



ALFIE

ASSESSMENT OF LEARNING TECHNOLOGIES AND FRAMEWORKS
FOR INTELLIGENT AND ETHICAL AI

D5.1 Project website, market analysis, dissemination and exploitation plan

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Authors

Partner	Name(s)
UAB	Chiara Gunella
UAB	Sarah Anne McDonagh
UAB	Pilar Orero
CTL	Konstantinos Avgerinakis
CTL	Maria Eleni Skarkala

Contributors

Partner	Contribution type	Name
Bosch	Review	Leonardo Martin Abad
DAS	Review	Stelios Kapetanakis

Glossary

Acronym	Definition
AI	Artificial Intelligence
API	Application Programming Interface
AutoML	Automated Machine Learning
BMC	Business Model Canvas
D	Deliverable
ETD-Hub	EthiTech Dialogue Hub
FFZ	Free Passage, Flat Floor, Zero Barriers
GAAD	Global Accessibility Awareness Day
GDPR	General Data Protection Regulation
HR	Human Resources
ICT	Information and Communication Technology
KPI	Key Performance Indicator
LLMs	Large Language Models
M	Month
PESTEL	Political, Economic, Societal, Technological, Environmental, and Legal Factors
PUCs	Primary Use Cases
SME	Small and Medium-sized Enterprise
STEM	Science, Technology, Engineering, and Mathematics
SWOT	Strengths, Weaknesses, Opportunities, and Threats
WP	Work Package
XAI	Explainable AI



Executive Summary

The scope of this deliverable is to outline the initial dissemination plan of the ALFIE project and its communication materials. It will also outline a detailed market analysis of AI and related technologies' domain, the industrial requirements to consider, and the initial exploitation plan of the ALFIE ecosystem. This document lays the groundwork for ensuring the project's visibility, stakeholder engagement, and long-term impact.

The deliverable begins with an introduction to the project's objectives and scope, emphasizing ALFIE's commitment to advancing ethical, accessible, and transparent AI development. The dissemination plan follows, presenting a comprehensive framework for communication and engagement. It defines objectives such as raising awareness, fostering collaboration, and promoting ethical AI practices through multi-channel strategies, including social media, events, publications, and workshops. The plan underscores the importance of inclusivity and accessibility in communication while introducing Key Performance Indicators (KPIs) to evaluate its effectiveness. The project website is detailed as a key tool for sharing information and fostering stakeholder engagement. This section describes its development, core features, and focus on accessibility and interactivity, positioning the website as a dynamic hub that reflects the project's progress and supports collaboration.

A market analysis explores ALFIE's potential in the rapidly growing European AI market, projected to expand significantly by 2030. Using SWOT and PESTEL analysis, the deliverable identifies trends, challenges, and opportunities, ensuring that the project's outputs align with market demands and regulatory expectations. The exploitation plan outlines strategies for ensuring the sustainability and long-term application of ALFIE's contributions. It highlights the importance of stakeholder collaboration, regulatory compliance, and ethical alignment in driving adoption and impact across multiple sectors.

The deliverable concludes with a summary of key insights and next steps, establishing a foundation for future dissemination, market engagement, and exploitation efforts.

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1. Introduction

1.1. Objectives of the project

The ALFIE project aims to advance the ethical, accessible, and transparent development and deployment of Artificial Intelligence (AI) technologies. It focuses on tackling key challenges such as bias in AI systems, promoting inclusivity, and aligning AI advancements with societal and legal values. To achieve this, the project will develop two central tools: the **EthiTech Dialogue Hub (ETD-Hub)** and the **Automatic Machine Learning (AutoML) platform**.

The **ETD-Hub** is an interactive platform designed to facilitate discussions among stakeholders, including policymakers, AI developers, researchers, and the public. Its goal is to create a space for collaboration and debate on critical ethical issues in AI, such as fairness, accountability, and transparency.

The **AutoML platform** is a user-friendly, automated machine learning tool that enables users to design, build, and optimize AI models without requiring advanced technical expertise. This platform is designed to promote inclusivity by making AI accessible to a broader range of users, ensuring that the benefits of AI are more widely distributed.

Together, these tools aim to foster a collaborative and user-centered AI ecosystem that empowers stakeholders to address societal challenges and ensures AI technologies are developed responsibly.

1.2. Scope of deliverable D5.1

D5.1 focuses on several critical components of the ALFIE project. It includes the design and launch of the ALFIE project website, which will serve as a central hub for sharing information and engaging stakeholders. Additionally, this deliverable outlines a detailed market analysis, exploring trends and industrial requirements in AI to identify opportunities for innovation. It also defines the initial dissemination plan, detailing how the project's objectives and outcomes will be communicated to its target audiences. Finally, the deliverable introduces a preliminary exploitation plan, describing how the project's outputs—such as the **ETD-Hub** and **AutoML platform**—can be applied to generate long-term societal and economic impact.

1.3. Structure of the document

The document is divided into six sections, each addressing key elements of the ALFIE project.

The **Introduction** outlines the project's objectives and defines the scope of Deliverable D5.1. It provides the foundation for the document by explaining its purpose and contextualizing its contents.

The **Dissemination plan** presents the strategies and methods for communicating the project's goals and outcomes to target audiences. It highlights dissemination channels, communication materials, and planned activities aimed at engaging various stakeholder groups. Following this, the document delves deeper into one specific aspect of the dissemination plan: the **Project website**.

D5.1 Project website, market analysis, dissemination and exploitation plan

The **Project website** section focuses on the development of the ALFIE website. It describes the website's features, its role within the project, and the approaches taken to enhance user engagement and ensure accessibility.

The **Market analysis** section examines trends, opportunities, and challenges within the AI market. It employs tools such as SWOT and PESTEL analysis to evaluate external factors that may impact the project's progress and outcomes.

The **Exploitation plan** explains how the project's outputs, including the ETD-Hub and AutoML platform, will be implemented and used. It outlines strategies for ensuring their practical application and sustaining their long-term impact.

Finally, the **Conclusion** summarizes the key points discussed in the document and identifies the next steps in the project's development.



2. Dissemination plan

2.1. Dissemination objectives

The dissemination objectives of the ALFIE project are:

- **Raise awareness** about the ALFIE project's mission, outcomes, and benefits across diverse stakeholder groups. Awareness ensures that stakeholders understand the project's purpose and the value it brings, laying the groundwork for engagement and adoption.
- **Foster engagement and collaboration** among AI professionals, policymakers, legal experts, and the general public. Collaboration enables alignment between technical expertise, regulatory requirements, and societal needs, ensuring that diverse viewpoints contribute to the project's success.
- **Promote the adoption** of ethical AI practices and the use of the ETD-Hub and AutoML platform. Adoption facilitates the practical application of the project's tools and frameworks, supporting widespread implementation of ethical AI practices.
- **Ensure inclusivity** by addressing underrepresented groups and making project resources accessible to all. This includes a targeted focus on raising awareness among older adults, migrants, and other marginalized communities, ensuring they are not excluded from the benefits of AI technologies and ethical practices.
- **Disseminate knowledge** on AI's societal, ethical, and technical aspects through workshops, publications, and campaigns. Sharing knowledge allows stakeholders to better understand the complexities of AI and equips them to make informed decisions and contributions.
- **Influence AI governance and policy development** by sharing findings and recommendations with regulators. Disseminating insights to policymakers supports the creation of governance frameworks that reflect ethical principles and practical realities.
- **Encourage the integration** of ethical AI principles in educational curricula and industry practices. Embedding ethical considerations into education and industry practices ensures that these principles are consistently applied and foster a culture of responsible AI use.
- **Build trust** in AI technologies by addressing common misconceptions and highlighting their real-world applications. Building trust fosters a constructive dialogue about the benefits and challenges of AI, encouraging informed engagement from all stakeholders.

UAB, as the leader of **Work Package 5 (WP5): Public engagement, awareness campaigns, and pathways to impact creation**, is responsible for overseeing efforts to achieve the project's dissemination objectives and ensuring their successful implementation. This includes coordinating the development of targeted dissemination strategies, ensuring all materials adhere to the project's visual identity, and organizing impactful events that effectively communicate ALFIE's goals and outcomes.

However, dissemination in the ALFIE project is envisioned as a collaborative effort. All partners actively contribute to dissemination activities, event organization, and the promotion of the project. This collective approach integrates the diverse expertise of the consortium, ensuring ALFIE can effectively reach and engage a wide variety of target audiences, including policymakers, researchers, educators, industry professionals, and the general public.

By fostering collaboration and leveraging the unique strengths of each partner, the ALFIE project enhances its ability to connect with stakeholders, foster meaningful dialogue, and achieve its dissemination and exploitation goals across various sectors and communities. This shared responsibility highlights the importance of teamwork and demonstrates the value of diverse contributions in advancing ALFIE's mission to promote ethical and trustworthy AI practices.

The target audiences, along with the dissemination goals and the methods to effectively engage them, will be detailed subsequently, providing a comprehensive overview of the strategies designed to ensure the project's success and lasting impact.

2.2. Target audiences for dissemination

The dissemination strategy for the ALFIE project is designed to reach diverse stakeholders and communicate its ethical AI solutions, tools, and frameworks effectively. By fostering engagement through the ETD-Hub and demonstrating practical applications with the AutoML platform, the project aims to bridge the gap between technology, policy, and societal impact. Dissemination is grounded in existing research, which highlights the importance of stakeholder collaboration in AI governance and ethical AI adoption. For instance, Fjeld et al. (2020)¹ argue that ethical frameworks gain traction only when supported by accessible tools and inclusive dialogue platforms. Similarly, the European Commission's initiatives, including the AI Act², emphasise that responsible AI development requires continuous public education and interdisciplinary partnerships. These insights have shaped ALFIE's approach to engaging stakeholders at multiple levels while ensuring its outcomes align with broader ethical standards and legal frameworks. The table below (Table 1) outlines the identified target groups, the specific engagement strategies tailored to each group, and the corresponding objectives.

Table 1: ALFIE's target group, engagement means and objectives

Target group	Engagement means	Objectives
AI Professionals and Researchers	Workshops, conferences, journal publications, collaborative research.	Share findings, gather insights, and foster collaboration to advance ethical AI practices.
Legal and	Multidisciplinary forums,	Align ALFIE's ethical

¹ Fjeld, J., Achten, N., Hilligoss, H., Nagy, A., & Srikumar, M. (2020). Principled artificial intelligence: Mapping consensus in ethical and rights-based approaches to principles for AI. *Berkman Klein Centre Research Publication*, (2020-1).

² <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>

Regulatory Community	legal and regulatory events, collaborations with regulatory bodies.	considerations with legal frameworks and contribute to responsible AI regulations.
Policymakers and Government Bodies	Policy briefs, advisory meetings, government-hosted events.	Inform policies that support ethical AI development and deployment.
Industry Stakeholders	Workshops, direct outreach, collaboration on pilot use cases, and distribution of ethical guidelines.	Understand industry needs and challenges, share ethical AI practices, and promote responsible AI adoption.
Technology Developers and Startups	Hackathons, collaborative innovation programs, educational guides.	Foster innovation, share best practices, and ensure ethical alignment in emerging AI solutions.
End-User Communities	Surveys, public discussions, participatory workshops.	Understand user perspectives, needs, and concerns to inform ethical AI development.
Educational Institutions	Curriculum integration, partnerships, guest lectures, and workshops for students.	Promote awareness of ethical AI practices and foster future professionals' understanding of AI ethics.
Civil Society and Advocacy Groups	Partnerships, joint campaigns, workshops, and public discussions.	Amplify ethical considerations in AI development and collaborate on privacy and digital rights advocacy.
Multidisciplinary Forums	Participation in cross-disciplinary events and conferences.	Foster discussions on AI's societal impacts and share ALFIE's contributions.
International Organisations	Participation in global forums, collaboration on standards and best practices.	Align with international AI ethics standards and contribute to global discussions.
Ethical AI Initiatives	Partnerships and knowledge-sharing with ethical AI organisations and projects.	Build a network for shared knowledge and promote best practices.
Public and Media	Media campaigns, press releases, interviews, and social media outreach.	Foster transparency and trust by keeping the public informed about ALFIE's objectives and outcomes.

2.3. Visual identity

2.3.1 Logo

In M1, CTL developed the project logo, which is shown in Figure 1. This logo was created with the intention of visually representing the core values and goals of the project. The design aims to balance the concepts of ethics, fairness, and the responsible use of AI technology, which are central to the project's mission.

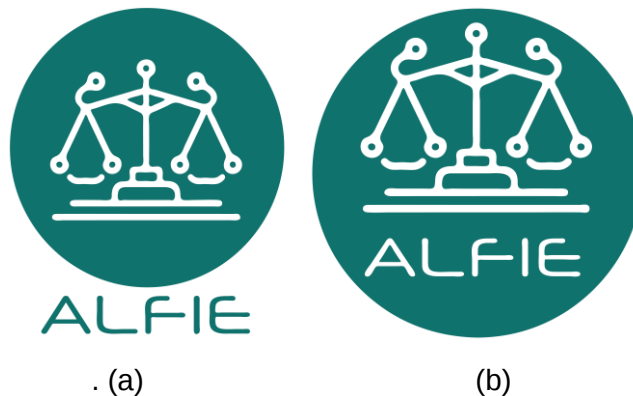


Figure 1: Variations of the ALFIE project logo – A visual representation of ethical AI and justice

The scale symbol in the logo symbolizes justice and ethical decision-making, signifying ALFIE's dedication to promoting fairness and equity in the development and application of AI. The integration of interconnected nodes into the design symbolizes the fusion of cutting-edge technology and ethical considerations, highlighting the collaborative and multidisciplinary approach of the project.

The minimalistic yet thoughtful design aligns with the project's aspiration to bridge the gap between complex AI technologies and human-centric ethical frameworks. By combining symbolism with clarity, the logo serves as a visual reminder of ALFIE's commitment to advancing AI in a way that respects societal values and prioritizes inclusivity.

2.3.2 Templates

In M1, CTL created templates for documents, slides, and deliverables, seamlessly aligned with the project's identity. These templates were designed not only to reflect the core values and vision of the project, but also to ensure consistency and professionalism across all project communications. By harmonizing the visual elements, CTL has established a unified design framework that reinforces the project's branding while enhancing clarity and accessibility for all stakeholders. Examples from the templates are given in the below figures (Figure 2 and Figure 3).

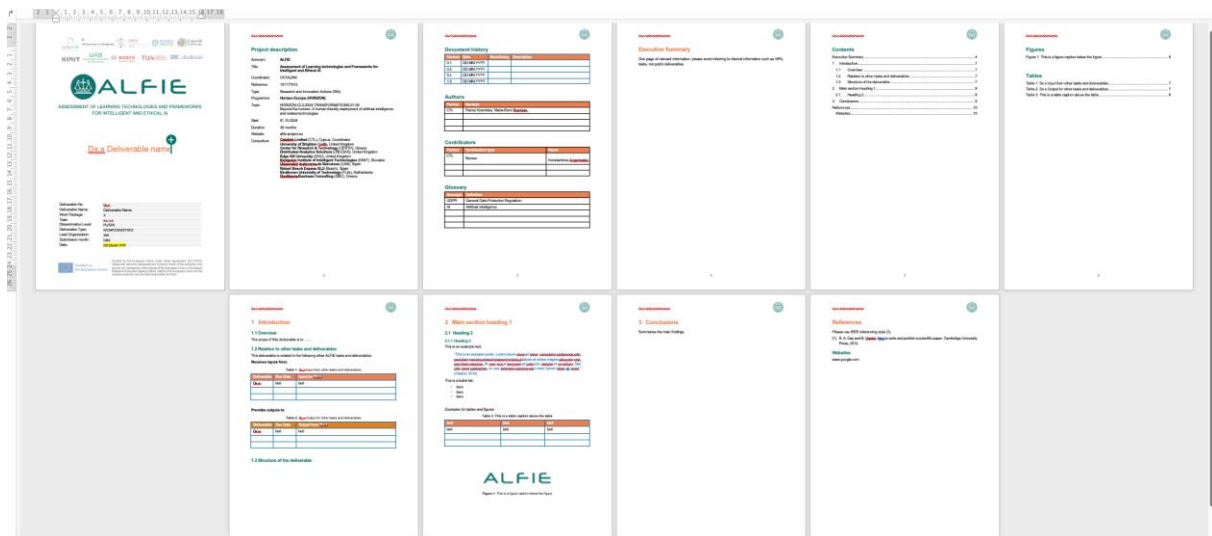


Figure 2: ALFIE's deliverables template

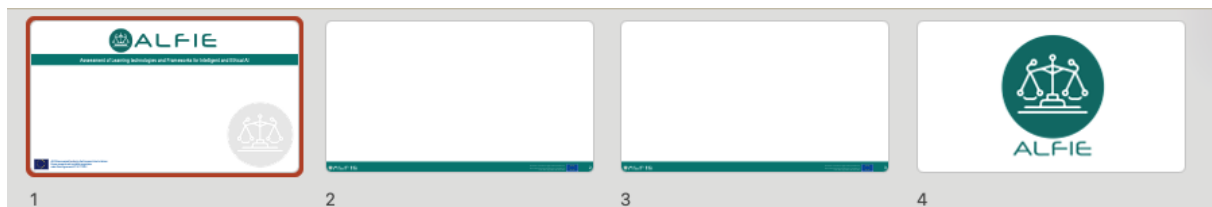


Figure 3: ALFIE's presentations template

2.4. Dissemination channels

2.4.1 LinkedIn

The ALFIE project's [LinkedIn page](#), launched in M1, is a platform for building a professional network around ethical AI. Targeting AI researchers, industry professionals, policymakers, academic leaders, and technology advocates, the page delivers regular updates on key project milestones, presents partner contributions, and shares analyses on ethical and unbiased AI.

The LinkedIn content is designed to provide formal, detailed insights and information suited to a professional audience. Posts emphasize data-driven updates, in-depth project findings, and developments in responsible AI, facilitating connections with sister projects, advocacy groups, research institutions, and industry associations. Through its content, ALFIE supports discussions that reflect varied perspectives, with an emphasis on inclusivity, transparency, and accessibility in all communications. This format allows ALFIE to engage its audience with information and updates on ethical AI practices

2.4.2 X

The [ALFIE project's X account](#), launched in M1, is designed to engage a broad audience, including AI researchers, tech industry professionals, policymakers, and the public interested/curious in ethical AI. Through this account, the project will provide frequent updates on activities, showcase contributions from partners, and drive conversations around the development of responsible AI. By actively engaging with similar initiatives and key

figures in the AI space, the account will foster a community dedicated to responsible technology.

Content on X will be tailored to a quick, digestible format suitable for its fast-paced platform. Unlike LinkedIn, where news may take a more formal and detailed approach, X posts will prioritize concise, engaging language to spark interaction and facilitate easy sharing among followers. This approach ensures that updates are accessible and relevant to a wide audience, encouraging ongoing dialogue on ethical AI practices.

2.4.3 SoundCloud

The ALFIE project's [SoundCloud account](#), launched in M1, hosts the **#BeA(I)ware** podcast, an audio series focused on discussions about ethical, accessible, and unbiased AI. The podcast targets a broad audience, including advocacy groups, researchers, civil society, project partners, and community advocates.

Each **#BeA(I)ware** episode features in-depth conversations with experts from diverse fields, offering a range of perspectives on the ethical dimensions of AI and its societal impact. SoundCloud provides an accessible platform, allowing listeners to tune in on-demand and share episodes easily.

With a style that is both conversational and informative, the podcast presents complex topics in a way that is understandable for both technical and general audiences, encouraging wider engagement. Through SoundCloud, the ALFIE project aims to raise awareness, foster informed public discussion, and connect with those invested in ethical AI development.

2.4.4 BlueSky

The [ALFIE BlueSky account](#), launched in M3, serves as a central hub for fostering open dialogue and knowledge sharing among a diverse community, including researchers, policymakers, industry professionals, and civil society organization. The BlueSky account will feature a variety of concise content, ensuring that complex terms and frameworks are simplified to reach a wider audience beyond AI experts. This includes summaries of ethical considerations, key legal and regulatory frameworks, and emerging trending in AI technology. The account will also showcase real-world case studies from the project, provide opportunities for brief public engagement, and share timely news and updates on AI-related issues.

2.4.5 Instagram

The [ALFIE Instagram account](#), launched in M3, aims to engage a visually oriented audience, including students, young professionals and the general public interested in technology and social impact. By leveraging Instagram's visual capabilities, the project will present information on ethical AI in an engaging and accessible manner. This will include high-quality visuals such as infographics and short videos, interactive elements like polls and challenges to encourage audience participation, behind-the-scenes glimpses into the project's work, and possibly collaborations with influencers and other organizations within the AI space. Through these strategies, the ALFIE project aims to raise awareness about ethical AI among a younger and more visually oriented audience while ensuring accessibility for all users.



2.4.6 Facebook

The [ALFIE project's Facebook page](#), launched in M3, serves as a platform for reaching a broader audience, including the general public, community groups and organizations interested in the ethical implications of AI. Facebook's large user base and diverse demographics provide an opportunity to connect with a wide range of stakeholders. The page will feature informative articles and blog posts, promote events and share updates about the project. By leveraging Facebook's extensive reach and interactive features, the ALFIE project aims to foster a broader public understanding of ethical AI and contribute to a more informed public discourse on the responsible development and deployment of AI technologies.

2.4.7 YouTube

The [ALFIE project YouTube channel](#) was launched in M3 as a dedicated platform for hosting video content created by project partners. It will feature recordings of webinars, concise and in-depth explanations of the project, and serve as a hub for sharing results and updates.

The first video, which outlines the project's goals, has been designed to explain its objectives clearly and in simple, jargon-free language. Four rounds of feedback have been conducted with the partners to ensure that the video reflects everyone's needs and objectives.

2.4.8 Newsletter

The **Be (A)I ware newsletter** will provide updates about the project's progress and developments while also serving as a platform to educate subscribers on related initiatives, emerging AI ethical regulations, and best practices. Over the course of the project, 6 editions will be published, sharing information on milestones, achievements, and outcomes. The first newsletter will be sent out in M8.

The newsletter will address topics such as ethical and trustworthy AI, offering insights into how the project aligns with these principles and engaging stakeholders in discussions on relevant developments in the field. Each edition will also highlight events, initiatives, and updates about evolving regulatory frameworks, ensuring stakeholders are kept informed about both the project's activities and broader advancements in AI ethics.

Written in clear and accessible language, the newsletter will focus on raising awareness, providing educational content, and ensuring subscribers remain informed and engaged with the project's objectives and progress.

2.5. Communication materials and resources

2.5.1 Citizen awareness campaign

In M1, UAB developed the plan for the ALFIE campaign titled “**Be A(I)ware**”. The campaign is designed to raise awareness about AI, with a particular focus on AI ethics, transparency, and addressing bias in AI systems. Its aim is to educate and empower citizens with the knowledge needed to understand both the benefits and risks of AI, while encouraging them to advocate for responsible and ethical use of AI technologies in society. The campaign is structured into three key phases: awareness, education, and action, each involving targeted

activities to engage the public, provide deeper insights, and mobilize stakeholders toward creating ethical AI systems. The table below (Table 2) outlines the three-phase citizen awareness campaign:

Table 2: ALFIE's three-phase citizen awareness campaign

Year	Phase	Objective	Timeline	Example activities
Year 1	Awareness Phase	Introduce concepts, ethical challenges, and transparency	AI Months 1–12	Social Media Campaign: Posts starting with "Be A(I)ware of..." to share AI facts. - Partner Contributions: Collaboration with stakeholders to promote diverse views on AI ethics.
Year 2	Education Phase	Deepen understanding of AI ethics, inclusivity, and fairness	Months 13–24	Webinar: Organize a session aligned with Global Accessibility Awareness Day (GAAD) to discuss AI's impact on individuals with disabilities and promote accessible solutions.
Year 3	Action Phase	Mobilize efforts to build ethical AI systems and advocate responsible use	Months 25–36	Hackathon: Challenge developers and students to create AI solutions tackling societal challenges, focusing on inclusivity and fairness. Winning teams recognized as "A(I) Aware Ambassadors."

2.5.2 Flyers

In M1, an introductory flyer for the ALFIE project was created, following the project's visual identity. This flyer (Figure 4) outlines the project's objectives, highlights the tools to be developed and implemented, and introduces its overall scope. Three additional flyers are planned to be released over the course of the project, providing more details and sharing results as they become available. There is also flexibility to produce additional flyers if needed, to highlight new milestones or take advantage of emerging dissemination opportunities.



Figure 4: ALFIE's first flyer

2.5.3 Customized materials

Customized materials will be created throughout the ALFIE project to support specific events and activities, such as workshops, conferences, and public engagements. These materials will always respect the project's visual identity, ensuring a cohesive and professional presentation.

For example, in M2, an ALFIE postcard was developed. This postcard invited people to share their thoughts on what ethical AI means to them. Designed to spark dialogue and reflection, the postcard serves as an engaging tool to involve participants and collect diverse perspectives. A visual representation of this postcard is provided in Figure 5.

Such customized materials will continue to be developed throughout the project to meet the specific needs of various events, ensuring they effectively communicate ALFIE's goals and foster meaningful engagement with its target audiences.



Figure 5: ALFIE's postcards

2.5.4 Roll up

In M1, the project roll-up was developed, showcasing the project title, logo, social media handles, and a list of partners. The roll-up (Figure 6) is available for use by all partners, and three rounds of feedback were carried out to ensure it aligns with the needs and expectations of the entire team.



Figure 6: ALFIE's roll up

2.5.5 Videos

The [first ALFIE video](#), developed by UAB in M1, serves as an engaging introduction to the project, outlining its goals and objectives in clear, simple, and jargon-free language. It provides a comprehensive overview of the Auto ML platform, ETD-Hub, the network of partners, and the primary aims of the initiative. This video has undergone four rounds of collaborative feedback with partners to ensure it accurately reflects the collective vision and meets diverse stakeholder needs. As the project progresses, additional videos will enrich the webpage, including content focused on webinars, key activities, and milestones. Toward the project's conclusion, a dedicated video will summarize and showcase the final results, offering a complete narrative of the initiative's impact and achievements.

2.5.6 Events

The ALFIE project will participate in a range of events to foster awareness, engagement, and dialogue with diverse audiences. These events provide an opportunity to showcase ALFIE's tools and outcomes, promote ethical AI practices, and engage stakeholders in meaningful ways. Events are categorized into **general events**, which focus on grassroots and community-level engagement, and **high-level events**, which target global and institutional audiences.

General events will be organized and attended to foster awareness, engagement, and collaboration with a broad audience, including end-users, educators, students, and community groups. These events provide opportunities to showcase ALFIE's tools, gather feedback, and promote ethical AI practices in accessible and practical ways.

Examples of general events we aim to join/organize include:

- **Workshops for AI professionals and researchers:** These sessions will focus on sharing ALFIE's findings, gathering insights, and fostering collaboration to advance ethical AI practices.

- **Hackathons and innovation challenges for technology developers and startups:** Events designed to promote creativity and ethical alignment in AI development, encouraging participants to develop innovative solutions using ALFIE's principles.
- **Community AI awareness days for end-user communities:** Interactive sessions featuring participatory workshops, live tool demonstrations, and discussions to gather user perspectives and inform the ethical development of AI solutions.
- **Workshops and guest lectures for educational institutions:** Engaging students and educators with hands-on activities and discussions about ethical AI and ALFIE's objectives, inspiring future professionals.
- **Advocacy campaigns and events with civil society:** Joint initiatives to amplify the ethical considerations in AI development, focusing on privacy, digital rights, and inclusivity.
- **Accessible technology events:** Organized to promote tools like the EthiTech Dialogue Hub, ensuring engagement with underrepresented or marginalized groups in the AI ecosystem.
- **Industry-specific workshops for industry stakeholders:** Focused sessions to align ethical AI practices with industry needs, including pilot use cases and tailored discussions on challenges in sectors such as healthcare and education.

These general events allow ALFIE to connect directly with grassroots audiences and diverse stakeholders, fostering dialogue and promoting the practical adoption of its ethical AI solutions.

High-level events will provide ALFIE with a platform to engage policymakers, legal and regulatory experts, industry leaders, and international organizations. These events aim to share ALFIE's contributions, influence policy discussions, and align ethical AI practices with global standards.

Examples of high-level events we aim to join include:

- **UNESCO international forum on AI ethics:** Exploring global AI ethics principles and their implementation, with a focus on their societal impact in the evolving information society.
- **European AI alliance assembly:** Discussing EU policy on ethical and trustworthy AI, showcasing ALFIE's contributions to ethical AI frameworks and its role in shaping a more inclusive information society.
- **AI for good global summit:** Demonstrating ALFIE's alignment with the UN's Sustainable Development Goals and its contribution to using AI as a tool for a sustainable information society.
- **Web summit:** Highlighting ALFIE's innovative approaches to ethical AI to a broad tech audience, while emphasizing its relevance in the rapidly advancing information society.
- **World summit on the information society (WSIS):** Engaging with international policymakers, industry leaders, and civil society to address the role of AI in bridging the digital divide and fostering a sustainable, inclusive information society.

2.5.7 Articles

As part of the ALFIE project's Dissemination plan, we will publish academic articles in leading international journals to contribute to the advancement of knowledge and foster dialogue on critical AI-related topics. These publications will address themes such as Ethical AI, Trustworthy AI, the responsible and ethical application of AutoML technologies, AI governance, and the societal impact of AI. Additionally, they will explore the role of AI in driving social change, mitigating bias, enhancing inclusivity, and aligning with regulatory and ethical frameworks. By sharing these insights, the project aims to inform policy, shape best practices, and promote the responsible development and application of AI systems in various sectors.

2.5.8 Press releases

A press release containing the key information about the project, including its scope, objectives, and core messages, was prepared in M2 to officially announce the project's launch. This press release was translated into multiple languages and distributed through various contact networks. It was also widely shared via institutional websites and social media platforms. A second press release is planned for the conclusion of the project, accompanied by a comprehensive media press kit to disseminate the project's final outcomes effectively.

2.6. Timeline of dissemination activities

The dissemination activities for the ALFIE project are structured across three distinct phases, aligning with key project milestones and objectives. Each phase emphasizes specific goals and target audiences, ensuring a systematic and strategic approach to communication and dissemination.

2.6.1 First phase: awareness and foundation (Months 1–12)

During the first phase, the focus is on establishing the foundational elements of the project's dissemination strategy. Key activities include:

- Raising awareness about the ALFIE project and its objectives among the general public and key stakeholders.
- Developing and launching the project website to serve as the central platform for sharing information.
- Establishing the project's messaging, visual identity (logo, templates, and branding), and dissemination channels (social media, newsletters, etc.).
- Publishing introductory materials, including press releases and social media posts, to inform audiences about the project's goals and significance. This phase lays the groundwork for subsequent engagement and dissemination efforts.

2.6.2 Second phase: dissemination and engagement (Months 13–24)

In the second phase, the focus shifts to sharing the results and insights gained during the first year of the project while fostering interaction with target audiences. Key activities include:

- Organizing webinars, workshops, and other interactive events to present early findings and progress.

- Disseminating knowledge through blogs, podcasts, and reports tailored to specific stakeholder groups.
- Engaging with different target audiences, including AI professionals, policymakers, educators, and the general public, to ensure broad participation and feedback.
- Expanding outreach efforts via social media campaigns, newsletters, and partnerships with industry and academic collaborators. This phase ensures that stakeholders are actively involved in the project and informed about its progress.

2.6.3 Third phase: promotion and consolidation (Months 25–36)

The third phase focuses on promoting the project's outcomes, consolidating stakeholder engagement, and preparing for the long-term impact of the project. Key activities include:

- Showcasing the results from the second and third years of the project through public events, conferences, and final reports.
- Enhancing communication with target audiences through existing dissemination channels and introducing new engagement tools where necessary.
- Demonstrating the EthiTech Dialogue Hub and AutoML platform to stakeholders, encouraging adoption and practical use.
- Collecting feedback from stakeholders to refine project outputs and ensure alignment with user needs.
- Creating legacy content, such as video summaries and whitepapers, to support the project's sustainability and continued impact.

2.7. Key performance indicators (KPIs) for dissemination

To evaluate the effectiveness of its dissemination, exploitation, and communication activities, the ALFIE project employs a structured set of KPIs (Table 3). These KPIs establish measurable benchmarks that allow the project to assess progress and ensure alignment with its overarching goals of raising awareness, fostering engagement, and advancing ethical AI practices. The indicators encompass areas such as website performance, event participation, social media engagement, journal publications, and interactions with the Advisory Board.

The KPIs will be reviewed and re-evaluated every six months to maintain their relevance and ensure they reflect the evolving priorities of the project. Adjustments will be made based on stakeholder feedback, shifting project goals, and emerging opportunities. All KPI tracking will be recorded in an internal Excel document to maintain an organized and centralized record for analysis, reporting, and decision-making.

Table 3: ALFIE's KPIs, means of verification and estimated target value

Tool	Indicators (KPIs)	Means of Verification	Estimated Target Value
Website	# of site visits	Analytics tools (e.g., Matomo, Google Analytics)	35% annual increase; ≥20 downloads per year.

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	Average session duration	Analytics tools	≥3 minutes per session.
Conferences	# of participants	Reports from organisers	~5 conferences with ~150 participants each.
Workshops	# of workshops # of participants/w orkshop	List of organised events, reports from organisers	≥3 workshops with >75 participants; 1 with >150.
Social media	Engagement on LinkedIn (likes, comments)	Social media analytics	≥1,000 views annually; 15% annual increase.
	Followers on X (formerly Twitter)	Social media analytics	≥450 followers, 15% annual increase.
	Followers on Facebook	Social media analytics	≥ 100 followers, 15% annual increase.
	Followers on BlueSky	Social media analytics	≥ 100 followers, 15% annual increase.
	Followers on Instagram	Social media analytics	≥ 100 followers, 15% annual increase.
	Plays on SoundCloud	Analytics	≥100 plays per year
	Visualization on YouTube	Analytics	≥100 visualization per year
Journal Publications	# of publications in technical/scientific journals	List of publications	≥10 scientific articles; ≥5 open-access publications.
Blog Posts	# of readers, # of posts	Blog analytics, subscriber list	Bi-annual blogs; ≥100 readers per blog.
Advisory Board	# of interactions, # of referred contacts	AB meeting records, dissemination reports	>100 total interactions; ≥25 referred contacts.



This KPI framework ensures that dissemination and communication efforts are systematically monitored and refined over time. Regular re-evaluation of these KPIs every six months will enable the project to adapt to emerging challenges and opportunities, maintaining alignment with its overarching goals. All data and progress will be recorded in an internal Excel document, ensuring centralized and efficient tracking for reporting and decision-making.

2.8. Accessibility

To support accessibility across all communications, ALFIE encourages all partners to follow international best practices when sharing work or research online and in person. Partners are asked to ensure their content and events are accessible to a broad audience, with guidelines provided below as examples.

2.8.1 Accessibility in social media

ALFIE partners are asked to implement accessibility practices on social media, such as using CamelCase hashtags to enhance readability for screen readers. This means capitalizing the first letter of each word in hashtags to help screen readers recognize each word, aiding comprehension. For example, partners should use #EthicalAI or #AIFuture instead of #ethicalai or #aifuture.

Partners are also advised to include alt-text with images in social media posts, providing descriptive text for those who are blind or partially sighted. This allows individuals using screen readers to build a mental image of the content, which is particularly valuable when sharing visuals related to AI technology, such as diagrams or infographics.

To improve inclusivity in meetings or conferences, partners are asked to self-describe their appearance. Self-description conveys visual information to blind or partially sighted attendees, helping them to understand who is present and the diversity of participants.

Partners are also encouraged to use emojis moderately and place them at the end or at the beginning of sentences in social media posts, as emojis have built-in alt-text. Excessive or mid-sentence emoji use can disrupt readability for screen readers. Additionally, partners are advised to verify their content's compatibility with screen readers, using tools like the [Chrome extension](#) to confirm accessibility.

For partially sighted audiences, partners should ensure that their images and text meet color contrast standards, which can be checked using tools such as [Contrast Checker](#).

2.8.2 Website accessibility

The ALFIE project is dedicated to ensuring its website is accessible by complying with the Web Content Accessibility Guidelines (WCAG)³. These globally recognized standards are designed to make web content usable for everyone, including individuals with disabilities. By implementing these guidelines, the project strives to create a platform that is inclusive, intuitive, and universally accessible. Key accessibility features will include streamlined navigation for screen readers, compliance with color contrast, consistent and user-friendly layouts, alternative text for non-text elements, and video subtitles to enhance usability.

³<https://www.w3.org/TR/WCAG21/>

To maintain high accessibility standards, the project team will perform regular evaluations. These efforts will ensure continued adherence to WCAG guidelines and facilitate the swift resolution of any new accessibility challenges. By prioritizing accessibility, the ALFIE project reinforces its commitment to inclusivity and equal access, enabling a diverse and broad audience to fully use its resources and outcomes.

2.8.3 Video accessibility

When producing visual content, partners should follow these eight best practices, with examples tailored to AI topics:

1. **Use clear language:** avoid jargon, acronyms, and idioms, or explain them clearly. For example, instead of saying, “Our AI model increases predictive accuracy,” a more accessible explanation might be, “Our AI model improves the ability to predict outcomes, such as identifying trends in data.”
2. **Provide redundancy for sensory characteristics:** avoid instructions that rely solely on visuals or color. For example, instead of saying, “Click the red button to analyze data,” say, “Click the Analyze Data button, which is red and located in the upper-right corner.”
3. **Speak clearly and slowly during recordings:** clear speech helps all listeners understand, especially those relying on captions or sign language. When presenting AI research findings, pause to explain terms like “algorithm optimization” or “bias mitigation,” allowing all viewers time to absorb complex concepts.
4. **Set up high-quality audio:** use a high-quality microphone and record in a quiet environment. For instance, if recording an interview with an AI researcher, ensure that background noise, such as computers or other lab equipment, is minimized.
5. **Adjust background audio in post-production:** if background music is included, keep it low to ensure that any discussion, such as an AI ethics panel, is clearly distinguishable from other sounds.
6. **Describe your appearance:** when introducing yourself on video, briefly describe your appearance. For example, “Hello, I am Dr. Maria Perez, an AI researcher with curly brown hair and glasses, sitting in a lab with computer monitors displaying data analysis.”
7. **Subtitle videos:** subtitles enable Deaf and hard-of-hearing viewers to engage with the content. When creating subtitles, follow general guidelines such as limiting each subtitle to a maximum of two lines and correctly segmenting the lines. Each subtitle should remain on screen for a minimum of 1 second and a maximum of 6 seconds. Remember that the average reading speed is 150-180 words per minute, though this can vary by language. Subtitles should also have high contrast with the video background to ensure readability.
8. **Provide transcripts:** include a transcript link near the video to enhance accessibility. For example, the transcript of a presentation on AI policy should capture technical explanations and any examples discussed, such as specific AI regulations or case studies.

2.8.4 Event accessibility

All ALFIE events adhere to the FFZ principle: “Free Passage, Flat Floor, zero Barriers.”

- **Before the event**
 - **Registration process:** ask participants if they have specific accessibility needs, such as live captioning or sign language interpretation, to ensure accommodations are provided.



- **Presentation design:** visuals, such as data graphs or AI model diagrams, should be large and clear.
- **Font choice:** use sans-serif fonts to increase readability.
- **Limit animations:** Avoid unnecessary animations, which can distract or pose challenges for some attendees.
- **During the event**
 - Briefly describe yourself: For example, “Hello, I’m Alex, a data scientist with ALFIE. I have short brown hair and am wearing a green shirt.”
 - Speak slowly and clearly: Avoid technical jargon when possible. For instance, instead of “the model iterates through datasets,” try “the program reviews information multiple times.”
 - Pause between topics: Allow a few seconds before moving on to the next point to help everyone process the information.
 - Describe slide content aloud: For example, “This slide shows a simple graph comparing two AI tools—Tool A on the left and Tool B on the right.”
- **After the event**
 - Gather feedback on accessibility services from attendees to understand what worked well and where improvements can be made.

3. Project website

The project website was developed in M2 by Catalink (CTL), with contributions from Universitat Autònoma de Barcelona (UAB) and Kempelen Institute of Intelligent Technologies (KInIT). The website's design and overall structure were then approved by all project partners.

3.1. Website objectives and purpose

The website <https://alfie-project.eu/> was developed in M2 to serve as a central platform for sharing information about the ALFIE project. Its primary purpose is to provide a comprehensive and transparent view of the project's goals, methodologies, and progress. It aims to engage stakeholders and the public through interactive features and resources, supporting ongoing discussions about accessible, ethical, and unbiased artificial intelligence. The website is committed to being reviewed and updated monthly, ensuring its content remains current, accurate, and relevant to the project's evolving needs.

3.2. Design and development process

The design and development of the ALFIE project website followed a collaborative and iterative process, ensuring alignment with the project's objectives and stakeholder needs. As anticipated, the website was created by CTL and benefited from two structured rounds of feedback involving project partners. This collaborative effort allowed for refinements to the website's structure, functionality, and content, resulting in a platform that delivers a high-quality user experience. Accessibility, inclusivity, and responsiveness were prioritized throughout the development process, ensuring the website is intuitive, user-friendly, and accessible across various devices for a diverse audience. All partners agreed on the final structure, reflecting a shared commitment to the project's goals.

In M2, UAB carried out a thorough evaluation of the website's content and structure to identify areas for improvement. This review focused on enhancing both accessibility and visual design. Key updates included adding transcripts for the podcast section, making audio content accessible to users with hearing impairments, integrating descriptive alt text for all images to support individuals with visual impairments, and implementing subtitles for all video content to ensure inclusivity. These updates were aligned with the WCAG, reinforcing the project's dedication to creating a platform that is equitable, user-friendly, and accessible to a diverse audience.

Aligned with the project's overarching goal of addressing biases, this commitment to accessibility extended to the visual elements of the website. Guided by project partner KInIT, the selection of AI-related imagery was approached with care to avoid perpetuating stereotypes or misconceptions about AI. Using resources from the [Better Images of AI initiative](#), the team incorporated visuals that presented AI in a nuanced and accurate manner. This effort ensured that the website's visual representation reflected the project's values of inclusivity, diversity, and ethical communication, reinforcing its role as an accessible and equitable platform for all users.



3.3. Key features and functionalities

The [ALFIE project website](#) is structured to provide information about the project's mission, objectives, and activities. The main sections of the website are as follows:

1. **Home:** Introduces the ALFIE project, highlighting its aim to bridge the gap between technology and society by combining tools like the EthiTech Dialogue Hub and AutoML platform.
2. **Project Consortium:** Details the organizations and partners involved in the ALFIE project, showcasing their roles and contributions.
3. **The Project:** Provides in-depth information about the project, divided into several subsections:
 - **Concept:** Explains the project's ecosystem, which combines advanced AI technology with ethical standards to ensure AI systems are fair, transparent, and unbiased.
 - **Overview:** Summarizes the project's goals, such as assessing real-world benefits and limitations of AI deployments in Europe and analyzing their alignment with ethical principles.
 - **Approach:** Describes the methodologies and strategies employed to achieve the project's objectives.
 - **Objectives:** Lists specific aims, including empowering Europe with AI skills, promoting ethical AI, and building a transparent AI ecosystem.
 - **Use Cases:** Presents practical applications and scenarios where the project's outcomes can be implemented.
4. **Media:** contains resources like podcasts related to the project's themes and progress.
5. **Clustering:** provides information about collaborations and synergies with other projects or organizations.
6. **Participation:** offers opportunities for stakeholders and the public to engage with the project.
7. **News:** shares updates, announcements, and the latest developments related to the project.
8. **Contact:** provides contact information for inquiries and further communication.

Figure 7 depicts the navigation bar of the ALFIE project website.

D5.1 Project website, market analysis, dissemination and exploitation plan

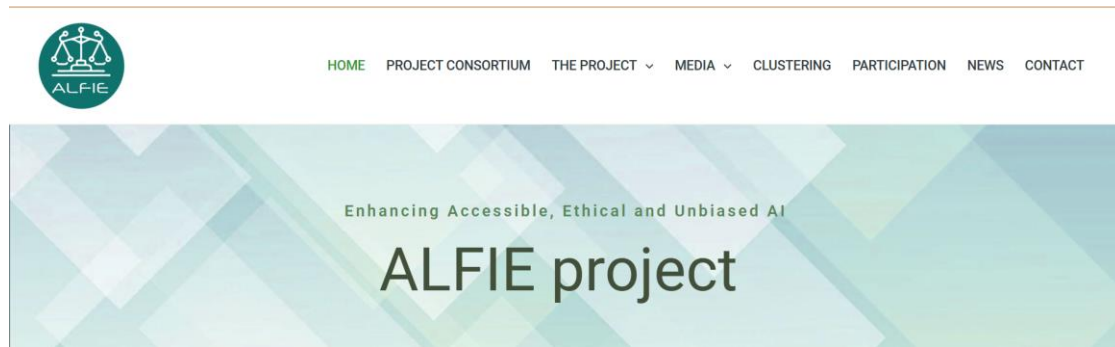


Figure 7: The navigation bar on the ALFIE website

This hierarchical structure facilitates intuitive navigation, allowing users to easily access detailed information about various facets of the ALFIE project. The content strategy of the ALFIE project website is designed to educate, inform, and engage a diverse audience while supporting the project's goal of advancing accessible, ethical, and unbiased artificial intelligence. The figures below present a few examples of pages from the ALFIE project website.



HOME PROJECT CONSORTIUM THE PROJECT ▾
 MEDIA ▾ CLUSTERING PARTICIPATION
 NEWS CONTACT

 ALFIE has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement N° 101177912

email@alfie-project.eu

Figure 8: ALFIE video showcased on the homepage of the ALFIE website



Figure 9: The project consortium page on the ALFIE website

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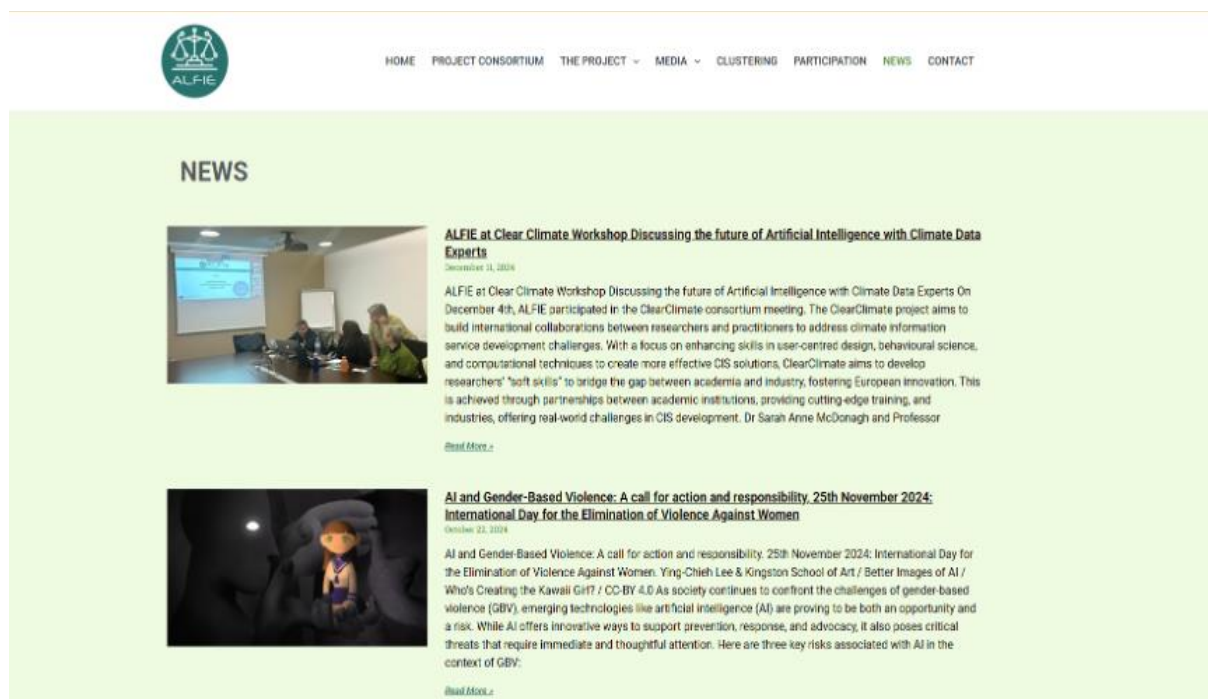


Figure 10: The news page on the ALFIE website

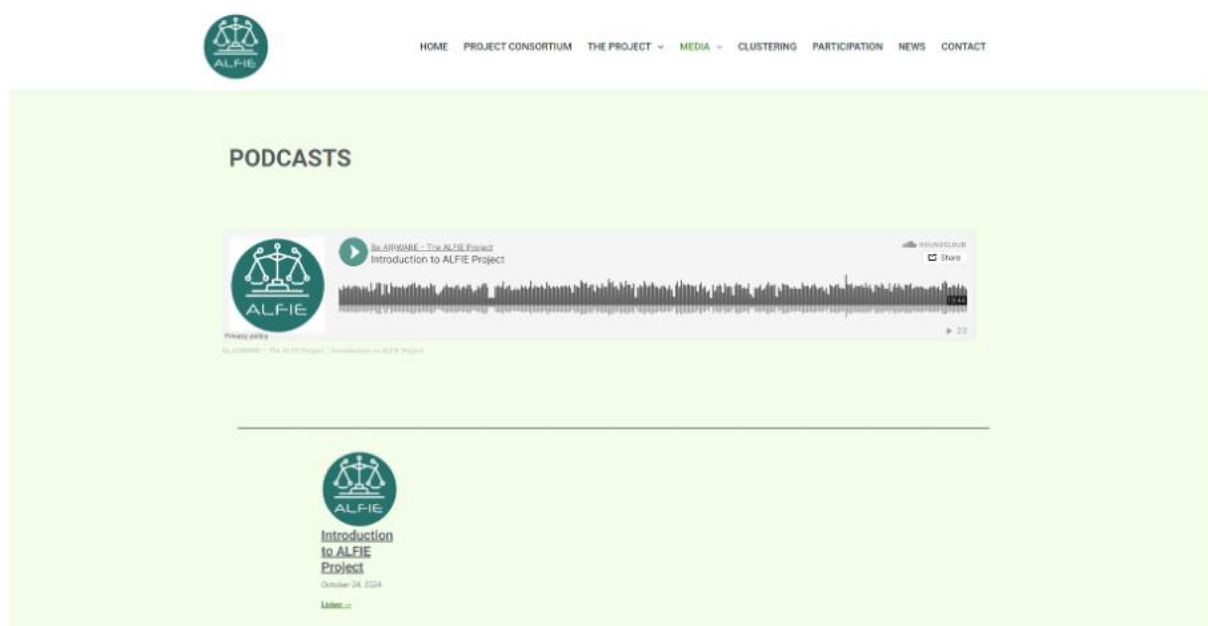


Figure 11: The podcast page on the ALFIE website

3.4. Content strategy

The website prioritizes an **educational focus (a)**, providing easy-to-understand explanations of the project's mission, objectives, and methodologies. It highlights the societal and ethical implications of AI, ensuring the content resonates with a wide audience, from AI



professionals to the general public. To accommodate diverse user preferences, the website incorporates **varied media formats (b)**, including podcasts discussing AI ethics and innovation, and will also host webinars offering recorded insights into project activities, social media posts, and flyers. These formats ensure that the content is engaging and accessible across different platforms and communication styles.

A strong emphasis is placed on **inclusive and ethical communication (c)** by ensuring that visuals and narratives avoid stereotypes. This approach supports the project's mission of fostering a balanced and well-informed understanding of AI, aligning with its broader commitment to diversity and inclusivity.

Accessibility is a cornerstone of the **content strategy (d)**. The website incorporates features such as alt text for images, subtitles and audio descriptions for videos, transcripts for audio content, and a simple navigation structure with clear language. These measures ensure that the website is accessible to all users, including individuals with disabilities.

The website's content is kept current through **dynamic updates (e)**. Regular reviews are conducted to maintain the accuracy and relevance of the information provided. Monthly updates include new content, progress on use cases, and recent project milestones, ensuring that the website evolves alongside the project.

3.5. User engagement and interaction

The **Participation** page of the ALFIE project website is dedicated to fostering collaboration and dialogue through the forthcoming **ETD-Hub**. This platform will serve as an interactive space where diverse stakeholders, including citizens, policymakers, AI professionals, researchers, and legal experts, can engage in meaningful discussions about creating ethical, accessible, and unbiased artificial intelligence.

The ETD-Hub will address critical questions central to the ethical development of AI, such as:

- How can AI systems be designed to ensure fairness and accessibility for all?
- What practical steps can be taken to identify and eliminate biases in AI algorithms?
- How can AI technologies be developed and deployed in ways that uphold ethical and responsible standards?

The goal of the hub is to provide a collaborative environment for exploring solutions that maximize the societal benefits of AI while minimizing harm. By bringing together perspectives from multiple sectors, the platform will help generate actionable insights and recommendations for advancing AI governance.

To enhance engagement, the **Participation** page will integrate interactive features, including:

1. **Discussion boards and forums:** Designed to allow users to contribute ideas, share expertise, and participate in moderated conversations.
2. **Resource sharing:** Providing access to reports, case studies, and tools that inform and guide discussions within the ETD-Hub.

3. **Live events and workshops:** Facilitated sessions where stakeholders can engage in real-time conversations about pressing AI issues.

The **ETD-Hub's design and functionality** reflect the ALFIE project's commitment to inclusivity, ensuring accessibility for all users. This includes clear navigation, support for multiple languages, and compliance with accessibility standards such as providing alt text for visuals and transcripts for multimedia resources.

3.6. Maintenance and updates

The ALFIE project website follows a structured approach to maintenance and updates to ensure it reflects the progress of the project and meets the needs of its users.

- **Content reviews** are conducted regularly to keep information accurate and relevant. Monthly updates include details on project milestones, progress on use cases, and announcements about upcoming events such as workshops and hackathons. New multimedia resources, such as podcasts, webinars, and reports, are added as part of these updates. The ETD-Hub is updated with new discussion topics and contributions from stakeholders to maintain engagement.

- **Technical maintenance** includes performance checks to monitor and improve page load times, resolve technical issues, and ensure compatibility with different browsers and devices. These checks are conducted routinely to maintain usability and accessibility across the platform.

- **Security** is maintained through audits that identify and address potential risks. These measures ensure compliance with European Union data protection regulations, such as GDPR, and protect user data and interactions on the platform, including on the **ETD-Hub**.

The website is designed to scale as the ALFIE project develops. This approach allows for the addition of new tools, features, and resources, ensuring the platform continues to serve as a central point for communication and collaboration throughout the project.

4. Market analysis and business environment

Market analysis is crucial for the success of the ALFIE project, providing insights into the potential for growth, the competitive landscape, and the needs of the target market. For the ALFIE project, a thorough market analysis is essential to ensure its solutions are relevant, viable, and impactful. The current market analysis presents an initial overview, with a more thorough version scheduled in the forthcoming deliverable D5.4 at M18.

4.1. Market research

Market analysis plays a crucial role in shaping a project's strategy by providing essential insights into the competitive landscape, customer demands, and emerging market trends. This analysis enables project stakeholders to assess potential risks, devise strategies to leverage market dynamics, and pinpoint significant opportunities. Furthermore, a market analysis fosters informed decision-making at every stage of the project, facilitating effective resource allocation and enhancing the likelihood of success in a competitive setting.

The European AI market is estimated to have reached around €42.66 billion in 2024, with this figure projected to rise to an estimated €191.48 billion by 2030⁴. These figures are indicative of the importance and prevalence of AI in all sectors of the economy, as well as on people's lives and lifestyles. In short, AI is here to stay, and this will require a significant shift in investment in Science, Technology, Engineering and Mathematics (STEM) skills, as well as in disciplines more closely related to AI such as Data Science, Machine Learning, Natural Language Processing etc. This drive towards more AI in everyday life and the economy is not just a European phenomenon. Indeed, the present figures in the US are larger, and also other countries such as India are assigning strategic emphasis on AI and technology⁵. China has also invested heavily in AI, with around 300 Large Language Models (LLMs) having been launched in the country, according to official figures⁶. According to the same source, already four Chinese AI companies are valued at more than one billion US dollars.

ALFIE, a consortium of research institutes, universities and Small Medium Enterprises (SMEs), stands in a unique position to gain from the expanding AI market. This is because of, on the one hand, the European Union's legislation which calls out for ethical AI, and, on the other hand, the global trend of developing and utilizing AI analytics and tools in an ever-expanding set of sectors. ALFIE, designed to promote ethically compliant AI solutions, resonates well with the current concerns about the powers of AI and the dangers of unbridled, amoral and unregulated development in diverse sectors.

ALFIE answers these concerns by attributing significantly and in a democratic and inclusive way in the global push towards responsible AI development and innovation. ALFIE finds its niche in the evolving global AI market whose key feature is the upward trend in investment,

⁴ <https://www.statista.com/forecasts/1462402/ai-market-size-europe>

⁵ <https://mediabrief.com/expectations-from-budget-2024-technology-increased-investments-in-ai-incentives-for-manufacturing-components-stem-skills-key-considerations/>

⁶ <https://www.scmp.com/tech/big-tech/article/3259499/chinas-four-new-ai-tigers-baichuan-zhipu-ai-moonshot-ai-and-minimax-emerge-investor-favourites>

coupled with a focus on the development of a trained force in AI. With its focus on ethical discussions through the ETD-Hub, providing the input for AI products, and AutoML platform's user-centric design, ALFIE is in prime position to address challenges such as bias in AI systems and unethical applications - something which renders it highly important and pertinent, at least within the EU legal and market context. ALFIE's ETD-Hub and AutoML platform are tailored to foster ethically compliant AI solutions, aligning seamlessly with the global movement toward responsible AI development.

Another added characteristic of ALFIE is explainability, which is manifested through the incorporation of explainable AI (XAI) into the platform. This will serve the global need for more transparent and accountable AI systems. Incorporating values such as fairness and accountability into AI solutions further accentuates the potential market value of ALFIE in sectors such as healthcare, education and IT. Finally, the fact that the project's AutoML platform will possess multilingual capabilities, along with explainable AI and bias detection, renders the end product even more suitable in addressing the market needs of a wide variety of sectors.

4.2. SWOT analysis

A SWOT analysis is a very powerful and strategic planning tool used to evaluate the Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T) of a project. Such an analysis allows for the consideration of both internal factors (to be found mainly among the Strengths and the Weaknesses) and for external factors (to be found mainly amid the Opportunities and the Threats).

These factors may impact the success and development of products and technologies, so such analysis allows organizations to gain insights into their current position and develop strategies for improvement. This analysis fosters informed decision-making, helps identify competitive advantages, and supports proactive risk management, ultimately guiding organizations and projects toward achieving their goals and enhancing their overall performance.

Figure 12 illustrates ALFIE's current SWOT analysis, showcasing the factors that could influence its success and growth. This analysis helps us pinpoint potential strengths and challenges while also uncovering opportunities and threats. By examining these elements, we can anticipate market trends, recognize potential risks, and gain insight into competitive pressures.

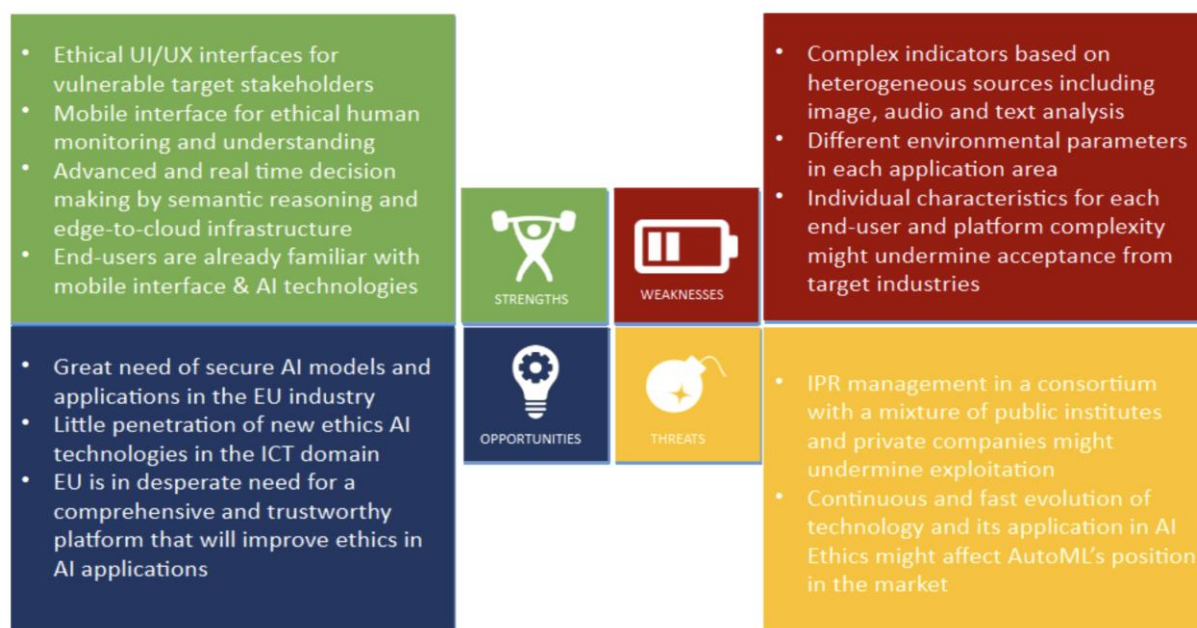


Figure 12: SWOT analysis for ALFIE

4.3. PESTEL analysis

The PESTEL analysis serves as a strategic framework for evaluating the external broader factors impacting an organization or project. It encompasses six categories: Political (P), Economic (E), Societal (S), Technological (T), Environmental (E) and Legal (L) factors, each representing different influences that can affect operations and decision-making. By examining these categories—such as government policies, market trends, social attitudes, tech developments, environmental concerns, and regulatory laws—organizations can gain insights into potential opportunities and threats, aiding in effective strategic planning and risk management.

The PESTEL framework allows for the early detection and assessment of potential impediments to the implementation of the project, thus allowing for the development of mitigation plans and solutions. To thoroughly evaluate the factors affecting the achievement of desired outcomes and impacts for ALFIE and in order to fully prepare for potential external barriers to the implementation of the ALFIE's objectives, we conducted a detailed analysis using the PESTEL framework.

The project's current PESTEL analysis, which outlines external factors that may impact the ALFIE project along with corresponding mitigation strategies, is presented in Appendix 1.

5. Exploitation plan

The ALFIE exploitation strategy focuses on enhancing the impact and sustainability of the project's outcomes. It encompasses several essential elements, including defined objectives, an exploitation roadmap, and targeted stakeholder groups. This plan serves as the preliminary exploitation plan for the ALFIE project, with a more extensive plan to be presented in the forthcoming deliverable D5.4 at M18.

5.1. Objectives

The focus of ALFIE's exploitation strategy will be to provide a reference point as to the use of ethical AI, both within the EU, as well as globally. To this end, it is paramount to ensure the appropriate links with and significant impact on external stakeholders drawn from sectors such as industry and policymaking, for maximising exploitation potential and promoting accountability. The exploitation strategic plan will initially identify suitable exploitation opportunities and foster market development. More specifically, the exploitation strategy for the ALFIE project aims to achieve the following primary objectives:

1. **Engage with AI, ethics and legal professionals at an early stage:** This approach will render such professionals, ethicists and policymakers, into early adopters, encouraging the uptake of the project's outcomes. It will also boost support for the niche market of ethical AI, promote the project's results and enlarge the pool of market-oriented ethical experts eager to participate in the project and as a result improve the quality of the final outcomes.
2. **Expand the assessment of ALFIE beyond the consortium partners:** Encourage external innovators and market leaders to thoroughly evaluate the projects' outcomes. This will help promote the main ideas motivating the project as well as the project's outputs and results, and furthermore it will draw more researchers and innovators into the niche of ethical AI.
3. **Disseminate ALFIE results to relevant stakeholders and communities:** Given that the project aspires to achieve breakthroughs both in the academic, the market and the policy-making domains, dissemination will take place in various channels, such as through publications, promotion in the market and dedicated workshops. The aim will be to cement the position of the project as a reference point for ethical AI.
4. **Seek and identify opportunities for commercialization:** Thoroughly search the market to identify opportunities to promote the project's results and explore possible pathways for commercializing the project. In order to take advantage of such opportunities, strategic alliances with various stakeholders will need to be set up and cultivated thoroughly. By effectively promoting economic growth and driving innovation, as well as impacting policymaking within the EU, the project seeks to encourage the adoption of its results and solutions.
5. **Play a significant role in establishing global standards for ethical AI:** Proactively collaborate with standardization organizations to help develop and implement global standards regarding ethical AI. This strategy aims to share insights and best practices from the project, ensuring that ALFIE contributes to the advancement of ethical AI.

5.2. Business model canvas

The Business Model Canvas (BMC) is a powerful visual tool that allows for the easier construction of an effective and comprehensive business plan. The BMC for ALFIE (Figure 13) offers an overview of the crucial elements that contribute to the platform's success and provides a breakdown of the essential components of the proposed business plan, including its value proposition, infrastructure, target customer demographics, and financial aspects. Serving as a foundational tool in T5.4, the BMC will facilitate the exploration of alternative business models tailored to different market segments, with a focus on services, technology, procurement models, and customer bases. Additionally, the business model will outline a comprehensive supply chain and distribution network for the identified market segments, incorporating specific exploitation strategies from participating industries. This approach will encompass the definition of distribution agreements and the pursuit of potential investors and partners to support future growth and expansion initiatives. By illustrating these components, the BMC serves as a roadmap for executing the exploitation strategy and fostering long-term sustainability and growth for the ALFIE project.

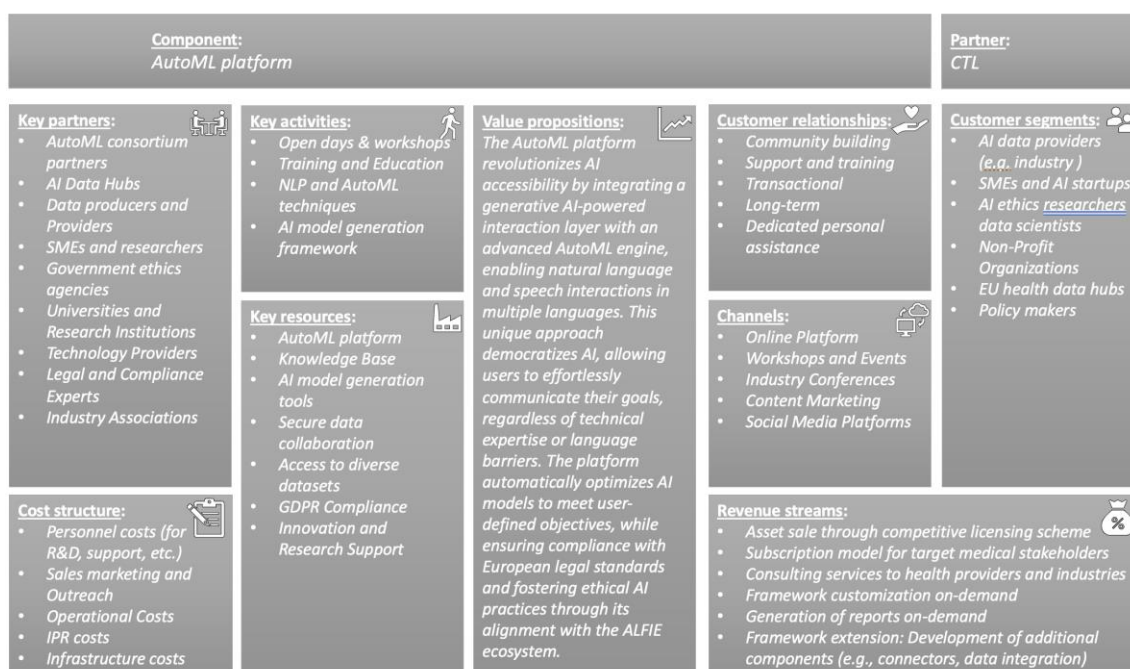


Figure 13: ALFIE's initial business model canvas

5.3. Exploitation and commercialization strategy

The exploitation strategy of the ALFIE project is designed to maximize the effective usage and marketisation of the project's outcomes. Key sectors targeted will be those of industry, healthcare, education, IT, and government. ALFIE'S business model aims to create value by identifying the most viable and realistic business models for the project outputs, grounded on a comprehensive market analysis and product conceptualization together with the partners' vision regarding exploitable outputs. The strategy is grounded on taking advantage of the project's unique position in the ethical AI market niche. The focus of the strategy is the maximization of the impact of the project's key outputs, the ETD-Hub, the AutoML platform, and other ethical AI frameworks and tools, while keeping in tune with market needs and adhering to ethical standards. Some of the key features of the strategy are the following:

- **Targeted market segmentation:** Perform an in-depth market assessment to identify and prioritize key sectors that could derive the greatest benefit from ALFIE's solutions, such as healthcare, education, industry, IT, and policymaking. By targeting these areas, ALFIE will ensure that its solutions are specifically designed to address unique challenges and meet relevant requirements, ultimately enhancing their effectiveness and impact.
- **Value proposition articulation:** Communicate clearly and precisely the distinct advantages of ALFIE's products, clearly focusing on their role in promoting ethical AI practice and eliminating bias in AI systems and achieving compliance with EU and global regulations.
- **Continuous market analysis:** Maintain a proactive approach by consistently analysing and monitoring market trends and developments. Additionally, adjust ALFIE's outputs to align with the changing demands of the market and advancements in technology.
- **Focus on scalability:** Ensure that the project's solutions are scalable and can effectively adjust to diverse market sizes and geographical areas, allowing for successful expansion into new markets.

5.4. Roadmap to exploitation and commercialization

5.4.1 Collaborative approach

To effectively leverage and commercialise the outputs of the ALFIE project, a collaborative approach among the consortium participants is essential. The project's SMEs, CTL and Diadikasia (DBC), will take the lead in commercialisation efforts due to their extensive business networks and market knowledge. These organisations will conduct market analyses and create customised marketing strategies. Universities involved, including University of Brighton (UoB), Edge Hill University (EHU), UAB, and Eindhoven University of Technology (TU/e), will play a key role in the ALFIE project by conducting research and development, which will help maintain the innovative edge of its solutions. Furthermore, these partners will facilitate the creation of training programmes for potential users, as well as develop pilot projects to be disseminated to their network and thus to create valuable case studies and testimonials. Research institutions such as KInIT and Centre for Research and Technology-Hellas (CERTH) will assist in providing proof of effectiveness and compliance with ethical norms, something which is crucial for acceptance by the market. Their support will provide continuous improvement and validation of the project's outputs. Bosch, the industrial partner of the project, will play a key role in demonstrating the project's solutions in real-world industrial settings, thus promoting credibility in the industry sector. Distributed Analytics Solutions (DAS) will incorporate ALFIE's tools into current analytics platforms, tailoring them to meet the specific needs of various industries.

5.4.2 Vision for market growth and financial considerations

ALFIE's market reach will be expanded through a coordinated effort which will include pilot projects, training sessions, collaborative partnerships, technology transfer and targeted marketing campaigns. Valuable feedback from early adopters will enable continuous refinement of the project's solutions - this will also play a role in enhancing the solutions' marketability and ensure the successful commercialisation of ALFIE's ethical AI solutions.

The project's cost structure will consist of fixed costs and of variable costs. The fixed costs include costs such as management costs, depreciation, and marketing and administrative costs among others, whilst the variable costs include hourly/monthly wages, sales commissions, and customer support costs, among others.

5.4.3 Initial exploitation plan

At key project milestones—specifically M4 (D5.1), M18 (D5.4), and M36 (D5.5)—each technical partner is responsible for developing a detailed exploitation plan. This exploitation plan will include the following components, specifically tailored, and refined to align with ALFIE's framework and objectives:

- **Company and team description:** Each technical partner will present a comprehensive summary of their organization, and the specific team assigned to leverage ALFIE's outcomes.
- **Value proposition and product/service description:** Clearly outline the distinct advantages and characteristics of the products and/or services created under ALFIE, emphasizing how they meet market demands, especially in the realm of ethical AI.
- **Demand analysis:** The components of this analysis will be potential market size estimations, trend analyses, market segmentation and preliminary feedback from field trials, with a particular emphasis on the demand for ethical AI solutions.
- **Competition analysis:** ALFIE's products compared to existing products/services will be assessed, and competitive strategies and the potential for market penetration will be analysed.
- **Business models and marketing strategies:** Suitable business models, marketing approaches, communication plans and sales plans that align with ALFIE's commitment to ethical AI will be identified and outlined.
- **Consumer relationship management:** Strategies for fostering and sustaining robust relationships with customers to ensure long-term engagement with ALFIE's solutions, will be developed.
- **Revenue streams and pricing policies:** Forecast potential revenue streams, including pricing strategies for the wide range of tools and services provided by ALFIE, will be articulated and elaborated.
- **Key resources and marketing activities:** The key resources and marketing activities required for the effective launch and promotion of ALFIE's outcomes will be identified and obtained.
- **Exploitation mechanisms:** The terms for sharing and leveraging the results among partners, including royalty agreements and other collaborative exploitation models, will be established.

Technical partners are anticipated to have collected initial market feedback from in-depth surveys conducted with end-users of the Primary Use Cases (PUCs), by the end of M36. This information will help validate and adjust the strategies outlined earlier, setting the stage for the market launch of ALFIE's most developed components. During the next two years (2027 and 2028), the project will shift its focus into finalising the development of its products,

the launch of solutions and expanding market presence. This phase will involve finalising the first prototype, conducting validation tests, making updates based on test findings, and executing targeted marketing and sales strategies within the identified markets. The product is projected to be launched one year after the completion of the project, thus facilitating a smooth transition from project development to market exploitation. This strategy seeks to position ALFIE as a key player in the ethical AI field, guaranteeing its continued relevance and impact long after the project concludes.

5.5. Target exploitation stakeholders

The ALFIE consortium will establish and strengthen crucial relationships with pertinent communities, something which will enhance the team's comprehension of ALFIE's challenges at hand and the potential impact. Various stakeholders will be actively engaged from early on in the project lifecycle, ensuring that the project's technical development is aligned with actual societal and market needs.

Involving diverse communities guarantees a comprehensive approach to developing ethical AI by integrating multiple perspectives and encouraging collaboration across various sectors. Ultimately, the success of the project will hinge on its ability to build substantial partnerships, actively listen to stakeholders and incorporate as wide a range as possible of the voices that it engages with in its activities and initiatives.

The targeted communities will include representatives from various sectors:

- **AI professionals and researchers:** Connecting with AI experts, researchers, and professionals will facilitate the collection of insights, encourage the sharing of findings, and promote collaboration in the advancement of ethical AI practices.
- **Legal and regulatory community:** Partnering with legal and regulatory professionals will help align ALFIE's ethical considerations with existing legal frameworks and assist in the development of responsible AI regulations.
- **Policymakers and government bodies:** Collaborate with policymakers and pertinent government bodies to shape and influence the formulation of policies that promote ethical AI development and deployment.
- **Industry stakeholders:** Partner with industries implementing AI technologies to gain insights into their needs, challenges, and viewpoints. Distribute ALFIE's ethical guidelines and advocate for responsible AI practices across different sectors.
- **Technology developers and startups:** Collaborate with developers and startups focused on AI technologies to encourage innovation, exchange best practices, and ensure that new AI solutions adhere to ethical principles.
- **End-user communities:** Engaging in discussion with end-users will enable the relevant project members to understand their perspectives, needs, and concerns regarding AI technologies; Such end-users may be citizens, consumers, and those impacted by AI applications.
- **Educational institutions:** Working together with universities and educational institutions will allow the project team to integrate ethical AI considerations into

academic curricula, as well as to promote awareness and understanding of AI ethics among students and aspiring professionals, consumers, and citizens.

- **Civil society and advocacy Groups:** Work alongside civil society organisations and advocacy groups dedicated to AI ethics, privacy, and digital rights. Cultivate partnerships to strengthen the focus on ethical considerations in AI development.
- **Multidisciplinary forums:** Engage in multidisciplinary forums, conferences and events that unite experts from diverse fields, promoting cross-disciplinary dialogue on the societal impacts of AI.
- **International organisations:** Partner with international organisations focused on AI ethics, standards, and regulations. Engage in global discussions and ensure that ALFIE is aligned with international best practices.
- **Ethical AI initiatives:** Partner with other ethical AI initiatives, projects, and organisations across national and European levels to build a network for exchanging knowledge and best practices.
- **Public and media:** Connect with the public through awareness initiatives, media interactions, and open discussions to enhance transparency and cultivate trust by regularly updating the public on ALFIE's objectives and achievements.

5.6. Exploitation assets

In alignment with the impacts highlighted in the market analysis and Business Model Canvas (BMC), ALFIE is set to generate valuable and exploitable results (Table 4). These include a comprehensive platform along with distinct sub-systems that can be individually utilised. The subsequent table provides an overview of the main attributes of these exploitable assets, as well as specific measures that will be implemented to enhance their market viability and maximise their potential for widespread adoption. By focusing on these key characteristics and strategies, ALFIE aims to ensure that its offerings are not only innovative but also commercially successful in meeting the needs of stakeholders in various sectors.

Table 4: ALFIE initial exploitable assets

Exploitable outcomes	Exploitation options and potential customers
EthiTech Dialogue Hub (ETD-Hub)	Subscription-based access, consultation services; educational institutions, governmental agencies, policy think tanks.
AutoML Platform, with orchestrator and integration tools	Platform architecture and tools for orchestration and integration scenarios. Applicable to multiple industries/sectors. AI experts, public authorities.
Data warehousing and semantic knowledge Graph of ethical data	Information and Communication Technology (ICT) companies target at developing data warehouses as well as knowledge management solutions (e.g. indexing, filtering, semantic search).
User interaction with multilingual AI tools	API Integration, Standalone Software; Data Analytics Firms, HR Departments, Public Sector Organisations.

Intuitive interfaces with XAI features	Workers from various domains, factories and farmers, video game designers, companies that create intuitive interfaces with XAI features.
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5.7. Exploitation impact indicators

To comprehensively evaluate the effectiveness of exploitation efforts and make informed adjustments to the ALFIE’s strategy, a set of relevant impact indicators (Table 5) will be implemented throughout the project’s duration. These indicators will serve as vital metrics to monitor progress and assess the value generated by the ALFIE initiatives. By using these indicators, a robust framework for measuring the impact of exploitation efforts will be created. This approach will enable timely adaptations of strategies based on the insights gained, ensuring responsiveness to stakeholder needs and industry trends.

The key indicators to be used include:

- **Demonstration of the AutoML platform:** Organising and conducting demonstrations of the AutoML platform for all interested users, including researchers, industry professionals, and potential customers. By engaging these stakeholders directly, the goal is to highlight the platform’s capabilities, gather feedback, and identify areas for improvement.
- **Development of open-source projects:** Tracking the number of open-source projects that emerge from the AutoML platform’s development as a testament to community involvement and collaboration. These projects not only enhance the platform’s functionality but also foster a vibrant ecosystem for innovation, allowing others to build upon this work and contribute to the field.
- **Introduction of new products, processes, and methods:** Monitoring and documenting new products, processes, and methodologies that are introduced and deployed as a result of the AutoML platform. This will provide insights into the practical applications of the work and its relevance to various industries, highlighting contributions to advancing technology.
- **Creation of Start-ups and spin-offs:** Assessing the number of start-ups and spin-offs that emerge from initiatives aimed at driving commercialisation of AutoML technologies. By fostering entrepreneurial ventures, the translation of research into market-ready solutions can be facilitated, creating economic value and job opportunities.
- **Consultations on AutoML technologies:** Maintaining a record of consultations provided to interested parties regarding the AutoML technologies, modules, and platform. These consultations will help understand the specific needs of potential users and enhance outreach efforts to drive adoption in various sectors.

Table 5: ALFIE exploitation impact indicators

Indicator	Metric	Target
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ALFIE uptake	# demonstration to policy makers, legal/ethics organizations # demonstration to AI experts, AutoML/ETD-Hub operators # demonstration to public authorities and governmental bodies	Target: 10-15 orgs Target: 15-25 operators Target: 5-10 authorities
ALFIE output	# of open-source projects	Target: 2-3 projects
ALFIE innovations	# of products developed as part of AutoML # of platform adoption to the AI industry/ organizations	Target: > 3 products Target: 5 adoptions
Commercialisation	# of start-ups and spin-offs that will leverage the project's results	Target: > 2 spin-offs
Consultations	# of consultations of AutoML/ ETD-Hub # of participants on demo workshops and open days	Target: 20 consultations Target: >75 participants

6. Conclusion

6.1. Summary of key points

D5.1 establishes the foundation for the ALFIE project's **Dissemination and Exploitation Plan**, focusing on promoting ethical, accessible, and trustworthy AI development. A robust dissemination strategy has been designed to leverage a range of tools, including the project website, social media platforms, podcasts, annual flyers, and participation in targeted events. These activities aim to engage diverse audiences, including policymakers, researchers, educators, industry leaders, and civil society, while ensuring inclusivity and accessibility.

The exploitation strategy provides a clear roadmap for the adoption and commercialization of the EthiTech Dialogue Hub and AutoML platform. It emphasizes scalability, sustainability, and alignment with regulatory frameworks. By engaging stakeholders through pilot programs, workshops, and collaborative research, the project aims to maximize the tools' relevance and impact across various sectors such as education, healthcare, and technology. Performance indicators and market analysis are key elements of the strategy, ensuring continuous evaluation and improvement.

6.2. Next steps and future considerations

The next steps for the ALFIE project's Dissemination and Exploitation Plan will focus on refining and implementing the strategies outlined in this deliverable. A central focus will be aligning dissemination efforts with ongoing feedback from partners and stakeholders, ensuring the strategy remains relevant and effective. Regular updates to the project website will maintain its role as an accessible and informative resource, while annual flyers and multimedia materials will communicate progress and milestones effectively.

Strengthened stakeholder engagement will remain a priority, with tailored workshops, advisory meetings, and participatory sessions targeting key groups such as policymakers, industry leaders, and educators. These interactions will gather valuable feedback to refine ALFIE's tools and ensure their practical applicability and impact.

The exploitation plan will be advanced through the demonstration of the EthiTech Dialogue Hub and AutoML platform's value to end-users. Strategic partnerships will be sought to facilitate widespread adoption and commercialization of the project's tools. Continuous market research will guide these efforts, ensuring alignment with industry demands and evolving regulatory requirements.

Adaptability and responsiveness will be central to the plan's success. ALFIE will remain flexible in its approach, incorporating partner feedback and adjusting to new trends and opportunities. This includes exploring innovative outreach strategies, refining tools based on stakeholder input, and aligning dissemination and exploitation activities with emerging ethical and societal challenges in AI.

By staying adaptive, responsive to feedback, and focused on its core objectives, the ALFIE project will ensure its Dissemination and Exploitation Plan achieves broad impact and promotes the widespread adoption of ethical AI practices.

Appendix 1: PESTEL analysis for ALFIE

Barriers	Type	Mitigation Plan
Different EU members may have varying policies regarding AI, leading to fragmentation . This can hinder the harmonization of legal frameworks and impede the effectiveness of ALFIE.	P	ALFIE will act as a medium to engage with policymakers, legal experts, and AI ethicists from various EU countries to conduct comparative policy analyses, identify differences in existing AI regulations and produce actionable recommendations for policy alignment. Regular multilateral teleconferences will be organized through ALFIE to build consensus on critical issues, fostering a collaborative approach to policymaking. Continuous monitoring and evaluation mechanisms will be implemented to assess the effectiveness of harmonized policies and make necessary adjustments based on emerging AI trends and ethical considerations.
Political resistance from certain factions may arise due to differing views on the balance between innovation and regulation. Some policymakers might resist stringent legal frameworks, posing a challenge to ALFIE's goal of aligning AI development with human rights and EU value.	P	ALFIE should conduct targeted awareness campaigns and engage in direct dialogue with political stakeholders to articulate the benefits of ethical AI regulation. Highlighting the potential economic, societal, and political advantages of responsible AI can help overcome resistance.
Powerful lobbying from AI industry entities may seek to influence policies in favour of their interests, potentially compromising the ethical and human-centric aspects of ALFIE's objectives.	P	ALFIE should promote transparency in its decision-making process and involve civil society organisations, academia, and diverse stakeholders to counterbalance industry influence & safeguard against undue lobbying.
Given the global nature of AI development, navigating international collaborations and agreements can be complex. Political barriers may arise concerning the alignment of ALFIE with international	P	ALFIE should actively engage in international forums, collaborate with other countries and organisations, and advocate for the adoption of ethical AI principles globally. Building partnerships can help align ALFIE's goals with broader international

standards.		initiatives.
Political instability as changes in governmental leadership or shifts in political priorities within EU member states may result in altered policies or reduced funding priorities for AI research and regulation, impacting the long-term sustainability and strategic direction of ALFIE.	P	ALFIE will proactively engage with policymakers through continuous dialogue and advocacy efforts, including regular teleconference to update the policymakers on the project's progress and contributions to AI ethics and regulation. ALFIE will also emphasise the economic and societal benefits of ethical AI development, aligning its goals with broader policy objectives such as economic growth, digital transformation, and citizen protection. By this way, ALFIE aims to secure ongoing political support and ensure its objectives remain aligned with evolving regulatory landscapes.
Developing and maintaining a comprehensive ecosystem like ALFIE requires significant financial resources . Funding constraints may hinder the effective operation and outreach of the platform.	E	ALFIE should explore diverse funding sources, including public-private partnerships, EU grants, and collaborations with capital investors to establish a sustainable funding model and emphasise long-term socio-economic benefits of ethical AI.
Stricter ethical/legal requirements for AI design may increase compliance costs for companies, such as SMEs. This might be a barrier, for companies with limited financial resources.	E	ALFIE should actively engage with SMEs, providing guidance and support for compliance, offer incentives, such as grants or tax benefits, may help alleviate economic concerns and encourage compliance.
Economic competitiveness may drive some countries or companies to prioritise AI innovation over ethical considerations. This could create a challenge for ALFIE in promoting ethical AI practices without compromising economic growth.	E	ALFIE should highlight the long-term economic benefits of ethical AI, such as increased trust, market competitiveness, and sustainability. Collaborate with international companies to establish a global framework for AI-ethic to mitigate concerns about competitiveness.
Adopting new ethical AI practices may involve transitional costs for businesses as they update	E	ALFIE should emphasise the long-term cost-effectiveness of ethical AI by reducing risks associated with legal challenges, reputation damage and potential regulatory fines. Offer

technologies and workflows. Resistance to these initial costs could impede widespread acceptance and implementation.		support programs and technical assistance can ease the transition for businesses.
Lack of public awareness and understanding about the complexities of AI and its legal implications may hinder ALFIE's goal of engaging citizens in meaningful discussions.	S	ALFIE will implement a comprehensive public engagement and education strategy (Sec2.2.2), involving the launch of extensive awareness campaigns across diverse media channels, developing educational initiatives in collaboration with schools/universities, and establishing local AI awareness hubs in partnership with community centres. Additionally, ALFIE will produce user-friendly informational materials and host interactive events such as open days and public lectures to facilitate direct engagement with citizens.
Ensuring diverse and inclusive participation in discussions may be a challenge, as certain groups may feel excluded or underrepresented, impacting the breadth of perspectives considered by ALFIE.	S	Through UAB, Bosch and DBC, ALFIE plans to build a robust strategy to actively promote diversity and inclusion across all its initiatives. This will involve reaching out to underrepresented groups through targeted outreach programs, fostering partnerships with community organisations that represent diverse demographics, and deploying specific measures to ensure equal participation. ALFIE will host inclusive events, workshops, and open days (Sec2.2.2), ensuring that these platforms are accessible and welcoming to all.
Different cultural perspectives and attitudes towards AI and ethical considerations may pose challenges in achieving a consensus on regulatory standards and ethical guidelines.	S	ALFIE will adopt a culturally sensitive approach that respects and integrates diverse viewpoints and cultural viewpoints. This will involve engaging in international collaborations, promoting cross-cultural dialogues, and incorporating cultural considerations into the development of ethical guidelines. ALFIE will organise culturally inclusive workshops and host discussions, ensuring representation from various cultural backgrounds. By fostering an environment of mutual respect and understanding, ALFIE aims to achieve a consensus on regulatory standards and

D5.1 Project website, market analysis, dissemination and exploitation plan

		ethical guidelines that reflect the diverse cultural landscapes within the EU and beyond.
Disparities in digital literacy levels may impact the ability of certain groups to actively participate in discussions or understand the implications of AI and legal frameworks.	S	ALFIE should collaborate with organisations working on digital literacy initiatives, provide accessible resources, and offer training programs to bridge the digital literacy gap and ensure broader participation.
Integrating diverse technologies within the ALFIE ecosystem, such as the ETD-Hub and AutoML, may face interoperability challenges, hindering seamless collaboration.	T	Adopt standardised protocols to ensure compatibility between different components. Regular testing and collaboration with technology providers can address interoperability issues, promoting a cohesive ecosystem.
As the user base and volume of discussions grow, scalability and performance issues may arise, affecting the responsiveness of the platform.	T	Implement scalable architectures that leverage cloud technologies and conduct regular performance testing to identify/address bottlenecks.
Developing and deploying AI models through AutoML requires advanced technical expertise. This complexity may limit accessibility for users with limited technical backgrounds.	T	Provide user-friendly interfaces and documentation for the AutoML platform, making it accessible to a broader audience. Offer training programs and support services to users with varying levels of technical expertise.
Ensuring that AI models generated by AutoML are explainable and interpretable is crucial for building trust and meeting ethical standards.	T	Prioritise the integration of XAI features in the AutoML platform. Communicate decision-making processes of AI models to users with transparency and accountability.
Enabling real-time collaboration in the ETD-Hub may require advanced collaboration tools and technologies to support synchronous discussions among diverse stakeholders.	T	Adopt real-time collaboration tools and technologies, ensuring that the platform provides a seamless and interactive experience for participants. Regular updates and enhancements will address collaboration needs.
Increasing AI use and proliferation of AI products may	E	Energy demand and environmental concerns about clean and sustainable

pose a strain on global energy demands. Fjeld, J., Achten, N., Hilligoss, H., Nagy, A., & Srikumar, M. (2020). Principled artificial intelligence: Mapping consensus in ethical and rights-based approaches to principles for AI. <i>Berkman Klein Centre Research Publication</i> , (2020-1).		energy production could form part of ETD-Hub as well as the parameters which will feature in the AutoML products.
Adhering to existing data protection, privacy, and AI regulations is crucial for ALFIE. Non-compliance could lead to legal consequences and hinder the effectiveness of the platform.	L	Conduct legal assessments to ensure compliance with relevant regulations such as GDPR and emerging AI-specific rules. Establish clear guidelines and policies for data handling and user consent within the platforms.
As ALFIE involves the development of novel AI tools, potential intellectual property disputes could arise, impacting the sharing of AI models and frameworks.	L	Clearly define ownership and licensing terms for AI models and technologies developed within the ALFIE ecosystem. Establish protocols for the fair use and sharing of intellectual property to avoid legal conflicts.
Ensuring that ethical considerations within the ALFIE discussions are legally enforceable and align with emerging legal standards is crucial.	L	Collaborate with legal experts in AI ethics to bridge the gap between ethical principles and legal frameworks. Actively participate in the development of AI rules to align legal requirements with ethical considerations.
The legislative process can be slow, and there may be challenges in adapting legal frameworks to rapidly evolving AI technologies. This lag might impede ALFIE's ability to provide timely and relevant recommendations	L	ALFIE should emphasise the importance of agility in AI regulation. Proposing flexible frameworks that can be updated in response to technological advancements and collaborating closely with legislative bodies can help streamline the legislative process.