



Human-centric algebraic machine learning

Report on Communication and Dissemination - M18

Deliverable D8.1

WP8 - Dissemination, Exploitation and Collaboration



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Consortium



ALGEBRAIC AI



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EPROSIMA
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German
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Executive summary

Algebraic Machine Learning (AML) is a novel machine learning technique based on algebraic representations of data. Unlike statistical learning, AML algorithms are robust regarding the statistical properties of the data and are parameter-free. AML systems can retain what they learn, including sociocultural ethical practices for human-artificial intelligence systems. The aim of the EU-funded ALMA project is to study the mathematical properties of AML and to leverage them to develop a new generation of interactive human-centric machine learning systems. These systems are intended to minimize bias in order to facilitate trust while better enabling distributed collaborative learning.

This report corresponds to *Deliverable D8.1 - Report on Communication and Dissemination - M18* of the ALMA project. This deliverable provides a detailed description of all the communication and dissemination tasks performed by the ALMA project partners during the first year of the project dedicated to reach the target audience of each partner and achieve the project objectives. This deliverable begins by covering the main fundamentals of the ALMA Dissemination and Communication Plan (DACP), with special attention to those actions that increase the interest and awareness of AML as a novel ML technology and Algebraic Machine Learning - Integrating Platform (AML-IP) as the platform to integrate AML and the tools to work with this technology on end-user platforms. Among these actions are the definition of the strategy, vision and road-map of the project, as well as the promotion of the project results in order to ensure awareness of these by the target audience.

Next, the tools created for the dissemination of ALMA in the different events in which ALMA has participated are explained, as well as the internal and external tools used for the dissemination of the research results obtained, such as templates for reports, emails and contact.

Finally, the activities carried out during the first year of the project for its communication and dissemination are presented. It is worth mentioning that not many communication and dissemination activities have been carried out during this first year as the ALMA project is still in an early development stage. In order to maximize the impact of dissemination activities, we have decided to postpone publications in media such as social networks, wikis and forums because, in the absence of material to support what is being presented, it may lead the audience to distrust the initiative.

However, several ALMA partners have attended events and seminars to disseminate ALMA as well as to communicate the existence of the project and its various lines of research. Research articles have also been published in order to promote interest in the scientific community, paying special attention to mathematics and artificial intelligence researchers.

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Acronyms

AI	Artificial Intelligence.
AML	Algebraic Machine Learning.
AML-IP	Algebraic Machine Learning - Integrating Platform.
DACP	Dissemination and Communication Plan.
HCI	Human-Computer Interaction.
HW	Hardware.
HWA	Hardware Acceleration.
KPI	Key Performance Indicator.
ML	Machine Learning.
PESO	Paid, Earned, Shared, Owned.
R&D	Research and Development.
ROS	Robot Operating System.
SEO	Search Engine Optimization.
SERP	Search Engine Result Pages.
SME	Small and Medium-sized Enterprises.
TSC	Technical Steering Committee.

1 Introduction

1.1 Purpose of the document

This report describes the main activities of communication and dissemination of the results of the different research areas within the ALMA project.

Communication activities encompass all those activities aimed at bringing the research results to the attention of multiple audiences in a manner understandable for all targeted groups. The ultimate goal is to inform stakeholders about the benefits of the novel machine learning techniques being developed under the ALMA project such as AML, as well as the tools and research surrounding this Machine Learning (ML) technology. This is done according to the guidelines of the public policy perspective of EU research and innovation funding, considering aspects such as the contribution to competitiveness and the resolution of social and ethical challenges.

Furthermore, dissemination consists of those activities focused on publicly sharing the results of research and innovation with the target audience of each of the research fields that comprise the ALMA project. This target audience are AML end-users, mathematicians, Artificial Intelligence (AI) researchers, industry, ROS 2¹ and FIWARE communities, industry players and policy makers.

It is crucial to generate interest in the target audience by communicating and disseminating solid and robust results that can be contrasted and evaluated by the scientific and industry community. That is why the main purpose of this document is to establish the dissemination and communication strategy of the ALMA project, rather than to focus on the description of all the activities carried out so far.

1.2 Communication approach

AML is the disruptive machine learning technology that lays the foundation for the development of subsequent research and implementations that exploit the novel features of this machine learning paradigm. That is why the communication approach is based on the explanation of the benefits that AML could bring in the future compared to traditional ML algorithms. Therefore, the aim is to attract the attention of the target audience interested in AI and thus promote the knowledge and interest in other research and development fields such as *a)* the use of AI tools developed and compatible with ROS 2, *b)* new paradigms of Human-Computer Interaction (HCI), *c)* AML based world models, *d)* the learning of ethics and culture with AML, and *e)* new hardware architectures for AML computation.

It is intended to give the key message that AML is a paradigm that will be further developed in the future. One of the main problems involving potential stakeholders, who are looking for stable, efficient and long term projects, is the belief that the progress and results of the ALMA project will no longer be supported once the project comes to an end. A number of tools to facilitate the use of AML will be developed in order to ensure that this will not happen, thus eliminating the uncertainty of the initial investment in ALMA. It is intended to give the message that ALMA is only the project that provides the necessary funding to promote AML research.

Of primary importance it is to emphasize the market orientation and global dimensions of AML and the tools for the development and exploitation of this technology (AML-IP). Thus, a differentiation is made between research activities and results, placing them in the context of market exploitation and research.

¹<https://www.ros.org/>

Since the research results will be publicly available, and the AML node communication tools such as AML-IP are open source products, the collaboration of third parties in the development and improvement of the products resulting from the project is encouraged. All these aspects and actions considered, together with the publication of reports, articles and conferences, will make the ALMA project more transparent to the stakeholders.

Finally, it is important to mention that the development of open source products makes the number of collaborations to the project increase significantly, making the interaction of third parties with these products more open, agile and flexible. Moreover, this favors the acceptance of AML-IP by the ROS 2 community, an open source robotics operating system largely supported by the developer community.

2 Communication and dissemination strategy

This section describes the communication and dissemination strategy to be adopted by the ALMA project within the framework of the Dissemination and Communication Plan (DACP).

First, the communication and dissemination objectives are introduced, followed by the methodology to be used in order to achieve these objectives. Next, the brand positioning strategy based on the key points of purpose, perception, personality, positioning and promotion of ALMA is introduced.

Target audiences are analyzed for each of the different lines of research. Due to the heterogeneity of the research carried out within the ALMA project, which ranges from the mathematical research for the development of AML, the investigation of human-machine interaction, the definition of ethical and cultural models of the world using AML, and its application in robotics by eProxima, the target audiences differ for each work package. The key messages and the channels used to deliver these messages to the already defined target audience are defined.

This section ends with the road-map of the dissemination and communication plan from the project start to the end date.

2.1 Communication and dissemination objectives

The main objective of the communication effort hitherto undertaken has been that of maximizing the impact and benefits of the ALMA project by bringing it closer to the target audiences of each of the lines of research. This is accomplished in an orchestrated manner by inquiring about the stage of the project at each moment of its past and future lifetime, since the target audience varies depending on the status of the research. That is, the interested audience changes depending on whether the project is in a research phase and supported by scientific publications, or whether it has products accessible to end users that can be corroborated, tested and used in the industry.

Therefore, clear and measurable objectives are set to check the acceptance status of the project among the different target groups so as to provide adequate information and promotion of the project concept and its direction in a timely manner.

Communication materials are designed in order to have a clear branding and market positioning. Special attention will be paid to the results obtained in the previous year (2021) for the purpose of maximizing the exploitation of these results in 2022. This communication and dissemination plan aims to define the most effective communication channels, tools and mechanisms for each target audience in order to maximize the impact in each phase of the project. In addition, the impact of the communication is monitored so as to take corrective and preventive measures if necessary to maximize the visibility of the ALMA project.

Following are the main objectives of the communication strategy:

- CO1: to give a clear message of the mission, objectives and results of the ALMA project by formulating key messages tailored for the different target audiences.
- CO2: to support and promote collaboration with other relevant projects, the industry, communities and global initiatives that increase awareness of the ALMA project and facilitate outreach to potential customers or end-users.
- CO3: to make the results of the project understandable to the community so that AML is human-centered and comprehensible as it claims to be.
- CO4: to attract new researchers to create a community around the ALMA project and specifically AML.

- CO5: to attract early adopters to test the implementations resulting from the project and create an AML-IP community in order to introduce our developments to the pre-existing Robot Operating System (ROS) community.
- CO6: to support targeted communication of the project results in order to prepare the basis for future exploitation.

The main objectives of dissemination are aligned with the communication objectives in order to ensure that the project has a medium and long-term impact through the publication of research results. The dissemination objectives are listed below:

- DO1: dissemination of the project results and the technical, technological and scientific developments resulting from the ALMA project throughout its execution, as well as the benefits, use cases and exploitation scenarios derived from the use of such results.
- DO2: to create partnerships with other global projects to publish and make use of our results in order to promote an indirect dissemination of the ALMA project.
- DO3: facilitate the exploitation of the results by the community of developers who assess and provide feedback on the use of the tools created during the course of the project.
- DO4: facilitate access to the research results so that the scientific community are able to validate, contrast and corroborate the publications made.
- DO5: publication of the project results in web pages and forums of the different target communities in order to gain visibility among these communities.
- DO6: perform a market segmentation analysis with the purpose of focusing each of the research areas on their potential users/customers in order to enhance the exploitation strategy.

2.2 Methodology

The methodology followed in ALMA to meet the communication and dissemination objectives is based on the adoption by the consortium of the use of elements that guarantee the communication of a common message. This is done through a combination of traditional marketing elements such as scientific publications and participation in events, and online tools that help to easily understand ALMA's vision, mission and proposal.

While last year's main dissemination efforts were mainly focused on event participation and promotion of the different research tracks involved in ALMA, with AML as the central element that unifies all research and development processes, next year's efforts will have a more unified objective in order to promote the outcome of the project as a cohesive body.

Specific actions are taken in the communication strategy in order to gain early adopters of the developed tools that would help disseminate AML to the target developer community, by encouraging their peers to use these tools.

2.2.1 Marketing funnel

This section introduces and describes the main stages of the marketing funnel of the ALMA project in order to reach the target communities.

Awareness The main objective of the awareness activities is to make the target audience cognizant of the ALMA brand and the AML technology. Through these, ALMA's digital presence is strengthened, promoting familiarity with the project and building reputation through media adoption. Following are described the aforementioned awareness activities:

- Generate product awareness through social media and digital media activities.
- Management of sponsored events with high digital media presence.
- Presentation of ALMA and AML in target communities in order to gain brand awareness and technical benefits.
- Search Engine Optimization (SEO):
 - Keyword research to position ALMA and AML, thus making the content relevant in searcher's queries.
 - SEO on Page: optimization of web pages in order to improve ALMA's ranking in search engines results by including keywords in titles and content.
- Use of social media in order to engage potential customers, improve community relations and increase awareness. The social media strategy is built with organic content but could include paid ads such as banners or pay-per-click (on Twitter or LinkedIn) to reach the target audience if needed.
- Partners attendance to relevant national and international events to raise awareness of ALMA.

Interest The objective of the interest activities is to increase the number of searches related to the ALMA project, which results in an increase of website traffic. This is a good indicator of growing interest in the project by the target audience. These activities are:

- Generation of branded content and banners for specialized communities, focusing on the exploitation of relationships.
- Generation of digital content marketing material, due to the significant reduction of in-person events, such as infographics, videos, interviews and testimonials.
- Online technical and business events focused on engaging policy makers, researchers and users.

Consideration Consideration activities are aimed at creating a community around the ALMA project through the following media:

- Technical blog posts.
- Workshops and online presentations.
- Educational material to facilitate incorporation into the AML ecosystem.

Conversion Conversion is ensured by providing the first results of the project to the ALMA community established in the previous phase. This is accomplished by promoting fluid communication with the community and by encouraging and motivating early adopters and community members to actively participate in events organized by the project partners. This phase is reinforced with:

- Periodic newsletter covering the main achievements in the project.
- Emails summarizing the main events and uses of AML by the community.
- Use of success stories to convert and engage those members of the community who are less actively involved.
- Webinars, Q&A sessions, online demo use cases, tutorials and training.
- Referrals to encourage our advocates to become brand ambassadors. Introduce brand advocates by promoting their participation in sponsored content and webinars to present their implementation and research outcomes so they may as well gain referrals.

The above points are summarized in the ALMA marketing funnel diagram shown in Figure 1.

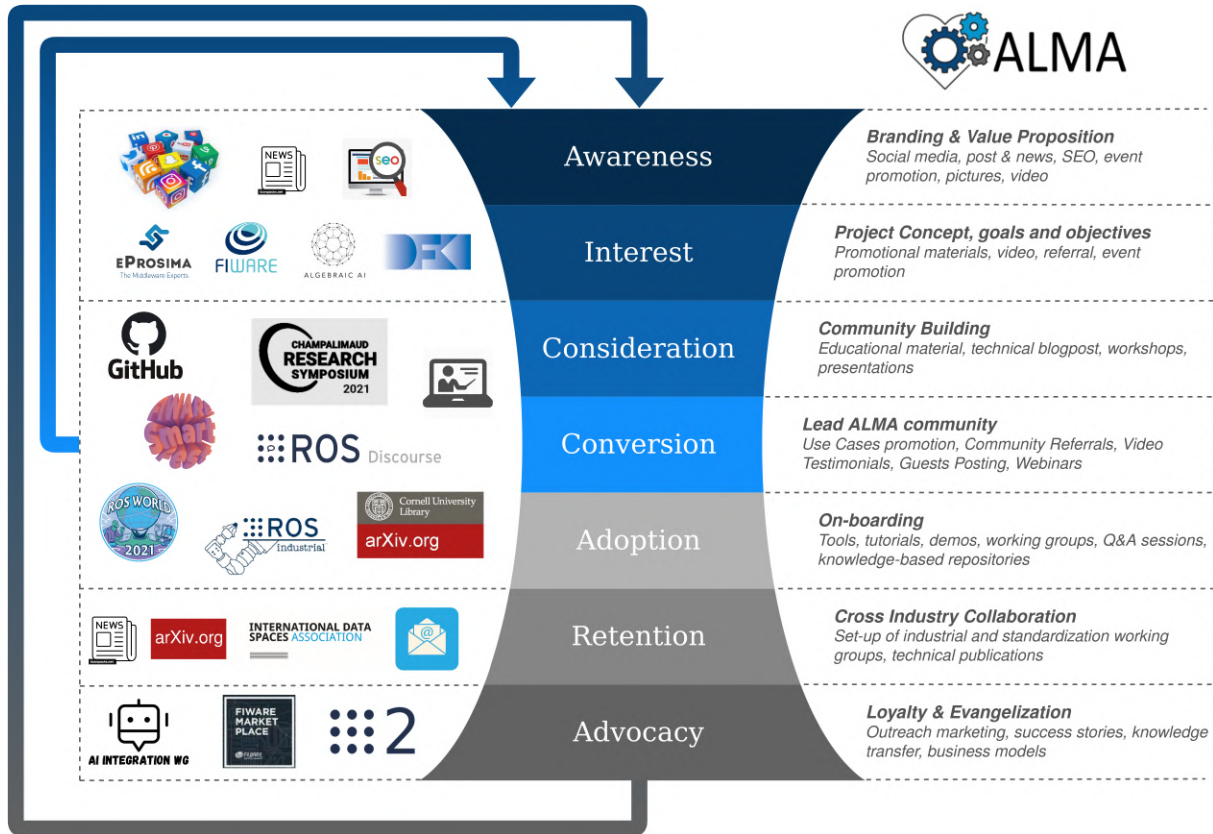


Figure 1: ALMA marketing funnel

2.2.2 PESO Model

The ideas outlined above result in a 360° marketing strategy that can be visualized in the PESO Model of the ALMA project shown in Figure 2.

2.3 Brand positioning

ALMA's brand positioning and identity has developed during the first year of the project and will continue to expand and improve over the next few years of the project realization. This development is guided by the following aspects:

- **Purpose:** identifies the rationale for the project and the contribution to the ALMA end users as well as the knowledge contributed to the AI research community.
- **Perception:** how AML is described and recognized by the community.
- **Personality:** defines the tone of the messages to be disseminated according to the target audience, as well as the nature and content of those.
- **Position:** determines the position of ALMA and in particular of AML in today's collapsed market of available AI technologies.

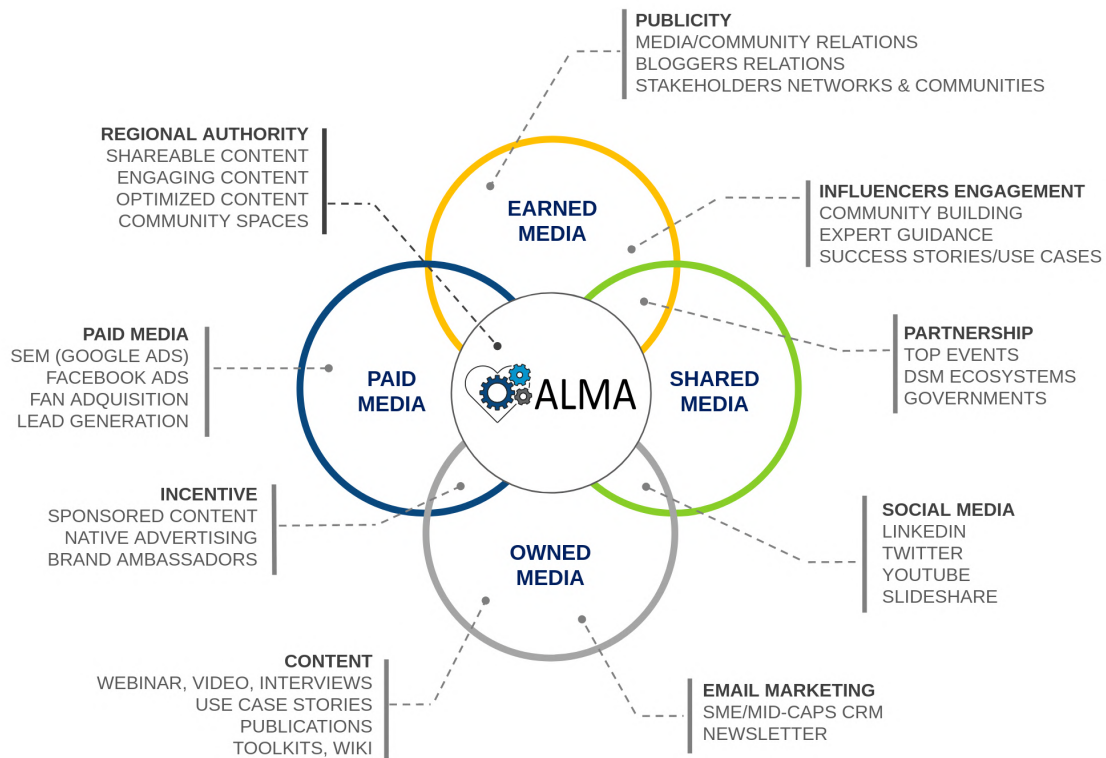


Figure 2: ALMA PESO Model

- Promotion: defines the core element of our speech at events and conferences, including those sponsors and ambassadors of the ALMA brand.

As explained above, AML is a novel ML technology that, unlike traditional ML, is based on abstract algebraic mathematics. This is the reason why it is positioned in the market as the only ML paradigm that does not use statistical methods in the internal processes of learning, inference, classification, etc.

Among the ALMA project partners is DFKI, a leading AI research institute that aims to promote the use of this new paradigm. DFKI together with Inria and Champalimaud Foundation (CF) will undertake research projects on methodologies for the application of AML.

Furthermore, the ALMA project benefits from eProsima's position in the ROS community. eProsima, as a member of the ROS 2 Technical Steering Committee (TSC), aims to bring AML to the robotics industry by providing mechanisms that facilitate the integration of AML in robots developed using ROS. Thus, the AML-IP, an open source platform developed at eProsima and fully compatible with ROS, will be the way to achieve the goal of bringing AML to the ROS community. Furthermore, thanks to ALMA being a European initiative, the foundations for the creation of a European ROS community aiming at the integration of AI into the ROS ecosystem are in place. This platform will also be compatible with FIWARE context², thus facilitating adoption by its wide community.

²<https://www.fiware.org/developers/catalogue/>

The AML engine and the integration platform referred to as AML-IP will be released under open source licenses, thus fostering the community's contribution to the development of these new technologies.

2.3.1 Brand messaging Framework

The ALMA message framework is a structured representation of the unique key features in the ML market. It presents in a clear and easy-to-understand manner the differentiating elements of the ALMA brand and AML from other ML technologies. This includes the value proposition, the target audience, and the competitive differentiator.

The ALMA brand message framework will slightly change as the project progresses but it builds the foundation for the creation of an ALMA business model and all its related functions such as marketing, communication, dissemination, business development, public relations, user support, etc.

The ALMA brand message framework is presented in Figure 3.

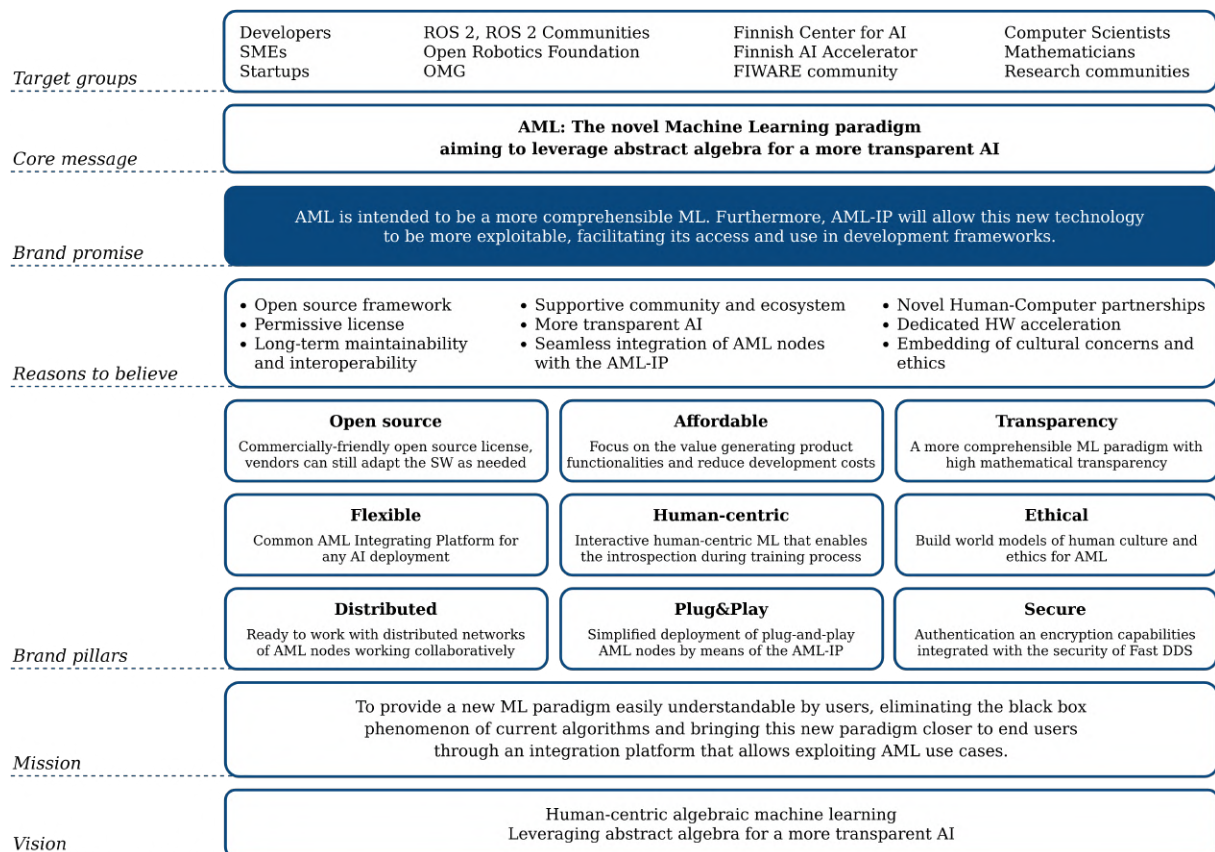


Figure 3: ALMA message framework

Vision

Human centric algebraic machine learning
Leveraging abstract algebra for a more transparent AI

Mission To provide a new ML paradigm easily understandable by users, eliminating the black box phenomenon of current algorithms and bringing this new paradigm closer to end users through an integration platform that eases the exploitation of AML.

Brand promise AML is intended to be a more comprehensible ML. Furthermore, AML-IP will allow this new technology to be more exploitable, facilitating its access and use in development frameworks.

Core message

**AML: The novel Machine Learning paradigm
aiming to leverage abstract algebra for a more transparent AI**

Reasons to believe

- Open source framework.
- Permissive license.
- Long-term maintainability and interoperability.
- Supportive community and ecosystem.
- More transparent AI.
- Seamless integration of AML nodes with the AML-IP.
- Novel Human-Computer partnerships
- Dedicated Hardware (HW) acceleration.
- Embedding of cultural concerns and ethics.

Brand pillars These are summarize in Figure 4

- Open source: commercially-friendly open source license, vendors can still adapt the SW as needed.
- Affordable: focus on the value generating product functionalities and reducing development costs.
- Transparency: more comprehensible ML paradigm with high mathematical transparency.
- Flexible: common AML Integrating Platform for any AI deployment.
- Human-centric: interactive human-centric ML that enables the introspection during training process.
- Ethical: build world models of human culture and ethics for AML.
- Distributed: ready to work with distributed networks of AML nodes working collaboratively.
- Plug&Play: simplified deployment of plug-and-play AML nodes by means of the AML-IP.
- Secure: authentication and encryption capabilities integrated with the security of Fast DDS³.

³<https://github.com/eProsima/Fast-DDS>

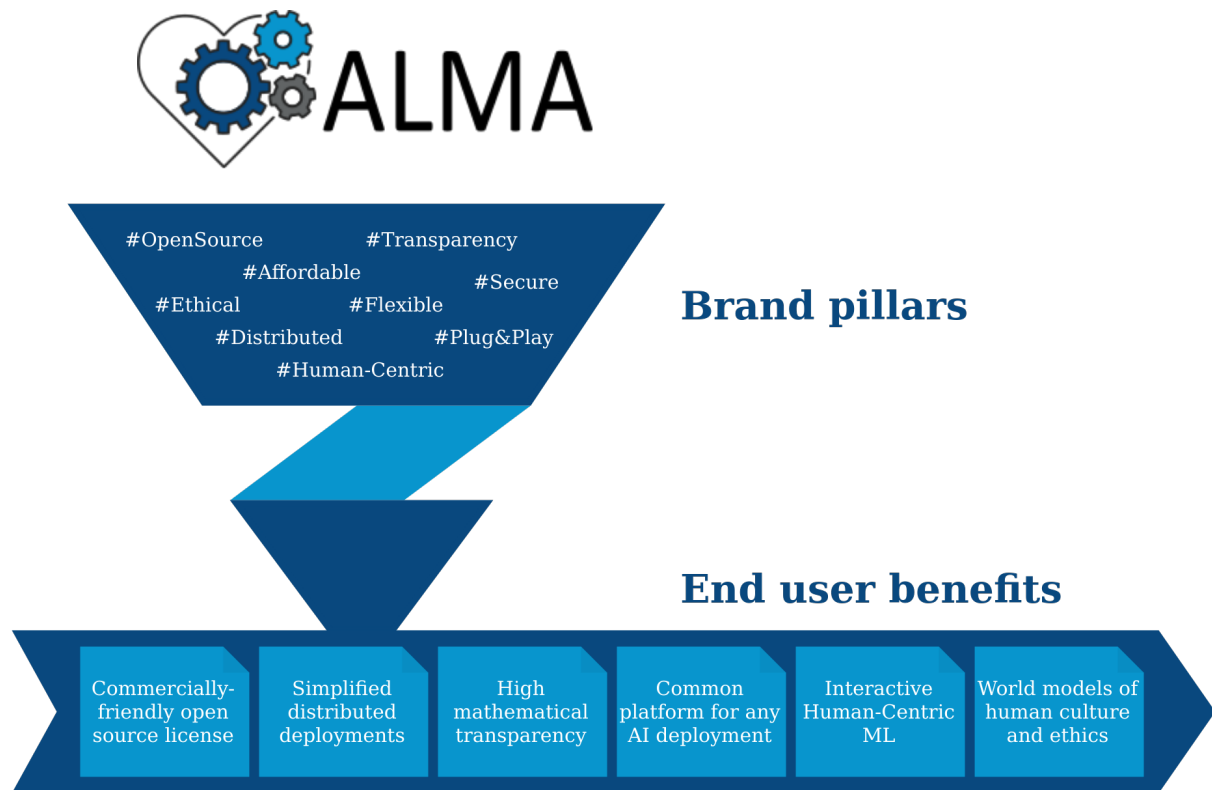


Figure 4: ALMA brand pillars

2.4 Target audiences

This section presents the target audiences of the ALMA project.

AI researchers Since the core element of the ALMA project is AML, which is presented as a novel ML paradigm, researchers currently working with statistics-based ML technologies will be the first audience to be addressed. AML is presented to them in order to show that it is possible to use complex algebraic models for machine learning. The aim is for the AI research community to discuss the results obtained under the ALMA project, thus disseminating and promoting the use of AML among the AI research community and AI enthusiasts.

The results of the AI research community's studies will also promote the adoption of AML by their colleagues who will also want to corroborate these results.

Developers AML is a novel technology that allows exploiting the use of ML in distributed systems. That is why AML-IP is presented as a platform that allows the connection of AML nodes which will be seamlessly integrated into ROS 2. Therefore, the developer community is targeted to exploit this platform as a unified AML integration method instead of relying on customized solutions for each application.

More specifically, application software developers will be the main users of AML and AML-IP, integrating ML into their end-user applications. They will also benefit from the open source integration, benchmarking, monitoring and evaluation packages released under the ALMA project to work with AML.

Furthermore, the AML user community will help validate the development of the integration platform and the various open source tools for working with AML, making the development process more efficient and end-user oriented.

ROS community The ROS community will benefit from AML through AML-IP, which is intended to be a framework that integrates AML easily into ROS 2 systems. This integration is based on the use of DDS as the AML-IP middleware for communications, which is the same used in ROS 2. Moreover, AML-IP uses Fast DDS as the DDS standard implementation, which is the default implementation of DDS used in ROS 2. AML-IP is a framework that uses familiar ROS concepts, thus facilitating the adoption, portability and interoperability with the established ROS ecosystem.

SMEs/Startups The AML results are also relevant for the FIWARE developer community, who may consider the integration of this new technology into their AI systems and smart applications. SMEs and Startups can benefit from FIWARE solutions such as the Context Broker or the Dataset Marketplace.

Other communities and working groups Table 2 shows the list of target communities as well as the partners in charge of raising awareness of the project results among these communities.

Target community	Partner(s) involved
ROS 2 TSC	EPROS
ROS / ROS 2 community	EPROS
Open Robotics Foundation	EPROS
FIWARE	FF
OMG	EPROS
International Data Spaces Association	FF
Finnish Center for AI	VTT/DFKI
Finnish AI Accelerator	VTT/DFKI
Computer Science community	ALG/CF/DFKI
Mathematics researchers	ALG/CF
ROS 2 Hardware Accelerator WG	TUK

Table 2: ALMA target communities and partners responsible for raising awareness

2.5 Key messages

The key messages conveyed throughout the project vary depending on the phase of the project, i.e., the information communicated is not the same in the initial phases of the project, focused on research and development, as in the final phases dedicated to the exploitation and contribution of external entities to the project. In this section we present the initial and results publication phases, which are of interest considering the current state of the ALMA project.

2.5.1 Project launch

At this project phase, the final product is not mature enough nor yet sufficiently tested as to involve the developer community in the use of AML. That is why at this stage the main focus is on the dissemina-

tion and communication of AML within the research community through the publication of papers and research articles.

ALMA will be dedicated to the research of a new paradigm of artificial intelligence based on complex algebraic models that provide greater transparency to the learning process. This transparency favors human-machine interaction during this process, thus turning learning and subsequent inference into a human-centered process. At the same time, tools are developed to exploit this technology such as the AML interface, the AML computation engine, tools to describe AML problems, a development framework that exploits collaborative learning, cultural and ethical world models, hardware acceleration platforms for computation, and new paradigms of human-machine interaction for AML.

2.6 First results obtained and tools releases

The message focuses on highlighting the benefits of AML in order to promote its adoption by the research community.

- AML is the new machine learning paradigm based on complex mathematical structures focused on bringing greater transparency to the learning process.
- AML can be used to solve a wide variety of problems and in numerous artificial intelligence applications through the formal description of data.
- AML-IP is a framework that enables the effortless deployment of AML nodes in distributed environments to exploit the collaborative learning capabilities of AML. Furthermore, this platform is fully compatible with the ROS 2 ecosystem.
- AML displays great potential to support ethical actions in complex situations.
- The complexity of interaction with systems using AML is minimized by researching innovative human-machine interaction methodologies.

2.6.1 Elevator pitch

An elevator pitch has been prepared in order to deliver a unified message in those lightning presentations of the ALMA project at conferences or events where the project is being promoted. It summarizes what AML is, what ecosystem it presents and what are its strengths.

Algebraic Machine Learning (AML) is a new approach to Machine Learning (ML) developed by Algebraic AI. It is highly transparent by design and overcomes common limitations of state-of-the-art methods.

AML models can learn from examples and data, as well as from known characteristics of the problem. This prior knowledge is presented as relations and rules, using the same language that is used for data. Not only the input –both data and rules–, but also the results and the model itself, share this same language. This level of transparency opens the door to new techniques for explainability and interpretability.

AML is not based on Statistics but on Model Theory, so it does not have many of the problems intrinsically associated with statistical methods. There is no cost function, error minimization, or optimization; models cannot even overfit, and have a reduced dependency on the statistical properties of the training data. Also, since the structure of data is explained to models as relations and rules, there is no architecture to guess.

2.7 Key channels

The main communication and dissemination channels of the ALMA project are represented in the marketing funnel shown in Figure 1. The use of these channels may be independent or combined depending on the target audience, the key message according to the status of the project, and the research results to be disseminated. These are summarized in the following points:

- Social media: each partner will make use of its own social networks as main channels for awareness and communication of the status and results of the project. All activities are promoted through the partners' own media including YouTube, Twitter, LinkedIn, or SlideShare. Given the partners' collaboration with communities in their respective research and development fields, advantage will be taken of the support of third parties acting as evangelists and advocates.
- Online and offline international events: an effort is made to disseminate the project through dedicated events as well as events where partners are present.
- Online webinars: designed to target developers.
- Working groups and community building: both the project's website and social networks act as main entry points for the project's audience. Moreover, the creation of an AI Integration Working Group is being promoted to encourage the integration of AML into the ROS 2 ecosystem through the AML-IP.
- Earned and shared media: all social media content generated and created by project partners or end users will be shared through the partners' and influencers' own media. The goal is that the ALMA community strive to create valuable content that can be easily shared by others.
- Offline channels: although this is not the most relevant medium nowadays, the project results should be made available in physical spaces. Brochures, posters/roll-ups, event stands, presentations and other written content are intended to attract the audience and generate interest in physical events. The described offline communication means are intended to visually impact the target audience by increasing their interest in the project, its goals, activities, and results through a clear and concise message.

2.8 Roadmap

This section presents the roadmap of the dissemination (Figure 5) and communication (Figure 6) activities.

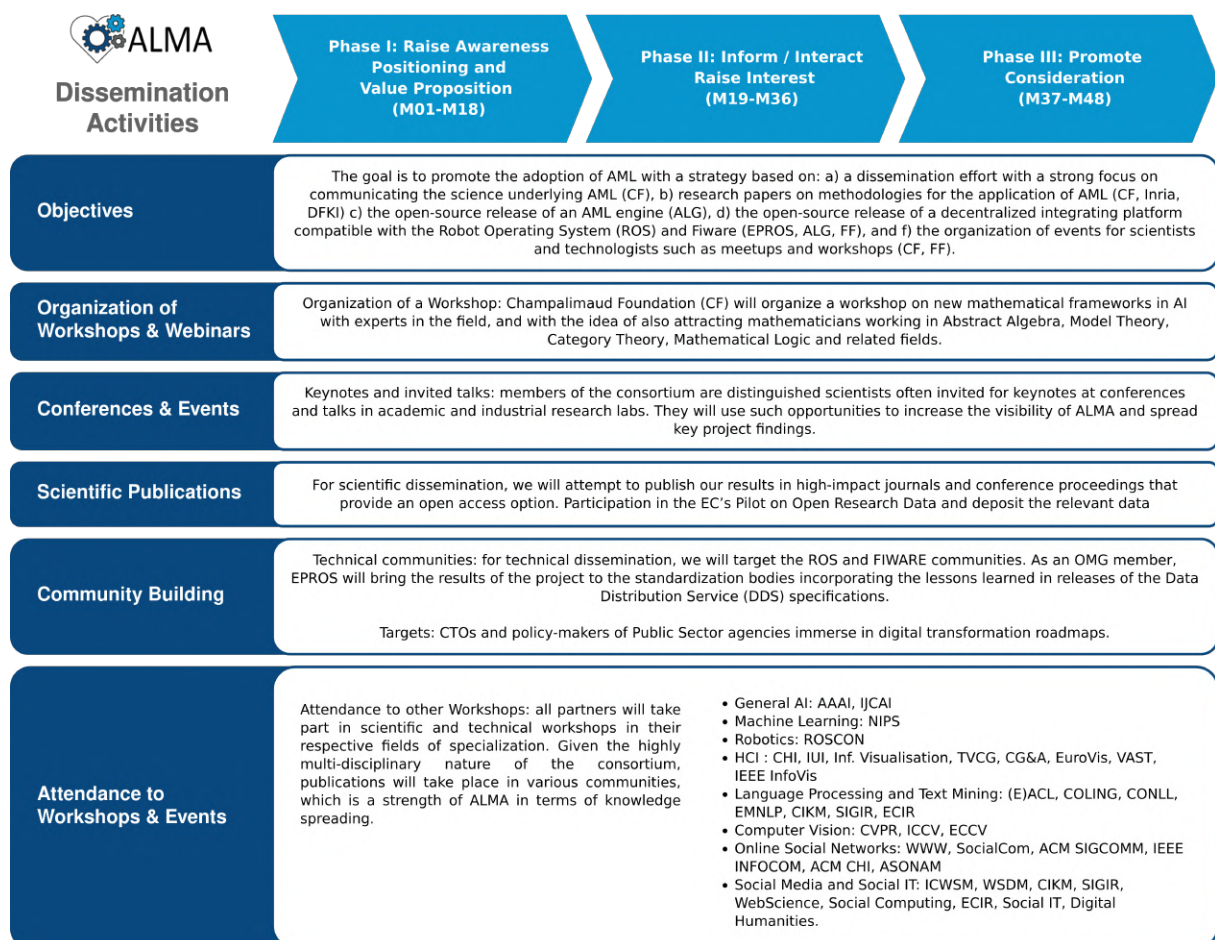


Figure 5: ALMA dissemination activities

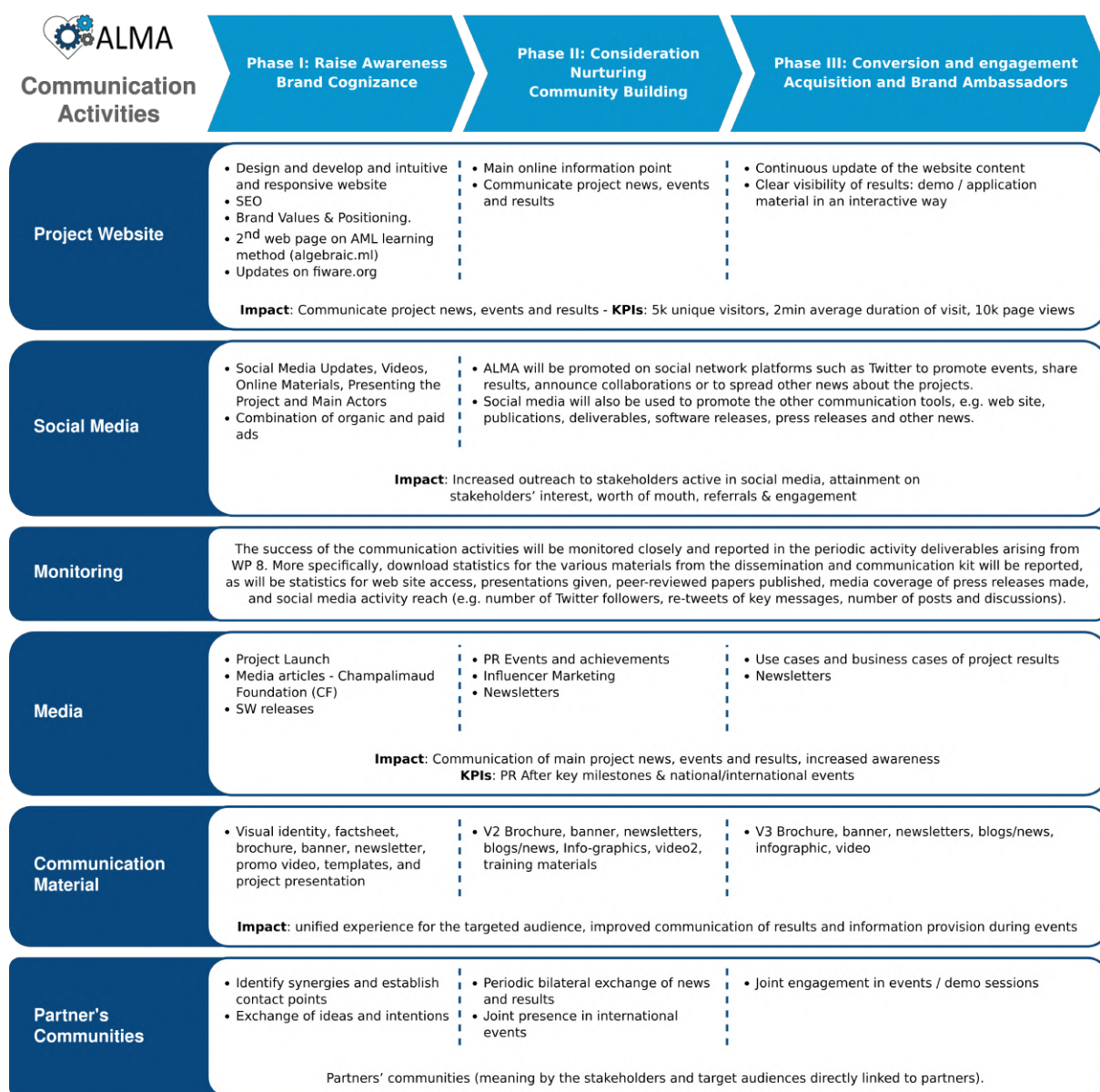


Figure 6: ALMA communication activities

3 Communication and dissemination activities report

The report of all dissemination and communication activities conducted during the first quarter of the project are described in this section. It is important to mention that during this initial phase of the project great efforts have been placed in the realization of promotional and marketing materials in order to raise awareness of the ALMA project and AML as a new disruptive ML technology. Furthermore, this phase is focused on research tasks, leaving the innovation and implementation of tools that exploit AML for the following phases of the project. Therefore, dissemination tasks are focused on the publication of scientific papers to reach and engage the community of ML researchers and mathematicians, leaving the adoption of developer communities and end users of AML for the next phases of the project in which a tangible, tested and stable product will be available.

3.1 Communication materials

During the first semester of the project, the materials that will be used in the communication and dissemination activities of the ALMA project, such as in-person and online events, workshops, conferences, webinars, etc., have been created. This section starts off by explaining the official ALMA logo and the visual identity of the ALMA brand; continues with the presentation of the promotional tools to be used; and concludes with the support tools for internal communication.

3.1.1 Logo

The central element of the logo is the heart symbol, chosen to associate the brand with the universal element that represents the soul, which is the name of the project in Spanish. Furthermore, the heart symbol represents the letter "A" upside down, which is the initial letter of ALMA.

The objective of the brand is represented in the form of a heart with gears, which is adjusted and refined in order to summarize the objective of the project: *"To leverage AML properties to develop a new generation of interactive, human-centric machine learning systems"*. That is, these systems are something that, like the human soul, never stop learning and processing information centered on human experiences.

The blue and soft gray colors play a crucial role as they also represent one of the objectives of the project, which is to *"reduce bias and prevent discrimination"*.



Figure 7: Original ALMA Logo

3.2 Visual identity

3.2.1 Logo variations

Different versions of ALMA's corporate logo have been designed to be applicable to each type of presentation and background.

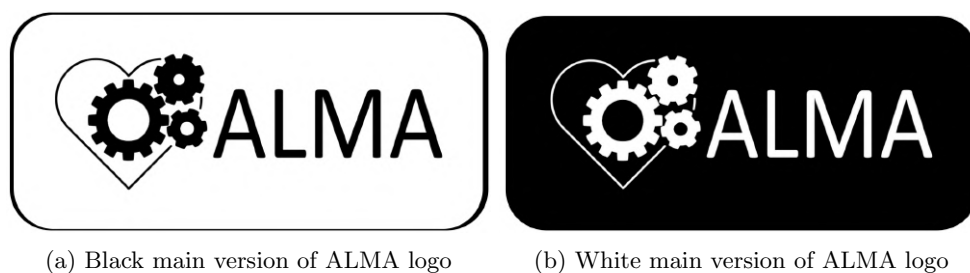


Figure 11: One ink main versions of ALMA logo

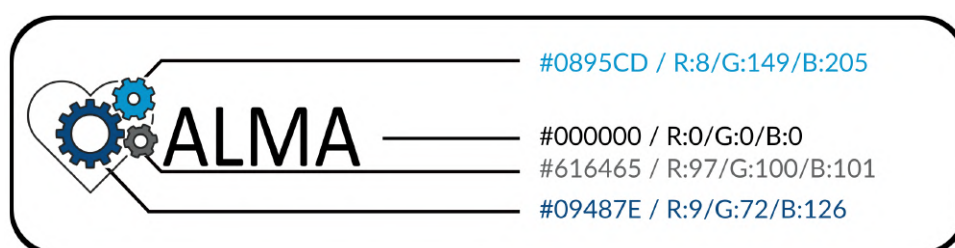


Figure 8: Color positive main version of the ALMA Logo



Figure 9: Dark blue background version of the ALMA Logo



Figure 10: Bright blue background version of the ALMA Logo



(a) Black secondary version of ALMA logo (b) White secondary version of ALMA logo

Figure 13: One ink secondary versions of ALMA logo



Figure 12: Color positive secondary version of the ALMA logo

3.2.2 Typography

Fonts The fonts used in the various dissemination and communication materials of the ALMA project are listed below.

- Roman Serif: default font for documentation and reporting.
- Arial: font used for texts in presentations.
- Lato: font used as an alternative of Arial for texts in presentations.
- Comfortaa: font used for the titles and headers in presentations.

Colors Main colors are defined, which are the leading and predominant ones in the graphic materials and visual compositions of ALMA, and secondary colors, which are used as a support to the main colors, to highlight and add contrasts in ALMA's graphic materials. The secondary colors are always accompanied by the main ones, and are never the predominant colors in the visual materials.

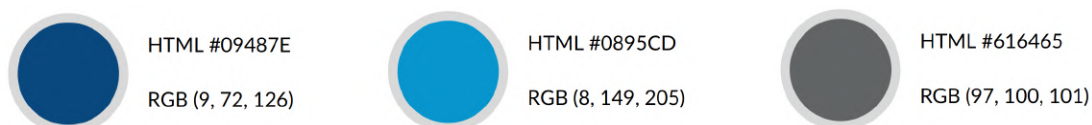


Figure 14: Main colors for ALMA marketing materials

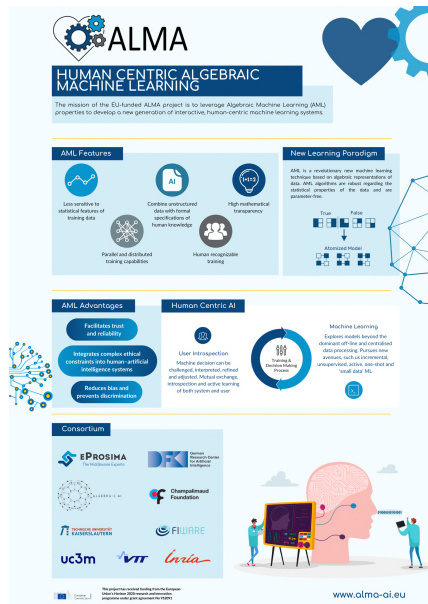


Figure 15: Secondary colors for ALMA marketing materials

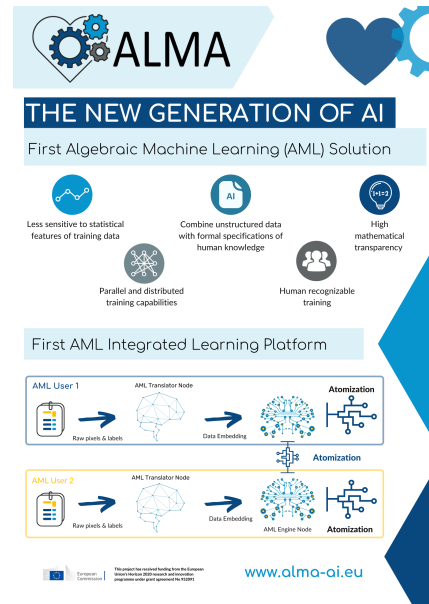
3.3 Promotional material

Several promotional materials have been created to summarize the mission and vision of the ALMA project and to reach the target audience. These materials are intended to serve as an attraction at conferences and live events in which the ALMA consortium participates in order to disseminate AML and the results obtained from research and innovation. Although these events have not been held in person due to the Covid-19 pandemic, it has been possible to disseminate this material via the online platforms of the corresponding events.

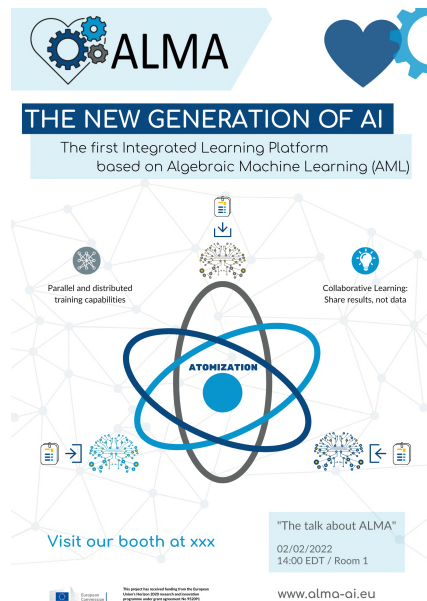
Figure 16 shows some examples of posters produced for the dissemination of ALMA at events and the engagement of our target audience.



(a) ALMA comprehensive poster



(b) ALMA wallpaper poster

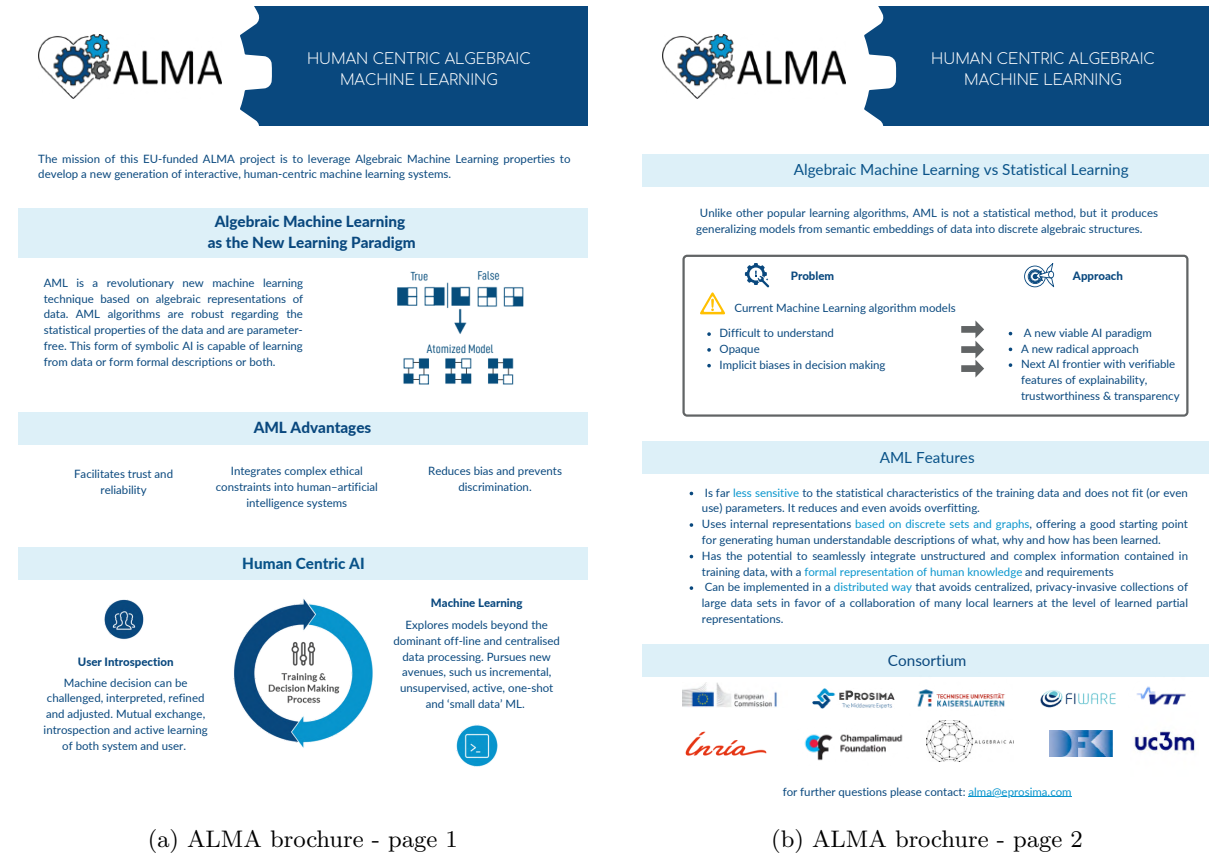


(c) ALMA event poster

Figure 16: ALMA promotional posters

These are included in enlarged size in Appendix A of this document.

A brochure has also been prepared paying special attention to define a clear and friendly message that best represents the idea of the project and captures the attention of the target audience. This brochure is shown in Figure 17.



(a) ALMA brochure - page 1

(b) ALMA brochure - page 2

Figure 17: ALMA brochure

3.4 Internal support tools

An important aspect of dissemination and communication is the achievement of homogeneity in the documents presenting research and innovation results of the ALMA project. This format homogeneity applies to project deliverables, presentations or any other material produced.

In order to achieve this format homogeneity, we have created templates for documents and reports (Figure 18), and presentations (Figure 19) available for any member of the consortium.



(a) ALMA report template - page 1

(b) ALMA report template - page 2

Figure 18: ALMA report template



Figure 19: ALMA presentation template

3.5 Meetings and events

This section lists the events in which the ALMA partners have participated for the dissemination of the ALMA project, and describes the most relevant ones.

3.5.1 Events summary

This section displays a summary table (Table 3) with all the events that consortium members have attended to in order to disseminate the ALMA project and communicate research results. As can be seen, most of these events are of a scientific nature, aimed at disseminating the results of the current phase of the project.

Partner	Event	Participation	Contributors	Place	Date	URL
EPROS ALG	Future Tech Week	Talk - ALMA: Human-Centric Algebraic Machine Learning	Fernando Martín- Maroto, Raúl Sánchez- Mateos	Online	22/11/2021	· Live talk ⁴ · Future Tech Week ⁵
EPROS ALG	ROS World 2020	Talk - ALMA: Bringing AI to ROS 2	Fernando Martín- Maroto, Raúl Sánchez- Mateos	Online	12/11/2021	· Live talk ⁶ · ROS World 2020 ⁷
ALG TUK	HumanE AI Network	Talk - Hardware acceleration for AML	Fernando Martin- Maroto, Nabil Abder- rahaman	Berlin, DE	16/11/2021	
EPROS	ROS World 2021	Panel - ALMA: Human-Centric Algebraic Machine Learning	Raúl Sánchez- Mateos	Online	20/10/2021	ROS World 2021 ⁸
EPROS	ROS 2 Technical Steering Committee meeting	AML-IP: Integration of AI in ROS 2 ecosystem	Jaime Martín Losa, Raúl Sánchez- Mateos	Online	16/12/2021	ROS 2 TSC Meeting Minutes ⁹

⁴<https://www.youtube.com/watch?v=343axkMlCWk>

⁵<http://futuretechweek.fetfx.eu/>

⁶https://vimeo.com/480473016?embedded=true&source=vimeo_logo&owner=15710607

⁷<https://roscon.ros.org/world/2020/>

⁸<https://roscon.ros.org/world/2020/>

⁹<https://discourse.ros.org/t/ros-2-tsc-meeting-minutes-12-16-2021/23541>

Inria	HumanE AI Network	Talk - Exploring the Impact of Agency on Human-Computer Partnerships	Janin Koch, Wendy Mackay	Online	10/02/2021	
Inria	Center for Hybrid Intelligence	Panel - Artificial Intelligence Expert Virtual RoundTable	Wendy Mackay	Online	25/03/2021	
Inria	HumanE AI Network	Talk - HumanE AI Net - Closing the Loop Symposium	Wendy Mackay, Janin Koch	Online	19/05/2021	
Inria	NeurIPS Workshop	Workshop/Keynote - Human-Computer Partnerships	Wendy Mackay	Online	13/12/2021	
Inria	ACM Interact	Panel presentation - Artificial Intelligence for Humankind: A Panel on How to Create Truly Interactive and Human-Centered AI for the Benefit of Individuals and Society	Wendy Mackay	Online	02/10/2021	
Inria	CNRS Scientific Council	Panel presentation - Ethics and AI: Who are we protecting?	Wendy Mackay	Online	01/12/2020	
UC3M	CEA Summer School	Talk - Introducción a la Inteligencia Artificial en Robótica	Juan G. Victores	Online	16/09/2021	CEA Summer School ¹⁰
UC3M	CEA Summer School	Talk - Robótica inteligente mediante reinforcement learning	Juan G. Victores	Online	17/09/2021	CEA Summer School ¹¹

¹⁰<https://www.youtube.com/watch?v=sc7nBT4rt-w>

¹¹<https://www.youtube.com/watch?v=YKYBggeFOLk>

Table 3: Events summary

Future Tech Week Fernando Martín-Maroto (ALG), coordinated together with Raúl Sánchez-Mateos (EPROS), gave an online presentation on the fundamentals of AML and presented the ALMA project at the Future Tech Week event. This is an event that promotes long-term and high-risk innovation research projects, encouraged by the European Innovation Council Pathfinder.

ROS World 2020 Fernando Martín-Maroto, founder of Algebraic AI (ALG), gave an online presentation of AML and the ALMA project at the ROS World 2020 (online) event. The talk was aimed at the robotics engineers of the ROS (Robotics Operating System) community interested in machine learning.

Presentation on Hardware Acceleration for Algebraic Machine Learning Champalimaud Foundation (CF) and Algebraic AI (ALG) participated in an event of the HumanE AI network at Berlin and gave a presentation on our approach to accelerate the computation of AML models. Our hardware acceleration program is the result of a collaboration with the microelectronics department of Kaiserslautern University.

3.5.2 Future events

The events already scheduled to promote AML and ALMA research results are shown in Table 4.

Partner	Event	Participation	Contributors	Place	Date	URL
CF ALG	American Physical Association meeting	Seminar - Algebraic Machine Learning	Gonzalo G. de Polavieja, Fernando Martín-Maroto	Chicago, US	March 2022	APS March Meeting ¹²
EPROS	ROSCon 2022	Panel - AML-IP: Integration of AI in ROS 2 ecosystem	Jaime Martín Losa, Raúl Sánchez-Mateos	Kyoto, JP	October 2022	ROSCon 2022 ¹³
Inria	Collège de France Talks	Talk - Human-centered AI	Wendy Mackay	Paris, FR	19/04/2022	Interagir avec l'ordinateur ¹⁴
VTT	Finnish Center for AI Event	TBA	Stephen Fox	TBA	TBA	Finnish Center for AI ¹⁵

¹²<https://march.aps.org/>

¹³<https://roscon.ros.org/2022/>

¹⁴<https://www.college-de-france.fr/site/en-wendy-mackay/course-2022-04-19-10h00.htm>

¹⁵<https://fcai.fi/>

VTT Finnish AI TBA Stephen Fox TBA TBA FAIA¹⁶
 Accelerator

Table 4: Future events

3.6 Scientific publications

Table 5 shows the scientific papers published so far and those expected to be published in the coming months.

Partner	Type	Title	Media	Contributors	Date	URL
CF ALG	Preprint document	Finite Atomized semilattices [1]	arXiv preprint	Fernando Martin- Maroto, Gonzalo G. de Polavieja	16/02/2021	https://arxiv.org/abs/2102.08050
CF ALG	Report	Semantic Embeddings in semilattices	arXiv preprint	Fernando Martin- Maroto, Gonzalo G. de Polavieja	March 2022	
CF ALG	Report	Algebraic Machine Learning: learning by the extraction of stable components in the freest model	arXiv preprint	Fernando Martin- Maroto, Gonzalo G. de Polavieja	June 2022	
VTT	Scientific journal paper	Psychomotor predictive processing [2]	Online journal	Stephen Fox	24/06/2021	https://doi.org/10.3390/e23070806
VTT	Scientific journal paper	Practical implications from distinguishing between Pearl blankets and Friston blankets	Behavioral and Brain Sciences	Stephen Fox	-	Accepted - Pending publication

Table 5: Scientific publications

¹⁶<https://faia.fi/>

3.7 Posts analytics

This section shows the dissemination activities carried out to date for the dissemination of the ALMA project. As explained in Section 2.4, the target audience to be reached with these posts are developers, applied computer science community, ROS 2 community and SMEs/Startups that are going to use AML and the AML-IP. The problem with these communities is that they require that the developments can be tested and evaluated so it is difficult to reach them at the moment due to the lack of robustness and reliability of the final products. This is why efforts have been put into creating marketing material for events rather than creating posts on social networks or developer community forums.

3.7.1 Social Media

The ALMA presence on social media has been limited in the first year of the project given the nature of the target audience we are addressing when publishing on these platforms. The early stage of the project, which is in a research phase, implies that the target audience at this point are scientists, mathematicians and researchers, rather than developers and end-users, who are unable to test a stable and functional product at the moment. This is why, as mentioned in subsection 2.8, the presence in social media is reduced in the launching phase of the project in order to focus all efforts on scientific publications.

Nevertheless, posts have been published on platforms such as Twitter and Linked-In so as to promote ALMA's presence in the events in which it has participated, shown in Table 3.

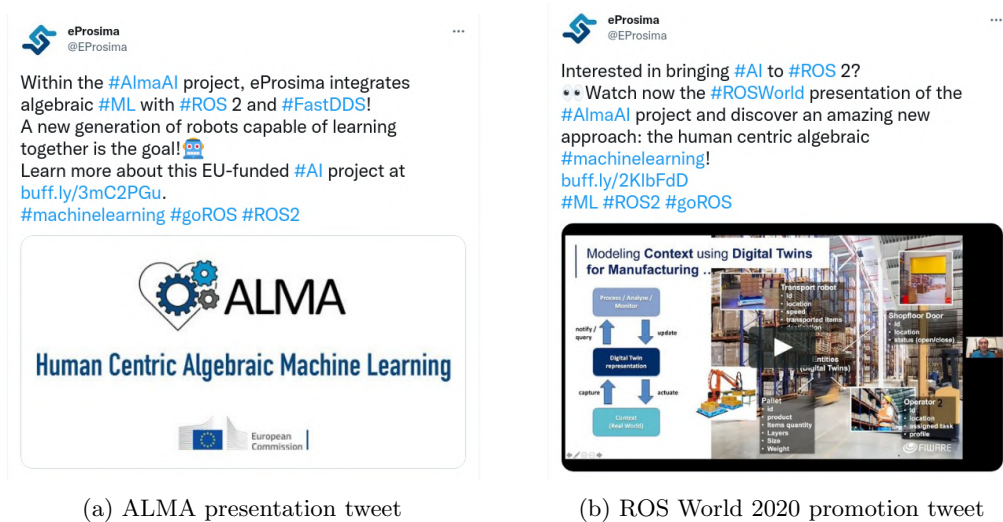


Figure 20: Twitter post examples

3.7.2 ALMA website

A project website has been created which is still to be improved in terms of accessibility and acceptance by new collaborators and adopters of AML. It is accessible at the following link: <https://alma-ai.eu/>.

3.7.3 eProsimia News

On the eProsimia website, news have been published in order to promote ALMA among the users of eProsimia products. Below is a summary table with the analytics of the two articles published:

Title	Publication Date	Impressions	URL
ALMA - AI project coordinated by eProxima	22/07/2020	1990	https://eprosima.com/index.php/company-all/news/153-alma-ai-project-coordinated-by-eprosima
ALMA at the Future Tech Week 2020	18/09/2020	1003	https://eprosima.com/index.php/company-all/news/161-alma-at-the-future-tech-week-2020

Table 6: Posts on eProxima news website

3.7.4 ROS Discourse

The ROS community is one of the main target audiences for the dissemination of AML-IP. That is why the ROS Discourse channel is used to reach and attract this community by publishing the news resulting from the development of the AML-IP framework, which will have full compatibility with the ROS 2 ecosystem.

As explained above, at this stage of the project it is only possible to inform the community that we are working on a new ML paradigm called AML and that it will be exploitable on ROS 2 systems by utilizing AML-IP. Following are the analytics of the post made in ROS Discourse promoting the ALMA project.

Title	Publication Date	Views	Likes	Replies	URL
ALMA: Algebraic Machine Learning, ROS 2 & Fast DDS	03/12/2020	600	16	8	https://discourse.ros.org/t/alma-algebraic-machine-learning-ros-2-fast-dds/17704

Table 7: Posts on ROS Discourse

4 Assessment of KPIs

The goal, marketing actions and target Key Performance Indicators (KPIs) for the communication activities defined according to the communication and dissemination strategy of section 2 are defined in Table 8. As explained in Figure 6, the main efforts are focused on the publication of research papers and participation in events to disseminate the ALMA project and research results.

Activity	Target goal	Defined actions	Target KPIs
ALMA website	Provide general information about the project	Frequent updates of ALMA website and SEO	ALMA website within the five first Search Engine Result Pages (SERPs)
Participation in technical conferences and workshops	Raise awareness on technical and scientific communities	· Presence at ROS World/ROSCon; · Presence at FIWARE Summit; · Presence at HumanE AI Network; · Presence at relevant HCI, ML, ROS and Hardware Acceleration (HWA) conferences and workshops	(end of year 1 / year 2 / year 3) · > 5/15/20 technical presentations (uploaded on SlideShare) · > 125/375/500 attendees in total · > 12/37/50 downloads from SlideShare
On-site demonstrations and presentations to customers/users	· Attract customers; · Raise awareness	Presentations and or demonstrations to target customers/users	35 performed by end of project
Scientific publications	Scientific dissemination	Publication to journals and magazines	> 10 publications by end of project
Presence at major trade fairs	· Market awareness; · Go-To market	Presence with dedicated space within eProxima's or some partner's booth	≥ 2 large trade fairs by end of project
Production of marketing material	Dissemination of ALMA brand and results of Research and Development (R&D)	Flyers, brochures, promotional material	A flyer, a brochure and an infographic
Active presence on social networks	Raise awareness of AML and AML-IP among developers and end-users	Regular posts through eProxima and other partners channels starting from the second phase of the project	· > 3 posts/month (Twitter, LinkedIn, Facebook) · 1 video/year on YouTube · > 10 average likes/share per post

One-to-one communication	Raise awareness on target audiences through targeted information	Newsletter	Featured articles in FIWARE monthly newsletter
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Table 8: Target KPIs

A ALMA promotional material

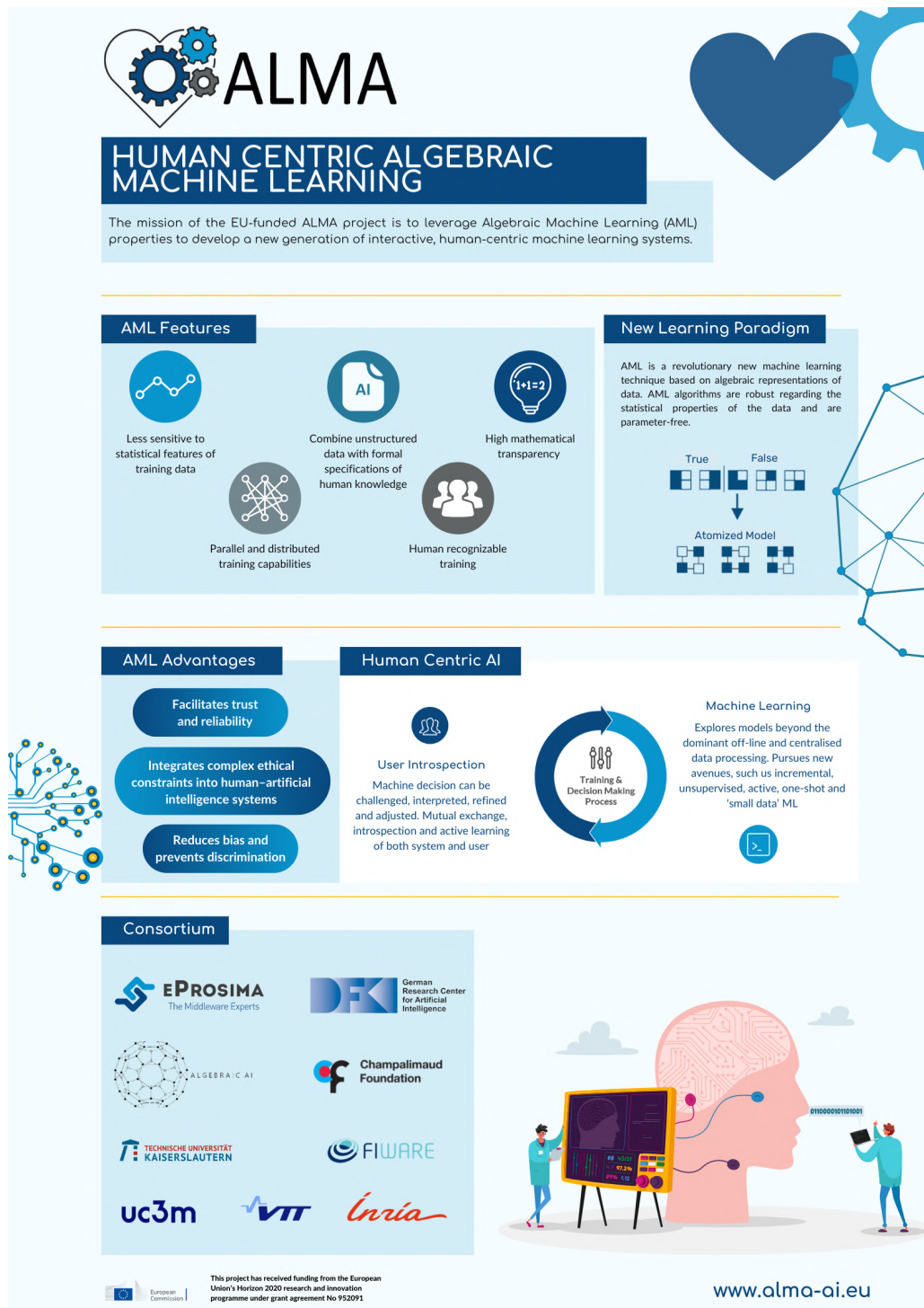


Figure 21: ALMA comprehensive poster

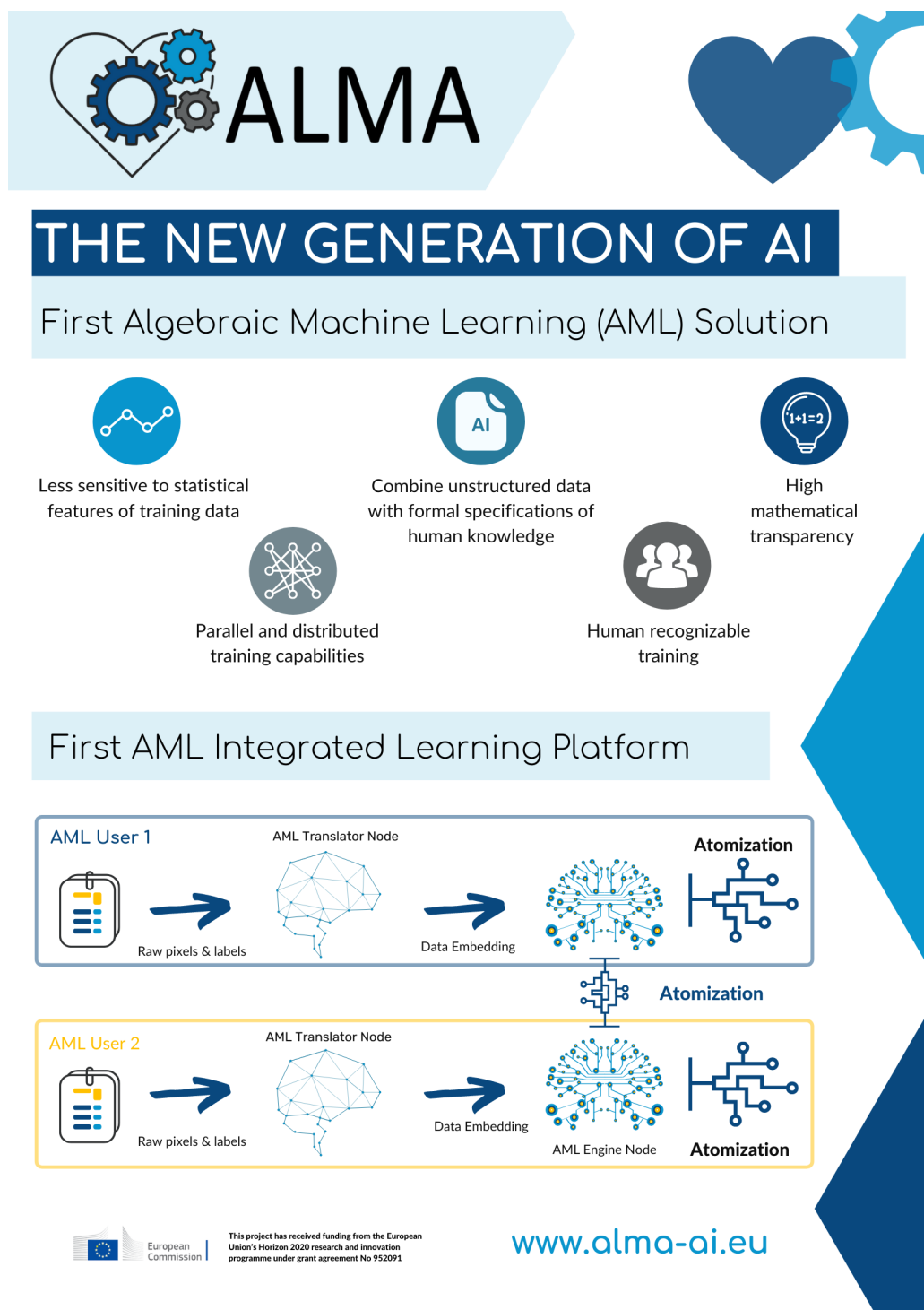
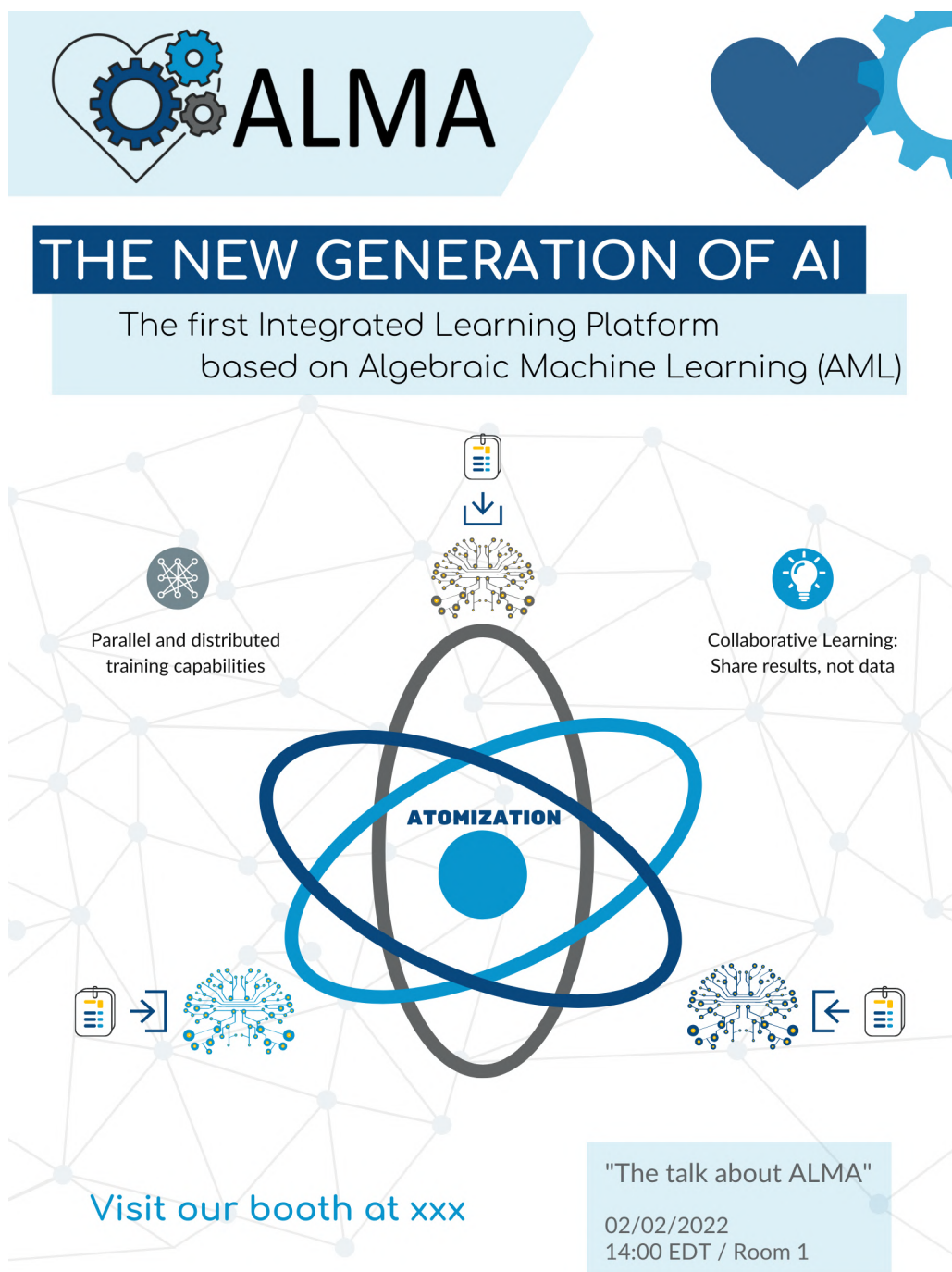


Figure 22: ALMA wallpaper poster



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952091

www.alma-ai.eu

Figure 23: ALMA event poster

References

- [1] Fernando Martin-Maroto and Gonzalo G. de Polavieja. *Finite Atomized Semilattices*. 2021. arXiv: 2102.08050 [math.RA].
- [2] Stephen Fox. “Psychomotor Predictive Processing”. In: *Entropy* 23.7 (2021). ISSN: 1099-4300. DOI: 10.3390/e23070806. URL: <https://www.mdpi.com/1099-4300/23/7/806>.