



European Lighthouse to Manifest Trustworthy and Green AI

ENFIELD Communication Dissemination
Engagement and Cooperation Strategy
Deliverable D6.1

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Executive Summary

This document is a deliverable under Work Package 6 “Outreach, Cooperation and Expansion” of the ENFIELD project. The document builds upon the project proposal and D.1.1 “Project Handbook”, submitted on 30th September 2023 (M1).

The official, public communication activities and monitoring started back in September 2023 (M1), as planned in the project Gantt chart. There will be regular reports about the activities and the results achieved.

The communication strategy is a living (internal) document, updated on a yearly basis. The revisions will focus on highlighting the communication achievements, identifying the areas of improvement, and elaborating recommendations to ensure maximum impact and take-up of the ENFIELD project outputs and results, while ensuring high levels of engagement between ENFIELD stakeholders and the partnership.

This document includes the following elements:

- specifying the target communities, both at national and at EU-levels;
- defining messages to inform key stakeholders about the aims and results of ENFIELD;
- the communication and dissemination plans for achieving the planned key performance indicators (KPIs);
- Strategy for engagement and cooperation.

Table of Contents

1	Introduction	7
2	The ENFIELD brand.....	8
3	AI related EU projects and brands.....	9
4	Target Groups.....	10
5	Messages to key stakeholders.....	12
6	Communication, dissemination instruments and KPIs	13
6.1	Communication strategies	13
6.1.1	Mailing lists	13
6.1.2	Project website.....	14
6.1.3	LinkedIn account	15
6.1.4	X (Twitter account).....	15
6.1.5	Youtube account	16
6.1.6	Other social media accounts.....	17
6.2	Communication instruments and KPIs.....	17
6.3	Dissemination instruments and KPIs.....	18
7	Engagement	19
8	Cooperation	20

1 Introduction

The ENFIELD project will create a unique European Centre of Excellence that excels the fundamental research in the scientific pillars of Adaptive, Green, Human-Centric, and Trustworthy AI that are new, strategic and of paramount importance to successful AI development, deployment, and acceptance in Europe and will further advance the research within verticals of healthcare, energy, manufacturing and space by attracting the best talents, technologies and resources from world-class research and industry players in Europe and by carrying out top-level research activities in synchronisation with industry challenges to reinforce a competitive EU position in AI and create significant socio-economic impact for the benefit of European citizens and businesses.

Consistent and straightforward communications about the ENFIELD project towards key target groups and across all project stages are vital to overall project success.

The communication and dissemination activities will focus on achieving the following goals:

Goal	Main actions
Ensure project EU-wide visibility and awareness	<ul style="list-style-type: none"> • Liaise pro-actively with Work Package Leaders (WPLs) to align communication and dissemination activities to their work plan, promote the WPs' milestones & achievements, intermediary deliverables, and final outputs • Regularly promote the ENFIELD brand & mission and recent outputs via external communication channels, through campaigns • (Co-)organise online/hybrid events to promote the biggest project milestones and/or ENFIELD community, in close cooperation with WPLs, partners, and other AI related projects • Keep the ENFIELD website up-to-date and ensure the availability of the project outputs • Provide partners appropriate communication support and tools to spread the word about ENFIELD and its outputs (localise if relevant)
Engage stakeholders at all levels and ensure impact	<ul style="list-style-type: none"> • Run target group-specific communication activities via external communication channels, i.e., direct mailing, social media • Align activities with the broader AI ecosystem and policy activities • Identify, map, and engage the project's target audiences • Participate and contribute to relevant events to spread the word about the ENFIELD project • Provide stakeholders appropriate communication support, i.e., Media Kit, flyers • Work closely with WP7 leader to align on the sustainability and exploitation plan

	<ul style="list-style-type: none"> • Organise local stakeholders' workshops with partners to reach interested parties
Inform about AI & professional opportunities	<ul style="list-style-type: none"> • Launch a communication campaign to increase the AI talent pool in the EU, targeting young people, job seekers, career changers, and tech practitioners • Inform about ENFIELD's value proposition for each target group via external communication channels, including project events and third party events • (Co-)write articles for the ENFIELD website on topical and evergreen content (e.g., Adaptive, Green, Human-Centric, and Trustworthy AI in relation to verticals of healthcare, energy, manufacturing and space), in collaboration with experts from the consortium • (Co-)organise online/hybrid events to raise awareness about AI and facilitate exchanges between interested parties

2 The ENFIELD brand

ENFIELD will be supported — during and after the project's lifetime — by a strong, recognisable brand to ensure that main target groups fully understand the project's objectives, aims, and benefits.

Building a recognisable and impactful brand heavily relies on consistent and coherent use of the project name and visual identity. In the following paragraph, we define how to use the project name, acronym, and logo, as well as explain the requirements one must follow when communicating.

“ENFIELD: European Lighthouse to Manifest Trustworthy and Green AI” is the name of the project. The general rule is to use the name in full, whenever possible, alternatively use “ENFIELD project”. The acronym “ENFIELD” should always be used in uppercase letters. It is to be noted that the acronym should always be introduced in the following manner at the beginning: “ENFIELD: European Lighthouse to Manifest Trustworthy and Green AI (ENFIELD project)”.

Use the “ENFIELD” acronym:

- in lengthy written publications.
- when referring to a specific output of the project or product, such as the ENFIELD Handbook, the ENFIELD webinars., the ENFIELD social media accounts, the ENFIELD newsletter — and so on.
- whenever space doesn't allow to write the full name of the project.

After testing several variants, the following two versions for the logo was accepted for ENFIELD:



If possible, the large ENFIELD logo should be used except in case of lack of space the Lighthouse only version may also be applied.

The ENFIELD logo should appear on all ENFIELD -related materials — be they reports, visual assets, web pages, etc. The logo is usually placed on the front page and at the top left corner of the documents and reports. For all marketing materials, the logo can be placed otherwise depending on the available space but should always be made visible together with the EU flag emblem (for the emblem, see next Section).

The logo was first introduced on the ENFIELD website, the presentation and the timeline for project activities PPTX templates by BME.

3 AI related EU projects and brands

A Common Visual Identity has been developed for the European projects of the AI Networks of Excellence Centres (AI NoEs) in the areas of AI, Data and Robotics (ADR) funded under Horizon 2020 and Horizon Europe (<https://www.vision4ai.eu/noe-brandbook/>).

As of November 2023, the [EU AI NoEs community](#) includes the following nine projects:

- [AI4Media](#), [ELISE](#), [HumanE-AI-Net](#), [TAILOR](#) (since 2020)
- [ELSA](#), [euROBIN](#) (since 2022)
- [ELIAS](#), [dAIEDGE](#), [ENFIELD](#) (since 2023)



The community is strongly supported by the VISION project and associated with the [AI, Data and Robotics Association \(ADRA\)](#).

These networks form a key element of the AI strategy pursued by EC comprising much of the leading AI competence across Europe. More projects are expected to join the community based on the next EU calls.

ENFIELD partners are encouraged to use the AI NoE brand elements where appropriate.

All ENFIELD communication activities must display the EU flag emblem and funding statement, downloadable on the European Commission's portal:

https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

Communication activities include all websites, media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.

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

Moreover, any communication or dissemination activity related to the action must indicate the following disclaimer (translated into local languages where appropriate): “(Co-)Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The European Union cannot be held responsible for them.”



Ensure the visual appeal by prominently displaying the European flag (official EU emblem) while avoiding using the European Commission logo. Add the funding statement next to the official EU emblem (in local languages, where appropriate). Actions or beneficiaries that receive 100% EU funding should use funding statement 1 – Funded by the European Union (even though there may be other ineligible costs for the action or other participants who bring their own resources and funding, such as the associated partners). Actions or beneficiaries that are not funded by the EU at a rate of 100% are considered co-funded and should use funding statement 2 – Co-funded by the European Union.

Third-party funding (including associated partners from other national sources) can be acknowledged by displaying relevant logos next to the EU emblem (the principle of proportionality should be respected).

BME, as WP6 leader, will distribute the official brand communication materials in English. Templates will be made available to the partners. Whenever relevant, partners are allowed to modify the material and/or localise it. It is under the responsibility of the organisation producing the visuals to observe all the ENFIELD brand guidelines.

4 Target Groups

ENFIELD is a project dedicated to different stakeholder groups who directly and indirectly benefit from the four horizontal topics or so-called pillars that are Green AI, Adaptive AI, Humancentric AI and Trustworthy AI and the verticals that are energy, healthcare, manufacturing, and space. Given the broad spectrum of stakeholders, and considering their specific needs, it is relevant to identify and segment key target audiences, as well as indicate the focus given on each of the groups.

Target group	Audience membership
Employers	<ul style="list-style-type: none"> • (Tech-oriented) businesses including SMEs, start-ups, big companies in key sectors such as energy, healthcare, manufacturing and space • Recruitment agencies • Government agencies (civil and public bodies) • SMEs associations with a tech focus • Trade associations at the EU and national levels • Chambers of Commerce and Industry • Employers' organisations in the field of Tech & Industry
Policymakers	<ul style="list-style-type: none"> • European Commission including DG EAC (European Higher Education Unit), CONNECT (Artificial Intelligence & Digital Industry Directorate), GROW (Network & Governance Directorate: Skills, Services, Professions Unit) • European Parliament including Special Committee on Artificial Intelligence in a Digital Age (AIDA), Industry, Research and Energy Committee (ITRE) • National Parliaments with related Committees • National Employment and Regulation Authorities • National Ministries of Education and other relevant ministries (e.g., Economic Development)
Researchers and Training providers	<ul style="list-style-type: none"> • Higher education institutions • Research organisations • AI/Digital experts • Private training providers (including e-learning platforms) and companies • Umbrella associations for lifelong learning (e.g., Lifelong learning platforms)
Workers, job seekers, youth	<ul style="list-style-type: none"> • Tech and business leaders • Career changers • Students in secondary and tertiary levels of education • Job seekers • Women and girls • Student associations • Alumni associations in the ICT field (e.g., EIT Digital Alumni) • Young people and their parents
Social partners	<ul style="list-style-type: none"> • National coalitions for digital skills and jobs • European Digital Innovation Hubs • Civil society organisations active in the field of the horizontal and vertical pillars • European and national informatics associations • European and national employment services • Digital competence centres • EU-funded project consortia or initiatives working on AI related competence

5 Messages to key stakeholders

ENFIELD will base its communication and dissemination activities on key messages to create the expected impact in accordance with other AI related projects (the EU AI NoEs community and other interested projects such as the ARISA project in training).

1. AI creates disruptions across all sectors. The sooner we understand AI and the more we know about it, the better we are able to implement it, making our businesses, society and policy prepared and well-suited for the future.
2. AI is a transversal 'fusion' technology that overlaps and functions in tandem with other technologies like blockchain, software, and cybersecurity. Therefore, we must keep an open mind, work outside of a silo, and engage with multiple projects out there. ENFIELD will operate at the cross section of the horizontal topics of Green AI, Adaptive AI, Humancentric AI and Trustworthy AI and the verticals of energy, healthcare, manufacturing, and space.
3. AI is not only for ICT experts. Understanding the basic concepts of AI and related knowledge is necessary also for business leaders, policymakers, social impact organisations and everyone who wants to future-proof their careers.
4. AI is relevant not only from the commercial gain perspective. If understood and implemented well, it has the potential to create a big societal impact even without a commercial agenda.

6 Communication, dissemination instruments and KPIs

In this section the communication strategies of the ENFIELD project are introduced.

6.1 Communication strategies

The main communication channel inside the consortium is the MS Teams channel operated by the Coordinator (NTNU) and the related e-mail lists also generated by the Coordinator.

The main communication channels outside the consortium are the website operated by the WP6 Leader (BME), LinkedIn and X (Twitter) social media accounts that may be extended with other channels if necessary.

To maximise the project visibility, all partners are encouraged to follow and to invite their connections/followers to follow the ENFIELD social media accounts. It is also strongly recommended that partners contribute to enhancing the engagement per post, by liking, commenting, and sharing the ENFIELD posts on their organisations' pages. The WP6 leader will also ensure that the ENFIELD account follow interesting stakeholders/initiatives on social media and interact as HorizonENFIELD on relevant posts to boost visibility.

As regards sharing, partners will adapt content shared by WP6 leader to their own target audience, if necessary, and will contribute to the social media effort with own posts (including photos and videos), whenever relevant. To this end, WP6 leader will periodically provide partners with related content for post suggestions so that each partner can plan how/when to share/disseminate the content through their channels.

6.1.1 Mailing lists

As described in the Project Handbook in addition to ENFIELD's MS Teams Channel, the Project Coordinator established mailing lists to facilitate communication within the project. The Project Coordinator manages the following mailing lists:

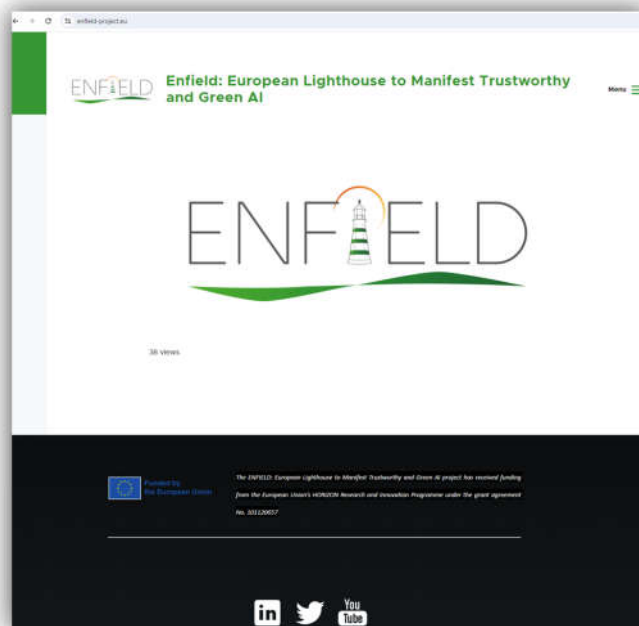
- **enfield-consortium@horizon.ntnu.no**
- **wpleaders-enfield@horizon.ntnu.no**
- **wp1-enfield@horizon.ntnu.no**
- **wp2-enfield@horizon.ntnu.no**
- **wp3-enfield@horizon.ntnu.no**
- **wp4-enfield@horizon.ntnu.no**
- **wp5-enfield@horizon.ntnu.no**
- **wp6-enfield@horizon.ntnu.no**
- **wp7-enfield@horizon.ntnu.no**

If required, as the project progresses, the mailing lists may be expanded, and additional mailing lists may be introduced. Should an individual depart from the project, it becomes the responsibility of the concerned project partner to notify all other partners and prompt the Project Coordinator to exclude that individual from mailing lists. Similarly, on account of a new individual joining the project team of a project partner, the concerned project partner shall notify all other project partners and prompt the Project Coordinator to add that individual to the relevant mailing list(s).

6.1.2 Project website

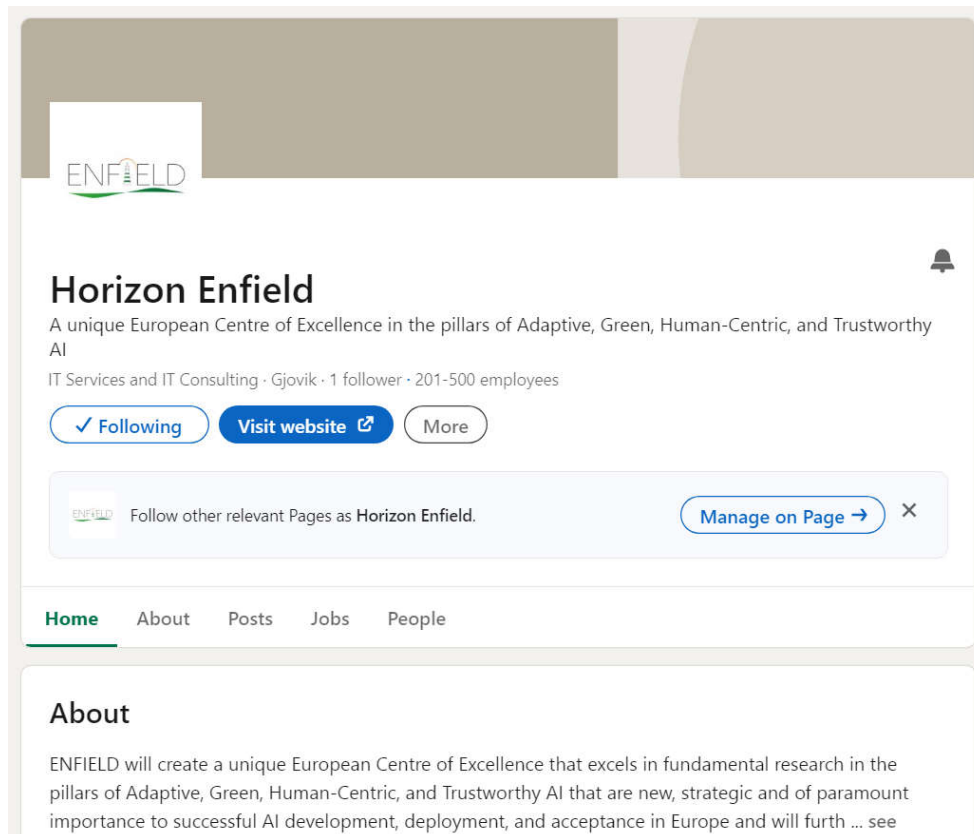
The ENFIELD project website was created by BME and can be accessed at the following URL: <https://www.enfield-project.eu/> . We anticipate ongoing updates and improvements to the website over the course of the project's duration. Currently all website related information and requests should be sent to enfield@tmit.bme.hu .

The website is a pivotal communication channel for ENFIELD, sharing project outcomes and activities with a broader audience, including the European Commission. Additionally, it serves as an information hub for various project stakeholders, such as EU/EEA citizens, advisory board members, and the European Commission.



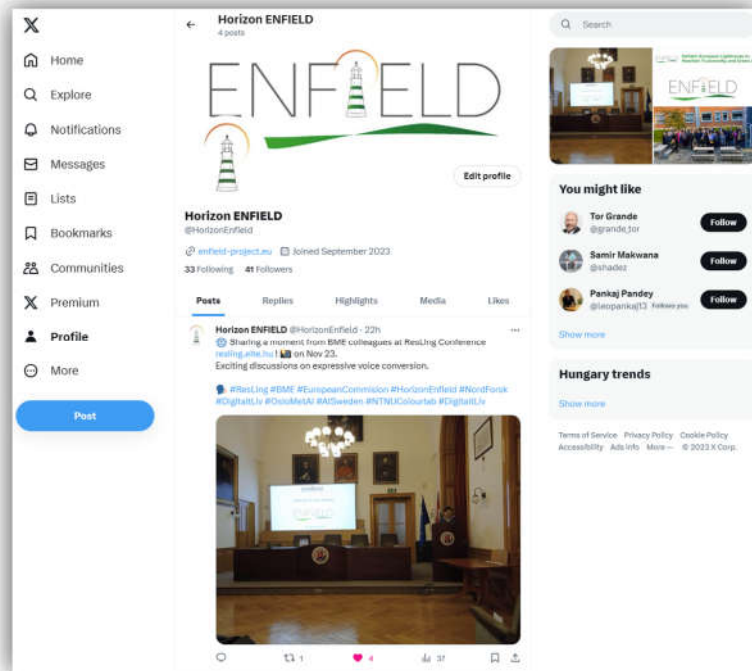
6.1.3 LinkedIn account

The following account was created by BME to ensure proper presence on this platform: "Horizon ENFIELD" [<https://www.linkedin.com/company/horizon-enfield/>]. Currently all LinkedIn related information and requests should be sent to enfield@tmit.bme.hu.



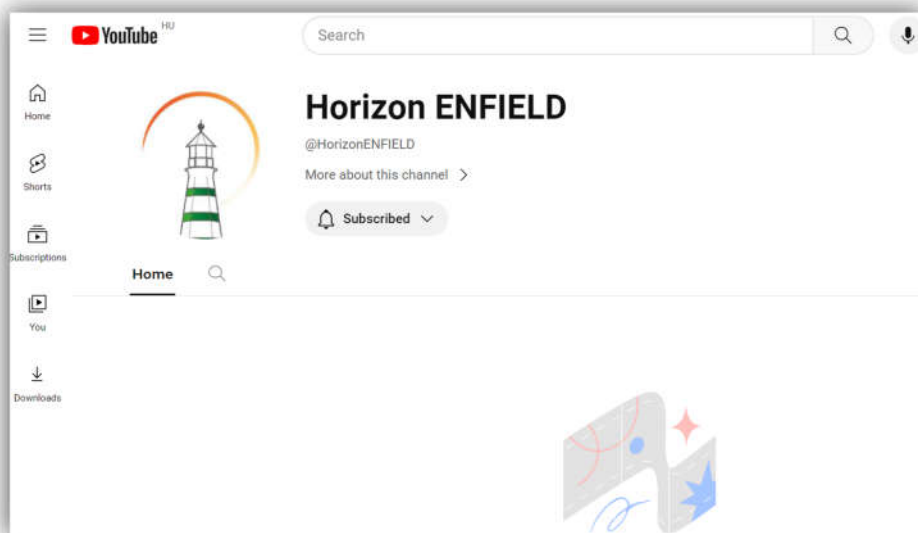
6.1.4 X (Twitter account)

An X (Twitter) account was set up at "@HorizonENFIELD" by the Project Coordinator. The supervision was handed over to BME. Currently all X (Twitter) related information and requests should be sent to enfield@tmit.bme.hu.



6.1.5 Youtube account

A Youtube channel (<https://www.youtube.com/@HorizonENFIELD>) was set up by the WP6 leader (BME). Currently all Youtube related information and requests should be sent to enfield@tmit.bme.hu



6.1.6 Other social media accounts

As the project develops, other social media accounts may be created (e.g. Researchgate, Facebook).

6.2 Communication instruments and KPIs

As described in the ENFIELD proposal (Table 2.5), the following key communication performance indicators are planned for the project:

Communication instruments and KPIs

Instruments and timeframe	Stake holders	Start month	Quantity / Metrics
ENFIELD website will be integrated with DIHIWARE (to be developed for professional and non-professional audiences)	All	M1	1 website >300.000 viewers
Social media (LinkedIn, Facebook, ResearchGate and YouTube) will be supplied by short quality feedback, opinions, and videos to encourage public debate (Y1 - 2.000, Y2 - 4.000, Y3 -7.000)	All	M2	4 accounts >7.000 followers
Independent journalistic articles and interviews (Y1 - 2, Y2 - 3, Y3 -2) (Y1 - 2.000, Y2 - 4.000, Y3 - 7.000)	All	M3	7 articles >15.000 views
Video News Releases to TV & radio stations with focus on ground breaking and innovative outcomes raising media and public interest	All	M6	7 releases >7.500 views
Press releases in the beginning and the middle of the project	All	M1	2 releases >10.000 views
Flyer in printout and electronic formats (Y1 - 1.500, Y2 - 1.500, Y3 -2.000)	All	M3	>5.000 distributions
Bi-annual e-Newsletters to inform registered stakeholders' community (Y1 - 500, Y2 - 1.000, Y3 -1.000)	All	M3	6 e-Newsletters >2.500 registrations
Poster to accompany conferences, and events of scientific nature (Y1 - 20, Y2 - 30, Y3 -25)	R&D	M3	1 poster >75 events
Workshops with policy-makers to discuss and get feedback to the White Paper and Policy recommendations (Y2- 1, Y3 - 1).	R&D, GOV	M12	2 workshops >30 per event
ENFIELD large-scale conference organised by BME as a separate event or included the under umbrella of another international event	All	M36	1 conference >200 attendees
Educational videos for secondary school children (Y1- 1, Y2 - 1) (Y1 - 3000, Y2 - 3.500, Y3 -3.500)	PUB	M12	2 videos >10.000 views
Webinars and debates (>30 participants) with an education purpose to highlight multidisciplinary aspects of AI (Y1- 1, Y2 - 2, Y3 -1)	All	M6	4 digital events 2000 record views

MOOCs "Green and Trustworthy AI" developed (Y2 – 1, Y3 -1)	R&D, PUB	M12	2 MOOCs >10.0000 views
Catchy video teasers - 30 seconds long videos (Y1 – 1, Y2 -1)	All	M6	>15.000 views
Video interviews (1-minute-long) with researchers focusing on the ground-breaking research outcomes (Y1 – 4, Y2 -5, Y3 -5)	All	M6	>14 videos >35.000 views
Video interviews (1-minute-long) with industry members on research addressing industry limitations (Y1 -2, Y2 -2, Y3 -2)	All	M6	>6 videos >15.000 views
European Researcher's Nights to display the diversity of science and its impact on citizens' daily lives in fun, inspiring ways	R&D PUB	M3	3 annual events >15.000 attendees
1-Page Flow - a digital storytelling produced at the end of the project to narrate a rich story and key takeaways	All	M34	1 document >6.000 distributions

Until the submission of this document (30th November 2023) the website, LinkedIn, X (Twitter) and Youtube accounts have been activated. Templates for presentations and documents have been created. As the project results accumulate the social accounts will be more active. The need for Facebook and Researchgate will be examined during the first year of the project. A poster design was also produced by NTNU.

6.3 Dissemination instruments and KPIs

As described in the ENFIELD proposal (Table 2.3), the following key dissemination performance indicators are planned for the project:

Dissemination instruments and KPIs

Instruments	Target	Description
Peer reviewed scientific articles	120	Publications in scientific journals: e.g., IEEE Transactions on Pattern Analysis and Machine Intelligence, IEEE Intelligent Systems Magazine, IEEE Transactions on Neural Networks and Learning Systems, Journal of Machine Learning Research, and the new journal IEEE Transactions on Artificial Intelligence.
Peer-reviewed conferences presentations	200	Presentations at top AI conferences, e.g., International Conference on Machine Learning (ICML), Computer Vision and Pattern Recognition (CVPR), European Conference on Computer Vision (ECCV), Neural Information Processing Systems (NeurIPS), Association for the Advancement of Artificial Intelligence (AAAI), Human Factors in Computing Systems (CHI), Knowledge Discovery and Data Mining (KDD), European Conference on Artificial Intelligence (ECAI) and high-level events, such as European Big Data Value Forum (EBDVF) organised by DAIRO & the EC.

Workshops per pillars & verticals	16	2 workshops planned per each pillar and vertical to discuss and boost the scientific progress and internal and external collaboration. (>40 participants per event).
Innovation workshops	2	Facilitation of innovation and new ideas targeting TIS and TES applicants, industry partners and other players such as DIHs & incubators (>50 participants per event).
Thematic webinars	16	4 webinars per each pillar will be open to non-ENFIELD participants to present scientific excellence, discuss and verify progress (>50 participants per webinar).
Hybrid webinars	9	3 webinars for each vertical open to non-ENFIELD participants to enable mutually beneficial exchanges between research and industry (>50 participants per event).
Summer schools	2	Planned to attract and educate new generation talent and spread info on open calls. Organised by BME (Year 2) and TUC (Year 3) (>120 participants per school).
Hackathons	2	Planned to test and validate scientific outcomes of ENFIELD, generate new ideas and spread open calls. Organised by UPB (Y1) and TALTECH (Y2). (>75 per event)

The frequency of the publications, social media posts, news articles, and newsletter issues may vary depending on the availability of relevant information and delivery of the outputs and milestones. To monitor indicators, WP6 leader (BME) created a reporting form (Dissemination_report), to collect partners' data in a uniform way. Reports are due from each partner as soon as possible after any dissemination activity but at least once in three months. The targets presented assume full cooperation from the full partners of the project.

To support the national initiatives and easier follow-up and documentation of local activities, ENFIELD Dissemination NCPs are nominated in each partner country.

Until the submission of this document (30 November 2023) already both reviewed scientific presentations (54 reported audience) and community building dissemination activities (320 reported audience) have been included in the above mentioned Dissemination report form.

7 Engagement

The following measures are proposed for measuring the level of engagement of stakeholders:

- No. of participants reached through online and on-site events and external representations
- No. of ENFIELD newsletter subscribers
- Average ENFIELD newsletter open rate (%)
- No. of ENFIELD newsletter issues per year
- Average no. of visits (sessions) on the website per month
- Average no. of visitors (users) on the website per month
- Average no. of news articles on the website per month
- Total no. of output downloads on the website

The following measures are proposed for measuring the level of engagement on social media:

- Total no. of impressions on LinkedIn (ENFIELD)
- Total no. of clicks on LinkedIn (ENFIELD)
- Total no. of impressions on Twitter (ENFIELD)
- Total no. of clicks on Twitter (ENFIELD)
- Total no. of impressions on other channels related to ENFIELD
- Total no. of clicks on other channels related to ENFIELD
- Average no. ENFIELD posts on per account per week
- No. of European and national policy stakeholders engaged

8 Cooperation

As mentioned in Section 3, besides the project internal cooperation of the 30 ENFIELD partners active interaction is planned with external partners as well.

First of all, cooperation will be established with the European projects of the AI Networks of Excellence Centres (AI NoEs) in the areas of AI, Data and Robotics (ADR) funded under Horizon 2020 and Horizon Europe.

As of November 2023, the [EU AI NoEs community](#) besides ENFIELD includes the following eight projects:

- [AI4Media](#), [ELISE](#), [HumanE-AI-Net](#), [TAILOR](#) (since 2020)
- [ELSA](#), [euROBIN](#) (since 2022)
- [ELIAS](#), [dAIEDGE](#), [ENFIELD](#) (since 2023)

The community is strongly supported by the VISION project and associated with the [AI, Data and Robotics Association \(ADRA\)](#).

The next level of cooperation will be initiated with representatives of the target groups described in Section 4.