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D7. 1 Dissemination, Exploitation and Communication Plan

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UK Research and Innovation

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Author(s)/ Organisation(s)	Maja Fisic (INO)		
Contributor(s)	Vladimir Mrkajic, Nevena Brdaric, Branko Popovic, Veselin Tadic, Maja Sremacki (INO) TID, CNR, BSC, FBK, UNS, EUI, BUT, PN,TL, GX, OM, SYN, IDIAP, BUL, UESSEX		
Abstract	Deliverable D7.1, the "Dissemination, Exploitation, and Communication Plan" is a comprehensive document outlining ELOQUENCE's strategy for engaging with its target audience, sharing findings, and maximizing project results. It provides a detailed roadmap for executing various activities, timelines, and tools to achieve key performance indicators, fostering active participation from all project partners. This plan serves as a dynamic reference point, adaptable to evolving project needs, and sets the stage for subsequent iterations and updates (D7.2 and D7.3).		

Document history

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Dissemination level

PU – Public, fully open, e.g., web	✓
SEN – Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444	

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ELOQUENCE Consortium

Participant No.	Participant organisation name	Short name	Country	Role*
1	TELEFONICA INNOVACION DIGITAL SL	TID	ES	COO
2	CONSIGLIO NAZIONALE DELLE RICERCHE	CNR	IT	BEN
3	BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION	BSC	ES	BEN
4	FONDAZIONE BRUNO KESSLER	FBK	IT	BEN
5	UNIVERZITET U NOVOM SADU FAKULTET TEHNICKIH NAUKA	UNS	RS	BEN
6	EUROPEAN UNIVERSITY INSTITUTE	EUI	IT	BEN (IO)
7	VYSOKE UCENI TECHNICKE V BRNE	BUT	CZ	BEN
8	PRIVANOVA SAS	PN	FR	BEN
9	INOSENS DOO NOVI SAD	INO	RS	BEN
10	TRANSFORMATION LIGHTHOUSE, POSLOVNO SVETOVANJE, D.O.O.	TL	SI	BEN
11	GRANTXPERT CONSULTING LIMITED	GX	CY	BEN
12	OMILIA MONOPROSOPI ETAIREIA PERIORISMENIS EFTHYNIS PAROXIS PLIROFORIKON, TILEPIKOINONIAKON KAI FONITIKON YPIRESION KAI SYSTIMATON	OM	EL	BEN
13	SYNELIXIS LYSEIS PLIROFORIKIS AUTOMATISMOU & TILEPIKOINONION ANONIMI ETAIRIA	SYN	EL	BEN
14	FONDATION DE L'INSTITUT DE RECHERCHE IDIAP	IDIAP	CH	AP
15	BRUNEL UNIVERSITY LONDON	BUL	UK	AP
16	UNIVERSITY OF ESSEX	UESSEX	UK	AP

Role: COO-Coordinator; BEN-Beneficiary; AE-Affiliated Entity; AP-Associated Partner

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ABBREVIATIONS AND ACRONYMS	
AI	Artificial Intelligence
AI4EU	Artificial Intelligence for Europe
AIA	Artificial Intelligence Act
AIJ	Journal of Artificial Intelligence
AIOTI	Alliance for Internet of Things Innovation
ALT-EDIC	Alliance for Language Technologies European Digital Infrastructure Consortium
BERT	Bidirectional Encoder Representations from Transformers
DEC	Dissemination, Exploitation, and Communication Plan
DOA	Description of action
EU	European Union
EurAI	European Association for Artificial Intelligence
GDPR	General Data Protection Regulation
GPT	Generative Pre-trained Transformer
GPUs	Graphics Processing Units
IoT	Internet of Things
IP	Interactive Playground
IPR	Intellectual Property Rights
JAIR	Journal of Artificial Intelligence Research
JMLR	Journal of Machine Learning Research
KERs	Key Exploitable Results
KPI	Key Performance Indicators
LLM	Large Language Models
LSPs	Language Service Providers
ML	Machine Learning
MoU	Memorandum of Understanding
MVP	Minimum Viable Performance
NLP	Natural Language Processing
SEO	Search Engine Optimized

1 Introduction

This report presents the Dissemination, Exploitation, and Communication Plan (DEC) for the ELOQUENCE project. Designed as a cohesive and structured guide, the DEC Plan outlines the communication and outreach strategies tailored to maximize the project's resonance with its stakeholders and the general public. Here's a brief overview of the key sections of the deliverable:

- **Chapter 1: Introduction** – This chapter offers an overview, setting the context for the DEC Plan and its foundational pillars.
- **Chapter 2: Objectives** – Here, we dive deep into the core objectives driving the DEC Plan, clarifying the project's goals and the envisioned outcomes of these communication and dissemination efforts.
- **Chapter 3: Target Audiences** – This section identifies and categorizes the main groups and stakeholders the project aims to reach, offering insight into the 'who' of our communication strategy.
- **Chapter 4: ELOQUENCE Integrated Dissemination & Communication Strategies** – The heart of the DEC Plan. This expansive chapter delineates the multifaceted outreach strategies, starting from branding and multimedia design, digital communication, social media engagement, capacity building, academic liaisons, and culminating with strategies for EU-level liaison and policy influence.
- **Chapter 5: Comms & Dissemination Timeline** – A chronological layout, this chapter provides a roadmap of all communication activities, ensuring a timely and consistent outreach.
- **Chapter 6: Reporting, Monitoring, Evaluation** – A critical section that emphasizes feedback loops, this chapter elucidates the mechanisms set in place to assess, refine, and enhance the dissemination and communication efforts of the project.
- **Chapter 7: Exploitation Strategy** – This final chapter discusses the avenues and methods to capitalize on the project's results, ensuring the sustainability and impact of ELOQUENCE's contributions well beyond its duration.

The Annexes include:

➔ **The dissemination and communication reporting template:** This is the template that all partners need to update on a monthly basis with information about all the dissemination and communication activities.

With these chapters, the DEC Plan for the ELOQUENCE project offers a comprehensive roadmap, ensuring the project's narratives and outcomes find resonance across a spectrum of audiences and sectors.

2 ELOQUENCE DEC Plan Objectives

In ELOQUENCE, one of our primary objectives revolves around disseminating project outcomes to key stakeholders, while simultaneously forging strong connections with other strategic ventures. Our customized DEC Plan is meticulously crafted to ensure that our discoveries reach relevant groups, spanning across academia, industry leaders, and policy influencers. With a focus on maximizing resonance, we've strategically devised our approach to actively engage our target audience and foster proactive involvement.

Our strategy for internal dissemination within the ELOQUENCE consortium prioritizes consistent communication. To achieve this, we implement protocols established in the Grant Agreement, ensuring efficient sharing of information among project partners. This involves adhering to notice periods for upcoming publications and providing opportunities for feedback. Utilizing communication tools such as dedicated project platforms and consortium mailing lists facilitates rapid updates and discussions within our network.

ELOQUENCE's DEC Plan expertly integrates the Communication and Dissemination Plan with the Exploitation Plan, which also incorporates the IPR Management Strategy. This comprehensive blueprint is designed to cater to a diverse audience, establishing clear milestones for each stage. Aligned with the Description of Action (DoA), the fundamental principles of the ELOQUENCE DEC Plan are summarized as follows:

Table 1 DEC Plan - Objectives

#	Objective
1	**Maximize outreach for our Interactive Playground and models by bringing together a large stakeholder group through targeted messaging and customized content.**
2	**Disseminate scientific knowledge and innovation produced by ELOQUENCE and connect them with various real-world high-risk business cases within the European Language Technology landscape.**
3	**Share our results and best practices with the European R&D community through various channels, including the AI-on-demand platform, Common European Data Spaces (especially the dedicated Language Data Space), and other relevant digital resource platforms such as Open GPT-X. Our aim is to enhance the European AI, Data and Robotics ecosystem by promoting the sharing of valuable insights and knowledge.**
4	**Gather insights from target audience segments and prospective users to ensure our technological progress and innovations align with market demands and iterate accordingly to enhance the uptake of innovative language technology solutions by European companies.**
5	**Pave the way for smooth exploitation of our solutions and other exploitable results to ensure quick pre-commercial scale deployment of the technology.**

3 Target audiences

In this chapter, we outline the primary target audiences for the ELOQUENCE project. Identifying these key stakeholders is essential for an effective DEC Plan. We will present their profiles, provide examples, and discuss the expected impacts of engaging with them. This targeted approach is aimed at maximizing the efficiency and impact of our communication and dissemination efforts.

Table 2 ELOQUENCE Target Groups

Target group	Stakeholder Profiles	Examples	Expected Impact
Researchers and developers in the field of who are interested in advancing the state-of-the art in these areas	Natural Language Processing (NLP), Machine Learning (ML), and Artificial Intelligence (AI) researchers and developers	Academic institutions: Research hubs in NLP, ML, AI Communities of developers and researchers	Advancements in NLP techniques: Resulting in improved language understanding and translation systems Increased AI adoption Cross-disciplinary collaborations: Fostering synergies between NLP, ML, and AI researchers
Companies and organizations that develop and use NLP and ML technologies	Companies that are using search engines, virtual assistants, and chatbots.	Smart Home industry producers Virtual agents and assistant providers AI based call centers Emerging companies	Improved user experiences with search engines, virtual assistants, and chatbots Streamlined customer support processes with AI-based call centers Expansion of multilingual support capabilities.
Language Service Providers (LSPs)	Companies Language Service Providers (LSPs) Users requiring translation or language-related assistance	Translation agencies Companies providing professional translation services Businesses adapting products or services for specific linguistic and cultural markets	Improved communication and accessibility: Enhanced language services enable businesses and individuals to overcome language barriers, facilitating global interactions and collaborations. Enhanced efficiency and productivity: Access to high-quality language services streamlines workflows and processes, saving time and resources for both LSPs and their clients
Language educators who are interested in integrating NLP and ML technologies into language learning and teaching	Educational institutions: Language learning technology developers: Companies and individuals creating tools and platforms	Language schools integrate NLP and ML into courses for improved learning outcomes Professional development programs train educators to implement these technologies in teaching	Enhanced accessibility: Language learning tools using NLP and ML accommodate various learning styles. Innovative teaching methods; NLP and ML integration in language education drives new teaching approaches

Linguists who are studying language and communication and are interested in the implications of NLP and ML technologies on language and society	Researchers and scholars specializing in the study of language Academic institutions	Academic departments within universities conducting research; Teams of researchers investigating the social aspects of language use and communication	Engagement between linguists, technologists, and social scientists fosters interdisciplinary collaboration and knowledge exchange; Exploration of NLP and ML technologies contributes to a deeper understanding of language structure, variation, and change, enriching linguistic theory and analysis
Individuals and communities who may benefit from improved language technologies, such as those with disabilities that affect communication, or those who are not native speakers of a language	Non-native speakers: Individuals seeking language assistance or translation support to communicate effectively in a language that is not their native tongue	Organizations advocating for the rights and needs of individuals with disabilities Online platforms offering language learning resources and tools tailored to the needs of non-native speakers	Enhanced inclusivity through technology development aligned with European values and sustainability, promoting a human-centered approach
Regulators and policymakers who are interested in developing policies and regulations that govern the use of NLP and ML technologies	Government agencies, legislators, and policymakers oversee and develop regulations governing the ethical use of NLP and ML technologies.	Lawmakers in national and regional governments who draft and pass legislation addressing the ethical and responsible use of NLP and ML technologies	Implementation of clear regulations promoting responsible use of NLP and ML Fostering industry growth while addressing societal concerns
European Commission, the European Language Technology activities43, AI on Demand Platform and EU, Common EU data spaces and related R&I projects	CNECT.G3's Multilingualism Sector Organizations and research institutions Platforms and initiatives facilitating access to AI technologies	Academic institutions and research centers collaborating with the European Commission Emerging companies leveraging AI and language technologies Collaborative research projects funded by the European Union	Enhanced multilingual communication Accelerated AI innovation: Access to AI resources through EU platforms Policy and regulations and promoting European values

3.1 Key Messages for Target Stakeholder Groups

Establishing a robust **DEC Plan** for **ELOQUENCE** hinges on defining **WHAT** we communicate to our stakeholders. The primary stakeholder groups have already been identified, each with their unique backgrounds and requirements. These differences necessitate **tailored messaging**. The table below showcases our preliminary **targeted stakeholder needs** and associated messages. However, as **ELOQUENCE** progresses, these key messages will evolve, drawing insights from ongoing project experiences and data. Further, leveraging the vast network of our consortium partners, **ELOQUENCE aims to engage a broad spectrum of individuals through clear mechanisms: digital and social media, newsletters and PR outreach, capacity building activities EU level liaison and policy influence**.

Table 3 ELOQUENCE Target Groups & Key Messages

TG1. *Researchers and developers in the field of who are interested in advancing the state-of-the art in these areas.* ***What They Need to Know:*** *Eloquence offers a collaborative environment where researchers and developers in NLP, ML, and AI can access cutting-edge advancements, foster cross-disciplinary collaborations, and contribute to the development of improved language understanding and translation systems.* ***Key Message:*** *Join Eloquence to access innovative advancements, foster collaborations, and contribute to the evolution of NLP, ML, and AI technologies.*
TG2.*Companies and organizations that develop and use NLP and ML technologies.* ***What They Need to Know:*** *Companies and organizations using NLP and ML technologies can benefit from enhanced user experiences, streamlined customer support processes, and expanded multilingual support capabilities.* ***Key Message:*** *Eloquence offers solutions to improve user experiences, streamline customer support, and expand multilingual capabilities for companies using NLP and ML technologies.*
TG3. *Language Service Providers (LSPs)* ***What They Need to Know:*** *Language Service Providers (LSPs) and users requiring translation or language-related assistance can benefit from improved communication, accessibility, efficiency, and productivity enabled by Eloquence's enhanced language services.* ***Key Message:*** *Eloquence offers solutions to enhance communication, accessibility, efficiency, and productivity for Language Service Providers (LSPs) and users requiring translation or language-related assistance.*
TG4. *Language educators who are interested in integrating NLP and ML technologies into language learning and teaching.* ***What They Need to Know:*** *Language educators interested in integrating NLP and ML technologies into language learning and teaching can benefit from enhanced accessibility and innovative teaching methods enabled by ELOQUENCE.* ***Key Message:*** *Discover enhanced accessibility and innovative teaching methods in language education through the integration of NLP and ML technologies with ELOQUENCE.*
TG5. *Linguists who are studying language and communication and are interested in the implications of NLP and ML technologies on language and society.* ***What They Need to Know:*** *Linguists studying language and communication and interested in the implications of NLP and ML technologies on language and society, can engage in interdisciplinary collaboration and knowledge exchange, enriching linguistic theory and analysis.* ***Key Message:*** *Explore the intersection of linguistics, technology, and society with Eloquence, fostering interdisciplinary collaboration and advancing linguistic theory through the exploration of NLP and ML technologies.*
TG6. *Individuals and communities who may benefit from improved language technologies, such as those with disabilities that affect communication, or those who are not native speakers of a language.* ***What They Need to Know:*** *Individuals and communities who may benefit from improved language technologies, such as non-native speakers and those with disabilities affecting communication, can access inclusive solutions tailored to their needs with ELOQUENCE* ***Key Message:*** *Promote inclusivity and accessibility with Eloquence's human-centered approach to technology development, enhancing communication for individuals with disabilities and non-native speakers.*
TG7. *Regulators and policymakers who are interested in developing policies and regulations that govern the use of NLP and ML technologies.* ***What They Need to Know:*** *Regulators and policymakers interested in governing the use of NLP and ML technologies can benefit from clear regulations promoting responsible use and fostering industry growth, while addressing societal concerns.* ***Key Message:*** *Ensure responsible and ethical use of NLP and ML technologies with clear regulations that foster industry growth and address societal concerns, guided by Eloquence's commitment to ethical technology development.*

TG8. *European Commission, the European Language Technology activities, AI on Demand Platform and EU, Common EU data spaces and related R&I projects.* ***What They Need to Know:*** *The European Commission, European Language Technology activities, AI on Demand Platform, and EU-funded R&I projects can enhance multilingual communication and accelerate AI innovation through collaborative efforts and access to advanced technologies.* ***Key Message:*** *Drive multilingual communication and AI innovation with collaborative efforts and access to advanced technologies through partnerships with the European Commission and EU-funded R&I projects, while observing EU values.*

4 ELOQUENCE Integrated Dissemination & Communication Strategies

In accordance with the Grant Agreement No. 101135916, as outlined from page 130, all dissemination and communication activities are categorized into distinct primary clusters. This chapter provides a succinct overview of these groupings.

4.1 Branding and Multimedia Design

Before the official start of the ELOQUENCE project, INOSENS proactively worked on establishing its visual identity. Collaborating with our project coordinator (TID), and gathering feedback from all consortium partners, we crafted ELOQUENCE brand book. These manual details the design principles behind our logo, the chosen color schemes, typography preferences, and their application across diverse platforms such as PowerPoint, Word documents, and graphical visualizations. Through the collaborative efforts, we've ensured that our brand resonates with the project's ethos and holds appeal for our target audience.

4.1.1 Logo

The ELOQUENCE logo was created in order to present project's mission and values. The dialogue is visualized by having speech bubbles emanating from different sides, symbolizing dynamic interaction, unlike the uniformity of a monologue. Additionally, the distinct colors of the first and last speech bubbles evoke the idea of different languages being used in communication. The central bubble, unique in lacking a tail, acts as a filter, seamlessly blending the hues of the first and third bubbles to create a white tone – a visual metaphor for clarity. Just as in the communication between two languages facilitated by your software, it signifies an 'all clear' scenario, where everything becomes distinctly clear and comprehensible.

Figure 1 ELOQUENCE Logo

The chosen color scheme carries significant meanings: Yellow embodies thought and intellect, Orange represents communication and optimism, while the blue-green shade is reminiscent of technology. The central orange portion, intricately linked to the communication between two users through artificial intelligence (yellow and blue green), symbolizes a vibrant interaction. Of course, the white at the center signifies 'all clear,' representing clarity in communication.

Figure 2 ELOQUENCE Color Palette

The chosen typeface for ELOQUENCE ensures a clear display of the project's name, embodying elements of curvature reminiscent of those found in the logo. This design choice not only enhances the legibility of the project's title but also aligns seamlessly with the symbolism of 'all clear' highlighted in the logo.

When crafting the ELOQUENCE logo, input from all partners played a pivotal role. Ensuring the visual identity aligns with the project's ethos and has universal resonance was paramount. Each aspect, from symbols to color selections, underwent thorough discussions and refinements to guarantee that it authentically captures the essence of ELOQUENCE.

4.1.1.1 Quality of Information - Disclaimer

The ELOQUENCE logo will be present on all materials related to dissemination and communication.

Furthermore, all dissemination and communication material will display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Figure 3 Quality of Information - Disclaimer

The emblem will remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

It's pivotal to acknowledge the funding from the EU:

- In every engagement: media interactions, conferences, seminars, and more.
- On all mediums of information dissemination: websites, written publications, posters, presentations, roll-ups, etc.
- Regardless of format: whether printed or digital.
- On all resources or tangible outcomes like infrastructure, equipment, vehicles, and supplies that have been funded by the grant.

All communication or dissemination activity related to the action will use factually accurate information.

For more information concerning the use of the EU emblem, please consult the latest version of the official manuals provided by the EC.

4.1.2 Templates and ELOQUENCE Brand Consistency

To maintain a cohesive and consistent branding experience, a series of templates aligned with ELOQUENCE 's visual identity has been developed. These include:

- The ELOQUENCE PowerPoint presentation template, intended for use by consortium partners during events and meetings.
- Templates for reports and publications, to streamline the creation of project deliverables.
- Branded letterheads for formal communications and event invitations.
- Meeting minutes templates to ensure standardized documentation of project discussions and decisions.
- Additionally, poster templates have been crafted specifically for scientific publications to ensure ELOQUENCE 's research is presented consistently and professionally.

All partners are encouraged to utilize the designated project templates when creating presentations or drafting reports related to the project.

Below are the illustrations showcasing the presentation and report templates for ELOQUENCE. Partners can access and download all templates from the project folder at SharePoint (access restricted to project partners).

Figure 4 ELOQUENCE Deliverable Templates

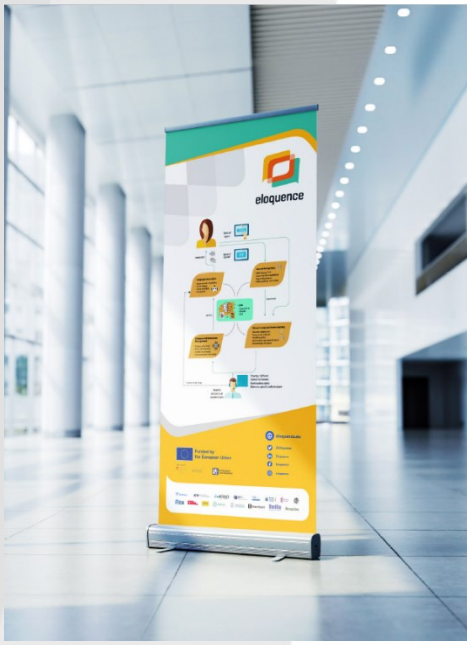
Figure 5 ELOQUENCE PowerPoint Template

4.1.3 Promotional Package: Ethical and Eco-conscious Printing Practices

The ELOQUENCE project has put together a range of promotional materials. While we focus on digital methods to share information widely and reduce waste, we also offer tangible items for those moments when they're needed. On the digital front, we have visuals, videos, presentations, and infographics that tell the ELOQUENCE story and highlight our major achievements.

When it comes to physical items, we prioritize being environmentally friendly. We use recycled materials and green printing techniques. Our promotional pack has pencils, mugs, take-away coffee cups, t-shirts, hoodies, face masks, stickers, notebooks, folders, hats, Zoom backgrounds, roll-up banners, brochures, bags, bookmarks, badges, stress balls, keychains, umbrellas, mouse pads, and phone holders.

All in all, whether digital or physical, ELOQUENCE is committed to sharing our message in ways that respect the environment.

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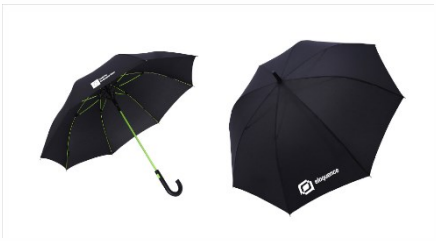
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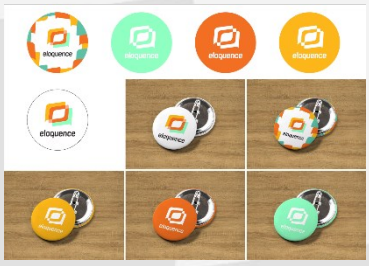
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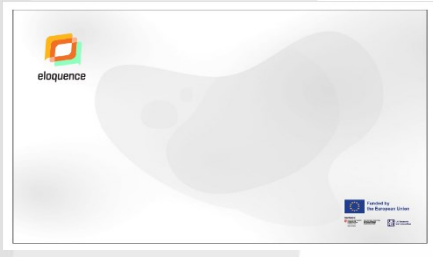
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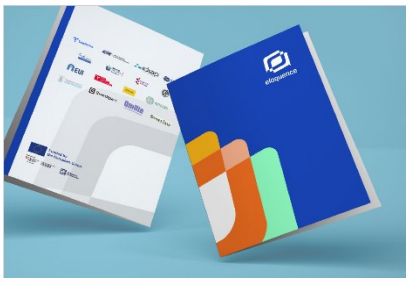
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Figure 6 ELOQUENCE Promotional Package

4.2 Digital Communication and Outreach

4.2.1 Website

The **ELOQUENCE website** is central to our communication strategy (**KPI 2, 8, 9 and 11**). It offers comprehensive information about the project, sharing our objectives and updates with a global audience. As a consistent digital touchpoint, it provides insights into the project's progress and goals. The website fosters connections with industry partners, researchers, and the public, ensuring transparency and easy access. Additionally, each page of the website is meticulously **search engine optimized (SEO)**, incorporating specific keywords to enhance visibility and reach in

online searches. The ELOQUENCE website, accessible at eloquenceai.eu, was launched in January 2024 (**M06, D7.1, Milestone 13**) and was ready by end of March 2024.

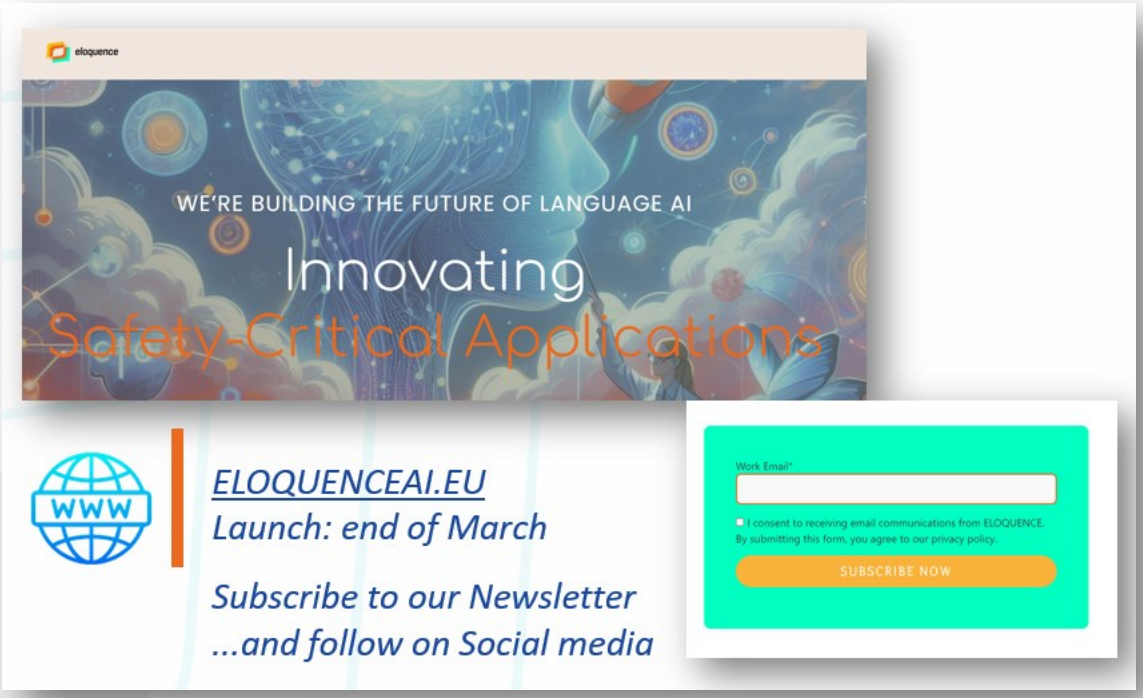

Figure 7 ELOQUENCE Website - Landing Page

Home Page:

- Introduction to ELOQUENCE, mission, and vision.
- Overview of the main building blocks.
- Slider of partners with links to their pages.
- Contact information.

What We Do Page:

- Detailed information about the ELOQUENCE project.
- Explanation of the building blocks and main tasks.

Who We Are Page:

- Introduction to the ELOQUENCE consortium.
- Background on consortium origins.
- Links to institutional pages within the website.

Our Pilots Page:

- Information on piloting partners.
- Details on their work, methodology, and milestones.

Insight Hub Page:

- Blog with insights and updates on project progress.

Media Center Page:

- Access to media resources and media kits for download.
- Media coverage library.

- Information on collaborations and alliances.
- Newsletter subscription option.

Resources Page:

- Access to milestones, deliverables, and publications.
- Direct links to presentations, keynotes, and technical releases.

Get In Touch Page:

- Contact points for ELOQUENCE.
- Links to social media platforms.

Imprint Page:

- Statement of ownership and authorship of the project.

Privacy Policy Page:

- Details on data collection, usage, and management of personal data.

4.3 Social Media Platforms

In addition to the **ELOQUENCE website**, we have set up accounts on various social media platforms to promote the project (Facebook, LinkedIn, X, YouTube, and TikTok coming in April). Social media allows us to connect with a wider audience and keep them updated about our progress **(KPIs 3, 13)**. This approach ensures that stakeholders remain engaged even after the project concludes. We selected these platforms based on their reach and relevance to different stakeholder groups. Details about the target audience for each social media channel and their specific goals can be found in **Table 4.**

Table 4 Social Media Channels Overview: Target Audiences and Content Strategy for ELOQUENCE

	People	Content	Best fit for
	General Public, All Age Groups	*Posts, Videos, Events*	*Broad Outreach, Community Building, Events Sharing*
	General Public, All Age Groups	*Videos, Tutorials*	*Demonstrations, Tutorials, Project Videos*
	Younger Demographics, Visual Audiences	*Images, Stories, Reels*	*Visual Showcasing, Updates, Engaging with Younger Audience*
	General Public, News Followers, Professionals	*Tweets, Threads, Videos*	*News Updates, Quick Announcements, Engaging in Conversations*
	Professionals, B2B, Researchers	*Articles, Updates, Networking Events*	*Networking, B2B Engagement, Knowledge Sharing*
	Younger Demographics, Visual Audiences	*Short video forms*	*Engaging with Younger Audience, Targeting larger audience with focus on publicity*

Each social media page has been branded consistently according to our brand book guidelines, ensuring a uniform look and feel across all platforms through covers, media, and other elements.

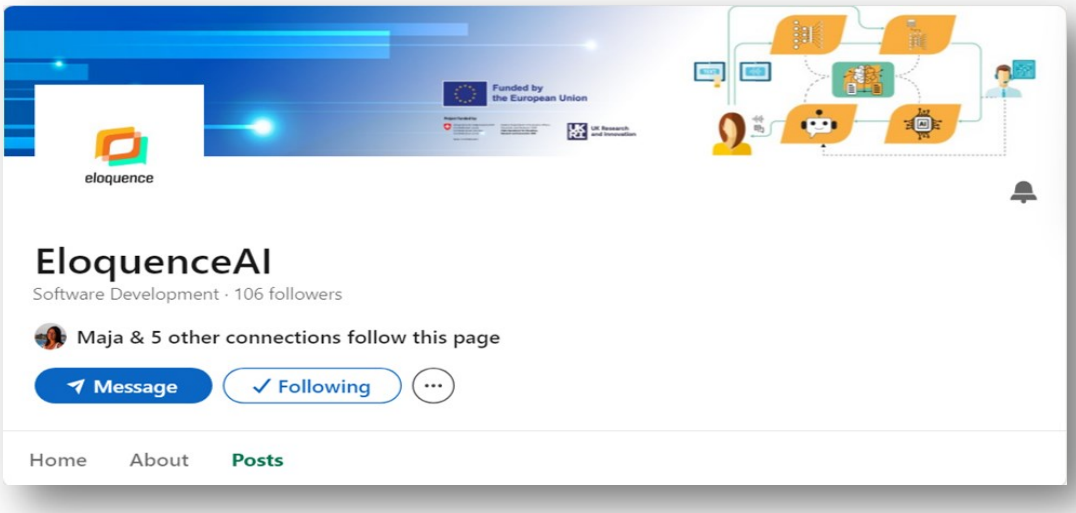

Figure 8 Screenshot of the ELOQUENCE LinkedIn Cover, showcasing brand consistency across digital platforms

INOSENS is responsible for the management of **ELOQUENCE social media accounts**. All partners are encouraged to:

– Become a **follower** (like or follow the page/profile);

– **Promote** the accounts within their networks;

– **Recommend profiles** that ELOQUENCE should engage with;

– **Share relevant articles and news** with INO for posting on the project's social media;

– **Share ELOQUENCE posts and news** on their own organization's social media platforms.

4.3.1 Newsletter & Subscriber Engagement

Quarterly newsletters will be produced throughout the duration of the **ELOQUENCE project** and shared with our dedicated community **(KPI 14)** in the English language. These newsletters serve as a bridge to connect with audiences who may not be active on social media, ensuring that stakeholders are consistently informed about the project's developments. Each issue aims to:

- **Introduce** the ELOQUENCE project to newcomers;
- **Provide updates** on the project's progress;
- **Share news** related to the project's recent activities and milestones from the past three months;
- **Highlight upcoming initiatives**, such as events, publications, and more;
- List other **significant events** in the related field;
- **Feature articles** relevant to the AI and LLM industry;
- Offer other **relevant insights** or pieces.

INOSENS takes the lead in publishing the newsletter. However, it's a **collaborative effort**; all partners contribute by supplying content and insights for every issue as directed by the dissemination manager. For the creation and dissemination of the newsletter, the tool used is **Brevo**. This tool offers a seamless experience, allowing each

partner the flexibility to further distribute the newsletter to their organization's mailing list. While the content for each edition is decided collectively by the partners, the general structure, as outlined above, will remain consistent.

Subscribing to the newsletter will be in full **compliance with GDPR regulations**. Every subscriber must **consent** to the project's Privacy Policy. Additionally, subscribers will have the freedom to **opt out and unsubscribe** from the newsletter whenever they wish, ensuring their preferences are respected at all times.

Upon release, every newsletter will be dispatched to all subscribers and a copy will also be uploaded to the project's website.

Figure 9 ELOQUENCE Newsletter Subscription Interface on eloquenceai.eu

4.3.2 Public Relations

4.3.2.1 Media Appearances & Releases

As part of its broader communication strategy, **ELOQUENCE aims to amplify its message and reach by undertaking consistent public relations activities, with a strong emphasis on media appearances and releases.**

To enhance our visibility and continually inform a broader audience about the project, INO will implement the following steps:

- **Compile a list of potential media contacts and journalists, with contributions from all partners, for potential collaborations with ELOQUENCE;**
- **Initiate contact with individuals managing content distribution at our target sites, ensuring communication is tailored and personable;**
- Proactively track mentions and links to **eloquenceai.eu, ensuring our narrative remains accurate and positive.** The task of generating valuable contacts, spanning diverse sectors and regions relevant to ELOQUENCE, will be largely facilitated through **our active social media accounts**. Beyond this, **direct outreach to media representatives, industry specialists, and influential figures will be prioritized.**

Keeping in line with **ELOQUENCE multifaceted communication objectives**, our PR activities will cater to **varied target audiences**. Recognizing the distinct needs and interests of these groups, we'll leverage **appropriate media channels** to ensure our message resonates effectively.

Furthermore, our PR efforts won't just be limited to global or national platforms. Regional and local newspapers will be approached, providing a more grassroots level of engagement. In addition, we'll be targeting pan-European publications, along with those specific to environmentalism, sustainability, and related fields, to maximize our outreach and impact.

Furthermore, our PR efforts won't just be limited to **global or national platforms**. **Regional and local newspapers** will be approached, providing a **more grassroots level of engagement**. In addition, we'll be targeting **pan-European publications**, along with those specific to **environmentalism, sustainability**, and related fields, to **maximize our outreach and impact**.

As part of our strategy to monitor media mentions of ELOQUENCE, **Google alerts** have been set up. All mentions are recorded in our **Press clipping / media monitoring tracking sheet**. The most notable mentions are highlighted on our website.

Partners are encouraged to help analyze media feedback and assist in distributing our press releases.

4.4 Capacity Building & Event Management

4.4.1 Media Engagements – "Spotlight on" Fireside Chats & Podcasts

ELOQUENCE recognizes the significance of engaging with the media to disseminate its project insights and sustainable solutions effectively. As part of its media engagement strategy, the project has planned a series of **Podcasts (KPIs 20)**. These activities aim to create a direct and engaging platform for ELOQUENCE experts and thought leaders to discuss pressing topics related to natural language processing, machine learning, and artificial intelligence, fostering innovation and collaboration in language technology research and development.

The project will complement a series of **podcasts** featuring 2 **seasons**, each comprising **6 episodes**. These podcasts will offer a more accessible and convenient platform for wider audiences to access ELOQUENCE's knowledge and insights. Through engaging conversations, podcasts will explore various facets of ELOQUENCE's expertise in developing collaborative voice/chat bots, AI advancements, and their broader implications. By combining Webinars and Podcasts, ELOQUENCE aims to disseminate its innovative solutions, engage diverse stakeholders, and contribute to advancing conversational AI technology for a more efficient and impactful future.

4.4.2 Educational Engagements - Webinars & Training Sessions

ELOQUENCE places a strong emphasis on educational engagements, particularly through **Webinars and EU-wide Training Sessions (KPI 25 and 28)**, with a specific focus on reaching out to stakeholders in the conversational AI community. These sessions are designed to provide valuable insights and practical knowledge to developers and AI enthusiasts. Through a series of webinars, ELOQUENCE aims to address various aspects of conversational AI development, best practices in AI implementation, and the importance of responsible AI management. By hosting training sessions, the project will equip developers and stakeholders with the necessary skills and knowledge to optimize their contribution to the AI industry. These educational engagements are not only intended to benefit the AI community directly but also to promote the responsible development and utilization of AI technologies, thereby fostering a more ethical and sustainable AI ecosystem. By engaging with stakeholders in the conversational AI field, ELOQUENCE seeks to strengthen its bonds with industry professionals and facilitate the adoption of sustainable practices essential for the project's success and long-term societal impact.

Eloquence will organize **10 Webinars** where our experts and key stakeholders engage in in-depth discussions. These webinars will provide a unique opportunity to dive deep into the project's objectives, methodologies, and accomplishments. By inviting prominent figures from academia, industry, and policymaking, **ELOQUENCE** aims to foster meaningful dialogues that not only educate but also inspire positive change within the artificial intelligence industry.

All partners are encouraged to be guests at these webinars; where possible, external professionals will also be invited, for example, from our sister projects.

4.4.3 Industry Engagements - Roadshow and Industry Events & Open Days

ELOQUENCE is committed to active **Industry Engagements** through a comprehensive approach that includes **Roadshows Events series**, and **Virtual Demo Days and Q&A with Pilots**.

These initiatives are strategically designed to foster collaborations, raise awareness, and drive innovation within the conversational AI and related industries.

Roadshows are a key component of our outreach strategy, enabling us to take our project directly to various industry hubs and clusters. By participating in roadshows, we can engage with entrepreneurs, SMEs, and businesses operating in the conversational AI sector, providing them with insights into the cutting-edge developments and sustainable opportunities presented by ELOQUENCE. These events offer a platform for networking, showcasing our project's advancements, and exploring potential partnerships.

Industry Events serve as focal points for connecting with stakeholders from across the industry spectrum. We actively participate in relevant industry exhibitions, conferences, and trade fairs. These events allow us to not only

present our project's achievements and findings but also to engage in meaningful discussions, identify market trends, and stay informed about the latest industry developments.

Virtual Demo Days are another essential aspect of our industry engagements. These events invite industry professionals, businesses, and the public to explore the inner workings of the ELOQUENCE project. They provide a unique opportunity to witness our innovations firsthand, understand our sustainability goals, and explore potential collaboration possibilities. Collectively, these industry engagement activities demonstrate our commitment to knowledge-sharing, collaboration, and sustainable growth within the conversational AI and related industries. By actively participating in roadshows, industry events, and open days, ELOQUENCE aims to build strong partnerships, drive innovation, and contribute to the growth of the conversational AI economy.

Table 5 Key relevant events

Name	Date	Time	Place
ITEA4 Eureka cluster on software innovation	26. March	14:00 – 16:00 CET	Online
One of Gala Global Events	TBD	TBD	TBD
Ubuntu	TBD	TBD	TBD
NVIDIA GTC 2024 Keynote	18. March	13:00 – 15:00 PDT	Online
Nimdzi	TBD	TBD	TBD
Resufrchify	TBD	TBD	TBD

4.5 Publications & Academic Liaisons

4.5.1 Academic Contributions: Peer-Reviewed Papers & Conferences

Scientific publications are essential channels for showcasing ELOQUENCE's results to academic, research, and industrial audiences. By sharing these outcomes, we aim to promote the project's advancements and enable other researchers and stakeholders to incorporate our findings into their work.

Publication Review & Approval (Refer to Article 8.4.1 of the ELOQUENCE Consortium Agreement):

Prior written notice of the final version of any planned publication shall be given to the other Parties at least five (5) days before the planned publication submission date. Any objection to the planned publication shall be made in writing to all Parties within these 5 days after receipt of the written notice. If no objection is made within the time limit stated above, the publication is permitted.

Objections can be justified on the following grounds (Article 8.4.1):

- the protection of the objecting Party's Results or Background is adversely affected;
- the proposed publication includes Sensitive Information of the objecting Party;
- the objecting Party's Legitimate Interests would be significantly harmed.

If an objection has been raised on one or more of the above-mentioned grounds, the objecting Party and the publishing Party shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting Sensitive Information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion. The publication must be suspended as long as the objection remains, and the concerned Parties have not found a solution.

Open Access & Dissemination:

The ELOQUENCE consortium is committed to promoting open access to its scientific publications. We will take all necessary measures to provide free access to peer-reviewed articles arising from the project. Our research outputs will be digitally available to the public, free of charge. For instance:

− Research deliverables will be featured on the ELOQUENCE website.

– Scientific articles will be promptly accessible via trusted repositories like Open Research Europe or European Open Science Cloud, using either “green” or “gold” open access.

Regarding "green" and "gold" open access, the previously mentioned procedures apply.

Dissemination of another Party’s Results (Refer to Article 8.4.3):

No party shall disseminate another Party's unpublished Results or Background without obtaining the owning Party's prior written approval, as stated in Article 8.4.3.

Our strategy includes the publication of at least **30 open access publications and 25 presentations** contributions during the project's lifespan. A suggested list of scientific journals suitable for these publications includes: *IEEE journals, The Journal of Machine Learning Research (JMLR), International Journal of Robotics Research, Journal of Memory and Language, Journal of the ACM, Journal of Artificial Intelligence Research, Computational Linguistics, The journal of Artificial Intelligence (AIJ), Journal of Artificial Intelligence Research (JAIR) and more.*

4.5.2 Industry Publications: Outlets with a focus on technology and AI

ELOQUENCE is committed to advancing the forefront of the AI technologies in EU, with strategic outreach plans firmly in place. Our aspirations include securing features in a minimum of 85 Editorial backlinks in top-tier online business outlets (e.g, *Tech.eu, TechCrunch Europe, Sifted, ComputerWeekly, DigiTimes Europe, EURACTIV Digital and more*).

Every member of our consortium recognizes the importance of industry engagement and is actively seeking opportunities to showcase the innovations and breakthroughs of ELOQUENCE. While our goals are ambitious, we understand the value of regular performance assessments.

To maintain transparency and ensure consistent progress, we have instituted a monthly review system. All partners will meticulously document their dissemination efforts in the Comms & Dissemination Reporting Template (Annex A). This structured approach guarantees that our outreach remains targeted and impactful. In essence, ELOQUENCE is not only dedicated to research and development but also to robust, effective communication within our industry sphere.

4.6 EU-Level Liaison & Policy Influence

4.6.1 Industry Collaborations

ELOQUENCE prioritizes industry collaborations to ensure practical applications and market reach for our innovations. Collaborating with industry stakeholders provides the necessary traction for our advancements in the AI Language Technologies. INOSENS will lead the development of a Memorandum of Understanding (MoU) template to facilitate these collaborations. All consortium partners will identify relevant industrial stakeholders, ensuring a comprehensive approach to our industry outreach. A primary objective in this direction is to establish partnerships, with a key performance indicator set at securing 10 MoUs/ LoIs with Industry Associations & Groups.

Through our partners’ established partnerships and networks, we have successfully mapped out initial potential associations for collaboration. These connections serve as valuable bridges to foster innovation and synergies across various sectors. Our collaborative efforts extend to organizations such as Confindustria, Fondazione Hub Innovazione Trentino, All Party British Computer Society, Institute of Directors, BDVA - Big Data Value Association, Phonexia (Czechia), NTT Laboratories Japan, Raytheon BBN Technologies, Ericsson, CrowdHelix, Hummelnest Accelerator, Impact Innovation Alliance, Enterprise Development Group, World Innovation and Change Management Institute (WICMI) in Graz, e2grow platform, and Enterprise Connect.

4.6.2 Alliances & Partnerships

Forming strategic alliances and partnerships is paramount for the seamless integration of ELOQUENCE 's endeavors within the broader industry ecosystem. These alliances amplify our reach, ensuring that our innovations are recognized and adopted at scale. Additionally, the collaboration strategy includes the creation and dissemination of EU-wide training & capacity building workshops for business, industry and society, practice abstracts, live virtual demo days and Q&A with pilots, meetups, annual roundtable discussions with the Lighthouse Committee. To ensure

a robust policy dialogue, we will organize online policy workshops, inviting stakeholders to contribute to discussions. Lastly, we will conduct roundtables with a specific focus on standardization, aiming to share project results and garner valuable policy contributions from stakeholders. This comprehensive approach aims to effectively disseminate project outcomes while engaging and involving a diverse range of stakeholders across various platforms and formats. All consortium partners play an active role in pinpointing pivotal alliances and potential partners. In the project's initial phase, potential alliances and partnerships accessible through existing partner networks have already been identified. These include entities like the All Party Parliamentary Group for AI, AICzechia (a national initiative supporting collaboration in artificial intelligence), Brno.ai, UNODC, Government Office for Digital Transformation, Ljubljana University Incubator - LUI, Chamber of Commerce and Industry of Slovenia, among others.

Additionally, we aim to establish connections with prominent European alliances, such as the **Alliance for Language Technologies European Digital Infrastructure Consortium (ALT-EDIC), Language Technology Solutions, Language Data Space, AI on-Demand Platform, European AI Alliance, AI4EU (Artificial Intelligence for Europe, EurAI (European Association for Artificial Intelligence), AIOTI (Alliance for Internet of Things Innovation), AI Watch, European Digital Innovation Hubs Network, AI Testing and Experimentation Facilities**. These collaborations position us strategically within broader networks dedicated to advancing AI research, development, and ethical practices across Europe.

Figure 10 Overview of relevant initiatives

The project intends to build meaningful synergies with same topic project's as well as engage and disseminate its results in order to increase the impact on research, innovation, and society. This collaboration will range from networking to cooperative actions such as joint workshops, knowledge exchange, establishing and implementing best practices, or joined communication initiatives.

Collaboration can manifest in several ways, including but not limited to:

- Reciprocal promotion of events on our respective social media accounts and websites.
- Featuring each other's projects on our websites.
- Coordinating joint initiatives such as workshops and dissemination events.

- Active participation in each other's project events.
- Sharing news and experiences.
- Collaborative engagement in conferences.
- Co-authoring press releases, articles, and more.

A critical aspect of our project is the partnership with the **AI on Demand Platform**. We have created a profile which is currently awaiting approval at https://www.ai4europe.eu/ai-community/projects/eloquence. We anticipate both contributing to and benefiting from this collaboration through AI assets, case studies, educational materials, research collections, and news updates.

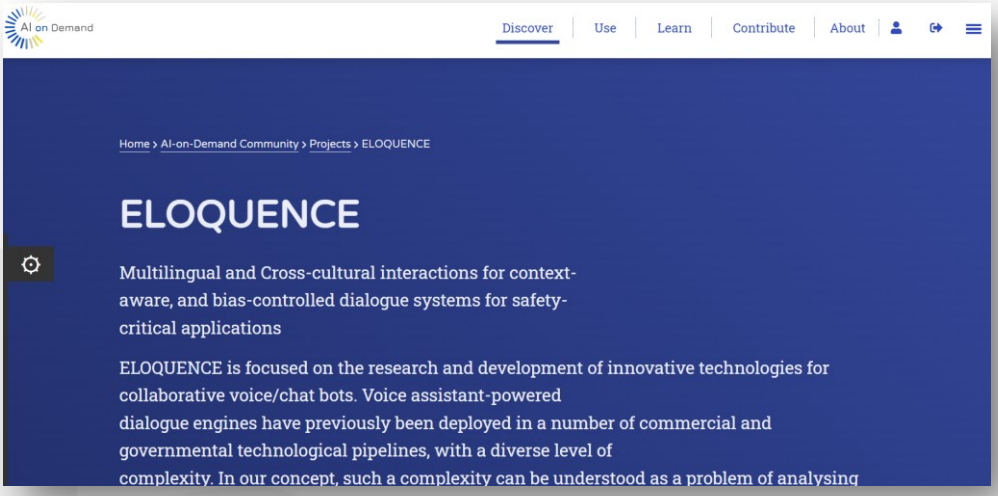

Figure 11 Profile of ELOQUENCE on the AI on Demand Community Platform

4.6.3 Investment Relations

In the dynamic landscape of AI language technologies' innovations, securing strategic investment partnerships is paramount. At ELOQUENCE, we are not just presenting an innovation; we're offering a vision of safe, knowledge-grounded, trustworthy, and bias-controlled language models. With this in mind, our investment relations strategy is meticulously crafted to appeal to the investors and industrial partners (**DO-5**). INOSENS will spearhead this activity by creating a tailored Memorandum of Understanding (MoU) and NDAs template specifically designed for potential investors. All consortium partners will actively contribute to identifying and tapping into relevant investment opportunities, ensuring a holistic approach. We are dedicated to presenting a compelling case, showcasing the multifaceted value proposition of ELOQUENCE. Beyond the immediate financial objectives, we understand the invaluable insights, expansive networks, and market acumen that seasoned investors bring. Reflecting our ambition in this sector, our established KPI is clear: "Secure **10 MoUs/ LoIs with Industry Associations & Groups** and **3+ NDAs signed with investors and industrial partners** to drive further fine-tuning, demonstration, and scaling of the Interactive Playground (IP) and models." This metric underscores our resolve to position Eloquence at the forefront of investment considerations in the AI language technologies' domain.

5 Comms & Dissemination Timeline

The indicative timeline for communication and dissemination activities provides a structured overview of the project's strategic communication efforts. Spread over a span of three years, this approach guarantees a balanced distribution of content, ensuring a consistent flow of information, while actively engaging the target audience.

It's essential to understand, however, that this table doesn't encapsulate the entirety of the project's communication activities. Aside from the tabulated activities, the project maintains a steady online presence with thrice-weekly social media posts and bi-weekly blog articles that delve into deeper insights and developments. Regular media outreach, link-building campaigns, as well as strategic liaisons at the EU level, further amplify the project's visibility and influence. In addition to these, capacity-building initiatives and roadshow events are integral components of the project's communication strategy. These activities, like the aforementioned, are horizontal — consistently running alongside the activities indicated in the timeline, reinforcing the project's holistic approach to outreach and stakeholder engagement.

Table 6 ELOQUENCE DEC KPIs

	2024			
Jan (M1)	Creation of Logo and Branding Guidelines	ELOQUENCE Landing Page and Social Media Launch	***Kick-off Meeting***	
Feb (M2)	Press Release #1	Website Requirements, SEO Strategy, Content Drafting		Promo Materials Design
Mar (M3)	MoU Creation for Synergies	***Partnership with AI on Demand community***	***Press Release #1***	***D7.1 – Full version of Dissemination, Exploitation and Communication Plan.***
Apr (M4)	3x weekly social media posts; 1x weekly blog update.	**Newsletter #1**	**Podcast S1E1**	Landscape Mapping: Industry, WGs, Clusters/Associations, EU Projects, Investors
May (M5)	3x weekly social media posts; 1x weekly blog update.	Horizon Results Booster Registration.	**Podcast S1E2**	
June (M6)	3x weekly social media posts; 1x weekly blog update.	**Newsletter #2**	**Podcast S1E3**	***Official Website Launch (Mil.13)***
July (M7)	3x weekly social media posts; 1x weekly blog update.			
Aug (M8)	3x weekly social media posts; 1x weekly blog update.	**Newsletter #3**		
Sep (M9)	3x weekly social media posts; 1x weekly blog update.		**Podcast S1E4**	
Oct (M10)	3x weekly social media posts; 1x weekly blog update.	**Capacity building webinars #1-2 (half day)**	**Podcast S1E5**	Explainer videos (part I) **Newsletter #4**
Nov (M11)	3x weekly social media posts; 1x weekly blog update.	**Web café #1**	**Podcast S1E6**	

Dec (M12)		**Web café #2**		**Newsletter #5**
	2025			
Jan (M13)	3x weekly social media posts; 1x weekly blog update.	**Web café #3**	**Capacity building webinar #3**	
Feb (M14)	3x weekly social media posts; 1x weekly blog update.	**Web café #4**	**Newsletter #6**	
Mar (M15)	3x weekly social media posts; 1x weekly blog update.	**Web café #5**		**Capacity building webinar #4**
Apr (M16)	3x weekly social media posts; 1x weekly blog update.	**Web café #6**	**Podcast S2E1**	**Newsletter #7**
May (M17)	3x weekly social media posts; 1x weekly blog update.	**Web café #7**	**Podcast S2E2**	
June (M18)	3x weekly social media posts; 1x weekly blog update.	**Newsletter #8**	**Podcast S2E3**	***D7.2 – Dissemination, Communication and Exploitation Plan II***
July (M19)	3x weekly social media posts; 1x weekly blog update.			
Aug (M20)	3x weekly social media posts; 1x weekly blog update.	**Newsletter #9**		
Sep (M21)	3x weekly social media posts; 1x weekly blog update.	**Web café #8**	**Podcast S2E4**	Explainer videos (part II)
Oct (M22)	3x weekly social media posts; 1x weekly blog update.	**Web café #9**	**Podcast S2E5** **Newsletter #10**	**Capacity building webinars #3-6 (half day)**
Nov (M23)	3x weekly social media posts; 1x weekly blog update.	**Web café #10**	**Podcast S2E6**	
Dec (M24)	3x weekly social media posts; 1x weekly blog update.	**Web café #11**	**Newsletter #11**	
	2026			
Jan (M25)	3x weekly social media posts; 1x weekly blog update.	**Web café #12**		
Feb (M26)	3x weekly social media posts; 1x weekly blog update.	**Web café #13**	**Newsletter #12**	
Mar (M27)	3x weekly social media posts; 1x weekly blog update.	**Web café #14**		
Apr (M28)	3x weekly social media posts; 1x weekly blog update.	**Web café #15**	**Newsletter #13**	

May (M29)	3x weekly social media posts; 1x weekly blog update.	**Web café #16**	
June (30)	3x weekly social media posts; 1x weekly blog update.		**Newsletter #14**
July (M31)	3x weekly social media posts; 1x weekly blog update.		
Aug (M32)	3x weekly social media posts; 1x weekly blog update.		**Newsletter #15**
Sep (M33)	3x weekly social media posts; 1x weekly blog update.	**Web café #17**	
Oct (M34)	3x weekly social media posts; 1x weekly blog update.	**Web café #18**	**Capacity building webinars #7-10 (half day)** **Newsletter #16**
Nov (M35)	3x weekly social media posts; 1x weekly blog update.	**Web café #19**	
Dec (M36)	3x weekly social media posts; 1x weekly blog update.	**Web café #20** **Newsletter #17**	***D7.3 – Dissemination, Communication and Exploitation Plan II***

6 Reporting, Monitoring, Evaluation

6.1 KPI's and Targets Overview

To maintain transparency and ensure that we are on track with our goals, we have outlined our **Key Performance Indicators (KPI's)** along with their respective targets. These indicators will serve as a roadmap, guiding us through each phase of the project while allowing us to measure our performance and make necessary adjustments.

Table 7 ELOQUENCE – Dissemination and Communication KPIs

ID	KPI Title	Type of KPI	KPI Target
1	Brand Book and Guidelines	Branding and Multimedia Design	**1** Printable brand book and guideline
2	Digital-first dissemination materials: Brochures	Branding and Multimedia Design	**4** Brochures
3	Digital-first dissemination materials: factsheets	Branding and Multimedia Design	**6** Factsheets
4	Miscellaneous materials (notebook, folder, roll-ups, banner, stickers, bags, caps)	Branding and Multimedia Design	**1** set each
5	Website Creation	Digital Communication and Outreach	**1** website (with the Insights Hub)
6	Website views	Digital Communication and Outreach	**75,000** views
7	Content Downloads	Digital Communication and Outreach	**5,500** No. of views/downloads (audio-visual material, brochures, etc.)
8	Blog posts	Digital Communication and Outreach	**130** Blog posts (incl. editorial infographics and opinion articles from 'Lighthouse Committee' & Eth.Ab)
9	Press releases	Digital Communication and Outreach	**7** Press releases
10	Explainer videos	Digital Communication and Outreach	**15** explainer videos
11	Social Media Accounts	Social Media Platforms	**6** SM channels (LinkedIn, Twitter, TikTok, Facebook, YouTube, Instagram)
12	Social Media Followers	Social Media Platforms	**3,500** followers
13	Newsletter Subscribers	Social Media Platforms	**1,200** (monthly edition)
14	Editorial Backlinks	Social Media Platforms	**85** backlinks in top-tier outlets
15	Click-to-open rate	Social Media Platforms	**20-30%** Click-to-open rate
16	Participation in media	Capacity Building & Event Management	**20** (speeches/interviews) (TV, radio)
17	Web cafes	Capacity Building & Event Management	**20** web cafes feat. expert opinion on "Harnessing the Power of Large Language Models in Critical Applications"
18	Podcast Seasons	Capacity Building & Event Management	**2** seasons (6 episodes per season) on "Navigating the Intersection of LLMs and Ethical Considerations"
19	Roadshow event	Capacity Building & Event Management	**3** Virtual events on "Building Safe, Trustworthy, and Ethical Language Technologies: Best Practices" (35 events in total)

20	Virtual Demo Days	Capacity Building & Event Management	**5** Virtual Demo Days on "Creating an Interactive Playground (IP) for Safe and Ethical Language Technologies in High-Stakes Contexts"
21	Industry-driven events and conferences	Capacity Building & Event Management	**25+** (online/offline/hybrid) events
22	Live Virtual Demo Days and Q&A with Pilots	Capacity Building & Event Management	**4** Live Virtual Demo Days and Q&A with Pilots
23	Webinars	Capacity Building & Event Management	Capacity Building for Navigating Ethical Considerations for Large Language Models in High-Risk Applications: A Webinar Series" (**10** webinars)
24	Meetups	Capacity Building & Event Management	**5** Meetups
25	Lighthouse Committee Roundtable	Capacity Building & Event Management	**3** Annual Roundtable discussions
26	Innovation Challenges/ Hackathons	Capacity Building & Event Management	**3** Innovation Challenges/ Hackathons
27	ELOQUENCE Pathways Collaboratory Showcase Final Event	Capacity Building & Event Management	**1** Showcase Event (100-120 people)
28	Joint press releases	Capacity Building & Event Management	**6** press releases
29	R&I Networks/ Platforms	Capacity Building & Event Management	**30** MoUs/ LoIs signed with R&I Networks/ Platforms
30	Open access publications	Publications & Academic Liaisons	**30** publications
31	Presentations (oral/ poster)	Publications & Academic Liaisons	**25** presentations (oral/ poster)
32	Practice Abstracts	Publications & Academic Liaisons	**6** Practice Abstracts
33	EU-wide training & capacity building	EU-Level Liaison & Policy Influence	**3** EU-wide training & capacity building workshops for business, industry and society;
34	Online policy workshops	EU-Level Liaison & Policy Influence	**3** workshops
35	White paper	EU-Level Liaison & Policy Influence	**1** White paper for policy makers
36	Standardization-focused roundtable	EU-Level Liaison & Policy Influence	**1** roundtable
37	Liaison with Industry Associations & Groups	Strategic Industry Alliance Agreement	**10** MoUs/ LoIs signed
38	NDAs signed with investors and industrial partners to drive further fine-tuning, demonstration, and scaling of the Interactive Playground (IP) and models	Strategic Industry Alliance Agreement	**3+** NDAs signed

This table provides a succinct overview of what we aim to achieve and the criteria we will use to measure our progress. It serves as a constant reference, ensuring that each aspect of the project aligns with our set benchmarks.

It's important to understand that these KPIs are not static. They have been strategically distributed across the three pivotal reporting junctures: **M1-M3**, **M3-M18**, and **M18-M36**. These intervals are not just temporal markers; each possesses its unique significance and set of objectives. Interval reporting will take place every month.

For instance, the initial reporting phase, **M1-M18**, serves as the bedrock for the project's communications. This is the phase of setting foundations—identifying and understanding stakeholders, carving out the project's digital footprint through its website, Insights Hub and social media, ensuring that the project's visual resonance through branding is established, and creating a framework for synergies, collaborations, and outreach. Furthermore, the period from M1-M3 is vital to acclimatizing all partners with the project's communication protocols, templates, and channels, ensuring seamless dissemination and collaboration in subsequent phases.

6.2 Consortium Partners' Roles and Responsibilities in Dissemination and Communication

Responsibilities for the implementation of the DEC Plan involve all consortium partners, making it a collective effort. The role of INOSENS as the dissemination and communication manager is to oversee the activities and progress towards DEC objectives. Partners' contributions are integral to the project's development, as most activities and milestones involve stakeholder engagement and communication.

Partners will participate in offline activities by organizing events, planning dissemination initiatives, and attending external events and conferences to raise awareness.

They are also expected to engage in online dissemination activities by providing content and promoting the project's digital dissemination tools.

For successful dissemination and communication, partners should:

- Engage with and share **ELOQUENCE's social media content**, and actively participate in discussions.
- When requested or through opportunities like **interviews, podcasts, newsletter and webinars**, contribute to our website.
- Suggest **relevant events and projects for liaisons**.
- Partners should actively present the project's concepts, ideas, and findings at every suitable opportunity.
- Work should be published in **conference proceedings, scientific journals**, and other relevant outlets.
- Engage in targeted discussions, presenting project developments in related **technical or standardization groups, forums, and platforms**.
- Organize national and local events to engage authorities, stakeholders, and end-users.
- Issue **press releases**, liaise with media contacts, and conduct mass media activities.

All partners, through their participation in external events, conferences, and contributions to online and offline publications, should aim to maximize the project's exposure and dissemination.

TID	IDIAP	CNR	BSC	FBK	BUL	UESSEX	UNS
5	2	4	2	4	4	3	6

EUI	BUT	PN	INO	TL	GX	OM	SYN
2	2	10	45	20	12	3	6

Figure 12 Partner Involvement and Inputs

6.3 Reporting on Dissemination and Communication Activities

It is a compulsory requirement for all project partners to submit reports on dissemination and communication activities on a monthly basis. This allows INOSENS to oversee the advancement towards meeting Key Performance Indicators (KPIs) and to provide updates to the European Commission accordingly.

Annex A ELOQUENCE - Dissemination and Communication Logbook serves as our **communication command center**, enabling INOSENS to systematically document and monitor all communication and dissemination activities throughout the project's duration. It's imperative that our consortium partners maintain this logbook diligently, updating it as they engage in various communication endeavors. This proactive approach allows us to swiftly identify potential communication issues or gaps, ensuring prompt corrective actions.

At the conclusion of each month, we kindly request that our partners complete this logbook, summarizing the activities they conducted during that period. Additionally, we strongly encourage partners to proactively inform INOSENS about any upcoming events they intend to participate in, providing details such as event location, dates, and agendas. This coordination helps us align project-related activities effectively.

The logbook is available here: https://forms.gle/Ni73WjsASkrmtVdF7.

Should any project partner encounter challenges or identify risks during their communication and dissemination efforts, we stress the importance of promptly reaching out to INOSENS. By doing so, we can collaboratively address and resolve any issues in a timely and efficient manner, safeguarding the success of our communication endeavors.

7 Exploitation Pathway

The ELOQUENCE project adopts a systematic and structured approach to exploitation, characterized by the 3-Cs framework: **Capturing, Creating, and Capitalizing** on the innovation potential inherent in the project's results. These activities are meticulously organized into sprints, each with defined tasks and timelines that remain adaptable to accommodate technical advancements, thereby ensuring the efficient and effective achievement of project objectives.

The exploitation initiatives are directed by **Transformation Lighthouse**, with **INOSENS** providing support in the areas of defining Key Exploitable Results (KERs) and Intellectual Property Rights (IPR) management.

1. CAPTURE

During this phase (M01-M06), the focus is on gathering initial perspectives on exploitation and intellectual property (IP) considerations. This is crucial for understanding the potential value and marketability of the project's results.

- An IPR Note and Results questionnaire has been distributed by INOSENS to each partner within the consortium. This questionnaire is designed to capture insights, expectations, and early plans related to IP and exploitation.
- Subsequent discussions will take place to further explore contributions from partners and to enhance the preliminary exploitation approach for each KER, as well as on an individual basis at the partner level.

2. CO-CREATE

The co-creation phase involves ongoing monitoring and surveillance of the actual testing and development of the Interactive Playground and new LLMs (M06-M24). This phase aims to ensure that the project aligns with its objectives and creates value for stakeholders.

- Regular meetings will be conducted to assess the progress of the Interactive Playground and new LLMs, tailored for high-risk applications in the business world, with 4 pilots to cover Privacy, Social, customer, emergency services. These meetings will involve consortium partners and industry advisory board members.
- Business models will be drafted by Transformation Lighthouse based on the specific expectations and operational frameworks related to each pilot. This step is critical for defining how the project's outcomes will be translated into tangible products or services.

- Predictions of results will be made through hypothesis establishment, often via one-on-one and one-to-many interviews. These hypotheses will help gauge the Minimum Viable Performance (MVP) of each pilot output.
- Continual progress measurement will enable the validation of hypotheses, ensuring that the project stays on track.

3. CAPITALIZE

The capitalize phase is the final step in the exploitation strategy (M24-M36), where agreements are solidified, and business models are fine-tuned for commercialization.

- Agreements related to exploitation, IPR, and collaboration in the post-project period will be finalized during this phase.
- A final version of business models will be co-designed for all participating parties involved in pilots, ensuring that everyone has a clear path to commercialization.
- Sustainability assessments and market analysis will play a crucial role in shaping these business models, ensuring that they are viable and aligned with the project's goals.
- The pace of progress for each Pilot will determine the adaptation of the "Start-Capture-Co-Create-Capitalize" cycle. Flexibility is key to accommodate the varying needs and timelines of different Demonstrators.
- Furthermore, ELOQUENCE will leverage the **Horizon Results Booster** platform and its Portfolio Dissemination & Exploitation Strategy-related services, and Innovation radar services.

During the initial phase of the ELOQUENCE project, INOSENS introduced and discussed the proposed approach to exploitation and the structure of the **ELOQUENCE's Results Ownership List** with partners.

After collecting and integrating inputs from partners, INOSENS consolidated them in the Results Ownership List, which is the main output of the activity.

The Results Ownership List will provide the groundwork for the forthcoming D7.2, which is due to be developed by the end of the 18th month of the project. This plan will highlight the particular steps and approaches for optimizing the project's outcomes' exploitation potential, based on the data and perspectives gathered throughout the initial mapping and analysis stage (CAPTURE).

The following table provide an initial overview of ELOQUENCE exploitable results and the key questions for each one. This results ownership list will be updated in D7.2.

KER-1. **Open source fused datasets.** Open source fused datasets of semi-structured and unstructured dialogues. *By whom:* **BUL, SYN, FBK, TID, BSC, UNS**
KER-2. **eMetrics**. Two-way evaluation to measure biases from different perspectives and dimensions, including gender, age, country, temporal, and intersectionality. *By whom:* **BUL, OM, TID, UNS**
KER-3. **Conversational LLM**. LLM that is fine-tuned into the conversational target domains with the help of data augmentation and adaptation techniques, while avoiding catastrophic forgetting. Such a fine-tuned generative LLM will be used as a warm start for other downstream tasks in ELOQUENCE dialog systems. *By whom*: **BUT, OM, IDIAP, BSC, SYN, TID**.
KER-4. **Multilingual, multimodal speech models.** Robust and context-aware multilingual speech models with adaptation strategies using limited amounts of language-specific and in-domain labeled data or computational resources. *By whom:* **UESSEX, UNS, FBK, , BUT, CNR, IDIAP, BUT, BUL, BSC, TID, UESSEX, EUI, TID, PN**.
KER-5. **Interactive Playground**. Platform that collects, bring in common and make available the ELOQUENCE LLMs and tools. It allows testing the model's language generation capabilities with different prompts and context information. *By whom:* **OM, TID, FBK, UNS, BSC, CNR**.

KER-6. **Multilingual self-supervised learning (SSL) representation**. SLU representations that integrate models fine-tuned or adapted on specific downstream tasks (e.g, cross- and multilinguality, multimodality) towards boosting performance in low-resource settings. *By whom:* **FBK, BSC, IDIAP, UESSEX,OMI, EUI, PN, TID.**
KER-7. **Novel neural architecture of LLMs.** Neural architecture capable of leveraging human knowledge and LLMs knowledge, enhancing the model's explainability, and enabling LLMs to respond successfully to complex queries that require compositional reasoning. *By whom:* **FBK, IDIAP, BUT, BSC, TID, UESSEX, EUI, TID.**
KER-8. **Insights Hub.** Online platform that will provide access to information and resources, real-time reporting, data visualization, stakeholder segmentation and provide feedback and insight. *By whom:* **INO, All**.

Figure 13 ELOQUENCE - Results Ownership List

7.1 IPR

Effective exploitation of the exploitable Eloquence results depends upon, amongst other issues, on the proper management of intellectual property.

The framework of the IP management is set out within the Grant Agreement and Consortium Agreement, which stipulate the rules related to the following IP issues:

• Identification of the Background and the specific limitations and conditions for its implementation;

• Ownership of the results;

• Transfer of the results;

• Access rights to the Background and the results;

• Non-disclosure of the information

7.1.1 Ownership of Results

Results shall be owned by the Party whose employee(s) generated such Results, or on whose behalf such Results have been generated or if the applicable rules at the Party concerned so entail, by its employees who generated the Results. If the researchers of a Party are entitled to claim rights to the Results pursuant to national laws or policy, the Party concerned guarantees that the researchers adhere to and comply with the obligations borne by the concerned Party under the Grant Agreement and this Consortium Agreement as if they were such Party.

7.1.2 Joint ownership

In accordance with Article 16.4 with reference to Annex 5 of the Grant Agreement, two or more Parties shall own Results jointly if:

(a) they have jointly generated them; and

(b) it is not possible to:

(i) establish the respective contribution of each Party; or

(ii) separate them for the purpose of applying for, obtaining, or maintaining their protection.

The other provisions of Article 16.4 with reference to Annex 5 of the Grant Agreement shall not apply. Instead, Section 8.2 (which constitutes a “joint ownership agreement” for the purposes of Annex 5 of the Grant Agreement) shall apply. However, the joint owners shall nevertheless be at liberty to agree in writing something different to this Section 8.2, so long as such different agreement does not adversely affect the Access Rights or other rights of the other Parties provided under the GA or this CA.

Unless otherwise agreed:

- each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s).

- each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non-exclusive licenses to third parties (without any right to sub-license) if the other joint owners are given: (a) at least 45 calendar days advance notice; and (b) fair and reasonable compensation.

The joint owners shall agree on all protection measures and the division of related costs in advance.

The joint owners shall enter into good faith discussions in order to agree on an appropriate course of action for filing application(s) for Intellectual Property Rights in such joint Result, including the decision as to which Party is to be entrusted with the preparation, filing and prosecution of such application(s) and in which countries of the world such application(s) for Intellectual Property Rights are to be filed. Unless the concerned Parties agree otherwise on a case-by-case basis, or explicitly provided otherwise herein, all costs related to application(s) for Intellectual Property Rights in joint Results and Intellectual Property Rights resulting from such application(s) shall be shared equally between the joint owners.

7.1.3 Transfer of Results

Each Party may transfer ownership of its own Results (including without limitation its share in Results that it owns jointly with another Party or Parties and all rights and obligations attached to such Results) to any of its Affiliates.

Any transfer of ownership of Results shall be made subject to the Access Rights, the rights to obtain Access Rights and the right to Disseminate Results that are granted to the other Parties and their Affiliates in the GA and/or this CA.

Note: Partners have signed the Export Control Compliance Certification that was provided by the coordinator.

7.1.4 Access rights

Each Party identifies in Attachment 1A of Consortium Agreement references to its Background to which it is willing to grant Access Rights for the implementation of the project or exploitation of any result. The granting of Access Rights shall be free of any administrative transfer costs. Any and all Access Rights granted under this Consortium Agreement shall be granted on a non-exclusive, non-transferable and worldwide basis, if not otherwise agreed in writing by the Parties concerned.

Results and/or Background shall be used by the non-owning Party only for the purposes for which Access Rights to such Results and/or such Background have been granted and are subject to the conditions set forth in this CA.

Access Rights to all Results for Internal Research and Teaching royalty-free; but other Access Rights to Results on Fair and Reasonable Conditions. Access Rights to Results if Needed for Exploitation of a Party's own Results, other than for Internal Research and Teaching shall be granted on Fair and Reasonable Conditions. Access Rights shall only be granted upon the signature of a written agreement between the Granting Party and the Requesting Party.

Access Rights to Background, if needed for Exploitation of a Party's own Results, as demonstrated to the satisfaction of the Party owning or controlling such Background shall be granted on Fair and Reasonable Conditions to be negotiated in good faith between the concerned Parties.

7.1.5 Non-disclosure of Sensitive Information

All information in whatever form or mode of communication, which is disclosed by a Party (the "Disclosing Party") to any other Party (the "Recipient") in connection with the action during its implementation and which has been explicitly marked as "confidential" or "secret" at the time of disclosure, or when disclosed orally has been identified as sensitive at the time of disclosure and has been confirmed and designated in writing within 30 calendar days from oral disclosure at the latest as Sensitive Information by the Disclosing Party, is "Sensitive Information".

Obligations: The Recipient hereby undertakes, for a period of five (5) years after the final payment has been received from the Coordinator:

(a) not to use Sensitive Information otherwise than for the purpose for which it was disclosed;

(b) not to disclose Sensitive Information to any third party other than its Affiliates and Subcontractors without the prior written consent by the Disclosing Party, wherein the Recipient must ensure that an arrangement is in place prior to such disclosure.

7.2 Eloquence exploitation plan

7.2.1 Review and Enhancement of Exploitation Plan

The provided exploitation plan outlines three main pillars guiding the Eloquence project's exploitation activities, focusing on market analysis, responsiveness to market needs, and preparation for commercialization. While the plan demonstrates a structured approach to exploitation, incorporating startup market discovery approaches can enhance its effectiveness in identifying market opportunities and achieving product-market fit. Here is a proposed enhancement incorporating lean principles into product design:

7.2.2 Objectives of Exploitation Strategy

Our primary objective is to leverage European principles in language learning to develop an innovative LLM that caters to the diverse linguistic and cultural landscape of Europe. Furthermore, we aim to employ startup principles, particularly inspired by Lean Startup methodology and Geoffrey Moore's "Crossing the Chasm" to identify correct costumers and capitalize on market opportunities, ensuring a smooth transition from research to market adoption.

1. Integration of Customer-Centric Approach: In addition to understanding end-user needs, it's imperative to educate the research teams on the significance of constant feedback from the market. This involves highlighting that ongoing interaction with potential customers helps in validating assumptions, refining product features, and ensuring alignment with evolving market demands. TL will provide training for all 4 pilot research teams to view customer feedback as essential input for guiding product development decisions throughout the project lifecycle.

This will be implemented in a 6 module 2 h per module Data Driven approach theoretical workshops for all the prototype teams individually. Data driven decision making modules will serve as guiding principles for the work done in the next step.

The modules topics will be:

1. **Intro** - Introduction to data driven philosophy, business modeling framework and lean processes. Teams form an understanding of product market fit and what it means for a startup.
2. **Market** - Market introduction and market segmentation. Teams will learn about targeting their market, predicting the size of the market, market timing, segmenting markets and choosing the appropriate segment to target.
3. **User** - The aim is to teach teams to look at the world from their customers' point of view so they can truly understand their customer. They will learn how to conduct experiments to prove their segment, find their ideal customer and understand their problems to be able to build their customer experience journey and decompose the problem they are solving on partial problems and learn to understand their value.
4. **Value Proposition** - Based on user understanding we will learn how to prepare value proposition for given users and build value proposition canvas.
5. **Strategy** - We will cover going to market strategy, based on problem map – market map, market/segment entry barriers and problem size. We will also determine how to set globalization and technology components of going to market strategy.
6. **MVP and lean analytics** - Based on their Value Proposition canvas and going to market strategy the teams decide on MVP and their minimal feature list. Teams will learn about feature driven design, fast prototyping and lean analytics.

2. Agile Development and Iterative Prototyping: Research teams will be educated on the importance of incorporating constant feedback from the market into the agile development process. They will learn that rapid prototyping and iterative cycles are not only about internal adjustments but also about responding to external market signals. By understanding this, teams can effectively adapt the product to meet evolving customer needs and preferences in real-time.

This step will be done by Transformation Lighthouse team with the help of each research group point of contact (1 from each pilot team). We will conduct primary costumer research by talking directly to the potential consumers. We will implement all the points from previous theoretical parts, especially point 2. market segmentation and point 3. Hypothesis testing. Through this continuous process of hypothesis assessment and interviews with the potential

costumers we will get out our market segment, barrier to enter for different segments and our main value proposition.

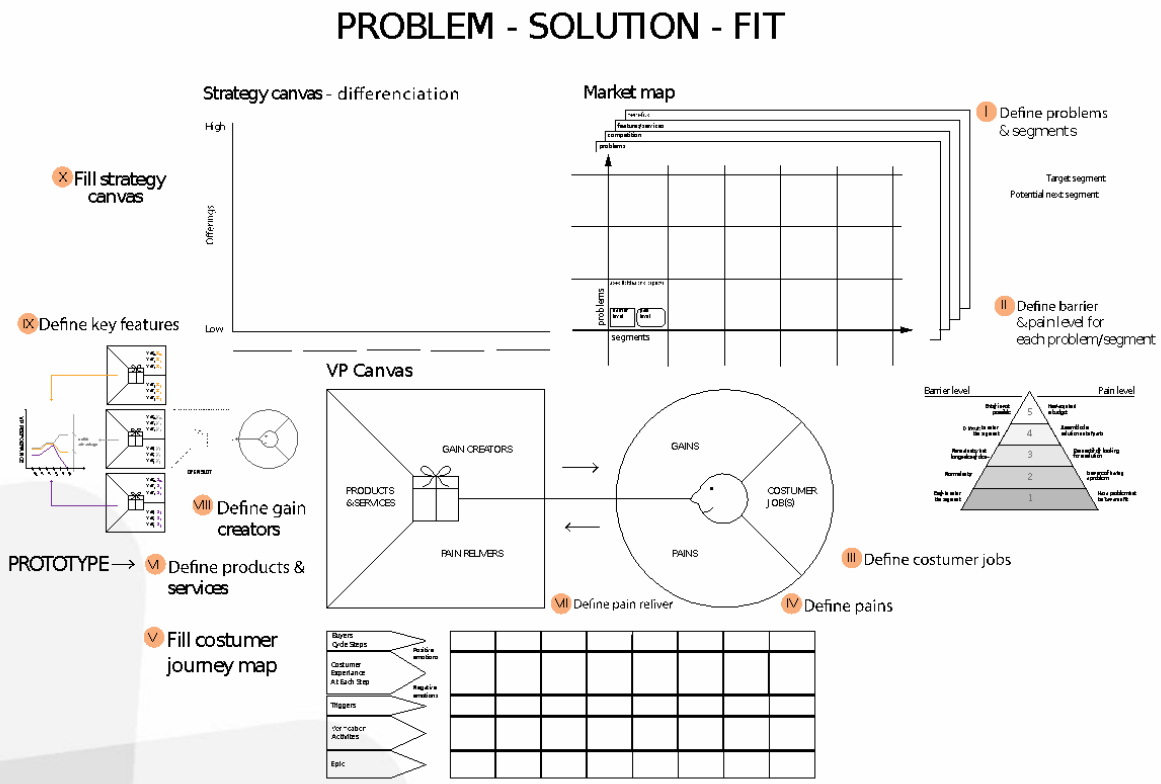

Figure 14 ELOQUENCE – Problem – Solution - Fit

We cannot stress the importance of this process. If this process it done correctly, we will get a whole market segmentation through costumers' eyes, our direct path of further development of LLM technology and already direct contact to the potential customers.

3. Validation through Customer Discovery: The emphasis on customer discovery will include educating research teams on the critical role of continuous feedback in validating assumptions and ensuring product-market fit. They will learn that customer interviews, surveys, and usability tests serve not only to gather data but also to iteratively refine the product based on real-world insights. This understanding will be very important after the prototype stage when research teams will be asked to prioritize customer feedback as a fundamental aspect of the validation process.

4. Building external partnership, opening up the innovation:

Throughout the process of costumer discovery, the project has great opportunities to build relationships/connections to the market, making the project feel more open and collaborative. We will exploit these connections and after defining the segment and search for possible partners that would be willing to market certain solutions as a result of the ELOQUENCE project.

7.2.3 Phases of Exploitation Strategy

1. Market Insights and Customer Discovery (M1-M6): In addition to gaining insights into market trends, research teams will be trained to actively engage with potential customers to understand their perspectives, pain points, and evolving needs. This early education will emphasize the importance of incorporating market feedback into the project's direction from the outset. This is especially important because the landscape of LLM's is moving at such rapid speed, and it is hard to foresee where outside more general technology will go.

2. Prototype Development and MVP Iteration (M7-M18): Once we reach the prototype stage research teams will be guided to continuously iterate on prototypes based on feedback gathered from potential customers. They will learn to view MVP iterations not only as technical adjustments but also as opportunities to refine the product based on market insights, ensuring that subsequent iterations better address customer needs. MVP is first tool for gathering insight from the market.

3. Business Model Validation (M19-M24): During the validation phase, research teams will be educated on the role of customer feedback in assessing the viability of different business models. They will understand that experiments conducted to test pricing strategies, revenue streams, and distribution channels should be informed by ongoing interactions with potential customers to ensure alignment with market realities.

4. Go-to-Market Strategy and Scaling (M25-M36): As the project progresses, research teams will be encouraged to continuously gather feedback from the market to define different development channels for different applications. They will learn to adapt marketing channels, partnerships, and sales tactics based on evolving customer preferences, thereby ensuring that the product launch and scaling efforts are guided by real-world insights. The main goal is to:

- **Launch Full-Scale Product:** Based on insights gathered from pilot tests and iterative development, launch the full-scale version of the LLM in the European market, ensuring compliance with quality standards and regulatory requirements.
- **Sales and Distribution Expansion:** Establishing partnerships with resellers, distributors, and online marketplaces to increase accessibility.
- **Customer Support and Engagement:** Prioritize customer support and engagement initiatives to foster long-term relationships with users, providing timely assistance and continuously improving the product based on user feedback.
- **Monitor Performance and Adapt:** Continuously monitor the performance of the LLM in the market, tracking key metrics such as sales, user engagement, and customer satisfaction, and adapt the strategy as needed to capitalize on emerging opportunities.

7.2.4 Desired/possible outcomes

- Creating an internal spinoff with research/development teams creating a new entity focused only on LLM-s other potentials.
- Defining an industry partner or technology partner (beyond consortium members) that is interested in implementing and selling LLM – use cases. Working together with research group optimising the new system creating a collaborative effort.
- Creating an internal spinoff with research/development teams creating a new entity focused only on LLM-s other potentials.

7.2.5 Conclusion

By integrating education on the importance of constant feedback from the market into both the objectives and phases of the exploitation strategy, the ELOQUENCE project can empower research teams to effectively leverage customer insights throughout the project lifecycle. This proactive approach ensures that teams not only understand the significance of customer-centricity but also possess the necessary skills to continuously adapt the product to meet evolving market demands, ultimately increasing its competitiveness and market relevance.

In conclusion, our proposed exploitation strategy aims to harness the potential of European principles in language learning and startup methodologies to successfully commercialize and scale the LLM in the European market. By following this strategic roadmap, we are confident in our ability to achieve sustainable market adoption and deliver significant value to our stakeholders.

Warning these steps and the process will be subjected to change due to different factors:

• Different partnerships emerging

- Insights gathers by doing primary research with potential clients
- Global LLM technology changes (3 years ago world LLM hardly existed beyond research labs)
- Possible development challenges

7.3 Market Analysis of Large Language Models (LLMs)

7.3.1 Introduction

Large Language models (LLMs) are a crucial component of natural language processing (NLP) and artificial intelligence (AI) systems, enabling machines to understand, generate, and interact with human language effectively. Their growth is primarily driven by the increasing demand for NLP technologies, personalized user experiences, and advancements in hardware and machine learning techniques.

7.3.2 Definition and Significance

An LLM is a model that can learn the probability distribution of a given sequence of words or characters in a language[4]. It is utilized in diverse NLP applications, including text generation, machine translation, and question answering, and has gained growing significance owing to its capacity to comprehend and produce natural language content[1].

7.3.3 Existing LLMs in the Market

Some of the most notable LLMs in the market include:

- **BERT:** A transformer-based model introduced by Google in 2018, which can convert sequences of data to other sequences of data [3].

- **GPT-3.5:** A model developed by OpenAI that was integrated into the Bing search engine but has since been replaced with GPT-4 [3].

- **GPT-4:** The largest model in OpenAI's GPT series, released in 2023, which is a transformer-based model that can process and generate both language and images [3].

- **Claude:** A model created by the company Anthropic, which focuses on constitutional AI and powers its two main product offerings, Claude Instant and Claude 2 [3].

- **Cohere:** An enterprise LLM that can be custom-trained and fine-tuned to a specific company's use case [3].

- **LaMDA:** A family of LLMs developed by Google Brain, which uses a decoder-only transformer language model and was pre-trained on a large corpus of text [3].

- **Llama:** Meta's LLM released in 2023, which is a transformer-based model that was trained on a variety of public data sources [3].

- **Orca:** A model developed by Microsoft, which has 13 billion parameters and aims to improve on advancements made by other open source models [3].

These models are used in various applications, such as chatbots, summarization tools, translation services, voice assistants, and more [2].

7.3.4 Market Size and Growth

The global large LLM market is expected to grow with a CAGR of 10.1% from 2024 to 2030. Revenue is projected to reach 259,817.73 million USD by 2030 from 1,590.93 Million USD in 2023, with a CAGR 79.80% during 2024-2030. Europe market for LLM is estimated to increase from 270.61 million USD in 2023 to reach 50,087.73 million USD by 2030, at a CAGR of 83.30% during the forecast period of 2024 through 2030.

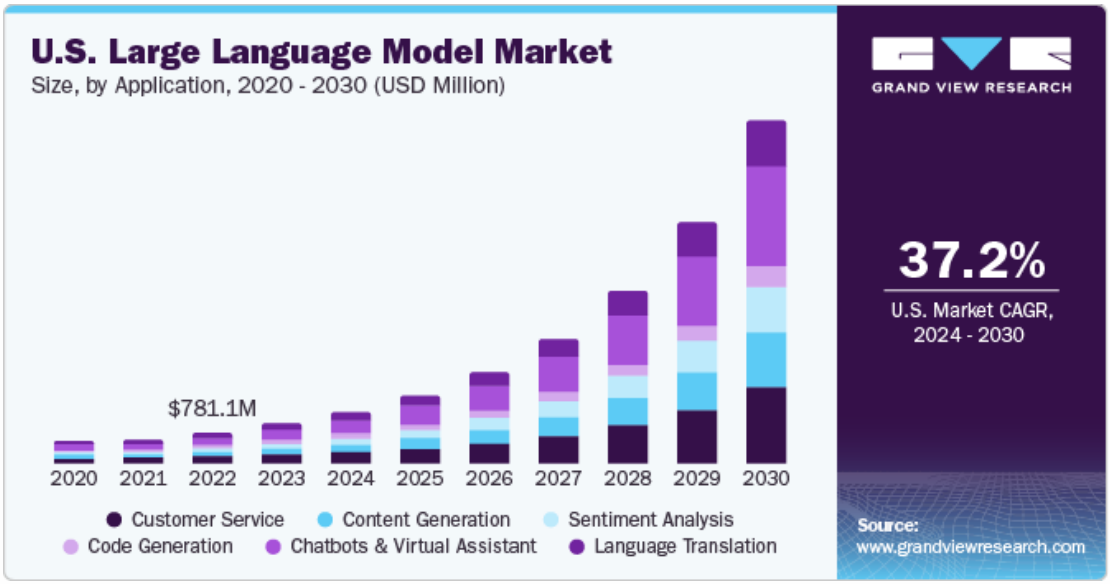

Figure 15 Large Language Model Market Size, Share & Trends Analysis Report By Application (Customer Service, Content Generation), By Deployment, By Industry Vertical, By Region, And Segment Forecasts, 2024 – 2030, Market analysis Report) [1]

The market covers several industry sectors, with healthcare, finance, retail and e-commerce having the largest market share in LLMs[6].

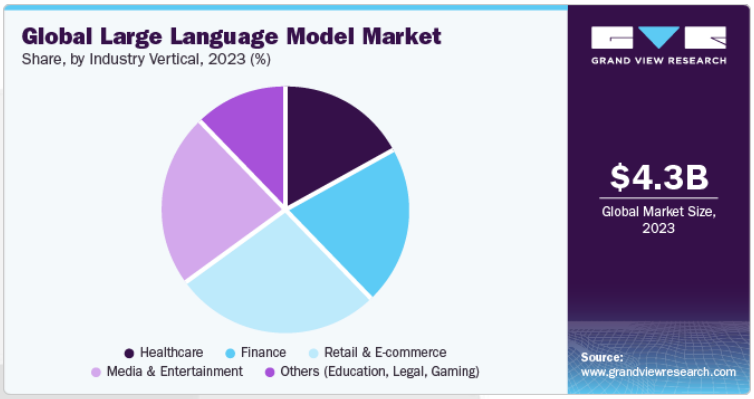

Figure 16 Large Language Model Market Size, Share & Trends Analysis Report By Application (Customer Service, Content Generation), By Deployment, By Industry Vertical, By Region, And Segment Forecasts, 2024 – 2030, Market analysis Report) [2]

The applications of LLMs include chatbots and virtual assistants, content generation, language translation, code development, sentiment analysis, medical diagnosis and treatment, and education[7].

The market is segmented by region, with North America expected to dominate the market due to the presence of major LLM developers and high adoption rates[7]. Europe is also expected to experience significant growth due to government investments in AI and NLP research[7]. Asia Pacific is projected to be the fastest-growing market due to its large population and increasing digital adoption[7].

7.3.5 Regulatory Landscape

The European Union (EU) has established several regulations and guidelines that are relevant to AI and NLP technologies. These include the General Data Protection Regulation (GDPR), the proposed Artificial Intelligence Act (AIA), and ethical AI principles.

[1] https://www.grandviewresearch.com/industry-analysis/large-language-model-llm-market-report
[2] https://www.grandviewresearch.com/industry-analysis/large-language-model-llm-market-report

7.3.5.1 GDPR

The GDPR is a privacy regulation that applies to all entities that process personal data within or from the EU, regardless of where the processing takes place. LLM and AI system developers and issuers must comply with the GDPR's requirements, which include providing data subjects with rights to access, rectify, and erase their personal data, ensuring cross-border data transfer compliance, and implementing appropriate measures for data protection impact assessments[13].

7.3.5.2 AI Act

The proposed AI Act aims to promote investment and innovation in AI, enhance governance and effective enforcement of existing law on fundamental rights and safety, and facilitate the development of a single market for AI applications. The regulation would apply to high-risk AI systems, which would be subject to a set of requirements and obligations to gain access to the EU market. The AI Act also includes provisions for risk assessment, risk mitigation, and the development of standards for GPAI systems[12].

7.3.5.3 Ethical AI Principles

Regulators are increasingly taking notice of how companies use AI, especially regarding unlawful discrimination and bias in data. Ethical AI principles, such as those outlined by IBM, aim to provide guidelines for the design and outcomes of artificial intelligence, focusing on inclusivity, fairness, and respect for privacy[11].

Existing LLMs must comply with these regulations and guidelines, which can pose challenges in terms of data protection, transparency, and ethical considerations. For example, the GDPR's requirements for explicit and informed consent from data subjects may impact the effectiveness of LLM and AI systems, as they rely on large amounts of data to operate effectively[13].

7.3.6 Competitive Market

The LLM market is dominated by key players such as Alibaba Group Holding Limited, Amazon.com, Inc., Baidu, Inc., Google LLC, Huawei Technologies Co., Ltd., Meta Platforms, Inc., Microsoft Corporation, OpenAI LP, Tencent Holdings Limited, and Yandex NV. These companies offer various products and services, and their competitive strategies include innovation, partnerships, and market expansion.

Some examples of recent developments:

- In December 2023, Google LLC, unveiled a Large Language Model named VideoPoet, which is multimodal and capable of generating videos. This groundbreaking model introduces video generation functionalities previously unseen in LLMs.

- In December 2023, Microsoft Corporation launched InsightPilot, an automated data exploration system powered by a Large Language Models. This innovative system is specifically designed to simplify the data exploration process.

- In September 2022, Meta Platforms, Inc., collaborated with Microsoft Corporation to unveil Llama 2, a Large Language Models. The objective behind Llama 2 is to present a high-performing Large Language Models that excels across diverse domains, serving both research and commercial needs while establishing competition with established LLMs [14].

7.3.7 Trends and Challenges

The market growth of Large Language Models (LLMs) is driven by several key factors. These factors shape the trajectory of LLM adoption, innovation, and regulatory compliance.

The adoption of LLMs is being fueled by the increasing demand for AI-powered automation across various industries, aimed at enhancing operational efficiency and customer experiences [6]. This demand is further amplified by the exponential growth in textual data generated by digital platforms, social media, and Internet of Things (IoT) devices, necessitating advanced Natural Language Processing (NLP) technologies [6]. Moreover, advancements in computing infrastructure, including cloud computing and high-performance Graphics Processing Units (GPUs), have facilitated the training and deployment of large-scale LLMs for complex tasks [6]. These drivers collectively propel the growth of the LLM market and foster innovation in AI and NLP technologies.

However, alongside these promising growth prospects, the widespread adoption of LLMs faces significant challenges and risks that must be addressed for responsible development and deployment. One primary challenge revolves around data privacy concerns associated with the collection, storage, and processing of sensitive information by LLMs, leading to regulatory compliance issues [5]. Additionally, ethical considerations surrounding the use of AI technologies, such as bias, fairness, and transparency in decision-making processes, pose significant challenges to the adoption and deployment of LLMs [5]. Interoperability issues between different LLM models and AI systems further complicate seamless integration and collaboration in multi-platform environments [5].

To ensure the responsible development and deployment of LLMs, companies and stakeholders must proactively address these challenges and risks. This entails implementing robust data privacy measures, adhering to ethical AI principles, and prioritizing transparency and explainability in LLM decision-making processes [5]. By addressing these challenges head-on, stakeholders can foster a regulatory-compliant, ethically responsible, and user-centric approach to LLM development and deployment in an increasingly AI-driven world.

7.3.8 Technological Trends and Innovations

Recent technological advancements in LLMs have revolutionized the field of natural language processing. Transformer architectures, pre-training techniques, and fine-tuning approaches have been at the forefront of innovation in LLM development.

7.3.8.1 Transformer Architectures

Transformer architectures, such as BERT (Bidirectional Encoder Representations from Transformers) and GPT (Generative Pre-trained Transformer), have significantly improved the performance of LLMs by enabling bidirectional processing of text data. These architectures have enhanced the ability of LLMs to understand context and generate more coherent and contextually relevant responses.

7.3.8.2 Pre-training Techniques

Pre-training techniques involve training LLMs on large set of text to learn the underlying patterns and structures of language. This pre-training phase allows LLMs to acquire a broad understanding of languages, which can then be fine-tuned for specific tasks or domains. Techniques like unsupervised pre-training and self-supervised learning have had the most effect on improving the performance of LLMs.

7.3.8.3 Fine-tuning Approaches

Fine-tuning approaches involve adapting pre-trained LLMs to specific tasks or datasets by further training them on task-specific data. This process allows LLMs to specialize in particular applications, such as sentiment analysis, machine translation, or question answering. Fine-tuning helps optimize the performance of LLMs for specific use cases and improves their accuracy and efficiency.

Emerging trends and innovations in LLM development include advancements in multimodal LLMs, which can process and generate both language and images, as well as the integration of LLMs with other AI technologies like computer vision and speech recognition. These trends are expected to shape the future of LLM development and expand their applications across various industries.

7.3.9 Customer needs and preferences

Understanding customer needs, preferences, and pain points related to Large Language Models (LLMs) is crucial for developing successful products and services tailored to their requirements. Across different industries and use cases, customers may have varying demands and expectations when it comes to LLMs.

7.3.9.1 Customer needs and preferences

- Accuracy and Reliability: Customers expect LLMs to provide accurate and reliable results in tasks such as language translation, sentiment analysis, and content generation.

- Customization and Flexibility: Businesses may require LLMs that can be customized and fine-tuned for specific use cases or industry verticals.

- Interpretability and Transparency: Customers value LLMs that are transparent in their decision-making processes and provide explanations for their outputs.

- Regulatory Compliance: Compliance with EU regulations, such as GDPR and the proposed AI Act, is essential for customers in the EU market to ensure data privacy and ethical AI practices.

7.3.9.2 Critical Features and Functionalities

- Data Privacy Protection: Robust data privacy measures to safeguard sensitive information and comply with GDPR requirements.

- Explainability: Ability to explain how LLMs arrive at their decisions to enhance trust and transparency.

- Interoperability: Compatibility with existing systems and platforms for seamless integration.

- Ethical AI Principles: Adherence to ethical AI principles to address bias, fairness, and accountability in AI systems.

7.3.10 Market Opportunities and Threats

7.3.10.1 Market Opportunities in the EU

- Industry Verticals: Opportunities exist in healthcare, finance, retail, e-commerce, and education for implementing LLMs to improve customer experiences, operational efficiency, and decision-making processes.

- Niche Applications: Niche applications like legal document analysis, medical diagnosis support, and personalized marketing offer untapped potential for LLM adoption.

- Geographical Markets: Emerging markets within the EU present opportunities for expanding LLM usage beyond traditional hubs.

7.3.10.2 Potential Threats

- Competition from Non-EU Companies: Competition from non-EU-based companies with advanced LLM technologies may pose a threat to local market players.

- Regulatory Uncertainty: Evolving regulations around AI and NLP could create uncertainty for businesses regarding compliance requirements.

- Geopolitical Factors: Geopolitical tensions or trade restrictions may impact market access or hinder international collaborations in the EU LLM market.

By addressing customer needs, leveraging critical features, exploring market opportunities, and mitigating potential threats, businesses can position themselves strategically in the dynamic landscape of the EU LLM market.

7.3.11 Future Outlook

The future outlook for the Large Language Models (LLMs) market in the European Union (EU) is influenced by various factors, including technological advancements, regulatory changes, and evolving customer needs.

7.3.11.1 Future Trends and Developments

- Technological Advancements: Continued advancements in transformer architectures, pre-training techniques, and fine-tuning approaches are expected to enhance the performance and capabilities of LLMs, enabling them to address more complex tasks and applications.

- Regulatory Changes: Anticipated regulatory changes, such as updates to the GDPR and the implementation of the proposed AI Act, will shape the legal landscape for LLM development and deployment, emphasizing data privacy, transparency, and ethical AI practices.

- Evolving Customer Needs: Customer demands for more accurate, interpretable, and customizable LLM solutions will drive innovation and differentiation in the market, leading to the development of specialized and tailored offerings.

7.3.12 Conclusion

In conclusion, the EU LLM market presents significant opportunities for growth and innovation, driven by increasing demand for AI-powered solutions, advancements in NLP technologies, and supportive regulatory frameworks. However, challenges such as data privacy concerns, regulatory uncertainties, and competition from non-EU companies need to be addressed strategically to ensure sustainable market development. By leveraging technological advancements, addressing regulatory requirements, and aligning with evolving customer needs, the EU can position itself as a key player in the global LLM market, fostering innovation, competitiveness, and responsible AI deployment in the region.

8 Conclusion

D7.1 –Dissemination, Exploitation, and Communication Plan" outlines ELOQUENCE's comprehensive strategy for communication, dissemination, and exploitation. This strategic plan is designed to maximize the project's impact and ensure effective utilization of its results, with active involvement from all project partners. Looking ahead, "D7.2 – Dissemination, Communication and Exploitation Plan II" will refine and expand on this plan (M18), with a particular focus on disseminating scientific and technological insights. It will also seek to foster stakeholder engagement with the project's key exploitable results. Additionally, "D7.3 – Dissemination, Communication and Exploitation Plan III," scheduled for M36, will concentrate on engaging key stakeholders in the industry and reporting on these interactions. This multifaceted approach aims to promote responsible innovation and sustainable practices in the ELOQUENCE project and beyond.

9 Annex A

Annex A ELOQUENCE - Dissemination and Communication Logbook

ELOQUENCE - Dissemination and Communication Logbook

Welcome to the ELOQUENCE Dissemination and Communication Logbook. This form is designed to document the dissemination and communication activities of the ELOQUENCE project. We request that you submit your responses once a month, at the beginning of each month. Your contributions are vital for evaluating the impact of our activities and for meeting our reporting responsibilities to the EC. Please provide the most up-to-date information for each question. Be assured that all information will be treated with confidentiality and used exclusively for project reporting purposes.

***Indicates required section**

Filled by*

1. TID
2. CNR
3. BSC
4. FBK
5. UNS
6. EUI
7. BUT
8. PN
9. INO
10. TL
11. GX
12. OM
13. SYN
14. IDIAP
15. BUL
16. UESSEX

Q1. Activity/Output Title:

Q2. Brief Description (Please describe the main content or message of the activity/output) (200 characters max)

Q3. Date(s) of Activity/Output

Q4. Who was your primary audience for this activity/output? (Select all that apply)

- Industry, business partners
- Innovators
- EU Institutions
- National authorities
- Regional authorities
- Local authorities
- Civil society
- Citizens

- Research communities
- Specific end user communities
- International organisation (UN body, OECD, etc.)
- Other (Please Specify):
- Investors
- Other

Q5. What was the main purpose of this activity/output? (Select one that best applies)

- Sharing project findings or results
- Raising awareness about the project
- Engaging with stakeholders or the public
- Educating or training
- Other

Q6. Through what means did you conduct/share this activity/output? (Select all that apply)

- Event (Conference, Workshop, etc.)
- Exhibition
- Interview
- Media Article
- Newsletter
- Press Release
- Print Materials (Brochures, Leaflets, Posters, etc.)
- Social Media
- TV/Radio Campaign
- Video
- Website
- Clustering Activities
- Collaboration with EU-funded Projects
- Education and Training Events
- Meetings
- Other

Q7. What was the expected impact or outcome of this activity/output? (e.g., inform decision-making, foster collaborations, increase knowledge)

Q8. Status of the Activity/Output:

- Cancelled
- Delivered
- Ongoing
- Postponed
- Other

Q9. Did this activity/output involve a formal publication or scientific presentation?

- **Yes**
- **No**

Publication Details *(Optional)*

If this activity/output included a formal publication or presentation, please provide its reference details below

Type of PID (repository) for the Publication:

1. DOI
2. Handle
3. ARK
4. URI
5. pURL
6. None

Publisher Version of Record PID:
PID of Deposited Publication:
Type of Publication:

- Article in Journal
- Conference Proceeding/Workshop
- Book/Monograph
- Chapter in Book
- Thesis/Dissertation

Link to Publication (Data to be completed only if DOI not available):
Title of the Scientific Publication (for book chapter, the title of chapter, not book):
Authors (Data to be completed only if DOI not available):
Title of the Journal or Equivalent:
Number (if applicable):
ISSN or eISSN:
Publisher:
Month of Publication:

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Year of Publication
Was the publication available in open access through the repository at the time of publication*

- Yes
- No

Peer-Reviewed Status:

- Yes
- No

If a Book, PID of Book:

Book Title:
Did you charge OA publishing fees to the project?

- Yes
- No

Article processing costs that will be charged to the project:
Further Comments and Feedback
Q11. Any other comments, feedback, or additional information you'd like to share about this activity/output?
Q12. If you have any videos or images related to your dissemination and communication activities, please provide the links below.
Alternatively, you may upload them directly to the project's SharePoint in the folder Dissemination & Communication Logbook / Media.
Other Activities
Q12. Do you have another activity/output to report?

- Yes

- No

Citations:

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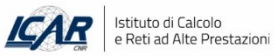

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