



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

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Dissemination Plan ver 1.0, Report

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Short description (Please insert the text in the Description of Deliverables in the Appendix 1.)	An initial Dissemination Plan to drive the early dissemination and to possibly adjust the project requirement towards more adequately publishable results will be realized at M6, and then a final version at M28.

History			
Revision	Date	Modification	Author
1.0	08.03.2021	final version	Michela Milano

Document Review		
Reviewer	Partner ID / Acronym	Date of report approval
Holger Hoos	#7, ULEI	08.03.2021
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Summary of the report

The objective of the deliverable is to outline the strategy for dissemination and communication activities carried out during the project.

The deliverable is structured in four sections addressing the different aspects that a communication plan may focus on: the strategy from the project to the external audience, the basis for a proper internal communication between the project partners, the elements needed to evaluate and measure the results of the communication strategy and finally the obligations and constraints dictated by the EC regarding communication activities in every H2020 project.

The document encompasses:

- External Communication Plan
 - Impact
 - Target groups
 - Communication Activities
 - Dissemination Materials
 - Tools, Education and Training Mechanisms
 - Workshops
 - Conferences and journals
 - Scientific Publication Strategy
- Internal Communication Plan
 - Internal Communication Tools
 - Evaluation and Monitoring of TAILOR dissemination activities
 - Obligation and requirements for communication activities

Introduction to the Deliverable

Organisation

The following people have been involved in the Deliverable:

Partner ID / Acronym	Name	Role
#10, UNIBO	Michela Milano Martina Bacaro	WP12 Leader
#7, ULEI	Holger Hoos	Reviewer
#37, CINI	Marco Gori	Reviewer
#1, LiU	Fredrik Heintz Trine Vikinge	Reviewer

1. TAILOR Project

1.1. Overall Structure

The purpose of TAILOR is to build the capacity of providing the scientific foundations for Trustworthy AI in Europe by developing a network of research excellence centres leveraging and combining learning, optimization and reasoning.

1.1.1. Strategy

Two important roadblocks need to be lifted to put effective networks in operation:

- Identifying emerging trends and new societal, ethical and industrial challenges in the complex field of AI is difficult. Even more complicated is the continued synthesis of these strands into a coherent and prioritized scientific and technical picture that takes advantage of existing assets. How can we design and effectively maintain a European strategic research and innovation roadmap for the foundations of Trustworthy AI?
- The current scientific landscape in AI is fragmented, not only because of different perspectives on AI (such as learning vs reasoning) but also because many research groups work individually or in smaller constellations in relatively isolated scientific communities thereby drastically reducing the capacity for AI research in Europe and failing to get visibility. Bringing together various communities and ecosystems – engaging with citizens and scientists, across geographies, maturity levels, and disciplines – is necessary to reduce fragmentation and effectively use resources. How can we remove the borders between the different subcommunities in AI and bring these communities together to work on identifying and tackling the key open problems in AI?

1.1.2. Objectives

The expected outcome of the TAILOR project is a strong academic-public-industrial research network with the capacity of providing the scientific basis for Trustworthy AI. The network will be based on a number of innovative state-of-the-art mechanisms. A multi-stakeholder strategic research and innovation research roadmap continually collecting and monitoring the scientific research challenges to achieve Trustworthy AI which coordinates and guides the research in the network. A basic research program forming virtual research environments with many of the best AI researchers in Europe addressing the major scientific challenges and identified in the roadmap with a technical focus on integrating learning, optimisation and reasoning. The research program is divided into five themes: Trustworthy AI, AI Paradigms & Representations, Acting, Social, and AutoAI. A collection of mechanisms supporting innovation, commercialization and knowledge transfer to industry such as thematic workshops, industrial PhD students and joint academic-industrial research labs building on a few representative companies and large research institutes with strong connections to many different application domains and companies. A collection of mechanisms supporting effective collaboration within the network such as a AI- Powered Collaboration Tools, PhD program, and training programs. A connectivity fund to support active dissemination across Europe through for example research visits and joint workshops

allowing the network to grow and to support the scientific stepping up of more research groups.

The project's consortium is committed to demonstrate that research and innovation based on expertise, cooperation, and diversity can achieve the European vision of Human-Centered Trustworthy AI and make Europe the global role-model for responsible AI.

1.2. Dissemination Goals

Dissemination activities are a core part of the project. Clear, specific, and measurable objectives are key to the success of any communications strategy.

They will be aligned with major milestones to maximise the impacts of the project and in strong interaction with all the other work packages. They will be defined by the dissemination strategy, which must support answering key questions about dissemination.

The main objectives of the plan are:

- Guarantee an effective communication of the project activities and outcomes at the local, national and EU level
- Identify appropriate target groups for dissemination activities
- Implement a wide and differentiated set of dissemination tools and events
- Define how the dissemination activities will be administered
- Assist TAILOR partners in effectively implementing the communication strategy

2. The Dissemination Plan

The dissemination of project results into new knowledge, products, and exploitation in general are key indicators for project success. The elaboration of a dissemination strategy, a concrete plan, and the management of related activities will be the focus of Work Package (WP) 12 (Dissemination and Outreach) in the TAILOR project. UNIBO as WP12 leader defines the main guidelines for a high impact communication strategy in close collaboration with the other partners.

The main objectives of the TAILOR dissemination plan will be to:

1. strengthen the vision and results of the project on a large scale;
2. seed the formation of instruments and groups to support long-term visibility of scientific results and tools related to Trustworthy AI.

The strategy is articulated along two different dimensions, and in particular:

“Who”: Identification of target groups, their needs and interests, and definition of their connection with Trustworthy AI (e.g., as a research topic, a mean to strengthen business operations, as a main business area, or as mean to ensure fairer and ethical AI-powered public services).

“How”: Definition of actions and instruments designed to reach the target groups, including (for example) the selection of conferences and journals, B2B and R2B events, and media. Production and management of centralized resources related to the topic of Trustworthy AI.

Our dissemination activities can be broadly grouped into the following classes, namely:

- preparation and management of on-line resources;
- publications and presentations, both in scientific conferences and workshops and also in informal internal meetings of the TAILOR project fostering networking and collaboration between people and labs;
- liaison activities with other projects and related European and national AI initiatives;
- organization of events directed toward policy makers informing them on AI in Europe and its strategic directions, together with VISION and CLAIRE, who have already experience in these settings;
- organization of events directed toward industry informing them on the practical guidelines for implementing trustworthy solutions;
- organization of events directed toward the general public to increase awareness, together with VISION and CLAIRE, who have already experience in these settings;
- organization of and participation in scientific events related to Trustworthy AI.

The planned actions are meant to increase awareness and showcase the project results and highlight their practical applicability, potential economic/policy impact, with particular attention on seeding the formation of resources and initiatives related to Trustworthy AI that could last beyond the project duration. Some of the actions described are tightly connected to similar communication activities, which will be discussed in more detail in Section 4 – External Communication Plan.

3. External Communication Plan

3.1. Impact

TAILOR is addressing technological issues, community building, innovation concerns and societal issues. The project is implemented through a set of specific instruments, namely:

- the establishment of a network of centres of excellence in AI;
- the development of a strategic research and innovation roadmap for the foundations of Trustworthy AI;
- the execution of a technical research agenda based on major technological challenges;
- the implementation of an innovation and transfer programme driving a deep collaboration with industry;
- the establishment and management of a connectivity fund for the purpose of integrating the European AI community around the theme of fundamental underpinnings of Trustworthy AI;
- the organization of events meant to inform policy makers and the general public toward Trustworthy AI (but also on AI in general) to increase awareness and boost the definition of policies that support the uptake of AI technologies.

3.2. Target groups

Since a direct commercial exploitation of the results is outside the scope of the project, our exploitation efforts are focused on ensuring effective communication with industrial and public actors, on stakeholder engagement (e.g., for the definition of requirements and use cases), and on maximizing the visibility of results and tools, and training resources related to trustworthy AI (e.g., distributed by means of the AI on-demand platform).

In addition to the AI on demand platform engagement supported by TAILOR within the Work Package 11, it is key importance to provide a good linkage with other Networks of Excellence created through the VISION Coordination and Support Action. This is illustrated in the figure below, where VISION acts as a channel of communication for TAILOR with respect to the different target groups that TAILOR focuses on.



- The broad **AI scientific community**, as a major source of contributions on the topic of trustworthy AI and one of the main actors to which the Strategic and Innovation Roadmap will be addressed. More in detail, we will plan dissemination actions directed at major AI conferences, research associations and discussion groups, other projects, and local research networks of each partner. In addition an effective and fruitful collaboration with the main European initiatives is crucial: we aim to connect through VISION with the other Network of Excellence funded by the Commission under the ICT-48 call; we aim to connect with the AI4EU project devoted to design and implement the AI-on-demand platform and the follow up projects funded by the Commission under the ICT-49 call; last but not least the AI, data and robotics PPP that is currently developed to aggregate the public and private stakeholders.
- **Scientific AI associations**, that are very active in Europe and form the backbone for AI research. These are CLAIRE, the Confederation of Laboratories on Artificial Intelligence Research in Europe, ELLIS European Laboratory for Learning and Intelligent Systems and EurAI, the European Association of Artificial Intelligence, an umbrella association that puts together all national AI associations. TAILOR will engage with these associations and their networks of researchers and industries.
- The **education sector**, which will be crucial to raise the next generation of AI talents and should therefore be kept aware of developments and current research directions in Trustworthy AI. We plan to aim our efforts at higher education institutions, including the institutions of the academic partners of the TAILOR project. We also plan dissemination activities addressed directly at undergraduate and graduate students. TAILOR, in collaboration with other networks, with TAILOR, CLAIRE and EurAI, will organize summer schools that are attractive to the best young talent in our network and beyond. These schools will be properly advertised to reach out the largest possible audience at European level. TAILOR will also organize challenges and hackathons, very popular amongst young computer scientists, and open to all: young talents should be better prepared to face, and create trustworthy AI systems for, real-world problems. These challenges and hackathons need to be strongly supported by a communication mechanism that is meant to reach AI researchers and developers.
- **Business actors**, as potential beneficiaries of trustworthy AI, users of the related tools, and providers for requirements and priorities. This group includes large companies, SMEs, spin-offs and start-ups, but also industrial associations and standardization bodies. This will be achieved by connecting mainly to the Digital Innovation Hubs that are connected to AI. These DiH are connected through an ICT-49 project, whose coordinator (PwC) is part of VISION, with which TAILOR will connect. The AI alliance is also a good channel for distributing the results of TAILOR and the opportunities provided by open calls. Finally the PPP on AI, data and robotics will be a strategic initiative of the commission for AI and will involve the key industrial players in AI. TAILOR will have good connections with the PPP, as CLAIRE and EurAI are two of the five partner organizations establishing the PPP.

- **Public stakeholders**, such as public administrations at different levels, legislative/regulatory discussion groups and associations and the policy-making groups with the EU and member states. Also for these stakeholders we need to identify proper communication channels.
- **General public**, to increase engagement and awareness on AI in general we need to identify proper events and specific formats aimed at informing the general public on the use of AI. CLAIRE and EurAI, which are both closely connected to TAILOR, are also trustees and partners of AIHub, a global organization that has this as its core mission.

In the table below the project's specific audience are introduced:

TARGET		HOW TO REACH	
WHO	FIELD OF ACTIVITY	INITIATIVES	CHANNELS
Researchers	all AI techniques	TAILOR workshop TAILOR publications informal meetings between labs	ICT48 networks and VISION CSA
PhD Students	all AI techniques	TAILOR summer schools	University and research centers in EU and associated countries
Industries, including start-ups, scale-ups, SMEs and large companies and public bodies	Trustworthy AI solutions	TAILOR workshops	AI alliance, Digital Europe, AI DiHs, PPP on AI, data and robotics
AI associations such as CLAIRE, EurAI, ELLIS	all AI techniques	Events and communication to board members	Members of TAILOR that seat in the board of the associations
Policy makers	Trustworthy AI solutions	TAILOR event for policy makers	AI alliance, connections with the EC and government in members states and associated countries
Related EU projects and initiatives	Trustworthy AI solutions	TAILOR workshops	Connections through VISION to all ICT48 networks, connections to ICT49 and AI4EU, connections to the

			AI, data and robotic PPP
General public	All AI techniques	TAILOR events	Connections through VISION and AIHub, of which CLAIRE and EurAI are partners
AIDA	Trustworthy AI techniques	PhD School	Joint management of AI4Media and VISION

3.3. Key Messages

The main messages that we need to convey in our dissemination and communication strategies are the following:

- TAILOR is committed to develop the scientific foundations of Trustworthy AI.
- TAILOR strongly believes that it is necessary to combine techniques from learning, optimisation and reasoning to provide trustworthy AI.
- TAILOR will make key technical advancements to achieve the European vision of human-centered trustworthy AI.
- TAILOR will increase the AI research capacity of Europe by developing a network of research excellence centres leveraging and combining learning, optimisation and reasoning.

3.4. Communication Activities

Communication activities are aimed at raising awareness of the project and promoting its findings to various audiences, including groups beyond the project's own community (in particular regular citizens), and measures for public/societal engagement. Compared to dissemination and exploitation activities, the focus of these actions is to maximize visibility rather than scientific or economic impact. All networks of excellence are connected through VISION that will set up cross-network communications as one of its key activities. TAILOR will leverage this opportunity also to communicate outside the project boundaries.

Communication materials have been produced and we refer here to deliverable 12.2 that describes it and it is submitted at month 6.

3.4.1. Website

The website will be maintained and updated regularly and will be active for at least 3 years after the end of the project. It has a Homepage (Fig 1.1) and 5 main sections (About, Network, Research, Activities, Contact) each with their respective subsections.

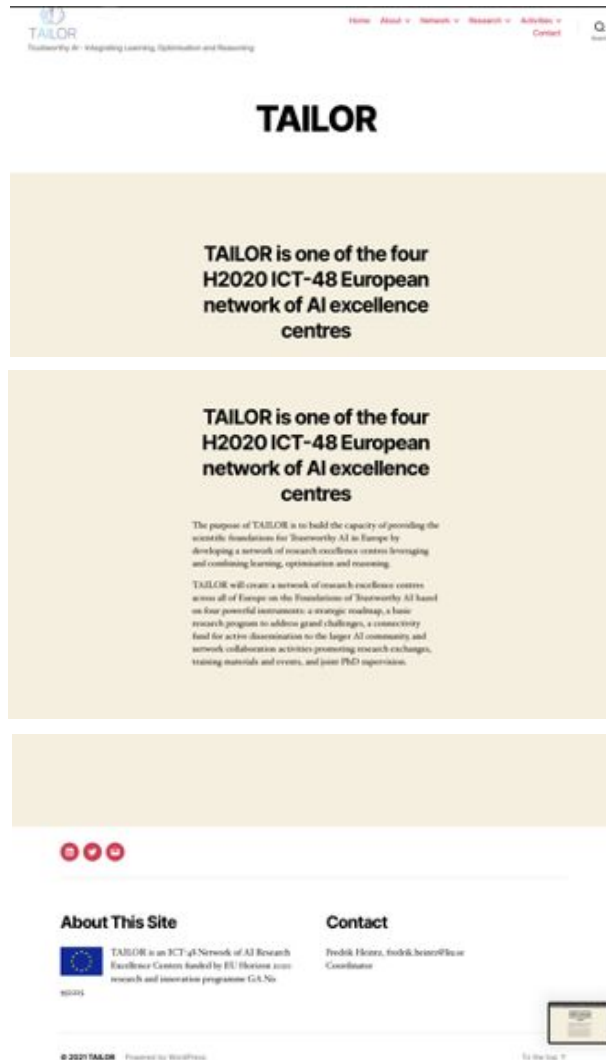


Fig. 1.1 TAILOR Website Homepage

3.4.2. Social Media Presence

- **LinkedIn:** <https://www.linkedin.com/groups/9013404/>
- **Twitter:** TAILOR EU Network (@eu_tailor)
Updated to March, 1st 2021
Followers: 103
Following: 20
Number of Tweets: 10
- **YouTube:** TAILOR YouTube channel has two main purposes:
 - To collect all recordings of meetings, workshops, and seminars (only available among TAILOR partners)
 - To make videos to disseminate TAILOR project actions and results, this is a work in progress.

Additional dissemination will be done through VISION and CLAIRE social media channels (the latter are well established, with a large audience).

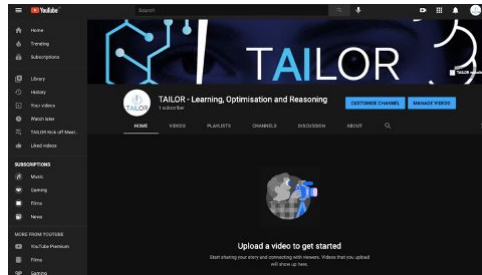


Fig. 1.2 TAILOR YouTube channel Homepage

3.5. Dissemination and Communication Materials

The Dissemination and Communication materials (D 12.2) have been developed under the supervision of University of Bologna (see **Appendix A - Brand Manual**). These materials include:

- The general image of TAILOR project (Logo, colours, graphical elements, font, banner for website and social networks);
- Dissemination materials (flyer, poster, presentation video);
- Microsoft Word and Microsoft PowerPoint Templates (available on the TAILOR website for download on the “Logo” section).

3.6. TAILOR Tools, Education and Training Mechanisms

The training activities developed within the context of TAILOR play a crucial role in the overall dissemination and exploitation efforts of the project. Their main aim is to assist in the transfer of methodological and technological know-how to stakeholders outside the project consortium. This knowledge transfer is crucial for reaching the widespread adoption of the TAILOR results and the uptake of advances in Trustworthy AI, since getting stakeholders informed about TAILOR only through the dissemination activities is not enough. In this context, it is important for the stakeholders to fully benefit from training activities.

This training strategy aims at complementing the activities of WP9, with the aim to reach the targeted stakeholders through a series of online resources.

3.7. Workshops

TAILOR will organize workshops. One large event every year, involving all project partners and also the wider research community. Then, each scientific Work Package will also organize several workshops. In addition, TAILOR will organise 3-5 theme development workshops each involving all networks of excellence, in close coordination with VISION and CLAIRE, who developed and previously used this concept. Each workshop will be recorded and uploaded on the YouTube channel so it becomes important dissemination material.

3.8. Conferences and journal

TAILOR will organize a conference every year. It is meant to be an external conference involving a broader audience than just the project partners. However, for the first year, the executive board has decided the conference will be an internal one for the contingent situation of the covid-19 pandemics.

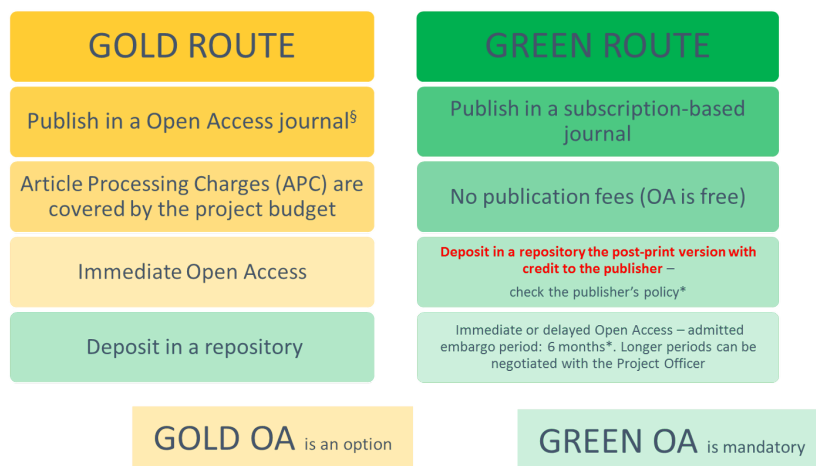
Every external conference in which the TAILOR project publishes its results (or is associated with a publication) will be stored on the conference web site. TAILOR will target AI conferences such as IJCAI, ECAI in Europe, AAAI in the USA, PRICAI in Asia, plus major conferences on specific AI areas of reasoning, machine learning and optimization, such as NeurIPS, ICML, ICLR, KR, ECML, AAMAS, ICAPS, UAI, ICLP or CP, ACM-FAT.

The publication strategy will be also aimed at well-known scientific and industrial journals, magazines, newspapers (e.g. AIJ, JAIR, Neural Computation, Journal of Machine Learning, IEEE Transactions on Pattern Analysis and Machine Intelligence, amongst others) as well as at open access journals.

3.9. Scientific Publication Strategy

TAILOR will publish its results under open access, that refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. With scientific information we refer to peer-reviewed scientific publications relating to project results (journal papers, conference papers etc.) and research data (data underlying publications, curated and raw data).

In particular, all peer-reviewed scientific publications related to project results must be published in Green or Gold Open Access and deposited with an Open Licence in a publication repository. Open Access and deposit is also recommended for books, conference proceedings and technical reports. For datasets, they must be deposited together or linked with the corresponding journal article in the selected data repository with an Open Licence as indicated in the Data Management Plan.



4. Internal Communication Plan

4.1. Internal Communication Tools

4.1.1. Network

The main TAILOR instrument is the network consisting of the 54 partners and at least 60 additional network members organized into 5 virtual research environments guided by a strategic research and innovation roadmap and verified through industrial use-cases.

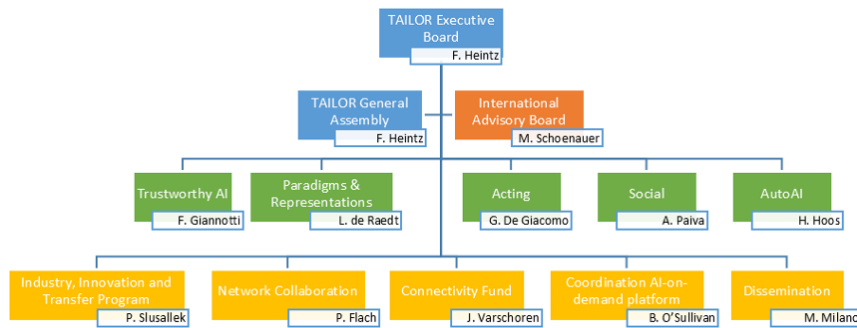


Figure 4.1 TAILOR Organization

4.1.2. Trustworthy AI Repository

An important dissemination and communication channel, sharing AI resources, is the Trustworthy AI repository. The intention is that the TAILOR Trustworthy AI Repository will be integrated with the AI4EU platform. Discussions are still ongoing about the exact way of integrating the repository, which has been delayed due to the ongoing restructuring of the AI-on-demand platform.

The preliminary plan is to integrate it with the AI Resources section of the AI4EU platform, which is a repository for AI resources, which can be seen as a superset of Trustworthy AI. It is important however, to distinguish the tools that exhibit trustworthy AI features from the other. This can be achieved through the use of one or more tags that enable smart search pointing interested users toward these tools. Clearly, not only TAILOR produces trustworthy AI tools and algorithms. Therefore, it is important we give the possibility to all interested stakeholders to upload their content, providing a round of quality check so that to be sure to propose only content that is in line with the TAILOR standards.

4.1.3. Other Communication Tools

A website with functionalities for internal as well as external communication has been set up (D 12.1). Until the website with all its functionalities is fully up and running, it has been agreed among the work package leaders to use some of the tools offered for free by Google.

- The primary mode for communication is **e-mail**. Open email groups on Google Drive have been created for all WPs. These groups are open to all individuals involved or interested in the TAILOR project, by request to the group manager.
- TAILOR will benefit from a private *team* on the Mattermost platform that is being set up by Inria for the European AI community, and is offered by VISION and CLAIRE.

Within this team, TAILOR will open different channels, private or public, under the responsibility of communication managers. Importantly, some channels will also be open to whoever has a login on this mattermost platform, allowing wide communication among the whole European AI community independently of the entity (network, association, ...) s/he belongs to.

- Meetings are mainly held on **digital platforms**. The project as such provides no tool for digital meetings. The most used digital platforms used so far by project partners have been Zoom and Google Meet. Physical project meetings are currently limited due to the covid-19 situation.
- The **Google Drive** platform provides a valuable tool to share information and comments, to work on documents, and to keep track of progress. Particularly, a **Handbook** is provided as a tool for all involved in the project, a convenient means to find the information needed on a day to day basis when working in this project. It is a live document and it can be revised and improved when needed, to always reflect the ways that the consortium choses to work and collaborate.

5. Evaluation and Monitoring of TAILOR Dissemination Activities

Web Portal, Trustworthy AI Repository, and Project Coordination Infrastructure	
<p>Schedule</p> <p>M1-M4: Design and Development of the web site Setup of the coordination infrastructure</p> <p>M4-M36: Setup of the Trustworthy AI repository Regular update of the website content Regular update of the Trustworthy AI repository</p>	<p>Candidate Monitoring Indicators (to be measured quarterly)</p> <p>Number of page visits to the website. Growth rate of visits to the website Number of references to the project on search engines (e.g. Google) Number of available content items produced by TAILOR (papers, deliverables, brochures, news, success stories...) Number of content items downloaded from the website (papers, deliverables, brochures...) Number of links/followers/interactions external entities on Social Media. Number of items in Trustworthy AI repository (tutorials, datasets, etc.)</p>
Project Image, Promotional Content, Social Media Presence	

<p>Schedule M1-M4: Definition of the project logo Definition of a template for presentations Definition of a template for deliverables Establishment of presence on Social Media</p> <p>M4-M36: Regular newsletter issues Press releases Fact sheets/brochures Articles on newspapers/magazines/other news outlets Regular actions on social media</p>	<p>Candidate Monitoring Indicators (to be measured quarterly) Number of newsletter issues Number of fact sheets/brochures Number of press releases Number of articles on newspapers/magazines/other news outlets Number of links/followers/interactions external entities on Social Media</p> <p>KPI Thresholds At least 2 Newsletter issues per year At least 1 EU wide press release (M12) At least 3 national press releases about the project (M12) At least 1 project fact sheet/brochure (M12) At least 1 fact sheet/brochure per technical WP (M36) At least 3 articles about the project in professional-oriented magazine (M36)</p>
<p>Workshop Organization, Trustworthy AI Workshop Brand, and Publication Strategy</p>	
<p>Schedule M1-M6: Definition of guidelines for the publication strategy Definition of suggested conference/journal list</p> <p>M7-M36: Setup of the workshop brand Define an organization strategy for scientific workshops Publication of scientific papers on conferences and journals Organization of workshops (scientific/business/communication) Organize demonstrations/tutorial sessions</p>	<p>Candidate Monitoring Indicators (to be measured quarterly) Number of scientific papers on conferences Number of scientific papers on journals Number of organized workshops (of any kind) Number of organized demonstrations/tutorial sessions Number of people participating in the events Distribution per journal / top-level conference / mid-level conference publications Proportion of joint publications (publications with authors from more than 1 institution, a signal of internal cohesion and external communication)</p> <p>KPI Thresholds At least 25 scientific papers at conferences (M12) At least 25 scientific papers at conferences (M12-M24) At least 50 scientific papers at conferences (M24-M36) At least 8 scientific papers in journals (M24) At least 6 scientific papers in journals (M12-M36) At least 3 workshops, demonstrations, or tutorials (M24) At least 2 workshops, demonstrations, or tutorials (M36)</p>
<p>Liaisons, Participation in Fora & Thematic Events, Stakeholder Engagement Workshops</p>	

<p>Schedule M1-M12: Detailed contact plan towards relevant fora and projects Organization of stakeholder engagement workshops Participation in thematic events Participation or membership with standardization bodies Participation or membership with industrial associations</p> <p>M13-M36: Organization of stakeholder engagement workshops Participation in thematic events Establish contacts and liaise with relevant Fora Establish first contacts with European projects Maintain contacts with previously contacted entities</p>	<p>Candidate Monitoring Indicators (to be measured quarterly) Number of attended thematic events Number of consulted/joined standardization bodies Number of consulted/joined associations Number of organized workshops</p> <p>KPI Thresholds Participation to at least 3 thematic events (M12) Participation or membership with at least 1 standardization body (M12) Organization of at least 3 stakeholder engagement workshops (M24) Participation to at least 3 international thematic events (M24) Participation to at least 1 national thematic event per country (M24) Establish contact with at least 50 European projects (M24) Organization of at least 2 stakeholder engagement workshops (M36) Participation to at least 3 international thematic events (M36) Participation to at least 1 national thematic event per country (M36) Establish contact with at least 4 additional European projects (M36)</p>
<p>TAILOR Training Resources</p>	
<p>Schedule M12-M36: Organization of e-learning sessions covering the core of the project and technical WPs Preparation of training material for Trustworthy AI topics Organization of physical courses and seminars</p>	<p>Candidate Monitoring Indicators (to be measured quarterly) Number of indexed resources Number of seminars at higher education institutions Number of AI courses including elements of Trustworthy AI Number of tutorial and training resources</p> <p>KPI Thresholds (to be measured quarterly) At least 4 new kits with training material (M24) At least 3 new kits with training material (M36)</p>

6. Obligations and Requirements for Communication Actions

Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union’s H2020 programme.

In particular, it should display the European Union flag,



and the acknowledgement of funding:

- For communication activities:

“TAILOR is an ICT-48 Network of AI Research Excellence Centers funded by EU Horizon 2020 research and innovation programme under grant agreement No 952215”.

- For infrastructure, equipment and major results:

“This [infrastructure][equipment] [insert type of result] is part of the TAILOR project that has received funding from the EU Horizon 2020 research and innovation programme under grant agreement No 952215”.

More about how to acknowledge is found here:

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

For more detailed information, see

https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains:

“This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains.”

a. 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

 <p>Foundation of Trustworthy AI: Integrating Learning, Optimisation and Reasoning</p> <p>TITLE OF THE DOCUMENT Subtitle of the document</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p>	 <p>TITLE OF THE DOCUMENT Subtitle of the document</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p> <p> Foundation of Trustworthy AI: Integrating Learning, Optimisation and Reasoning</p>
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