



Project no. 6524105

ATLAS
Artificial Intelligence Theoretical Foundations for Advanced Spatio-Temporal
Modelling of Data and Processes

WP5: Integrated platform
Deliverables D1.3.1

Communication strategy and action plan

Program for Development of Projects in the field of Artificial Intelligence
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Report prepared by:

Mirjana Perišić
Svetlana Stanišić

The report was reviewed internally by:

Endre Pap
Zora Konjović

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Summary

This document covers communication strategy and action plan outlining the major axes of the communication strategy, targets and target groups, communication means, activities and timing.

Communication strategy implementation

The communication strategy was implemented based on the plan that is an integral part of the project application (Table 1. ATLAS Communication Tools and their main targets).

The main axes of the communication strategy were:

1. Internal communication

Target groups: Members of the project team; The Science Development Fund of the Republic of Serbia; Financial and administrative services of the SROs participating in the project.

1.1. Activity: **Mutual communication of project team members**

1.1.1. Communication means: online video meetings and e-mail messages.

1.1.2. Occurrence: regularly (weekly or bi-weekly); on request.

1.2. Activity: **Communication with The Science Development Fund of the Republic of Serbia**

1.2.1. Communication means: Standardized reports, e-mail communication.

1.2.2. Occurrence: quarterly related to regular reports; e-mail communication on demand.

1.3. Activity: **Communication with the services of the SRO participating in the project**

1.3.1. Communication means: e-mail messages, standardized electronic documents.

1.3.2. Occurrence: monthly, related to realization payments to project participants; on demand, related to the preparation of documents and the realization of procurement of goods and services.

2. External communication

Target groups: scientific community, industry, end users, decision makers, public.

2.1. Activity: **Presentation of the project, publication of goals, information on activities and documents on current achieved results.**

2.1.1. Communication means: Website of the project

2.1.2. Occurrence: continuously.

2.2. Activity: **Dissemination of individual results and outcomes.**

2.2.1. Communication means: Website of the project, papers in scientific journals, papers at scientific conferences.

2.2.2. Occurrence: continuously; as per publication/event date.

2.3. Activity: **Access to data and tools derived from research.**

2.3.1. Communication means: Web services that include: Data management services (dataset catalogue and data search); Machine learning experiment management services (experiment creation and execution); Geospatial data integration service; Geospatial data visualization service; User and project management services (creating users, creating teams, and assigning roles).

- 2.3.2. Occurrence: continuously, starting with service deployment date.
- 2.4. Activity: **Raising awareness of the ATLAS initiative.**
 - 2.4.1. Communication means: radio and television media, conference plenary lectures, conference special sessions, workshops.
 - 2.4.2. Occurrence: three radio appearances, one television appearance, three conference plenary lectures, one conference special section, two participations in workshops, organization of one dedicated workshop.
- 2.5. Activity: **Creating dialogue with target groups.**
 - 2.5.1. Communication means: Social media (ResearchGate, Instagram, Facebook, LinkedIn); radio and television media; workshops.
 - 2.5.2. Occurrence: continuously (social media); three radio appearances, one appearance on television; participation in two workshops; organization of one workshop.