



**Foundations of Trustworthy AI – Integrating Reasoning, Learning and Optimization**

**TAILOR**

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### **Short description of the Deliverable**

The Deliverable (12.2) consists in the creation and development of communication materials for the general image of the TAILOR project. The communication materials have been developed using the logo and graphical elements previously developed due M4 (Appendix A - Brand Manual)..

### **Poster**

The poster consists in a A2 sheet, only front, having the following structure:

- TAILOR Logo;
- Scientific vision;
- Scientific sections with Icons (Trustworthy AI, Paradigms and Representations, Acting, Social AI, Auto AI), each of them with its own objectives;
- Work Packages with WP leaders and affiliation;
- Partners and Members;
- Industry;
- Connectivity Fund;
- SRIR (Strategic Research and Innovation Roadmap);
- Network Activities (AI-Powered Collaboration Tools, Training Platform and Material, PhD Training Programme, Summer Schools and other training events, Yearly TAILOR Conference);
- Trustworthy AI Repository Icon;
- Affiliate Projects (Vision, AI4EU, CLAIRE);
- Contacts (Coordinator, Website, Social Networks);
- EU Fundings Acknowledgement.



TO DEVELOP THE SCIENTIFIC FOUNDATIONS FOR **TRUSTWORTHY AI** THROUGH THE  
INTEGRATION OF **LEARNING, OPTIMISATION AND REASONING**



**TRUSTWORTHY AI**  
Fosca Giannotti (CNR, IT)  
Developing the foundations for  
Trustworthy AI



**PARADIGMS AND REPRESENTATIONS**  
Luc de Raedt (KU Leuven, BE)  
Tightly integrating learning,  
reasoning and optimization



**ACTING**  
Giuseppe de Giacomo (UNIROMA, IT)  
Using AI to act autonomously  
in an environment



**SOCIAL AI**  
Ana Paiva (IST, PT)  
Using AI agents to act and learn in  
a society



**AUTO AI**  
Holger Hoos (ULEI, NL)  
Democratising and automating  
AI systems

## WORKPACKAGES

- 1 Management, Governance and Assessment - Fredrik Heintz (LIU, SE)
- 2 Strategic Research and Innovation Roadmap - Marc Schoenauer (INRIA, FR)
- 3 Trustworthy AI - Fosca Giannotti (CNR, IT)
- 4 Integrating AI Paradigms and Representations - Luc De Raedt (KU Leuven, BE)

- 5 Deciding and Learning How to Act - Giuseppe De Giacomo (UNIROMA, IT)
- 6 Learning and Reasoning in Social Contexts - Ana Paiva (IST, PT)
- 7 Automated AI - Holger Hoos (ULEI, NL)
- 8 Industry, Innovation and Transfer program - Philipp Slusallek (DFKI, DE)

- 9 Network collaboration - Peter Flach (UNIBRISTOL, UK)
- 10 Connectivity Fund - Joaquin Vanschoren (TU/e, NL)
- 11 Coordination with AI on Demand platform - Barry O'Sullivan (UCC, IE)
- 12 Dissemination and Outreach - Michela Milano (UNIBO, IT)
- 13 Ethics requirements - Fredrik Heintz (LIU, SE)

## PARTNERS

## OBJECTIVES

**01 ESTABLISH**  
Establishing the European  
network on Trustworthy AI.

**02 DEFINE AND MAINTAIN**  
Define and maintain a unified  
strategic research and  
innovation roadmap for the  
Foundations of Trustworthy AI.

**03 CREATE**  
Create the capacity and critical  
mass to develop the scientific  
foundations for Trustworthy AI.

**04 BUILD**  
Build sustained collaborations  
with academic, industrial,  
governmental, and community  
stakeholders on the  
Foundations of Trustworthy AI.

**05 PROGRESS**  
Progress the Scientific  
State-of-the-Art for the  
Foundations of Trustworthy AI.

**06 INCREASE**  
Increase Knowledge and  
Awareness of the Foundations of  
Trustworthy AI across Europe.

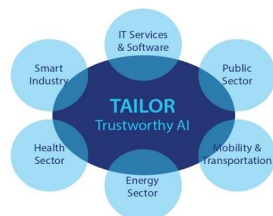
## NETWORK MEMBERS

<https://tailor-network.eu/network/network-members/>



## INDUSTRY

Involvement through a strategic research and innovation roadmap, benchmarks, challenges and theme development workshops.



## CONNECTIVITY FUND

Connecting all of Europe's top AI labs: The TAILOR network includes many of Europe's top AI lab, and we want to reach out to the many other excellent labs and organizations across Europe to work together and create new breakthroughs in AI. We especially aim to support young researchers to gain valuable experience and nurture the next generation of AI researchers.

## NETWORK ACTIVITIES

- AI-Powered Collaboration Tools.
- Training Platform and Material.
- PhD Training Programme.
- Summer Schools and other training events.
- Yearly TAILOR Conference.

## SRIR - Strategic Research and Innovation Roadmap

The TAILOR network will define a roadmap on the foundations of Trustworthy AI for the years 2020-2030. The TAILOR roadmap will be the result of a collaborative effort between TAILOR participants in at least 21 countries, strongly focusing on AI research that can be either curiosity-driven or application-driven.



[tailor-network.eu](https://tailor-network.eu)



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Fig 1.1 TAILOR Poster

## Flyer

The flyer is a foldable sheet (3 facades front and back). It has the following structure:

- First Front Facade: Logo and Scientific Vision;
- Second Front Facade: Scientific Sections with Icons (Trustworthy AI, Paradigms and Representations, Acting, Social AI, Auto AI), each of them with its own objectives;
- Third Front Facade: Work Packages with WP leaders and affiliation;
- First Back Facade: Partners and Members;
- Second Back Facade: Industry; Connectivity Fund; SRIR (Strategic Research and Innovation Roadmap); Network Activities (AI-Powered Collaboration Tools, Training Platform and Material, PhD Training Programme, Summer Schools and other training events, Yearly TAILOR Conference);
- Third Back Facade: Trustworthy AI Repository Icon; Affiliate Projects (Vision, AI4EU, CLAIRE), Contacts (Coordinator, Website, Social Networks), EU Fundings Acknowledgement.

## Video

The main purpose of the video is to introduce in a brief, understandable and attractive way the project, its goals, activities and partner institutions involved. The focus is on the benefits TAILOR project brings to societies and citizens across Europe.

## Technical parameters

Parameter	Required value
Video duration	3 minutes
Format	MP4 or MOV
Resolution	1920x1080 px (Full HD)
Min. frame rate	25 fps for interview / 50 fps for slow motion effects
Max. video bitrate	20Mbps
Audio	128 Kbps, AAC, 2 channel stereo

## Target groups

Based on their approach to new technologies, therefore their knowledge and usage of AI, three main target groups have been identified as the target audience.

- General public with limited/no technological background (often afraid of, not aware of or simply ignore AI, exposed to AI unknowingly)
- General public with technological background/tech-savvy (know/have notion of what AI is or might be, eco-sensitive)
- Innovation + Industry + Technology providers (Work with AI, have particular experience with AI (big data, machine learning, digitisation; use AI in their business and would like to make use of it, interested in AI utilisation and future development).

## Contents

The video has the following structure:

- Introduction (General presentation of the TAILOR project, some data about the project, Milestones and Key messages).
- Main section: Five of the WP leaders talk about their own tasks in the project (Fredrik Heintz, Introduction; Fosca Giannotti, Trustworthy AI; Luc de Readt, Integrating Paradigms; Silke Balzert-Walter, Industry Interaction; Peter Flach, Network Activities; Michela Milano, Outreach and Dissemination).
- Conclusion (Strategy of project implementation; Future challenges and Objective).

## Appendix A - Brand Manual

Primary logo



Secondary logo

The logotype can also be used alone

**TAILOR**

The pictogram can never be used alone



< Not correct

Logo | Dark background



## Logo | Monochrome



## Logo | Clear space



## Logo | Typography

TAILOR

FONT: Fakt Pro Blond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FONT: Fakt Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

## Logo | Colors



C: 100% M: 92% Y: 25% K: 10%  
R: 40 G: 48 B: 109  
#28306c



C: 66% M: 0% Y: 2% K: 0%  
R: 57 G: 190 B: 237  
#37beed



# Logo | Descriptive integration

Foundation of Trustworthy AI:  
Integrating Learning, Optimisation and Reasoning

## Example of application on letterhead

