D10.1: Impact Creation Strategy and Plan

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Abstract	This deliverable presents a bespoke Impact Creation Strategy and Plan designed to maximize the project's visibility, uptake, and long-term impact by strategically addressing three interconnected pillars: - Communication: Focuses on raising awareness, actively promoting the project, and maintaining effective internal cohesion and information flow within the consortium. - Dissemination: Concentrates on proactively transferring knowledge to target audiences. - Stakeholder Engagement: Focuses on conducting targeted interactions with target stakeholders. The document sets the necessary framework, detailed timeline, and clear responsibilities for all consortium partners. It includes specific tools, activities, key performance indicators (KPIs), and mechanisms for regular monitoring, guaranteeing a coordinated, impactful, and adaptive approach to reaching all outreach and impact creation goals.
Keywords	Communication; Dissemination; Liaisons; Stakeholder Engagement; Outreach; Promotion

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Nature of the deliverable:	R	
Dissemination Level		
PU	*Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)*	✔
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*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

Global trade is expanding rapidly, placing immense pressure on customs authorities. These agencies are a cornerstone of international trade, playing a critical role in preventing the entry of illegal goods, safeguarding revenue, and ensuring efficient flow of goods. The growing volume of goods, coupled with limited human resources, makes customs operations increasingly difficult. A significant challenge lies in the high rate of false positives—cargo inspections that yield no illegal findings—which consume valuable time and resources.

The CustomAI consortium has united its expertise to directly address this operational bottleneck. The project's core output is the development of an advanced toolkit designed to significantly reduce the number of false positives. By leveraging AI, CustomAI aims to enhance the precision of risk assessment, allowing customs personnel to focus their limited resources where they are most needed, thereby ensuring both border security and the seamless flow of legitimate trade, all without requiring an increase in human resources.

This deliverable provides a comprehensive framework necessary to ensure CustomAI achieves maximum visibility, broad uptake, and long-term influence across the international trade and customs landscape. The strategy is built upon three interconnected pillars:

1. **Communication:** Focused on raising immediate awareness about the CustomAI project and its innovations, actively promoting its benefits, and maintaining effective, cohesive information flow among all consortium partners.

2. **Dissemination:** Concentrated on proactively transferring the knowledge, best practices, and experiences generated by the project to precisely targeted external audiences, including European Union (EU) customs authorities and relevant industry stakeholders.

3. **Stakeholder Engagement:** Designed to facilitate meaningful, targeted interactions with key stakeholders. This involves building a collaborative community around CustomAI activities, encouraging discussions, and establishing systematic interaction with related projects and initiatives to amplify the project's reach and influence.

The document establishes the necessary strategic framework and serves as an essential guide for the project consortium, ensuring all partners are aligned on outreach and promotional activities. It provides a detailed timeline, clearly defined responsibilities for all partners, and specific tools and activities to be utilized.

To guarantee a coordinated, effective, and adaptive approach, the plan includes clear Key Performance Indicators (KPIs) and mechanisms for regular monitoring and evaluation. This strategy will be actively implemented throughout the entire duration of the project, ensuring every action contributes to reaching all outreach and impact creation goals and solidifying the AI-toolkit's role as a vital asset for modern customs operations.

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ABBREVIATIONS

AI   Artificial Intelligence

EU   European Union

GDPR   General Data Protection Regulation

KPIs   Key Performance Indicators

LLM   Large Language Model

SERI   Swiss State Secretariat for Education, Research, and Innovation

VCCO   Virtual Cargo Control Officer

WCO   World Customs Organization

X-ray   High-Energy Electromagnetic Radiation

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This document establishes the strategic framework and operational plan for the communication, dissemination, and community-building activities of the CustomAI project. Its primary objective is to maximize the project's visibility and ensure the effective promotion of its AI-driven toolkit to facilitate the widespread uptake of results.

To achieve this, the document defines a targeted roadmap for engaging a multidisciplinary ecosystem of stakeholders while publicizing key technical achievements and research innovations. Furthermore, it provides a comprehensive set of guidelines and visual identity standards for project partners to ensure that all outreach efforts are coherent, consistent, and strategically aligned with the project's core objectives.

This plan will serve as a "living document," undergoing periodic evaluation and refinement to respond to the project's evolving needs. All adjustments and impact metrics will be formally documented in subsequent periodic reports.

1.2 DOCUMENT STRUCTURE

The document is organized into four key sections designed to provide a comprehensive overview of the project's outreach framework:
1. **Introduction:** This section features information about the project's background and mission, providing the necessary context for the outreach strategy. It also outlines the document's purpose and defines the scope of the planned activities.
2. **Communication, Dissemination, and Stakeholder Engagement:** Serving as the core of the deliverable, this section identifies the project's key stakeholder groups and details the strategic use of various communication tools and dissemination activities. It describes the integrated approach to reaching target audiences and fostering community building.
3. **Impact Assessment:** This section defines the Key Performance Indicators (KPIs) and monitoring methodologies that will be employed to evaluate the effectiveness of the strategy.
4. **Conclusions:** This final section summarizes the main strategic pillars and outlines the next steps for the implementation and continuous refinement of the plan throughout the project lifecycle.

1.3 PROJECT CONTEXT AND MISSION

Customs authorities stand as a crucial cornerstone of the international trade landscape. Their complex mandate includes preventing the entry of illegal goods, safeguarding state revenue, and maintaining the efficient flow of legitimate commerce. This vital balancing act is becoming increasingly difficult due to the rapid expansion of global trade volumes.

The continuously growing trade volumes place immense pressure on existing operational models, especially given the limited human resources. A significant operational inefficiency stems from the high rate of false positives—cargo selected for intrusive inspection despite containing no contraband.

These unnecessary inspections consume valuable time and divert human capital, delaying the movement of compliant goods.

To address these critical challenges, the CustomAI consortium has united its diverse expertise to develop a sophisticated AI-toolkit. This solution is specifically designed to radically reduce false positives without requiring an increase in human resources, thereby optimizing efficiency and enhancing security.

CustomAI's proposed solution will revolutionize customs operations by adopting the Virtual Cargo Control Officer (VCCO) concept for managing the control workflow. The core innovation is a layered, AI-enhanced, non-intrusive system that predicts, detects, and selects high-risk cargoes for inspection. This toolkit leverages AI-based risk anticipation, advanced physical detectors (like vapour and X-ray analysis), a Multimodal Large Language Model (LLM) for continually learning threat patterns, and Blockchain technology for secure supply chain traceability.

By integrating these cutting-edge technologies, the CustomAI toolkit is set to deliver unprecedented accuracy and efficiency, fundamentally transforming customs operations and strengthening the EU's borders in the face of ever-increasing global trade demands.

2   COMMUNICATION, DISSEMINATION AND STAKEHOLDER ENGAGEMENT

2.1   OUTREACH AND IMPACT CREATION PHASES

The CustomAI Impact Creation Strategy and Plan is designed as a strategic, phased journey that ensures project visibility and maximizes uptake, transitioning from foundational awareness to global outreach and sustainable impact. This structured approach acknowledges the evolving nature of project results and stakeholder interest over the 36-month timeline.

Figure 1: Outreach and impact creation phases

The plan is divided into three distinct yet interconnected phases. This progression will allow us to build a strong communication foundation before moving to the high-impact promotion of results, ultimately securing the long-term legacy of CustomAI. Each phase is carefully aligned with the project's technical milestones and is engineered to target the stakeholders with the right message at the right time.

- **Phase 1: Awareness creation and communication foundation (M01–M12)** focuses on building the essential infrastructure and brand identity to ensure a consistent, professional presence from the project's inception.

- **Phase 2: Dissemination of initial results (M13–M24)** shifts focus toward the active dissemination of initial results, establishing CustomAI's credibility and engaging technical and scientific communities.

- **Phase 3: Global outreach and sustainable impact (M25–M36)** concentrates on broad market outreach and impact sustainability, pushing for the adoption and long-term deployment of the project's core concepts and technologies.

Phase 1: Awareness creation and communication foundation (M01–M12): Design the project brand identity; launch the project website; open social media accounts; develop a comprehensive communication strategy and plan, including the refinement of target groups and selection of dedicated tools and community-building activities; prepare a promotional project slide deck to inform relevant stakeholders about project scope and objectives; create a calendar of relevant events; produce the first project flyer; send at least one digital digest; develop an introductory motion graphics video; and attend at least three events to present the CustomAI concept and network with relevant stakeholders.

Phase 2: Dissemination of initial results (M13–M24): Continue to populate the project website and animate social media channels to promote project activities, use cases, and first results; attend and follow relevant events; conduct interviews with key project experts to shed light on their work within the project; publish freely and openly accessible papers to share project results; and closely collaborate with related projects and initiatives to exchange knowledge and organize joint webinars.

Phase 3: Global outreach and sustainable impact (M24–M36): Promote the adoption and deployment of concepts, technologies, and tools offered by CustomAI. This will be achieved through developing and distributing compelling online and offline promotional materials (e.g. brochures, posters, videos); publishing further scientific papers; sharing results on the project website and other platforms (e.g. Zenodo); participating in events, exhibitions, workshops; and promoting project results via communication and dissemination campaigns and dedicated online and in-person events.

2.2 CUSTOMAI TARGET GROUPS

The CustomAI consortium will strategically engage a broad community of stakeholders. Recognizing that different target groups have varying expectations and levels of interest, whenever possible, our messages and supporting materials will be tailored to effectively address their specific needs.

To better visualize these relationships and understand who has the greatest interest in or influence over the project and can therefore contribute to its development and success, we have decided to utilize a stakeholder map (presented in Figure 1). This map plots stakeholders based on their level of power/influence (x-axis) versus their level of interest (y-axis) in the project.
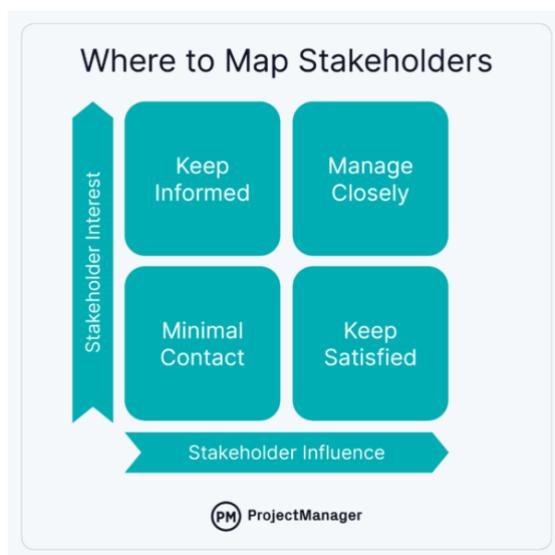

Figure 2: CustomAI Stakeholder Map

We believe that the identification and mapping of stakeholders will support the project's success in several ways:

- identifying relevant individuals, groups, or organizations that might impact or be impacted by CustomAI, we will ensure that no important group is overlooked.

- By classifying stakeholders based on their influence and interest, we will be able to prioritise our engagement efforts to focus on those who have the most significant impact on the project or those who are most affected by project work and results.

- Understanding stakeholders' positions and interests will make it easier for us to craft personalised outreach strategies to ensure the right message reaches the right groups.

- By identifying potential areas of concern, resistance, or opposition early on, we will be able to anticipate and address possible challenges proactively, before they escalate into project risks.

The most relevant project stakeholders, their position on the stakeholder map, and the respective engagement strategies for each target group are described in the communication matrix presented in Table 1.

Table 1: Engagement strategies per stakeholder

Target group	Position on the stakeholder map	Rationale for engaging the group	Outreach and engagement goals	Outreach and engagement tools and channels	Outreach frequency
The research community, including academics and industrial researchers affiliated with: - Universities - Research centres - Industry-led R&D&I departments **Students**	High interest / Low to medium power	CustomAI spans several fields, providing an opportunity for researchers from various disciplines to **collaborate and share their expertise to solve real-world problems**. The usage of cutting-edge AI technologies, such as AI-enhanced data analysis, image recognition, and vapour-based detection systems, offers researchers **opportunities to explore novel use cases and develop**	Extend the researchers' interest and involvement in the border management domain, and create liaisons and synergies to advance knowledge sharing.	Publication of key findings and project results in open access journals; Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels; Presentations, networking, and distribution of printed promotional material at relevant events; Invitations to	High

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		new methodologies.		project workshops, webinars, and demonstrations.	
Legal and ethics experts	High interest / Medium to high power	Legal and ethics experts have an interest in promoting the adoption of **responsible AI practices** and ensuring their **compliance with regulations and ethical guidelines**.	Ensure AI solutions are ethically designed and implemented, with a focus on cross-border data handling and customs-specific challenges.	Publication of key findings and project results in open access journals; Presentations and networking at relevant events; Invitations to project workshops and webinars covering ethical and legal aspects; Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels.	Medium
Related EC-funded projects and similar initiatives	High interest / Low power	EC-funded projects are eager to create liaisons and synergies with similar initiatives to **foster sustainable cooperation** (cultivate knowledge sharing, maximise outreach, minimise activities' overlap).	Establish collaboration to minimise overlap and maximise the projects/initiatives' impact.	Publication of key findings and project results in open access journals; Project content (white papers, deliverables news items, videos, posters) promoted via the project website and social media channels;	High

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				Presentations and networking at relevant events; Co-organization of workshops and webinars; Periodic calls to share knowledge, experiences, and best practices.	
End users, including: ● Customs and border security officers ● National and international law enforcement agencies ● Public safety organizations ● Port authorities and logistics operators	High interest / High power (Key players)	The growing volume of parcels presents significant operational challenges requiring solutions to **maintain or even enhance the level of control without increasing the number of personnel involved in the process**. Involving end users in the project will ensure the development of tools that address these operational pressures, **enabling more efficient, precise, and scalable processes**. Their participation will provide valuable insights into real-world requirements and **facilitate**	Develop tools that address operational pressures, enabling more efficient, precise, and scalable solutions. Develop bespoke training sessions and materials to facilitate the adoption of Custom AI solutions. Develop and propose guidelines for responsible usage of AI-powered solutions in customs operations, focusing on the unique challenges faced by end users (e.g. cross-border data handling) to ensure wide adoption of ethical practices.	Publication of key findings and project results in open access journals; Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels; Presentations, networking, and distribution of printed promotional material at relevant events; Invitations to project workshops, webinars, and demonstrations; Surveys; Development of a bespoke training material.	High

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		the adoption of solutions that align with their operational needs.			
IT providers and technology developers specialising in customs solutions, including sensing and scanning technologies.	High interest / Medium power	These stakeholders possess the technical expertise and innovative technologies essential for **enhancing customs operations through advanced sensing and scanning solutions**. Their involvement ensures that the CustomAI project **leverages the latest technological advancements** and integrates seamlessly with existing customs technologies.	Collaborate on the development and integration of advanced sensing and scanning solutions within the CustomAI framework. **Gather feedback on technical requirements and performance** to refine and optimise the AI-enhanced blockchain solution. **Foster innovation and drive the adoption of cutting-edge technologies** in customs operations.	Publication of key findings and project results in open access journals; Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels; Presentations, networking, and distribution of printed promotional material at relevant events.	Medium
Customs organizations, e.g. WCO **Trade associations**, e.g. WTO **Other organizations and initiatives** active in the extended border management domain, e.g. CBRA, OSCE, European Ports Alliance	High interest / High power (Key players)	Customs organizations set international standards and guidelines for customs operations and play a critical role in **harmonising customs procedures globally**. Their endorsement and support are crucial for the **widespread adoption and**	Ensure compliance with international customs standards and guidelines. **Promote the adoption of the CustomAI solution among member countries and customs authorities**. Collaborate on developing best practices and policies for integrating AI and	Publication of key findings and project results in open access journals; Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels; Presentations,	Medium

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		implementation of the CustomAI solution. Trade associations influence global trade policies and standards. Engaging with them ensures that **the project aligns with international trade regulations** and that AI solutions in customs are endorsed for use in global trade. These organizations are active in cross-border collaboration, security, and policy development. Their involvement will **foster synergies, ensure alignment with international regulations**, and provide opportunities to leverage their networks for **broader adoption of CustomAI solutions**.	blockchain technologies in customs operations. Promote the potential benefits of CustomAI for streamlining trade processes and border security. **Foster dialogue on future standards for AI in customs and trade security**, leveraging trade associations' networks to expand influence. Establish liaisons for promoting border management innovation across regions. **Share knowledge and best practices** in border security and risk management, ensuring alignment with international frameworks. Explore opportunities for joint activities, e.g. events)	networking, and distribution of printed promotional material at relevant events; invitations to project workshops, webinars, and demonstrations.	
Open-source community contributing to AI solutions	High interest / Low power	The open-source community has an interest in projects that **support the**	Encourage open collaboration and **ensure long-term sustainability of the developed tools and**	Publication of key findings and project results in open access journals;	Medium

		open-source ecosystem approach to facilitate collaboration and enable researchers and developers to **build upon the developed tools and solutions** to ensure ongoing innovation.	**solutions** by enabling researchers and developers to build upon CustomAI's tools to **ensure ongoing innovation in AI customs solutions** beyond the CustomAI lifecycle.	Project content (white papers, deliverables, news items, posters, videos) promoted via the project website and social media channels; Active participation in open-source forums and committee meetings; Sharing relevant components of CustomAI solutions (e.g. publishing code and documentation on platforms such as GitHub, alongside guidelines and modules that encourage adoption and extension by other developers and research groups).	
SDOs, e.g. The European Committee for Standardization (CEN), The European Organization for Security (EOS) Security Screening and Detection Technologies Working Group (SSDWG), International Organization for Standardization (ISO) **Policymakers and**	High interest / High power (Key players)	Standardization bodies seek reliable information that can help them shape policies, standards, and governance frameworks that **foster technological progress while ensuring societal trust**.	Promote the integration of CustomAI methodologies into policies and standards and influence the development of a **cohesive AI governance framework that supports both technological advancement and societal trust**.	Publication of key findings and project results in open access journals; Publication and distribution of reports and technical papers outlining CustomAI's approach to	Medium

regulators				transparency, data security, and ethics in the context of AI; Project content (deliverables, news items, videos, posters) promoted via the project website and social media channels; Invitations to project workshops, webinars, and demonstrations; Participation to and presentations at standardization working groups meetings (executed by Tasks T10.4 and T11.3.).	
United Nations Educational, Scientific and Cultural Organization (UNESCO) and other UN bodies, e.g. Secretary-General's High-Level Advisory Body on AI	Medium interest / Medium power	UN bodies are looking for reliable information on the **current and potential use of AI and its implications for international governance**.	Provide information that could be of use for **future recommendations on the ethical use of AI**.	Publication of key findings and project results in open access journals; Project content (white papers, deliverables, news items, videos, posters) promoted via the project website and social media channels; Presentations, networking, and distribution of printed	Medium

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				promotional material at relevant events; Invitations to project workshops, webinars, and demonstrations.	
General public, including cross-border passengers and individual citizens	Medium interest / low power	The public is interested in **acquiring general knowledge about AI and its potential to transform different domains**, including border management; it also wishes to know how the funds are being spent.	Raise awareness and interest in the subject of border security technologies and explain the **importance of EU investment** in this domain; Increase understanding of the **importance and potential of Pan-European collaboration** within the security and AI domains; Present key benefits of the developed technologies.	Engaging content published on the project website and social media channels (white papers, deliverables, news items, communication campaigns, videos); Publication of key findings and project results in open access journals.	High

2.3   OUTREACH TOOLS AND ACTIVITIES

2.3.1   CustomAI visual identity

The visual identity of a project or brand consists of visible assets, such as the logo, color palette, and typography. These elements are meticulously created to portray a specific image, distinguish the brand from others, and ultimately influence how those who come in contact with it perceive it. A strong visual identity provides unique and memorable assets and ensures a unified, consistent appearance across all communication outlets, whether electronic or printed.

The visual identity and brand guidelines for CustomAI have already been finalized. As CustomAI is strategically positioned to build directly upon the results and momentum of the ongoing BAG-INTEL project, the consortium decided to adopt the BAG-INTEL visual identity. We believe that leveraging a successful, existing identity will help us ensure immediate and seamless recognition, streamline the project start-up phase by eliminating the need for a new branding effort, and visually reinforce the continuity and strong relation between the two projects.

The following core assets have been developed and consolidated as part of the CustomAI brand identity, ensuring consistency across all project materials:

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- **Color Palette:** A primary and secondary color scheme, based on the logo, complemented by greyscale variants for versatility.

- **Logo and Icon:** The main logo is provided in multiple variations to ensure optimal readability, including versions for light backgrounds, dark backgrounds, and black-and-white printing purposes.

- **Font Set (Typography):** A defined set of typefaces for digital and print media to maintain a consistent typographic voice.

- **Templates:** Ready-to-use templates for essential documents, including presentations, press releases, and project deliverables.

This established identity will be incorporated into all promotional and dissemination materials produced throughout the project's duration.

The comprehensive **CustomAI Brand Guidelines** document (referred to in **Annex A** of this deliverable) has been developed and distributed to all project partners. This document serves as the foundation for a solid identity, ensuring a consistent look and feel and facilitating the immediate recognition of CustomAI wherever it is presented.

All project materials will strictly adhere to the European Commission's guidelines and will consistently feature:

- The project name and logo

- A reference to the project website

- The Horizon Europe program and SERI logos and associated graphic elements

2.3.2   Project website
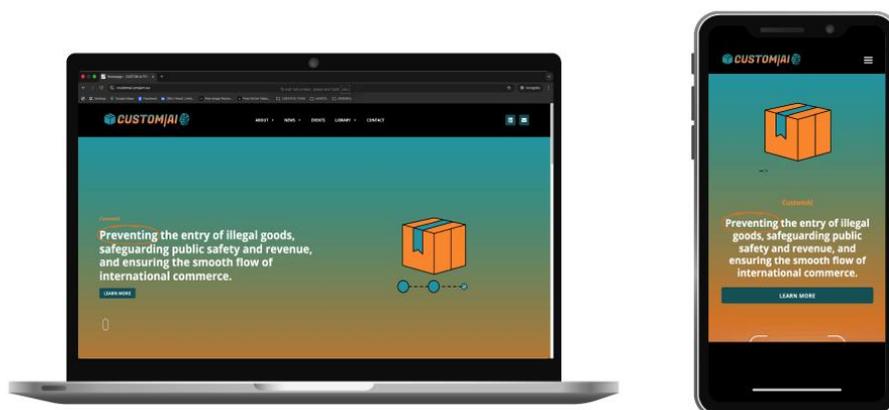
Figure 3: CustomAI project website

Launched at the beginning of the project, the CustomAI website (https://customai-project.eu/) has been developed to act as an information hub presenting the project's goals, activities, and achievements. It provides the following content:

- General information about the project, its vision, and objectives

- An introduction to all 20 members of the consortium

- Information about project use cases

- A news channel, including news articles, e-newsletter archive, press releases, and press clippings

- A library of resources, such as public deliverables, scientific publications, videos, and supporting promotional materials

- A calendar of relevant events, including those organized or attended within the framework of the project

- A contact form and newsletter subscription options

- The acknowledgment and reference to the funding by the Horizon Europe program and the SERI

The creative team opted for a clean, responsive and accessible web design that ensures high readability on different devices and professional presentation. To monitor the website's performance while prioritizing user privacy, the project utilizes Matomo for web analytics. Matomo provides comprehensive insights into visitor behavior—such as unique visitor counts, page views, and average visit duration—without compromising the privacy of the users, as it allows for data to be stored and managed in a General Data Protection Regulation (GDPR)-compliant manner.

As one of the main dissemination channels, the website will undergo continuous streamlining and updates throughout the lifetime of the project. Traffic to the website will be supported through:

- SEO: Implementation of techniques oriented at driving organic traffic, such as the use of appropriate keywords related to AI and customs operations.

- Link building: Creating synergies between the project's website and the sister projects' and partners' platforms to encourage the exchange of links.

All information and e-mails collected through the website are protected under the GDPR. CustomAI consortium will only contact people who have submitted inquiries and send newsletters only to those who have explicitly opted in. Additionally, the website provides a dedicated Privacy Policy link in the footer to inform users on data storage and usage.
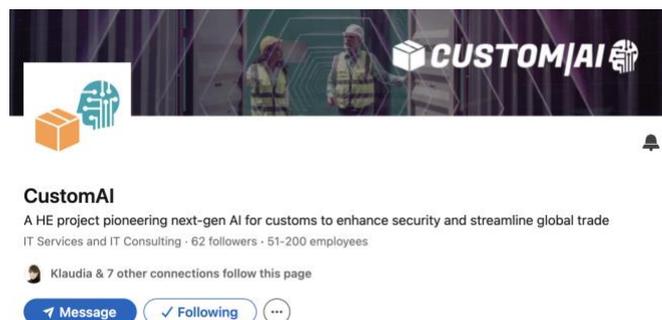
2.3.3   Social media

Figure 4: CustomAI's LinkedIn account (https://www.linkedin.com/company/customai-project)

Social media channels will be integral to the CustomAI outreach strategy, serving as dynamic platforms to engage with the stakeholders, including the general public. These channels facilitate real-time updates and foster two-way communication between the project consortium and its audience.

LinkedIn

LinkedIn has been selected as the project's primary social media channel, as the world's largest professional network with over 1 billion members worldwide offers an unparalleled environment for direct engagement and dissemination. This platform represents a strategic choice for CustomAI because it allows the project to directly reach different stakeholder groups while providing a professional framework for sharing technical breakthroughs, papers, and milestones. By leveraging LinkedIn's credibility, the project ensures that its updates are seen by CustomAI followers and a broader audience of industry experts, researchers, and policymakers.

YouTube

A dedicated YouTube channel will be launched as soon as the first project video is produced to serve as a comprehensive visual repository for the project's multimedia content. This channel will host project videos designed to simplify complex concepts, as well as technical demonstrations showing the AI-driven toolkit in action across various use cases. Furthermore, it will archive event recordings, including webinars organized by the project, to ensure their long-term accessibility for stakeholders.

Social Media Management and Monitoring

To ensure a consistent and professional online presence, the project will utilize Hootsuite for social media management, allowing the dissemination team to efficiently schedule and publish content. A key benefit of this tool is its robust analytics and reporting capability, which enables the tracking of vital engagement metrics such as click-through rates, impressions, follower growth, and overall reach. These insights are essential for monitoring performance and refining the project's social media plan throughout its lifecycle.

2.3.4   News

The project will maintain a dedicated news section on its official website, serving as a central repository for all project-related updates, including news articles, news digests, press releases, and press clippings. News articles will be published regularly to cover key project milestones, summarize newly published scientific papers, and report on the various events attended or organized by the

consortium members. This will ensure that stakeholders remain informed about the project's technical progress and dissemination activities as they unfold.

To maximize the reach and impact of its communications, the project will employ specialized professional tools for distribution and engagement:

Prowly: This media database and PR platform will be utilized for the professional distribution of press releases. By leveraging Prowly's extensive media contact lists, the project will be able to target specific journalists and media outlets relevant to the customs, AI, and trade sectors across Europe.

MailerLite: For the development and management of newsletters, the project will use MailerLite. This tool will facilitate the creation of a news digest (e-newsletter), which will be sent out periodically to the project's subscribers. These digests will provide a curated summary of major milestones, inform the community about recent scientific publications, and announce upcoming events.

Significant progress has already been made in this channel with the publication of partner interviews highlighting the roles of individual project partners and the distribution of the project kick-off press release. To ensure wide-scale resonance and accessibility across the diverse regions involved in the project, this initial release was translated into all the languages represented within the consortium. It was subsequently distributed by individual partners to their local networks and national media, ensuring a strong and localized start to the project's visibility.

2.3.5 Communication and dissemination campaigns

CustomAI plans to run communication and dissemination campaigns that are strategically designed to address different goals, e.g., building public trust regarding data ethics or effectively disseminating the project's key technical advancements. The details of planned campaigns are presented below.

2.3.5.1 Public awareness and trust-building campaign: "CustomAI: Safe by Design"

The primary goal of this campaign will be to proactively address potential concerns regarding data privacy and ethical AI use within the context of CustomAI. By educating key stakeholders, including the public, we aim to build trust and transparency, positioning CustomAI as a leader in responsible AI development.

- **Core focus:** Educating the public and potential users on the rigorous data privacy safeguards and ethical guidelines implemented *by design* within the CustomAI system.

- **Channels and format:** Dedicated page on the project website featuring infographics to visually explain complex topics in a simple, relatable way and FAQs answering common questions about data handling and security.

- **Key messages and content:**

  - **Anonymization and pseudonymization practices:** Clearly explain the technical steps taken to ensure that personal identifiers are removed or masked from training and operational data.

  - **Data protection and security:** Highlight the robust security architecture (e.g., encryption standards, access control policies) that protects data throughout its lifecycle within the CustomAI ecosystem.

- **User control and consent:** Detail how individuals maintain control over their data, including clear, accessible mechanisms for informed consent and the right to be forgotten (if applicable).

- **Ethical AI use:** Transparency regarding the project's internal governance for mitigating bias and ensuring fair, equitable outcomes from the AI models.

- **Main contributors to the campaign:**

Martel: As the lead for Outreach and Impact Creation, Martel will coordinate the production of all campaign assets and ensure that all messaging regarding security and policy is professional, clear, and impactful. Their role will include:

- Creative Coordination: Designing the visual identity of the campaign, including the development of infographics and web content.

- Content Management: Streamlining technical and ethical input from partners into cohesive, public-friendly messaging.

- Strategic Communication and Dissemination: Managing the distribution of campaign materials across the project's digital channels to ensure maximum reach and engagement.

UGR: As the project's ethics expert, Dr. Javier Valls Prieto from UGR will support the ethical framework of the campaign. Drawing on extensive experience in navigating the ethical complexity of AI in security environments, UGR's contribution will include:

- Ensuring a Human-Centric Approach: UGR will provide guidance on the "human-in-the-loop" principle, ensuring campaign materials clearly communicate that the AI serves to empower customs officers rather than replace their judgment.

- Alignment with EU Principles: The campaign will be anchored in the EU's seven principles for trustworthy AI—including human oversight, transparency, and accountability—to reinforce that the project upholds European values.

- Governance and Rights Protection: UGR will support the development of content regarding internal governance for mitigating bias and protecting the fundamental rights of travelers and professionals alike.

- Ethical Guidelines: Beyond technical compliance, UGR will help translate complex ethical safeguards into accessible guidelines that demonstrate the project's commitment to responsibility and fairness.

DBC: As an end-user–oriented partner with direct experience in customs and public-sector operational environments, DBC will support the campaign by:

- Contributing operational insights on data privacy, anonymization, and user trust requirements as perceived by customs authorities and border-control professionals.

- Validating and refining key messages related to ethical AI use, transparency, and user control from an end-user and public-administration perspective.

- Supporting the definition of clear, accessible explanations of data protection and ethical safeguards, ensuring that campaign materials (e.g. FAQs, infographics) address real concerns raised by practitioners and decision-makers.

- Participating in selected awareness and dissemination activities (e.g. webinars, workshops, presentations) to reinforce trust by presenting the end-user viewpoint on responsible AI adoption in customs operations.

AVR: As a partner focused on the end-user experience and backed by hands-on expertise in customs and government operations, AVR will support the campaign by:

- Providing Frontline Operational Perspectives: Offering expert insights into data privacy, anonymization, and trust from the specific viewpoint of border control professionals.

- Polishing Ethical AI Messaging: Validating and fine-tuning core messages regarding transparency and user control to ensure they resonate with public administration standards.

- Translating Complex Safeguards into Clear Resources: Helping draft accessible FAQs and infographics that tackle the practical concerns of officials and decision-makers regarding data protection.

- **Consortium-Wide Support for the Campaign**

The campaign will be a collaborative effort, leveraging the diverse expertise of the 20 partners across 8 countries. While Martel, DBC, UGR, and AVR will lead the way, the following groups will provide critical support:

- Technical and Technology Partners will ensure that the campaign accurately reflects the innovative tools being developed. These partners will provide the "proof behind the promise" by validating the technical descriptions of anonymization, encryption, and AI reliability.

- End-Users and Customs Authorities, as the primary practitioners who will use the CustomAI toolkit, will act as the "face" of the campaign to build public trust. Their participation will demonstrate that the system is designed to serve the public interest.

Through these combined contributions, the consortium will ensure that the "Safe by Design" campaign not only communicates technical safeguards but also effectively builds trust and transparency among public authorities, trade professionals, and the general public.

2.3.5.2   Research snapshots highlighting key project outputs

This campaign is designed to efficiently disseminate CustomAI's core scientific and technical advancements to both technical and non-technical audiences. The format emphasizes clarity, visual appeal, and concise synthesis.

- **Core Focus:** Providing an overview of CustomAI's key research outputs, including selected project deliverables and published academic papers.

- **Format and Structure:** Visually appealing summaries branded as "CustomAI Research Snapshots." They will focus on translating complex technical concepts into clear, digestible takeaways.

- **Dual-Purpose Content:**

  - **For Non-Technical Project Stakeholders (e.g., Policymakers, Media, General Public):** They ensure easy understanding of the project's progress and societal/economic contributions by simplifying complex topics and focusing on impact and results.

  - **For Technical Audiences (e.g., Researchers, Developers):** They offer concise overviews highlighting key methodologies, significant insights, and direct entry points (via QR codes or links) to explore the full documents (deliverables, papers) in greater detail.

- **Dissemination Channels:** Primarily shared on the project's LinkedIn profile and permanently archived on a dedicated section of the project's website.

2.3.6 Promotional materials

CustomAI will produce a variety of dedicated promotional and dissemination materials to support the project promotion and communicate its achievements. These will include slide-based presentations, posters, roll-ups, flyers, brochures, diverse multimedia content (e.g., (info)graphics, GIFs, animated explainer videos), and branded giveaways (e.g., bookmarks).

All materials will be developed in alignment with the planning for presentations and events. The style and content of these assets will be adapted according to the specific target groups and the format of the event to ensure their maximum relevance.

As an EU/SERI funded project, CustomAI commits to clearly displaying the funding acknowledgements across all project materials. The consortium has already been provided with the necessary assets to do so. Examples of the elements and their planned arrangement are briefly presented below. Further details on usage and design specifications are documented in the project brand guidelines (see Annex A).

2.3.7 Events

2.3.7.1 Event attendance

Events will represent a cornerstone of the CustomAI dissemination framework, ensuring that the project's collaborative potential is fully realized. From academic conferences to operational workshops, these engagements will serve several critical purposes in bridging the gap between research and real-world application:

- Promotion and Visibility: Showcasing the project's technical progress and the Virtual Customs Control Office (VCCO) concept to drive interest among potential collaborators and beneficiaries.

- Knowledge Exchange: Learning from and sharing insights with global experts to ensure that CustomAI's AI-driven outcomes remain aligned with international best practices.

- Networking and Collaboration: Creating opportunities for new synergies that can enrich the project and extend its long-term impact.

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- Dissemination of Findings: Disseminating innovations—such as AI-enhanced vapor detectors and X-ray analysis—to the scientific community and customs authorities.

- Engagement and Dialogue: Fostering a direct dialogue with stakeholders and the public regarding the project's ethical safeguards and "Safe by Design" approach.

- Feedback and Improvement: Utilizing insights gained from peer reviews and discussions to adapt and refine the project's subsequent development stages.

Targeted Events

The project consortium has identified key venues for promoting CustomAI and networking with stakeholders. Partners plan to attend or present the project at the following events:

- Conference on Information Processing and Management of Uncertainty (IPMU)

- Flexible Query-Answering Systems (FQAS) Conference

- IEEE Conference on Artificial Intelligence

- WCO Technology Conference & Exhibition

- IEEE World Congress on Computational Intelligence (WCCI)

- Annual Conference on EU Border Management

- Research and Innovation Symposium for European SECURITY and Defense (RISE-SD)

- ESReDA Seminars

2.3.7.2 Event organization

In addition to attending external venues, the consortium will proactively lead the dialogue in the field by (co)organizing at least five dedicated events, including webinars and in-person workshops. These events will be strategically designed to promote the CustomAI concept, disseminate the project's technical findings, and broaden the overall impact of the research among target stakeholder groups.

To amplify visibility and ensure the efficient use of resources, CustomAI will actively seek to co-organize events with related projects and initiatives. This collaborative approach will help to:

- Amplify reach by pooling the networks and audiences of multiple projects

- Reduce the possibility of duplicating efforts or overwhelming stakeholders with fragmented events

- Foster cross-project dialogue, allowing for the exchange of best practices and the identification of common challenges in AI-driven customs and border security

To ensure a professional and seamless experience for all participants, the dissemination team will employ a specialized digital ecosystem for event logistics:

- **Tito:** This platform will be utilized for event management and registration, providing a user-friendly interface for participants while allowing the consortium to manage attendee data and communications efficiently.

- **b2match:** For workshops requiring high levels of interaction, the project will use b2match to facilitate event organization and matchmaking. This tool will enable structured networking sessions, allowing stakeholders to connect directly with consortium partners.

- **Zoom:** For all virtual and hybrid conferencing needs, Zoom will serve as the primary video conferencing tool, ensuring stable and accessible delivery of webinars and remote workshops to a global audience.

The organization of these events will be a collaborative effort. While the dissemination team will provide the technical infrastructure (Tito, b2match, Zoom), relevant technical partners will lead the content creation, and end-user partners will support the mobilization of their networks to ensure high attendance from the customs and border-control sectors.

2.3.7.3 Events-related operational procedures for consortium partners

Given the size of the consortium, a specific procedure will be followed to ensure the smooth promotion of activities and accurate reporting. This workflow will ensure that every public appearance is professionally supported and consistent with the project's visual identity:

- **Advance Notification:** Any partner planning to participate in an event will inform the dissemination team upfront.

- **Provision of Promotional Material:** The dissemination team will then advise the partner on the appropriate promotional materials (e.g., brochures, posters, or standardized slide decks) to be utilized at the event.

- **Communication Support:** The dissemination team will support the partner with social media coverage before, during, and after the event to amplify its impact.

- **Monitoring and Reporting:** Following each event, the attending partner will record the activity in a dedicated spreadsheet on the project repository. This centralized tracking mechanism facilitates the collection of audience metrics and stakeholder feedback, streamlining the preparation of periodic reports and ensuring the project's dissemination KPIs are consistently monitored.

2.3.8 Publications

To ensure that the project results achieve maximum impact, the CustomAI consortium has established a comprehensive publication strategy. The consortium plans to publish at least 12 scientific publications in prestigious, peer-reviewed journals and international conference proceedings, targeting the academic community, industry experts, and broader stakeholder groups. By prioritizing high-impact venues, the project aims to validate its research results through rigorous peer review while fostering knowledge exchange across the AI and digital manufacturing sectors.

Central to this strategy is a steadfast commitment to research transparency and public accessibility. In full adherence to the Open Access guidelines mandated by the Horizon Europe work program, all scientific publications generated by CustomAI will be made freely and immediately available to the

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public. This approach eliminates barriers to information, ensuring the prompt utilization of findings and stimulating collaborative innovation within the European Research Area.

To facilitate this accessibility, all project outputs will be hosted on Zenodo within a dedicated CustomAI community collection. As a general-purpose, open-access repository developed under the European OpenAIRE program and operated by CERN, Zenodo provides a permanent and secure infrastructure for EC-funded research. By utilizing this platform, the consortium ensures that every publication is assigned a Digital Object Identifier (DOI), rendering the work uniquely citable and easily discoverable. This integration directly supports the FAIR principles—ensuring data is Findable, Accessible, Interoperable, and Reusable—thereby guaranteeing the long-term preservation and global validation of CustomAI's scientific legacy.

The list of target publication venues is presented below.

- Expert Systems with Applications

- Engineering Applications on Artificial Intelligence

- Decision Support Systems

- World Customs Journal

- WCO Magazine

- Big Data & Society

- Open Research Europe (ORE)

2.3.8.1 Publications-related operational procedures for consortium partners

To ensure a streamlined monitoring process and maintain an accurate record of the project's scientific impact, all consortium partners are required to follow a standardized workflow. This administrative process is essential for meeting the reporting obligations of the European Commission and ensuring that the project website and repository remain up to date.

The tracking process begins immediately upon the formal acceptance of a manuscript. Once a paper has been accepted, the authors must add the entry to the official publication tracker hosted on the project repository. Once the paper is officially published, the following steps must be completed to finalize the record:

- **Zenodo Integration:** The authors deposit the paper into the CustomAI community on Zenodo to ensure permanent open access.

- **Tracker Finalization:** The authors update the publication tracker with final details, such as the DOI and publication date. It is mandatory that all fields in the tracker are fully completed to ensure data integrity for periodic reporting.

- **Internal Notification:** The authors inform the dissemination team, who will then feature the publication on the project website to maximize its reach.

Note: For more extensive details regarding the project-internal publication procedure, including internal review timelines and approval stages, please refer to CustomAI D1.1 - Project Handbook.

2.4 LIAISONS AND SYNERGIES

Target project/initiative	Project/initiative details	Rationale for creating a synergy
BAG-INTEL (2023-2026) (HE, RIA)	BAG-INTEL envisions to increase the effectiveness and efficiency of baggage customs controls at inland border airports without increasing the number of human resources needed for the process. The project aims to achieve that by providing robust AI-based information, utilization, and decision-making support tools to support inland border airports customs teams in carrying out baggage controls.	Cooperation with BAG-INTEL will focus on technical exploitation and joint communication/dissemination activities. The CustomAI consortium is positioned to directly leverage and build upon the results of the BAG-INTEL project. This technical continuity represents the highest value of the collaboration, avoiding redundant research and development efforts. Beyond the technical benefits, a cooperative approach to communication and dissemination (e.g., joint webinars and knowledge exchange sessions) will amplify the reach and visibility of both projects.
METEOR (2023-2026) (HE, IA)	METEOR aims to develop innovative solutions for container screening based on vapor analysis.	Cooperation with METEOR will encompass both technical collaboration and communication and dissemination activities. The synergy between METEOR and CustomAI is grounded in technical cooperation between AI-driven risk assessment and advanced non-intrusive sensing technologies. CustomAI can provide data-driven pre-selection of high-risk cargoes, while METEOR's air-sampling and ion-mobility detection outputs can be technically integrated as an additional sensor layer to enrich AI models and feedback loops. This interoperability supports sensor fusion, model refinement, and end-to-end validation of more accurate, trustworthy, and efficient customs inspection workflows. Beyond technical cooperation, the

		projects will also seek to cooperate on communication and dissemination activities—such as joint webinars and knowledge-exchange sessions—to amplify the reach and visibility of both projects.
Law Enforcement Agencies (LEAs) (e.g., Europol, Interpol, Frontex, eu-LISA)	Relevant international organizations dedicated to cross-border security, intelligence sharing, and operational support.	Cooperation focuses on establishing professional exchange channels to enhance customs risk assessment frameworks. The project will seek to align with the operational insights and security protocols provided by these agencies to ensure the solution remains relevant to current law enforcement needs.
Detection Hub	A collaborative initiative involving multiple EU-funded projects focusing on enhancing detection technologies.	Synergy is centered on active participation in the Hub's periodic meetings where projects gather to present and discuss findings. CustomAI will collaborate on co-organizing joint events and thematic workshops to foster a unified approach to detection innovation across Europe.
Other Related Initiatives (e.g., projects funded under Horizon Europe, Cluster 3)	Relevant projects funded under the HORIZON.2.3 – Civil Security for Society work program.	CustomAI will maintain an open-door policy to synergize with emerging projects in the Cluster 3 portfolio and beyond. Collaboration will focus on knowledge transfer and joint outreach activities (such as webinars and thematic workshops) to share non-sensitive methodologies and maximize the collective impact of EU-funded research.

2.5   PARTNERS' INDIVIDUAL OUTREACH PLANS

All members of the CustomAI consortium are equally committed to promoting the project and will use their respective channels to maximize the project's outreach efforts. As such, in addition to contributing to the common activities described in this deliverable, project partners will employ complimentary outreach plans, exploiting their unique expertise, networks, and partnerships. The main components of these complimentary outreach plans are presented below.

- **LTA** will focus on strategic stakeholder engagement and the dissemination of project insights to high-level audiences. This includes promoting CustomAI at events through dedicated presentations and networking designed to increase the project's footprint among international security actors. Beyond supporting general project visibility, LTA will reach out to LEAs for exploring possibilities for increasing exchange of intelligence and information for improving the customs risk assessment. LTA will also reach out to policymakers for exploring the possibilities of adapting legislation to the current and expected future threat situation and the technological (including AI) possibilities for improving the effectiveness and efficiency of customs control.

- **INDRA** will leverage its extensive communication resources to promote CustomAI. These include:

  - Corporate Website: A high-traffic platform that serves as a primary channel for project visibility, with thousands of unique visitors and page views each month.

  - LinkedIn Presence: INDRA's official LinkedIn account has over 994K followers, ensuring broad reach across professional and industry networks.

  - Social Media Ecosystem: Active engagement through LinkedIn and other platforms to amplify project updates and milestones.

  - Strategic Networks and Partnerships: INDRA participates in numerous international research and innovation initiatives, enabling access to specialized communities and stakeholders.

- **NCI** as the Technical Coordinator will focus on the dissemination of key S&T results and promoting the adoption and deployment of the CustomAI concepts, technologies, and tools. NCI will target the research and industrial communities during scientific conferences and will present the project results during workshops and events organized by the EC, EU-funded projects and other relevant EU initiatives. NCI will utilize its network of ongoing projects and successful partners to raise the awareness of CustomAI and increase the critical mass of followers to the project social media. NCI will also utilize its corporate communication channels to reach its clients' base and grow the CustomAI community.

- **ISDEFE** will act as a strategic dissemination hub by leveraging both its significant external reach and its deep internal expertise. The organization will utilize its official LinkedIn page, which reaches over 37K followers, to regularly promote CustomAI milestones and share project updates with a broad audience of R&D and security professionals. Internally, ISDEFE will maximize project impact through its daily corporate newsletter, distributed to 1,600 employees. The CustomAI team at ISDEFE will publish a comprehensive feature article within this newsletter to tap into the organization's internal knowledge base. This targeted internal outreach is designed to solicit specialized feedback and insights from colleagues with expertise in security, AI, and screening technologies, ensuring the project benefits from a high-level peer-review environment.

- **UGR** will focus on high-level scientific dissemination and academic outreach to ensure the project's technical innovations reach the global research community. The University will utilize its presence on ResearchGate to share peer-reviewed publications and technical reports, fostering engagement with specialized experts in AI and border security. Additionally, UGR will leverage its official LinkedIn and X (formerly Twitter) channels to amplify project milestones and event participations to a broader professional audience. These digital efforts will be anchored by

the University's official website, which will host dedicated updates on CustomAI's research progress, ensuring that the project's academic contributions are visible to students, researchers, and institutional partners worldwide.

- **AEAT**'s outreach and impact creation strategy focuses on strengthening institutional maturity within the European security R&I ecosystem, expanding operational capabilities, and maximising the alignment of CustomAI results with national and European strategic priorities within the customs domain. Beyond specific technological developments, particular emphasis will be placed on promoting results that enhance data-driven decision-making, foster interoperable standards and reference architectures consistent with the evolution of the European customs ecosystem, and generate specialised knowledge to support innovation policies and future investment planning. CustomAI results will nurture AEAT's internal roadmaps and innovation strategies.

- **DBC** will promote CustomAI through its corporate website and corporate communication channels, highlighting the project's objectives and its relevance for customs and border authorities. More specifically, DBC plans to a) leverage its corporate social media channels (e.g. LinkedIn) to share updates about the project, with particular emphasis on trust, ethical AI, and operational benefits for public-sector end users, b) distribute CustomAI promotional materials (e.g. flyers, brochures) at industry events and professional meetings where the company participates independently, especially those related to public administration, customs, and digital transformation. DBC will also contribute to dissemination via the Brightbusiness.gr Newsletter, a well-established industry communication channel within the Bright Group, ensuring outreach to professionals, SMEs, and innovation ecosystems aligned with the project's target audiences. This multi-channel dissemination strategy will support both academic recognition and practical uptake of CustomAI innovations.

- **VPF** will actively promote CustomAI through its institutional communication channels and professional networks, highlighting the project's objectives and its relevance for ports, customs authorities, and border control operations. In particular, FV will (a) disseminate project updates and results through its corporate website, newsletters, and professional social media channels (e.g. LinkedIn), with a strong focus on the operational benefits of AI-enhanced inspections, efficiency gains, and improved security at seaports; and (b) showcase CustomAI outcomes and pilot results at port-related events, workshops, and conferences organised or attended by FV, especially those involving port authorities, customs administrations, logistics stakeholders, and public-sector decision makers. As host of the Valencia pilot, FV will also use demonstration activities and technical workshops to increase visibility and foster adoption of CustomAI solutions within the European port community.

- **MION** will promote CustomAI and its results using the company resources, including the company website and LinkedIn accounts. Additionally, the core of the CustomAI project is quite aligned with MION activities, so MION will include references to the project in its internal activities in collaboration with relevant stakeholders at international level.

- **BYS** will leverage its established communication and dissemination channels to enhance the visibility and impact of CustomAI. This will include the use of its corporate website and digital platforms as primary channels for sharing project-related information and updates, as well as active engagement through professional networks and social media, particularly LinkedIn, to disseminate key milestones, results, and events. In addition, BYS Group's strong involvement in international research, innovation, and public-sector collaboration initiatives will enable effective outreach to relevant expert communities, industry stakeholders, and policymakers, thereby supporting the broader dissemination and exploitation objectives of CustomAI.

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- **AVR**'s experts involved in the project will promote CustomAI via LinkedIn and by translating and distributing project press releases. The team has already published one press release, about the project launch (www.customs.ro). The press release has been picked up by the Romanian mass-media.

- **MARTEL** will use several of its resources to promote CustomAI. These include its corporate website with 1K+ unique visitors and 34K pages views per month, social media (e.g., LinkedIn with 3.5K followers), and the relevant networks maintained through Martel's participation in other research and innovation initiatives (at the moment Martel maintains 20+ project websites, 90 social media channels, and a database of 1.5K journalists).

We anticipate that leveraging this multi-channel approach will allow us to effectively communicate about CustomAI objectives and disseminate its work and results while also promoting relevant initiatives and events and fostering synergies with related organizations and projects.

3   IMPACT ASSESSMENT

A set of KPIs will be used to monitor and evaluate the progress and effectiveness of impact creation activities. Regular evaluations will assess both the reach and quality of engagement, helping us identify areas for potential improvement. If necessary, based on these evaluations, corrective measures will be implemented to ensure CustomAI meets its outreach and impact creation objectives. Note: This initial set of KPIs may be expanded over the course of the project to respond to emerging needs and insights.

Table 2: Impact creation-related KPIs

Tool/activity	Related KPI	Target at M12	Target at M24	Target at M36	Description
Website	Number of unique visitors to the project website	1K	2K	3K	Regularly updated one-stop shop for all project-related information
Social media	Number of LinkedIn followers	160≥	240≥	320≥	Regularly animated project LinkedIn channel with the aim of increasing project visibility, raising awareness about CustomAI activities, and increasing traffic to the project website
Articles/news items	Number of articles published	15≥	30≥	45≥	Articles/news items covering project activities and achievements published on the project website and promoted via social media and/or digital digests sent out to CustomAI subscribers
Promotional material	Number of produced flyers/brochures	1≥	2≥	2≥	Production and distribution of informative and attention-grabbing flyers/brochures to promote the project at different types of events
	Number of produced posters/roll-ups	1≥	2≥	2≥	Creation and presentation of posters/roll-ups to enhance the project's presence at events
	Number of developed videos	1≥	3≥	5≥	Development of different types of videos (e.g. interviews, animated explainers) to shed light on project objectives, activities, and outcomes, shared on the website, social media, and at events
Publications	Number of published papers	-	5≥	12≥	Scientific publications in peer-reviewed journals and conference proceedings to disseminate results to the academic community, industry experts, and beyond
Event attendance	Number of attended events	3≥	8≥	15≥	Attendance and presentations at relevant conferences, workshops, and fairs to promote the project, engage with relevant stakeholders, and gain new followers

Event organization	Number of organised events	-	3≥	5≥	Organization of online and in-person events (webinars, workshops) to promote CustomAI concept, disseminate project findings, and broaden the project's impact
Liaisons with related projects and initiatives	Number of established collaborations	3≥	4≥	5≥	Collaboration with related projects and initiatives to exchange knowledge, experience, and best practices
Exploitation workshops*	Number of internal workshops	1	1	1	Organization of internal workshops to develop exploitation strategies, assess the exploitable results, and maximise the impact and utilization of project results

*This KPI will be monitored by Tasks T10.3 and T11.2 and reported in Deliverables D10.3 and D11.3.

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4 CONCLUSIONS

This deliverable establishes the foundational Impact Creation Strategy and Plan for CustomAI, serving as the operational roadmap for the project's 36-month duration. By submitting this plan at this early stage (Month 3), the consortium demonstrates its commitment to ensuring that the project's technical advancements are matched by a professional and coordinated outreach effort.

The strategy is built to evolve alongside the project through its three core pillars:

- **Communication:** Building a strong visual identity and maintaining consistent messaging to raise awareness of CustomAI's objectives.

- **Dissemination:** Setting the stage for the proactive dissemination of results, ensuring that as the AI-toolkit matures, the resulting knowledge and best practices reach all target stakeholders.

- **Stakeholder Engagement:** Fostering meaningful interactions with end users, LEAs, SDOs/policymakers, and related projects and initiatives to ensure the project remains aligned with the needs of the end-user community, while simultaneously adapting to evolving legal frameworks, international standards, and regulatory trends (e.g., the EU AI Act) to ensure compliance and future adoption.

The document provides the consortium with a clear framework of responsibilities, a strategic timeline, and a suite of dedicated tools—from digital platforms to event participation protocols. By implementing the Key Performance Indicators (KPIs) and monitoring mechanisms defined herein, the consortium will be able to track progress and adapt the strategy, if needed.

Ultimately, this plan ensures that the groundwork is laid for maximum visibility and uptake, providing the European Commission and the project's stakeholders with a clear vision of how CustomAI will communicate its value and impact throughout its lifecycle.
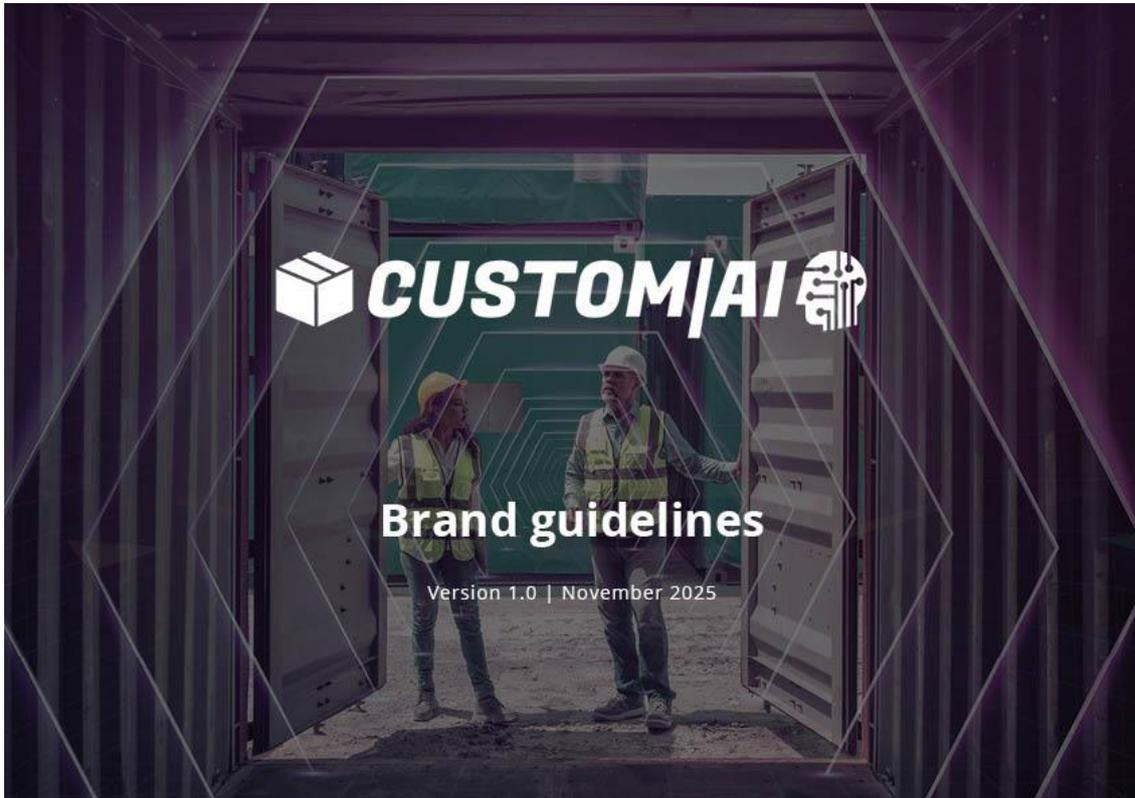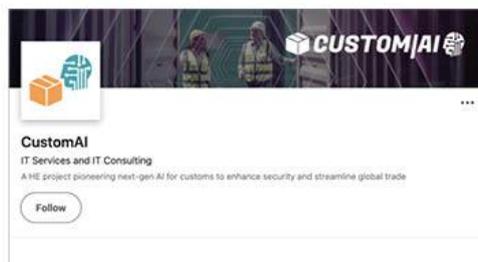
What is a brand identity?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.
This document lists and explains the visual identity elements of CustomAI project. These are rules and values to help you create and compose visual designs using its identity.

Example of CustomAI's brand identity as used on the project's LinkedIn account:

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1

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Project funded by

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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

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Logo

Main version of the CustomAI logo with some basic recommendations.

Main version

Safe area

Icon version (for social media outlets)

Minimum size

35 mm

2

Logo variations

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Negative version

Black&White version

3

Dos and dont's

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos

Negative version on high contrasted background.

Main version on background assuring high contrast.

Don'ts

Not enough contrasted background.

Not enough contrasted background.

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4

Corporate colours

A main palette of 2 colours based on the logo colour scheme.
In combination with the main colours palette, two more greyscale colours can be used.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate colour palette in the templates.

Palette of corporate colors

C77 M12 Y31 K1	C0 M48 Y77 K0	C75 M68 Y67 K90	C50 M41 Y42 K5
R15 G163 B177	R225 G105 B120	R0 G0 B0	R133 G134 B134
HEX #0fa3b1	HEX #ff9b42	HEX #000000	HEX #858686

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5

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Font types

CustomAI's brand uses Google Fonts' open source font Open Sans for both headings (Bold version) and body copy (Regular and Bold versions). This applies to the website and all other promotional materials.

For deliverables and presentations, the system font Calibri (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

Headings
(website and all promotional materials)

Open Sans bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Alternative body copy and headings
(for deliverables and presentations)

Calibri regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Calibri bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Body copy
(website, other promotional materials)

Open Sans regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Open Sans bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

6

Funding Acknowledgements

All the EC/SERI funded projects **should clearly show** the acknowledgement to the EC and SERI funding, side by side, in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show - and their required arrangment - in different contexts.

The assets featured in this page (and their negative versions for use on dark backgrounds) are available in the project repository.

Project funded by

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Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

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Education and Research EAER
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Research and Innovation SERI**

Funding Acknowledgements - Scientific publications/press releases/blogs/deliverables

The following combined disclaimer **must be used** in scientific publications/press releases/blogs/deliverables (which feature authors and in which opinions/comments/conclusions are stated). All alignments presented here below are permitted.

8

Contacts

For any questions regarding the CustomAI graphic assets and the uses you would like to make of them, do not hesitate to contact Galileo Disperati from Martel Innovate: galileo.disperati@martel-innovate.com

All CustomAI graphic assets, including these guidelines and the fonts used, can be downloaded from the project repository.

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