updates on the activity report document (see Annex 1). Once complete, quantitative and qualitative indicators will be collected by the WP11 leader (CENTRIC) and analysed, the results of which will be then presented at the monthly WP11 meetings. Based on these regular evaluations of the KPIs, changes may be required in relation to the type of activities, messages, tone of voice, or targeted audiences.

Table 11: C&D KPIs and progress to date

Channel	Activity	KPI	Progress at M12
Website	Online access to details about STARLIGHT	5000 visitors throughout the lifespan of the project	1114 unique visitors to date
Social Media	Twitter	Followers: >300	141 followers
	LinkedIn		138 followers
Newsletter	Annual newsletter	≥4	1st to be published in October 2022
Flyer	High-quality pdf format	1 design	1 flyer and 1 poster designed and in use
Project video	≥1	Number of videos:	1 project video in progress

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Scientific publications		Impact KPIs	Progress at M12
Journal publications	Publications in International referred technical journals in AI-related subjects including publications in international technical conferences	≥25 publications	None to date
Conference publications	Texts that have been published based on participation at a relevant conference	≥25 publications	2
Magazine publications	Printed/online publications in AI-related subjects	≥10 publications	None to date
Project related events		**Impact KPIs**	**Progress at M12**
Conferences	Organising a final conference in AI use for LEAs	≥150 people	1 event ≥30 attendees; 1 planned for 2025
Workshops	Organising workshops	≥10	2 workshops ≥30 attendees (each). 1 has taken place
Local, regional, or national events	Participation in events in the research fields of cybersecurity, AI, digital forensics, criminal threats, law enforcement, cybercrime, security, and safety	≥50	Represented at 17+ events so far.
Meetings	Ethics board meetings	16	1 meeting per quarter; achieved and ongoing online

D11.2 Communication and Dissemination Plan

5 Management of communication and dissemination activities

As mentioned previously, being such a large consortium, STARLIGHT requires a seamless process for the communication and dissemination activities from the outset, and all partners are obligated to actively play their part in this task. To this end, clear management guidelines have been produced for consortium partners to follow and are detailed below.

5.1 Activity Report Register

An activity report document (see Annex 1) has been made available on the project's online collaborative platform and must be updated by all partners prior to or immediately following a communication or dissemination activity.

Each time a consortium partner publishes content or materials online, attends or organises an event, workshop, or external meeting, produces or distributes project printed or audio-visual materials, or represents the project in any way to an external audience, they must provide the information.

The purpose of the register is to compile all communication and dissemination information for official EU reporting requirements, while keeping all partners informed of ongoing communication and dissemination activities. This type of record-keeping also improves our ability to revise, if necessary, the strategy for disseminating information and to address problems with the success of the anticipated impact.

5.2 Roles of partners

To ensure that all partners comply with the European Commission's regulations on communication and dissemination as defined for H2020 projects, the following dissemination and communication guidelines have been established. The guidelines will ensure that the information released by the STARLIGHT project is consistent and accurate:

- All partners will contribute to the communication and dissemination activities as outlined in this plan with the specific aim of increasing the visibility and overall impact of the STARLIGHT project.
- All partners will include the STARLIGHT logo and the personalised templates created and saved on the shared platform when presenting, disseminating, and communicating about the project.
- All partners will log and keep track of their dissemination and communication activities as and when they occur, by recording them on the Activity report register.
- All partners must inform the Project Coordinator, the Scientific & Technical Coordinator, and the Dissemination leader, and seek approval of all planned dissemination and communication activity before it takes place. Only once approved can the activity take place.
- Partners must plan this within their timeframe for activity, especially in relation to publications, and be aware that this could affect expected delivery times.
- All partners are responsible, when communicating and/or disseminating about the project, either online or on printed material, to ensure that the following disclaimer and European

Commission funding acknowledgement are clearly displayed, alongside the EU emblem, in the following format:

5.3   Crisis communications strategy

If events that could harm the STARLIGHT project's reputation are identified, the team must respond appropriately and effectively. The key to an effective crisis communication strategy is swift execution of all measures.

If a partner becomes aware of any opprobrium generated by the STARLIGHT project or its partners, they must notify the coordinator (CEA), the Scientific & Technical Coordinator (ENGINEERING), and the communication and dissemination leader (CENTRIC). This team can then share information with partners who can contribute to the situation and cause assessment. The partners will then determine and agree upon the optimal course of action.

The STARLIGHT project's website is transparent regarding the project's objectives, history, and vision. Based on the project's guiding principles, this contributes to building a favourable image of the endeavour. The website's content can be altered or added as necessary to address a particular issue. On social media, similar positive messages that respond indirectly to the crisis but address specific issues can be shared. Anything that has the potential to negatively impact the project or requires a direct response can be escalated to the STARLIGHT Ethics and AI Advisory Board and CEA, the Coordinating Partner.

5.4   Deliverable restrictions

As detailed in D1.2 Scientific and Technical Management and Quality Plan, the deliverables of STARLIGHT fall under three distinct levels of confidentiality. Depending on the level assigned to each deliverable, various dissemination and communication activities may be necessary.

- PU - the deliverable may be published online and made accessible to the public. Any dissemination and communication channel may be used, including sharing the document with relevant stakeholders.
- CO - the deliverable may only be shared within the consortium and with the European Commission. It cannot be published online or made accessible to external stakeholders. Limited takeaways may be included in separate documents and shared with relevant stakeholders.
- RESTRIENT UE/EU RESTRICTED - the deliverable contains EU Classified Information (EUCI) is classified at the restricted level and may only be shared with a pre-established selection of partners as set out in the security classification guide. Individuals within these organisations must have defined need-to-know and have been briefed on their responsibilities in the handling of classified information.

Additionally, all activities throughout the duration of the project must protect personal information. All partners participating in dissemination or communication activities must ensure that:

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- Comply with GDPR regulations when using contact lists to share project information (e.g., press releases, newsletters, etc.).

- Obtain permission before posting photographs on social media, such as when sharing photographs from an event in which participants' physiognomies are visible.

- Obtain consent before sharing audio or video recordings of individuals.

Ultimately, STARLIGHT's partners bring protected technology components or knowledge to the project and expect to generate results, individually or jointly, which they are expected to quickly disseminate and communicate while adhering to the Consortium Agreement's obligations to protect these results, confidentiality and security obligations, and the obligation to protect personal data.

5.5   Communication and dissemination approval process

Whilst the varying purposes of communication and dissemination are evident, as detailed in section 3, they can often have similarities. This, together with the complex and the security-sensitive nature of the project and the great number of consortium partners, means a stringent communication and dissemination approval process is essential to ensure that consortium partners are mindful of all the required steps they should take prior to releasing any information about the project into the public domain.

5.5.1 Events, conferences, external website posts, etc.

Consequently, as detailed in deliverable D1.2, the STARLIGHT partners must inform the Project Coordinator, the Scientific & Technical Coordinator, and the Dissemination leader with details of their planned activity in order to seek pre-approval of communication and dissemination activity before this can be released.

This includes attendance at events, conferences, press releases, posts on their own websites and on external social media channels where information not already in the public domain is shared about the project. Feedback will be provided on the content, and we will ensure that all content released is suitable for public disclosure, avoiding potential security issues relating to the sensitive nature of the project and respecting the confidentiality of completed research.

However, if partners intend to release information about the project that is currently publicly available (they must check that this is the case beforehand) then it is not imperative to obtain approval, if any partners are in doubt about the material they wish to release, then it is always best to check (via email) with the Communication and Dissemination team listed above.

All completed communication and dissemination activities must then be logged on the STARLIGHT Activity report register (see Annex 1).

5.6   Publication approval process

STARLIGHT has regular meetings of each WP whereby the preparation of any publication should be brought to the attention of the WP lead, to allow for discussion. The next approval steps have been

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designed and published in the deliverable D1.2 and are meant to comply with the signed STARLIGHT Grant Agreement (accessible only to consortium people):

- A partner intending to disseminate its results via publication must give advance notice to the other partners of at least 45 days; the Project Coordinator, the Scientific & Technical Coordinator, the dissemination leader and all consortium members will be notified via the PMC mailing list, together with as much relevant information as possible, such as and abstract detailing which other partners are involved and what information specifically relevant to STARLIGHT is to be published.
- Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the PC and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice.
- If no objection is made within the time limit stated above, the publication is permitted. Example of justified objections are: (a) the objecting Party's legitimate academic or commercial interests are compromised by the publication; (b) the protection of the objecting Party's Foreground or Background is adversely affected; (c) legal, privacy, ethical constraints are not respected. Other objections could be justified. However, any objection has to include a precise request for necessary modifications.
- If an objection has been raised, the involved partners shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amending the planned publication and/or by protecting information before publication) and the objecting partner shall not unreasonably continue the opposition if appropriate actions are performed following the discussion.
- A written acceptance shall be returned to the partner (within 2 weeks) before he/she proceeds to the submission.

6 Conclusions

This communication and dissemination plan outlines the steps and resources necessary to promote the STARLIGHT project and its results. This document defines key concepts, objectives, messages, target audiences, channels, and procedures. It also provides the consortium partners with guidelines for communicating the project's results and serves as a quick reference for all partners throughout the duration of the project.

The plan for communication and dissemination will be reviewed at the next review meeting (M30) and again at the conclusion of the project (M48). All communication and dissemination activities will continue to be monitored, and the Activity Report will be updated in order to reach the predetermined goals and audiences. All document templates are available for download on the project's online collaboration platform.

Annex 1 – Activity report document

All presentations and active participation in events in the name of the project must be announced to the Project Coordinator, the Scientific & Technical Coordinator, and the Dissemination leader, and will be centrally documented in the Activity report document.

The template for the Activity report document is available on the STARLIGHT repository and it has the following structure:

- Type of dissemination and communication activities:
    - Non-scientific and non-peer-reviewed publication (popularised publication).
    - Participation in activities organized jointly with other H2020 projects.
    - Participation to a conference.
    - Participation to an Event other than a Conference or a Workshop.
    - Press releases.
    - Social media.
    - Website.
- Main leader.
- Date.
- Location/online.
- Title of presentation.
- Link.
- Title of the presentation/posters.
- Total funding amount (Euros).
- Estimated number of persons reached among the stakeholders:
    - Industry.
    - Civil society.
    - General public.
    - Policy makers.
    - Media.
    - LEAs.

Annex 2- Presentation templates

An essential activity in most projects is the presentation of the projects objectives, results and to communicate within the consortium.
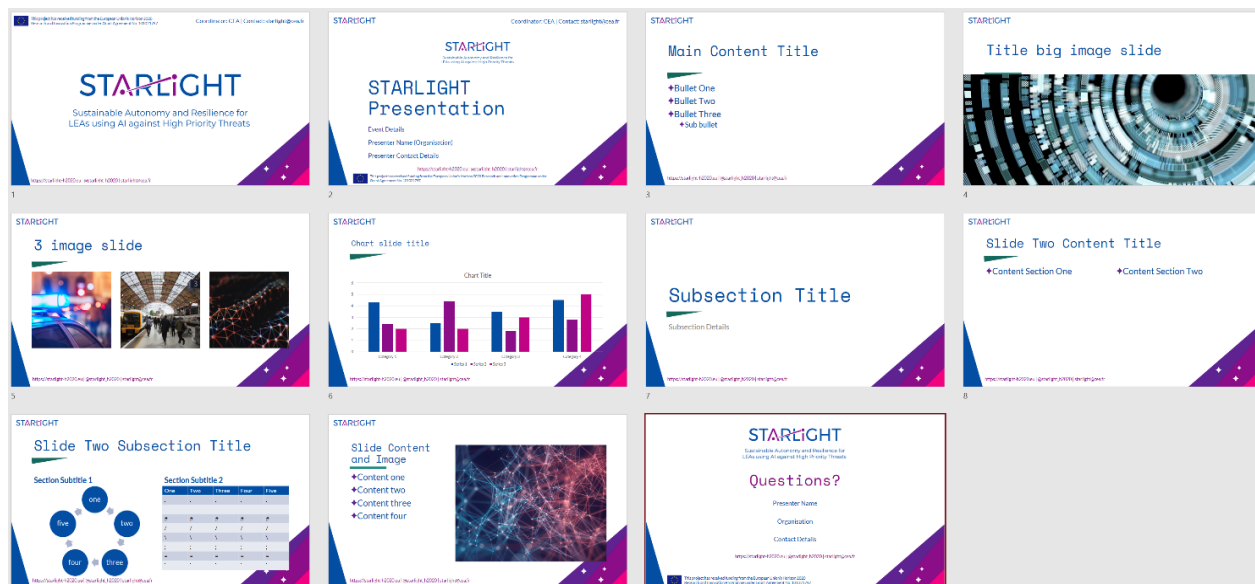
Figure 6: STARLIGHT base slides (light)

Figure 5: STARLIGHT standard presentation

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Annex 3 – Press release template

Figure 7: STARLIGHT press release template