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AI4SWENG

AI Engineering Suite to Support Agile Efficient Software Engineering

Deliverable D7.1

Plan for Communication, Dissemination and Exploitation of Results (PCDER)

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Abstract: *This document, Deliverable D7.1 - Plan for Communication, Dissemination and Exploitation of Results (PCDER), provides a comprehensive and evolving framework for how the AI4SWEng project will promote, share and leverage its outcomes throughout its lifecycle. It defines the strategic approach, activities, tools, and timelines required to ensure consistent visibility, effective stakeholder engagement, and sustained impact of AI4SWEng at European and international levels. The PCDER clearly differentiates between three complementary dimensions: Dissemination (public disclosure and knowledge transfer to targeted audiences), Communication (strategic actions to inform and promote awareness), and Exploitation (defining pathways for sustainable use and market uptake of results). The plan sets out the principles and operational guidelines to support AI4SWEng partners in implementing coordinated, ethical, and audience-oriented communication, ensuring that all outputs, ranging from research findings to demonstrators and training materials, are presented in a clear and trustworthy manner. As a living document, the PCDER will be continuously updated to reflect project progress, stakeholder feedback, and emerging opportunities for collaboration and exploitation.*

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AI4SWEng Innovation Mission

AI4SWEng: AI Engineering Suite to Support Agile, Efficient Software Engineering	*AI4SWEng represents an excellent chemistry of 15 Partners including experts and practitioners in Model-Driven Software Engineering and AI Engineering (particularly LLMs) from across Europe with five use-cases from Software Development, Healthcare, Cyber-Physical System involving multi-architectural and resource-constrained systems and Next Generation Battery Management in EVs. The AI4SWEng mission is to significantly contribute to the transformation of agile software development into a sector turbocharged for design-by-contact, high efficiency, reliability, and security-privacy compliant delivery. This is to exploit advanced AI-powered software development support to deliver high-quality reliable fast time-to-market solutions that are socially responsible, scalable, sustainable and lend themselves to audible ethical and regulatory compliance. AI4SWEng aims to deliver AI-powered support to software developers to help reduce worker stress past the pain-points in agile SW development pipelines and higher productivity thus enhanced job satisfaction and creativity. Accordingly, the project will develop, deliver and validate, in 4 use-cases, a platform comprising a set of tools including the AISysDev and Test Automation Tool to support the software lifecycle end-to-end for both functional and non-functional deliverables by supporting a host of tasks such as code generation, cross-compilation, advanced debugging and dynamic slicing, adaptation, security-privacy by design, reliability, energy efficiency and adaptation as well as project management, process quality and maintenance support through data-driven insights for informed design decision-making and strategic software development planning. Additionally, with a commitment to user-centred design, it will provide structured design in advanced prompt engineering to support software developer teams to best exploit the capabilities of the platform.*

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Terms and Abbreviations

Acronym	Expansion / Meaning
AI Act	European Union Artificial Intelligence Act
AI4SWEng	AI Engineering Suite to Support Agile Efficient Software Engineering (project acronym)
CEN-CENELEC	European Committee for Standardization / European Committee for Electrotechnical Standardization
CI/CD	Continuous Integration / Continuous Deployment
DevOps	Integrated development–operations approach
ETSI	European Telecommunications Standards Institute
EU	European Union
EV(s)	Electric Vehicle(s)
FAIR	Findable, Accessible, Interoperable, Reusable (data principles)
FPGA	Field-Programmable Gate Array
GDPR	General Data Protection Regulation (EU)
GIS	Geographic Information System
HLS	High-Level Synthesis
IPR	Intellectual Property Rights
ISO/IEC	International Organization for Standardization / International Electrotechnical Commission
KER(s)	Key Exploitable Results
KPI(s)	Key Performance Indicator(s)
LLM(s)	Large Language Model(s)
OA	Open Access (publications / outputs)
PDCER /	Plan for Dissemination, Communication and Exploitation of Results (this deliverable)
SaaS	Software as a Service
SME	Small and Medium-sized Enterprise
TinyML	Tiny/embedded Machine Learning on resource-constrained devices
WP	Work Package

Executive Summary

The AI4SWEng project is an engineering suite that seeks to improve the agility and efficiency of software development. It strives to revolutionise European software engineering by introducing artificial intelligence and data-driven approaches, and by integrating a Responsible Research and Innovation (RRI) attitude throughout the entire software development process. Development approaches struggle to cope with the rising scope, quality, and legal requirements of the next generation of software systems, characterised by ever-increasing maturity levels, distributions, and distributed properties, as well as energy efficiency.

Deliverable D7.1 - Plan for Dissemination, Communication and Exploitation of Results (PDCER) outlines the strategy and actions through which the AI4SWEng project will ensure effective visibility, engagement and long-term impact of its results. It defines a coordinated framework linking dissemination, communication and exploitation activities with the project's technical and scientific work, promoting the uptake of human-centric and trustworthy AI for software engineering.

The PDCER sets out clear objectives, tools and timelines to guide partners in implementing ethical, consistent, and audience-focused outreach. It distinguishes between dissemination (knowledge sharing and uptake), communication (awareness and engagement) and exploitation (valorisation and sustainability), ensuring coherence across all activities. Prepared under Work Package 7, this living document will be regularly updated to reflect project progress, stakeholder feedback and emerging opportunities, supporting AI4SWEng's contribution to European research, innovation and policy goals.

1 Introduction

This deliverable D7.1 - Plan for Dissemination, Communication and Exploitation of Results (PDCER) provides a comprehensive and evolving framework for how the AI4SWEng project will promote, share and leverage its outcomes throughout its lifecycle.

It defines the strategic approach, activities, tools and timelines required to ensure consistent visibility, effective stakeholder engagement and sustained impact of AI4SWEng at European and international levels.

The document establishes a coherent link between dissemination, communication and exploitation actions and other technical and scientific activities within the project's work packages. In doing so, it contributes to the overall impact pathway and market readiness of AI4SWEng technologies, ensuring that research results are effectively transferred to industry, academia and policy stakeholders.

Specifically, the PDCER sets out the principles and operational guidelines to support AI4SWEng partners in implementing coordinated, ethical and audience-oriented communication from the outset of the project.

The plan ensures that all outputs, ranging from research findings to demonstrators, toolkits and training materials, are presented in a clear, accessible and trustworthy manner, reflecting the project's vision of human-centric, transparent and explainable AI for software engineering.

The deliverable clearly differentiates between the three complementary dimensions:

Dissemination refers to the public disclosure and knowledge transfer of AI4SWEng results to targeted audiences (researchers, industry actors, policymakers) to enable uptake and re-use of project outcomes.

Communication comprises strategic actions to inform, engage and promote awareness about AI4SWEng objectives, progress and benefits to a wide range of audiences, demonstrating the added value of EU-funded innovation.

Exploitation focuses on defining pathways for sustainable use and market uptake of project results, ensuring that developed methods, tools and frameworks can be further adopted, commercialized, or integrated into standardization and education initiatives beyond the project duration.

Structure of the Document is as follows:

Chapter 1: Summarizes the purpose and structure of this deliverable.

Chapter 2: Provides an overview of the AI4SWEng project, its mission, vision and key objectives within the context of trustworthy, AI-empowered software engineering.

Chapter 3: Describes the objectives, methodology and approach used in designing the dissemination and communication plan, identifies the target audiences and defines key narratives and messages.

Chapter 4: Details the AI4SWEng dissemination strategy, expected scientific and technical outputs and engagement methods for maximizing knowledge transfer.

Chapter 5: Outlines the communication strategy, including the project's visual identity, digital channels, media presence and liaison activities with related EU and international initiatives.

Chapter 6: Presents the exploitation plan, highlighting mechanisms for valorizing project results during and after its lifetime, including standardization, policy contribution and industrial adoption.

Chapter 7: Concludes with reflections on the strategic importance of this deliverable and describes the monitoring and update process for maintaining a dynamic and responsive dissemination framework.

This deliverable has been prepared under Work Package 7 - Dissemination, Exploitation and Standardization Activities, ensuring that the project's outreach, visibility and impact are coherently aligned with the objectives and outputs of other WPs. The PDCER is designed as a living document, continuously updated throughout the project to reflect progress, stakeholder feedback and emerging opportunities for collaboration, exploitation and policy contribution.

2 Dissemination and Communication Strategy and Plan

The Dissemination and Communication Plan (DCP), aligned with the project's D&C strategy, ensures that AI4SWEng results reach relevant stakeholders, policymakers, industry, academia, and citizens. Its objectives include raising awareness, informing policy, building adoption networks and supporting exploitation. The plan will leverage multi-channel communication strategies, co-creation workshops, social media, publications and policy briefs.

The AI4SWEng DCP provides a structured framework to maximize the project impact by promoting its research results, technological innovations and societal benefits. It focuses on showcasing the advantages of AI-driven software engineering solutions, sharing project outcomes with scientific, industrial and policy audiences and raising public awareness about the value of EU-funded research. While dissemination and communication are distinct, they are integrated under a unified approach to enhance visibility, stakeholder engagement and result uptake. Consortium partners will leverage their networks, institutional channels and expertise to ensure broad outreach, foster collaboration and support the sustainable adoption of AI4SWEng's outcomes across Europe and beyond.

2.1 Objectives of Dissemination and Communication Activities

Dissemination and communication activities are integral to the success of AI4SWEng. The D&C activities aim improve the visibility, credibility and impact of the project across participating countries, Europe and beyond. The D&C strategy will go beyond, from traditional knowledge sharing to a more proactive exchange. The strategy aims establishes a comprehensive, multi-layered approach targeting diverse stakeholder groups, including research institutions, industry actors, policymakers and the general public.

The overarching goal is to maximize the reach, adoption and influence of AI4SWEng's framework, methodologies and technological outputs, ensuring their continued use and evolution after the project's conclusion. In line with this goal D&C strategy is built on the following six objectives:

- Objective I: Maximize outreach to identified target audiences by spreading tailored narratives and key messages. This will increase the visibility of the project achievements along with the partners' proactiveness.
- Objective II: Disseminate scientific and technological results both within the consortium and external communities. This will accelerate fostering knowledge exchange and innovation.
- Objective III: Build synergies and collaborations with other EU-funded projects, initiatives and standardization efforts to enhance interoperability and impact.
- Objective IV: Engage stakeholders in project activities to collect their feedback, and valorize such feedback to validate and co-create a value. This will ensure the common sense of the relevance and applicability of AI4SWEng outcomes.
- Objective V: Attract potential end users, beneficiaries, clients, practitioners and adopters to promote the acceptance of the novelties and innovations presented in project results and stimulating market interest.
- Objective VI: Inspire and enable further innovation and foster follow-up initiatives related to AI4SWEng's achievements, findings, and impact ensuring long-term sustainability and reuse.

2.2 Methodology and Approach

The D&C strategy follows a three-phased methodology to ensure relevance, scalability and measurable impacts:

Phase I – Preparation (M01–M12): The preparation phase establishes the strategic foundation for dissemination activities. AI4SWEng will launch an Industry Vision Radar, mapping key technological trends and market developments within the AI-driven software engineering domain.

This radar will guide the creation of a Market Readiness Level (MRL) Roadmap for all exploitable assets, incorporating a Dissemination Message Box that defines target audiences, communication tone and expected impact pathways.

During this phase:

- A Dissemination and Communication Plan (DCP) will be developed in M01 and updated in M18, outlining tools, channels, responsibilities and KPIs.
- The consortium will identify key stakeholders through multi-layered e-listening and web analytics, monitoring trending topics, industry discourse and social media reach.
- Baseline KPIs for awareness, engagement and scientific visibility will be established to track future performance.

Phase II – Execution (M13–M42): The execution phase focuses on active dissemination and communication, adapting activities to the project's progress and maturity.

Key actions include:

- Publication of **conference papers** and **peer-reviewed journal articles** in venues such as *Artificial Intelligence*, *IEEE Transactions on Cybernetics* and *Software Practice and Experience*. A preliminary selection of journals, each with its respective impact factor (IF), includes but is not limited to the following (but not limited to): Artificial Intelligence (IF: 6.628), IEEE Transactions on Cybernetics (IF: ~11.448); Software Practice and Experience (IF: 2.028).
- Participation in major conferences, including **ICSE**, **IEEE/ACM ASE** and **World ML & DL Congress,** i.e**.,** International Conference on Software Engineering (ICSE), the World Machine Learning and Deep Learning Congress, the IEEE/ACM Automated Software Engineering Conference and other relevant conferences.
- Organization of dedicated events such as:
  - *AI4SWEng Innovation Summit* (flagship event)
  - *Code with AI Hackathons*
  - *AI in Agile Development Workshops*
  - *AI4SWEng Insight Podcast Series* and *Mini Web-Series*

Quantitative KPIs include:

Table 1. Dissemination KPIs

Type	KPI (*'N: Number of'*)	Target	Timeline	Format
Events A (Workshops, online or physical visits/ participation <25 attendees)	N_events_A	≥10	M42	Online / F2F
Events B (Scientific workshops 25–100 attendees)	N_events_B	≥5	M42	F2F
Events C (Conferences >100 attendees)	N_events_C	≥5	M42	F2F
Journal Publications	N_publications	≥8	M42	Open Access

AI4SWEng will pursue academic collaborations, patent filings and open-source contributions:

- Academic partnerships with leading universities, research and technology organizations and research institutions.
- Patent and licensing applications for novel techniques , where applicable.
- Open-source modules released via GitHub or GitLab for community engagement.
- Green and gold open access for all scientific publications, accessible through the AI4SWEng publication repository (Zenodo).

Phase III – Monitoring and Improvement (Continuous): This phase ensures iterative assessment and optimization of dissemination impact through:

- Continuous monitoring of KPIs and quality checking of project outputs.
- Stakeholder feedback collection and users perceptions analyses.
- Periodic evaluation during consortium meetings to adjust strategies

2.3 AI4SWEng Ecosystem of Stakeholders

The AI4SWEng dissemination ecosystem focuses on a wide range of stakeholders across academia, industry, policymaking and civil society. Each group holds distinct interests and engagement priorities, as summarized below:

Table 2. Target Groups and their interest in the project

Target Group	Interest in the Project
A. Tool & Software Development Industry	Utilization of AI4SWEng results in development pipelines; enhanced innovation through integration; training and participation in events; exploitation of open-source outcomes.

Target Group	Interest in the Project
B. Research & Academia	Advancement of scientific understanding; reuse of project results in AI-based software engineering; inspiration for new research and participation in collaborative publications.
C. Industry Associations & Technology Clusters	Inclusion of AI4SWEng results in roadmaps, white papers and joint initiatives; dissemination through member networks; bilateral cooperation.
D. EU Project Consortia & Related Initiatives	Identification of synergies with Horizon Europe projects; co-organization of workshops; joint dissemination actions.
E. Policymakers & Standardisation Bodies	Evidence for AI policy development and standardisation activities; contribution to EC strategies and guidelines on AI in software engineering.
F. SMEs and Start-ups	Access to novel AI tools and frameworks; participation in the *AI4SWEng Challenge* to apply solutions in real-world contexts.
G. General Public and End Users	Awareness of benefits of AI in software engineering; participation in online training, hackathons and community feedback sessions.

2.4 Dissemination and Communication Procedures

The involvement of any partner in organized internal or external events or dissemination activities related to the AI4SWEng project must be internally reported, reviewed and approved by the AI4SWEng Work Package 7 (WP7) Leader UNIBZ.

If dissemination activities include project results protected under Intellectual Property Rights (IPR), additional review and approval from the AI4SWEng IPR Manager will be required prior to publication or presentation.

The Dissemination and Communication (DC) procedure has been established to:

I. Ensure high-quality and consistent AI4SWEng publications, presentations and communications;
II. Prevent overlaps and avoid any unintended disclosure of confidential or restricted information;
III. Monitor, track and record all dissemination and communication activities to maintain transparency and traceability across the consortium.

Table 3 below outlines the AI4SWEng Event Communication and Dissemination Guide, providing a structured, step-by-step process for partners to follow when planning, promoting, executing and reporting dissemination activities.

Table 3. AI4SWEng Event Communication and Dissemination Guide

Stage	Actions and Responsibilities
Planning	Notify and align with the WP7 Leader (UNIBZ) and event organisers at least one month in advance. Define event goals, objectives and key messages in line with the AI4SWEng mission and KPIs.

Stage	Actions and Responsibilities
	Confirm date, location and target audience. Develop a clear event title and theme reflecting AI4SWEng innovation pillars. Prepare registration forms and participant tracking tools. If applicable, secure event suppliers (photographer, videographer, catering, etc.). Prepare printed or digital materials (flyers, roll-ups, factsheets). Maintain regular communication with the consortium to ensure alignment. Identify potential collaboration or partnership opportunities. Prepare social media templates, visuals and hashtags (coordinated by UNIBZ).
Promotion	Publish the event on the AI4SWEng website (managed by UNIBZ). Create and share social media content, blog articles and short videos jointly with the event partners. Disseminate information through all consortium channels, networks and stakeholder groups. Provide pre-event information packages for attendees (agenda, speakers, logistics). If relevant, prepare and distribute an Event Press Release coordinated by UNIBZ.
During the Event	*Applicable to in-person events*: Verify all technical and logistical components are operational. Test Wi-Fi, presentation tools and audio systems. Keep a participant checklist and record attendance. Ensure directional signage and schedules are clearly displayed. Maintain real-time updates on social media with visuals (photos, videos, livestreams). Encourage participant engagement following AI4SWEng's social media guidelines. *Applicable to online events*: Test the platform, connections and access links prior to start. Ensure speakers and participants have the latest agenda. Post live content and highlights to increase reach and engagement.
Post-Event	Submit a completed Event Report Form to the WP7 Leader (UNIBZ) within one week. Conduct a post-event analysis to identify strengths and areas for improvement. Publish at least one blog post or social media summary of the event outcomes. Share photos, recordings and presentation materials with UNIBZ. Publicly thank attendees, partners and contributors. Schedule and promote upcoming related events or follow-ups across channels.

2.5 Partner Roles and Responsibilities

All AI4SWEng partners actively participate in communication and dissemination activities at both consortium and organizational levels, aligned with their respective Work Package objectives and areas of expertise. Partners will collaborate to identify, plan and execute dissemination activities, while engaging with target audiences, relevant research initiatives and sister EU projects to ensure coherence and visibility.

Partners are strongly encouraged to integrate communication and dissemination actions into their day-to-day AI4SWEng research, development and demonstration activities, highlighting impactful stories and achievements to generate synergies across the consortium.

They are also encouraged to engage with local and national media outlets (press, radio, television, digital platforms) to offer interviews, facility visits and technology demonstrations that increase awareness of AI4SWEng's goals and outcomes. Where applicable, institutional press and communications offices (especially within universities and research organizations) may assist in selecting suitable channels and preparing public communications.

2.5.1 Partner Obligations and Public Deliverables

According to the Grant Agreement (GA) and Consortium Agreement (CA), all partners have a clear obligation to communicate and disseminate AI4SWEng results to the public in accordance with the project's dissemination, exploitation and intellectual property (IPR) provisions.

- Public Deliverables: All deliverables designated as public will be made available for download on the official AI4SWEng website after approval by the Project Management Board and the European Commission.
- Restricted or Confidential Deliverables: Results classified as confidential or restricted may only be disseminated following explicit consortium approval and in compliance with the IPR and data protection clauses of the GA and CA.

2.5.2 Partner Responsibilities for Communication and Dissemination

The following shared responsibilities ensure that AI4SWEng's communication strategy is coherent, efficient and impactful:

- All partners contribute actively to dissemination and communication activities using the approved channels, tools and templates defined in this document.
- The Dissemination and Communication Leader (UNIBZ) supports partners in planning, implementing and monitoring these activities.
- Each partner provides relevant technical and narrative content about their work, results and events for use in blog articles, website updates and social media posts.
- T7.3 leader INNO coordinates the production and publication of the AI4SWEng newsletters, with contributions supplied by partners regarding progress, highlights and upcoming events.
- T7.3 leader INNO manages all official AI4SWEng social media channels (LinkedIn, YouTube, etc.), ensuring alignment with project branding and messaging.
- All partners are expected to interact with and amplify project content on social media, including sharing, commenting and cross-posting updates.
- Each partner is responsible for reporting their communication and dissemination activities to UNIBZ for inclusion in project-level monitoring and impact assessment.

Through coordinated effort, AI4SWEng ensures that every partner contributes to building a cohesive communication ecosystem that amplifies the project's visibility, strengthens collaboration across European AI and software engineering communities and maximizes the societal and scientific impact of its outcomes.

3 Communication Strategy and Plan

The communication strategy focuses on consistent branding, visibility and outreach. AI4SWEng will develop a strong visual identity including logos, templates and digital content. Main channels include the project website, LinkedIn, newsletters and webinars. The consortium will liaise with other EU initiatives (AI4EU, EU AI Act standardization groups) to amplify its reach.

The AI4SWEng communication and dissemination strategy aims to demonstrate the impact, value and societal benefits of the project by promoting its outcomes to a wide yet well-defined range of audiences across Europe and beyond.

AI4SWEng adopts a funnel-based communication model, similar to a marketing funnel[1], ensuring broad awareness at the top, targeted engagement in the middle and deep collaboration and adoption at the bottom. This approach enables the consortium to reach, attract and retain interest from all relevant stakeholders, from research and industry to policymakers and the public, while ensuring the efficient communication of results and benefits through tailored, high-impact messaging.

3.1 Principles of the Communication Approach

To achieve meaningful, long-lasting engagement, the AI4SWEng consortium follows three guiding principles:

(a) Long-term relationship building and trust cultivation: AI4SWEng aims to establish enduring relationships with research communities, industry actors and citizens by building upon the consortium's academic excellence and technical credibility. Trust will be fostered through transparent communication, ethical AI practices and the demonstration of explainable, secure and sustainable AI software engineering solutions.

(b) Multi-channel and data-driven communication: The project employs a multi-channel strategy to engage target audiences through multiple touchpoints, including the project website, newsletters, social media, webinars and policy events. Each interaction is guided by continuous data collection, audience feedback analysis and adaptive content design to ensure relevance, personalization and long-term engagement before, during and after the project's lifetime.

(c) Empowerment and ecosystem engagement: AI4SWEng's communication activities are designed to empower stakeholders, from developers and SMEs to public authorities, by providing actionable knowledge, open resources and best practices that accelerate their digital and AI transformation journeys. This mutually beneficial interaction strengthens the European AI ecosystem's resilience and innovation capacity.

[1] https://en.wikipedia.org/wiki/Purchase_funnel

3.2 Operational Communication Approach

AI4SWEng's outreach and dissemination will be implemented as part of an EU-wide campaign**,** highlighting the project's objectives, technical achievements and success stories throughout the project and beyond its duration.

Key elements include:

- Easy-to-understand visual storytelling, simplifying project concept and outputs into relatable narratives and visuals that connect with both experts and the public.
- Customized materials to distinct audience segments (researchers, industry, policy and citizens), ensuring relevance and clarity.
- Systematic knowledge extraction from project deliverables, partner publications and case studies to enrich communication content.
- Cross-project collaboration, sharing lessons and synergies with related EU initiatives to strengthen impact and visibility.

All communication outputs will be shared through the AI4SWEng digital ecosystem, including its website, social media platforms, newsletters and external networks, ensuring wide dissemination and sustained visibility of results beyond the project's lifetime. The KPIs and timelines for communication activities are:

Table 4. Communication KPIs

Channel	KPI *(N: Number of)*	Target	Frequency	Method
Public Portal	N_visitors/countries	>=100 different visitors/month	Monthly	Website analytics
	Nsite_visitors	>= 500	Monthly	Website analytics
Mailing Lists	Nmailing_lists	>=20	M42	Report
Social Networks - LinkedIn	Nnew_discussion	>=30	Monthly	LinkedIn

3.3 AI4SWEng Communication Channels and Tools

AI4SWEng employs a comprehensive and multi-layered set of communication tools and channels, digital, physical and interactive, to ensure effective engagement with diverse stakeholder groups. These instruments will be jointly implemented and maintained by the AI4SWEng consortium partners to promote efficient knowledge exchange, transparency and visibility of project activities and results.

The communication toolkit encompasses online channels (e.g., project website, social media platforms, newsletters), offline materials (e.g., printed brochures, roll-ups and factsheets) and interactive activities (e.g.,

workshops, training sessions, exhibitions and conferences). Each channel serves a distinct purpose, from raising awareness and encouraging dialogue to deepening collaboration and facilitating exploitation.

Leveraging the existing communication networks and expertise of the consortium partners, AI4SWEng capitalizes on well-established institutional, academic and industrial channels that already reach target communities such as software engineers, researchers, standardization bodies, policymakers and the wider public. This approach ensures that project outcomes are disseminated through trusted, credible and effective pathways, maximizing both outreach and impact.

3.3.1 Communication Channels

To ensure a broad and sustained outreach, AI4SWEng adopts a proactive communication strategy, integrating both traditional and digital media Channels are selected to maximize reach to a wider stakeholder group. This strategy reinforces a coherent overall narrative around AI-powered, human-centric software engineering.

(a) Digital Channels

- Project Website: The central communication hub hosting all project information, public deliverables, news and events. It will feature a dynamic front-end, news feed and integration with social media. The website (managed by INN) will also provide access to open datasets, publications and the AI4SWEng demonstrator portal.
- Social Media: Active presence on LinkedIn, X (Twitter) and YouTube will serve as the main outlets for public engagement, allowing real-time interaction and audience building. Social media analytics (through a live dashboard) will track reach, engagement and trending topics to guide continuous improvement.
- Online Publications & Blogs: Technical blogs and articles will be published on platforms such as TechCrunch, Hacker Noon, Medium and professional groups on LinkedIn to disseminate insights, tutorials and updates from the project's technical work packages.
- Newsletter: A biannual e-newsletter, launched after Year 1, will summarize milestones, events, publications and collaboration opportunities. It will target both consortium members and external stakeholders.
- Video and Multimedia Content: A short-form web mini-series ("AI4SWEng Explained") will engage wider audiences through accessible storytelling about the project.

(b) Traditional and Hybrid Channels

- Press Releases & Media Kits: Issued at key milestones (launch, mid-term, final phase) to communicate significant outcomes or partnerships.
- Scientific and Industrial Events: Participation in flagship conferences, workshops and expos such as ICSE, IEEE ASE, ESREL and EU AI Alliance events for technical dissemination.
- Printed Materials: Posters, leaflets, flyers and roll-up banners will be produced for use at physical events and exhibitions.

(c) Emerging Outreach Formats

- Podcasts: The AI4SWEng Insights Podcast Series will feature interviews with consortium members, industry experts and academic partners discussing AI's role in next-generation software engineering.
- Hackathons and Open Competitions: AI4SWEng Challenge events will invite developers and start-ups to apply project tools to real-world problems, increasing engagement and visibility.
- Interactive e-Learning Content: The AI4SWEng Academy will host tutorials, certification modules and case studies to support educational impact.

3.3.2 Liaison and Networking Activities

Strategic liaison and networking with relevant initiatives, clusters, and communities is at the core of AI4SWEng's access and exploitation roadmap. These activities enhance impact through synergies and knowledge exchange, while ensuring alignment with ongoing European research and policy developments.

(a) Collaboration with European and International Projects

AI4SWEng will establish active links with relevant European projects addressing topics such as trustworthy AI, software engineering and safety-critical systems. Joint workshops, webinars and clustering meetings will be organized to share methodologies, datasets and policy insights.

(b) Engagement with Industry and Standardization Bodies

The consortium will search opportunities to liaise with industry associations, technology clusters and standardization organizations. Where applicable, AI4SWEng partners will contribute to working groups and committees shaping standards on AI quality assurance, software lifecycle automation and explainable AI validation.

Industrial partners will also pay attention to leverage their networks and customer bases to demonstrate AI4SWEng solutions in relevant market sectors, thereby supporting technology adoption and exploitation.

(c) Policy and Institutional Liaison

Close engagement will be maintained with European Commission directorates, national ministries and regulatory agencies, as much as the partners can do, to ensure alignment with current and emerging AI governance frameworks.

The project will provide policy briefs, position papers and consultation inputs based on its findings to inform European policy agendas on AI, data governance and trustworthy software systems.

(d) Community Building and Open Science Networks

AI4SWEng will actively contribute to open-source communities, academic societies and developer networks by releasing selected open-access resources and datasets.

By participating in the European AI Alliance and open research networks, AI4SWEng will help shape dialogue around responsible AI adoption in engineering practice.

3.3.3 Integration and Sustainability

The effectiveness of dissemination and liaison activities will be ensured through continuous integration across work packages and the exploitation strategy (WP7).

All materials, events and publications will undergo quality review and approval before release to guarantee message consistency, factual accuracy and compliance with ethical and legal standards.

Post-project, the sustainability of outreach activities will be maintained via:

- The AI4SWEng website and Zenodo repository, preserved for a minimum of 1 year after project completion.
- Continued operation of the AI4SWEng Academy and community channels under partner institutions.

3.4 AI4SWEng Visual Identity

A strong and cohesive visual identity forms the foundation of AI4SWEng's communication and dissemination strategy, reinforcing its recognition as a leading European initiative in trustworthy and explainable AI software engineering.

The AI4SWEng logo, color palette and graphic design system have been developed to ensure a consistent and professional visual presence across all project assets, including the online and printed materials.

All communication materials and deliverables, including the project website, social media channels (LinkedIn, X/Twitter, YouTube), newsletters, presentations, posters, roll-ups, videos and official documents, will strictly adhere to the established visual identity guidelines. This ensures that every output, from high-level policy presentations to technical deliverables, reflects a coherent and recognizable AI4SWEng image, strengthening overall visibility and long-term brand value.

Key visual identity elements include:

- Project logo and color palette: Designed to convey clarity, intelligence and reliability, consistent across digital and print media.
- Typography and layout standards: Established to maintain uniformity in deliverables, presentations and promotional materials.

- Templates: Dedicated templates for reports, presentations, posters, press releases and social media posts ensure alignment across partners.
- EU emblem and funding acknowledgment: All materials comply with the official requirement: “Funded by the European Union and Swiss Confederation. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, Swiss Confederation, the European Commission or Swiss State Secretariat for Education, Research and Innovation (SERI).”

3.4.1 AI4SWEng Logo

The creation of a distinct visual identity and project logo is a cornerstone of the AI4SWEng communication and dissemination framework, ensuring that all project outputs are coherent, recognizable and aligned with the project’s core values of trust, explainability and excellence in AI-based software engineering.

The AI4SWEng logo was initially designed and proposed by the Project Coordinator, with all consortium partners endorsing the concept as the official visual symbol of the project.

The Dissemination and Communication Leader (UNIBZ) and the coordinator further refined and vectorized the logo typography, color palette (Pantone and HEX codes) and visual usage guidelines. This ensures that all project partners apply the logo consistently across digital and print materials, presentations and dissemination assets.

The official AI4SWEng logo and the wide logo are presented in Figure 1 and Figure 2, serving as the project’s visual identity and a unifying symbol representing the collaboration of software developers who frequently use symbols like “<” and “>”.

Figure 1. AI4SWEng Logo

Figure 2 AI4SWEng wide logo

3.4.2 AI4SWEng Color Palette

Alongside the logo, color is one of the most powerful visual tools for expressing the AI4SWEng identity and ensuring brand consistency across all communication materials. The selected colors, presented in Figure 3, are inspired by the visual elements of the AI4SWEng logo and reflect the project's thematic pillars: trustworthy AI, software engineering excellence and human-centric innovation.

The AI4SWEng color palette has been carefully curated to represent the project at the highest visual level and to guarantee that all digital and printed materials convey a cohesive, professional and recognizable image. These colors form the foundation for all visual storytelling, ensuring a unified appearance across deliverables, presentations, infographics and online content.

The palette is composed of primary and secondary colors, providing both visual harmony and flexibility to adapt to different contexts, media and accessibility standards:

- Primary Colors: Deep Navy Blue and Horizon Cyan; representing trust, clarity and technological innovation, in line with the core identity of AI4SWEng.
- Secondary Colors: Royal Blue, Digital Blue and Soft Sky Blue; supporting the visual system by enhancing contrast, readability and visual diversity whenever additional emphasis or stylistic variation is required.

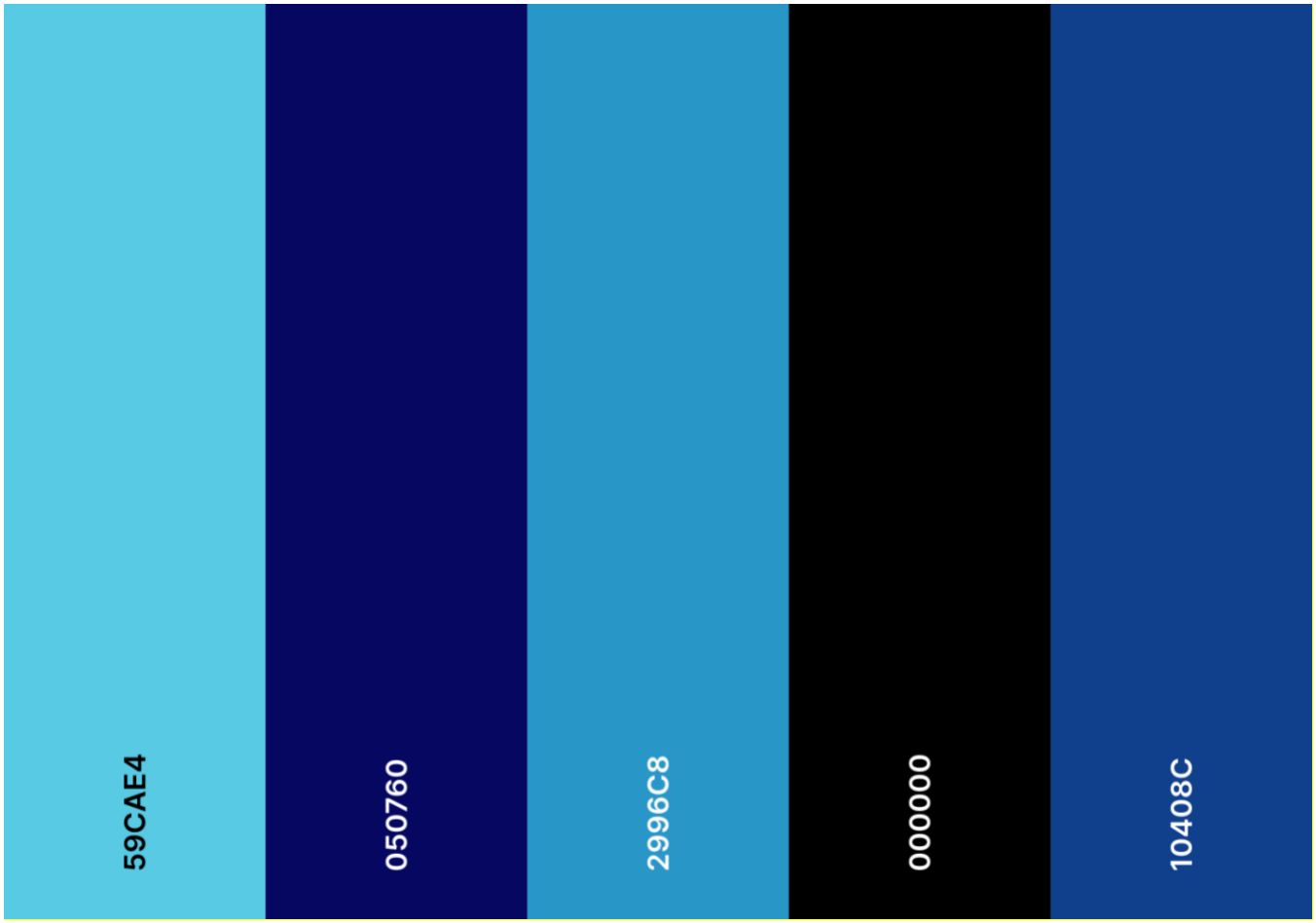

Figure 3 AI4SWEng Color Palette

3.4.3 AI4SWEng Visuals and Graphics

Each visual element, from banners and infographics to post templates and short-form media, is adapted to the specific requirements and dimensions of individual platforms (LinkedIn, X/Twitter, YouTube, ResearchGate, etc.), allowing for consistent visual storytelling and maximum reach. The AI4SWEng logo and color palette are featured across all templates to preserve a uniform look and strengthen the project's visibility and credibility.

High-quality design and visual coherence across all materials reinforce AI4SWEng's position as a trusted, forward-looking European initiative in the field of AI-driven software engineering. Visual examples are presented in Figure 4.

Figure 4. AI4SWEng Social Media Visuals – examples

3.4.4 AI4SWEng Website

The AI4SWEng website serves as the primary digital communication and dissemination hub of the project, providing a dynamic and accessible interface for engaging with all target audiences, including researchers, industry experts, policymakers and the wider public. As one of the most powerful communication tools available, the website ensures broad visibility, transparency and continuous engagement with stakeholders across Europe and beyond.

The T7.3 Leader (INNO) is responsible for maintaining and updating the website, with continuous content contributions provided by all partners. The requirements of the project web site will rely on hosting the following information on:

- Project vision, mission and objectives;
- Key innovations, solutions and demonstrators;
- Consortium partners and their roles;
- Ongoing activities, events and news;
- Downloadable materials (deliverables, presentations, videos, etc.);
- Contact details and links to AI4SWEng's official social media channels.

As the project evolves, the website will become a central platform for showcasing success stories, use case results and project outputs. The web site must also include a Privacy Policy and Terms & Conditions, ensuring compliance with GDPR and ethical communication practices.

To ensure consistency and efficiency in website management, partners are required to follow the standard procedure for requesting updates or content integration, as outlined below:

- All website update requests must be sent by email with a detailed description of the required change in an attached .docx file (not within the email body).
- If updates include files or media to be uploaded publicly, these must be attached to the same email.
- The description must specify which webpage(s) are to be updated, including the corresponding link(s) and section(s).
- Abbreviations should be avoided; if necessary, they must be defined the first time they appear.
- Event submissions must include complete information (title, date, location, agenda and link) to ensure uniformity across the Events section.

Given the evolving nature of AI4SWEng's research and innovation activities, the website will be continuously updated throughout the project's lifetime, ensuring that all information remains accurate, current and relevant to its diverse audiences.

Direct access to AI4SWEng's social media accounts is provided via interactive icons to be placed on both the header and footer of the website, allowing visitors to seamlessly engage with project updates across platforms.

3.4.5 Web sites of the AI4SWEng Consortium Members

Each AI4SWEng consortium partner plays an essential role in expanding the project's visibility through their own institutional and organizational websites. These platforms are used to promote awareness of AI4SWEng, highlight each partner's specific role and contributions and disseminate project-related updates within their respective professional and stakeholder networks.

Partners are encouraged to create dedicated webpages or sections on their institutional websites featuring AI4SWEng's objectives, activities, news and results. This decentralized approach ensures that information about the project is effectively disseminated through multiple trusted channels, reaching audiences across research, industry, public administration and society.

Several partners began promoting AI4SWEng from the first months of the project, publishing press releases, news articles and blog posts to introduce the project's vision and expected impact. Others, particularly demonstration or case-study partners, will contribute content and updates at later stages, once their technological results and validation activities have reached maturity.

This multi-platform communication strategy strengthens the project's overall outreach, supports consistent messaging across all partner organizations and enhances AI4SWEng's visibility within the broader European research and innovation ecosystem.

3.4.6 AI4SWEng Social Media Channels Mix

To enhance outreach, visibility and stakeholder engagement, the AI4SWEng project maintains an active presence across multiple social media platforms. These channels serve as powerful tools for two-way communication, enabling the consortium to reach diverse audiences, promote project outcomes and foster interactive dialogue within the broader European AI, software engineering and digital innovation communities.

The social media strategy focuses on the platforms that AI4SWEng partners already use successfully in their daily communication with research networks, industry clusters and end users. By building upon these existing ecosystems, AI4SWEng ensures that its digital communication remains authentic, relevant and impactful.

Regular posts, visuals, videos and event highlights will be shared to support the continuous flow of project news, milestones and achievements. While some partners will share project updates regularly, others, especially those leading pilot demonstrations or technical developments, may post strategically at major project milestones or dissemination events.

Social media enables AI4SWEng to “meet stakeholders where they are”, engaging directly with professionals, developers, policymakers and citizens while gathering insights into community expectations, feedback and trends. This interactive, community-driven approach strengthens AI4SWEng’s positioning as a reference point for trustworthy and explainable AI software engineering in Europe.

The project has established official social media accounts on LinkedIn, for professional networking, project announcements, event updates and collaboration opportunities. To maximise visibility, AI4SWEng employs a curated set of hashtags aligned with its research themes and innovation focus, including but not limited to:

#AI4SWEng #ArtificialIntelligence #SoftwareEngineering #TrustworthyAI #ExplainableAI #HorizonEurope #DigitalTransformation

These channels enable AI4SWEng to accelerate knowledge sharing, increase visibility and encourage viral networking effects, thereby significantly expanding the project’s digital footprint and long-term engagement impact.

3.4.6.1 AI4SWEng Content Types

The AI4SWEng content strategy is designed to guide project partners through a progressive engagement process, from initial engagement to active participation and long-term collaboration. All content within this framework educates, inspires, and mobilizes target audiences to understand, adopt, and disseminate AI4SWEng innovations. A diverse range of formats and storytelling methods will be tailored to different engagement stages and audience profiles, as summarized in Table 5.

Table 5. AI4SWEng Types of Content

Engagement Stage	Objective	Content Types
Attract	Raise awareness and visibility of AI4SWEng	Educational posts about project vision, objectives and impact; partner introductions; overview videos; and infographics
Engage	Strengthen interest and interaction	Blog posts, articles, interviews, case studies, success stories and demonstrator highlights showcasing project results
Maintain	Sustain long-term interest and connection	Newsletters, social media updates, email campaigns and promotional materials highlighting progress and events
Galvanise	Inspire participation and real-world uptake	Event announcements, live demonstrations, workshops, conferences, hackathons and community engagement activities

Examples of AI4SWEng social media posts and announcements can be seen in Figure 5.

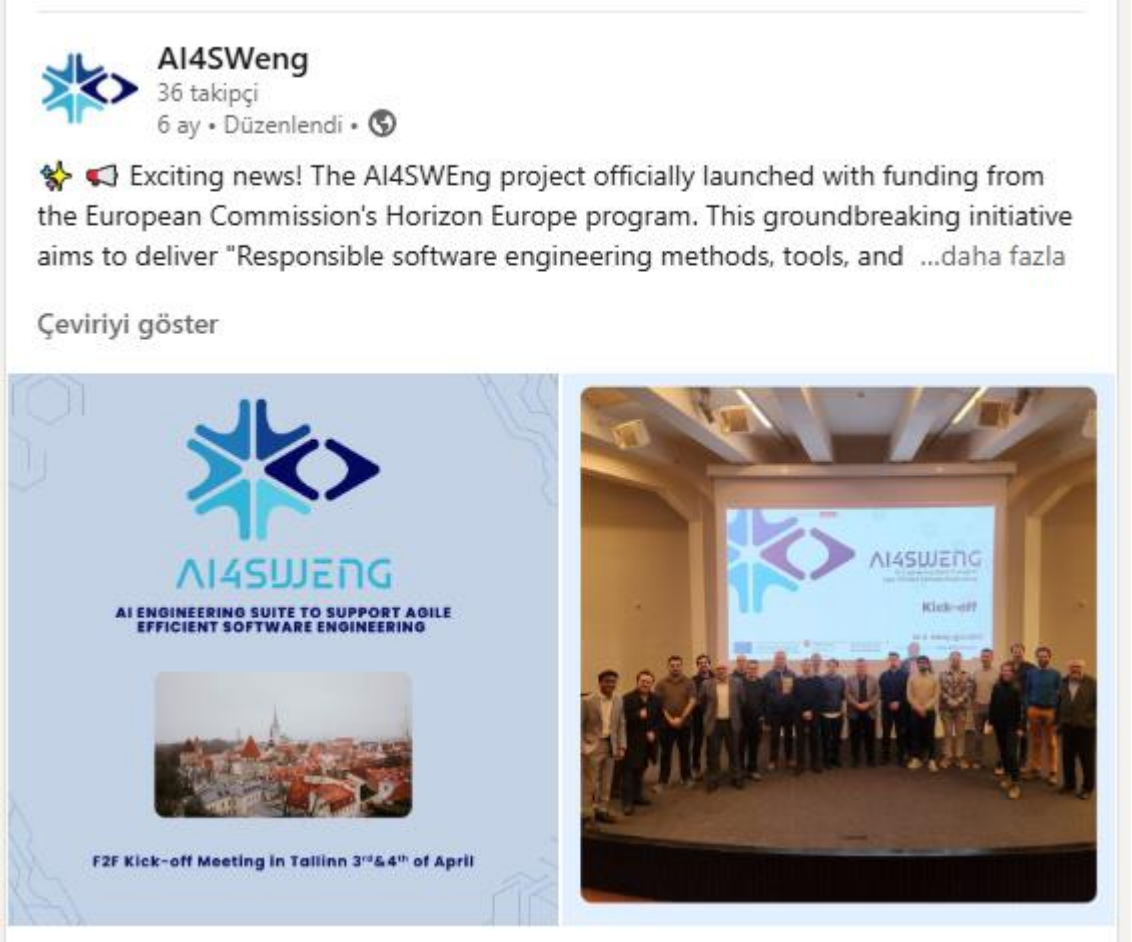

Figure 5. Examples of AI4SWEng Social Media posts

3.4.6.2 AI4SWEng LinkedIn Page

The AI4SWEng LinkedIn page (Figure 6) will serve as one of the project's primary professional networking and communication platforms, enabling targeted outreach to researchers, industry stakeholders, policymakers and innovation-driven organizations.

With a global community of over 900 million professionals, LinkedIn provides an ideal environment for AI4SWEng to share updates, foster collaboration and engage with expert audiences in the fields of artificial intelligence, software engineering and digital transformation. The page is open to all individuals and organizations interested in learning about AI4SWEng's activities, technological developments and

opportunities for collaboration. It encourages two-way interaction, inviting users to share opinions, ask questions and participate in project discussions.

Content shared on the LinkedIn page includes:

- Announcements of project milestones, publications and events;
- Highlights from consortium meetings, workshops and demonstrations;
- Partner showcases, testimonials and collaboration stories;
- Updates on AI4SWEng's contributions to trustworthy and explainable AI research.

The LinkedIn channel is managed and curated by T7.3 leader (INNO), in close coordination with project partners.

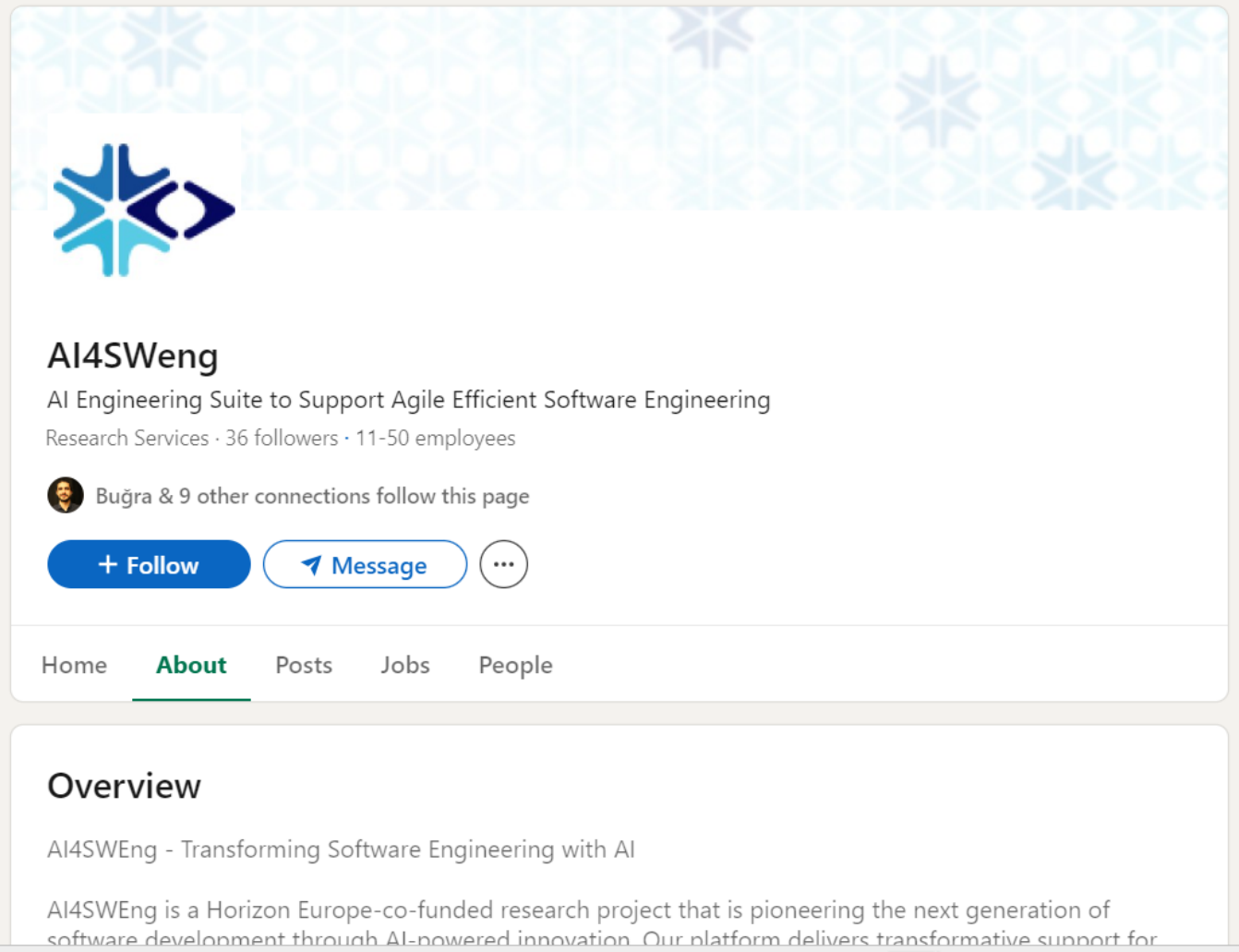

Figure 6. AI4SWEng Linkedin - Screenshot

3.4.6.3 Other Communication Channels

In addition to its primary digital platforms, AI4SWEng will actively engage audiences through a variety of complementary communication channels, where applicable, to increase project visibility. These channels include:

- Email communications and newsletters, used to share updates, key achievements and event invitations directly with targeted audiences;
- Workshops, demonstration events and conferences, where project partners will present results, showcase technologies and encourage direct stakeholder participation;
- Press releases and media outreach, coordinated by the Dissemination and Communication Leader (UNIBZ), to announce milestones, public deliverables and success stories to both specialized and general media outlets;
- Feature articles and interviews prepared by consortium partners for dissemination through institutional networks and relevant online newsrooms.

AI4SWEng will also contribute content to European Commission communication channels, including official EC newsrooms, blogs and coordinated dissemination portals, to align with broader EU initiatives and cross-project collaboration efforts under Horizon Europe.

In a later phase of the project, AI4SWEng will establish and maintain an official YouTube channel dedicated to hosting and disseminating video content such as project overviews, partner testimonials, recorded webinars, demonstrator walkthroughs and event highlights. This will further enhance accessibility and engagement through visual storytelling and multimedia communication.

By leveraging this multi-channel approach, AI4SWEng ensures that its communication remains inclusive, adaptive and audience-focused, reaching a wide spectrum of stakeholders from academia and industry to policymakers and the general public.

3.4.7 AI4SWEng Newsletter

The AI4SWEng online newsletter will serve as a key communication tool for sharing project progress, milestones and highlights with its diverse audience, including researchers, industry stakeholders, policymakers and the broader AI and software engineering community. Each edition will capture the project's most significant moments, such as the completion of major phases, demonstrator launches, consortium events and cross-project collaborations.

All consortium partners will actively contribute by providing news items, technical inputs, event summaries and visuals. This collaborative approach ensures that the newsletter reflects the diversity of activities across the project and maintains a consistent, high-quality editorial standard. Partners will also be invited to review and provide feedback prior to each issue's publication, fostering both engagement and content excellence.

The newsletter will be released every six months starting from M12 (approximately at M12, M18, M24, M30, M36 and M42) and will be visually appealing, concise and interactive, designed to maximize reader engagement, achieving high open rates and minimal bounce rates.

To maintain high engagement and performance, the following practices will be applied:

- Responsive email design for accessibility and readability: The newsletter will be designed and distributed using Mailchimp, a professional email marketing automation platform that supports responsive layouts, performance tracking and analytics for open and click rates.
- Dynamic customization and personalization: The subscription form will collect only essential information (name and email address), ensuring user privacy while enabling a more personal communication experience.

By combining professional design, relevant content and compliant data handling, the AI4SWEng newsletter will function as a cornerstone of the project's outreach strategy, helping to sustain awareness, strengthen relationships and promote knowledge exchange across the European AI ecosystem.

3.4.8 AI4SWEng Promotional Material

3.4.8.1 Mass Media Communication and Press Releases

Press and media engagement are central to AI4SWEng's outreach strategy, ensuring that project achievements, results and milestones reach both specialized and general audiences across Europe.

Strategically crafted press releases will be produced at key moments of the project, such as consortium meetings, public deliverable releases, demonstrator launches and participation in international events. These releases will serve to increase visibility, strengthen credibility and enhance awareness of AI4SWEng's contributions to trustworthy, explainable and human-centric AI software engineering.

Press materials will target a variety of media outlets, including regional, national and European online journals, technology magazines, and relevant media platforms. Partners will also disseminate the press releases through their networks, publishing them on their own websites and social media accounts to maximize reach and local relevance.

The first official AI4SWEng press release has already been issued, marking the project's public launch and outlining its objectives, consortium composition and expected impact.

To maintain visibility throughout the project lifecycle, continuous collaboration with journalists, editors and media representatives will be encouraged. All press releases will be made available on the AI4SWEng project website and shared via LinkedIn and X (Twitter) channels to ensure alignment across communication platforms.

When addressing national or sector-specific audiences, partners are encouraged to prepare translated or localized versions of press releases in their national languages, ensuring accessibility and clarity. Texts will

adopt a clear, non-technical and jargon-free style that explains the project's objectives, benefits and societal impact to non-expert readers.

By combining localized communication, professional storytelling and continuous media collaboration, AI4SWEng will build a strong and trustworthy media presence, reinforcing its position as a key European initiative in the advancement of AI-driven software engineering for sustainable innovation.

3.4.8.2 Printed Materials

A wide variety of AI4SWEng promotional materials will be designed and produced to support dissemination, communication and engagement activities throughout the project. These materials will be developed in both print and digital formats, with an emphasis on environmentally responsible communication practices that minimize the ecological footprint of printed materials.

Consortium partners will be encouraged to use and distribute these materials at relevant events, conferences, exhibitions and workshops, ensuring that AI4SWEng's vision, results and innovations are effectively presented to targeted stakeholder groups.

The set of promotional materials will also include:

- A one-page project flyer, summarizing AI4SWEng's mission, objectives and early results. The first version will be produced by Month 12 (M12) and updated toward the end of the project to reflect final outcomes and impacts.
- Roll-up banners and exhibition stands, created for use at both consortium-organized and external events. These will follow a unified design template and can be printed locally by partners, ensuring cost efficiency while maintaining brand consistency.
- Event giveaway materials, such as postcards, folders, stickers, notebooks, or t-shirts, prepared on request and distributed at strategic dissemination or clustering events to enhance visibility and engagement.

As AI4SWEng progresses into its later phases, additional communication assets, such as factsheets, policy briefs, research posters, reports and exhibition materials, will be developed to support the dissemination of project results to both technical and policy-oriented audiences.

All printed and digital materials will strictly adhere to the AI4SWEng visual identity guidelines and the EU funding acknowledgement requirements, ensuring consistent branding and compliance across all communication outputs.

Through this balanced approach, combining digital accessibility, sustainable design and professional visual coherence, AI4SWEng ensures that its communication materials effectively convey the project's innovation potential, promote engagement and contribute to the lasting visibility of its outcomes.

4 Strategy and Planning of Exploitation Activities

The strategy on planning the exploitation activities relies on a sound exploitation plan that identifies key exploitable results (KERs), such as the AISysDev platform, Test Automation Tool, prompt engineering framework and compliance toolkit. The consortium will establish business models, IP management strategies and sustainability pathways to ensure results are adopted post-project. Exploitation activities will align with European AI and software engineering strategies, supporting industrial competitiveness and regulatory compliance.

The primary objective of the AI4SWEng exploitation strategy is to maximize the adoption, scalability and sustainability of project results beyond the project's lifetime. The exploitation approach is designed as a flexible, partner-driven and iterative process, ensuring that all exploitable assets, including methodologies, software tools, frameworks, datasets and policy recommendations, are positioned for long-term use, market relevance and societal benefit.

The exploitation strategy will be developed in alignment with both project-level goals and partner-specific ambitions, enabling synergies between collective results and individual exploitation pathways. This dual approach ensures that partners can leverage AI4SWEng outcomes for diverse purposes, including commercialization, standardization, policy input, open-source contribution, or further research and innovation activities.

To ensure transparency, alignment and co-creation among partners, exploitation workshops will be organized and coordinated by the Exploitation Manager in collaboration with the Dissemination and Communication Leader (UNIBZ). These sessions will provide a structured environment for:

- Mapping exploitable results across work packages;
- Discussing intellectual property rights (IPR) and ownership aspects;
- Identifying joint and individual exploitation opportunities;
- Aligning partner expectations and defining next steps toward sustainability.

The AI4SWEng Exploitation Plan will thus serve as a dynamic roadmap to:

- Accelerate market and community uptake of project outcomes;
- Support partners in advancing exploitation activities during all project stages;
- Define strategies for post-project continuity through follow-up initiatives, technology transfer, or spin-off opportunities.

Ultimately, AI4SWEng's exploitation activities aim to ensure that the project's innovations, in trustworthy, explainable and human-centric AI software engineering, achieve tangible, long-term impact across industry, academia and society.

4.1 Methodology and Tools for Project Exploitation

The AI4SWEng exploitation methodology is designed to ensure that the project's results, tools and innovations achieve long-term adoption, commercial and societal value and measurable impact beyond the project duration. Given the scale, interdisciplinary nature and strategic ambitions of AI4SWEng, the exploitation process must be flexible, adaptive and partner-driven, reflecting both the project's collective objectives and the individual goals of consortium members.

Although exploitation strategies differ from one Horizon Europe project to another depending on size, duration and consortium composition, AI4SWEng follows a structured, iterative and evidence-based approach supported by well-defined methodologies and tools that are tailored to its needs and target users.

4.1.1 Exploitation Process and Three-Step Analysis

The foundation of the AI4SWEng exploitation methodology is a three-step analysis framework developed through collaborative brainstorming and strategic alignment sessions among partners.

I. Identification of Key Exploitable Results (KERs): In the initial phase, partners collectively identify, characterise and prioritise all results with potential for exploitation, including software components, methodologies, datasets, frameworks, demonstrators and policy recommendations. To increase impact and scalability, related KERs may be grouped into thematic clusters, facilitating synergy between complementary outputs.

II. Evaluation and Business Potential Assessment: Once potential KERs are defined, a market landscape analysis will be conducted to assess commercial relevance, target users, competing solutions and adoption potential. This evaluation confirms or refines the business opportunity for each identified KER, ensuring that efforts are focused on results with tangible value propositions.

III. Design of Business and Exploitation Plans: For selected results, detailed business plans will be developed, followed by individual exploitation plans outlining specific actions, such as further research, licensing, open-source release, service creation, or integration into standards. These plans will define roles, responsibilities and expected outcomes for each partner involved.

4.1.2 Tools and Collaborative Approach

the Exploitation Manager, together with the Dissemination and Communication Leader (UNIBZ), will organize dedicated exploitation workshops throughout the project. These workshops will:

- Collect partner inputs on exploitable results via structured questionnaires;
- Foster transparency and mutual understanding of partners' expectations;
- Facilitate the creation of both joint and individual exploitation pathways.

The exploitation process will be continuously refined based on market intelligence, feedback loops and stakeholder interactions, ensuring responsiveness to emerging opportunities and policy developments in relevant domains of AI4SWEng.

4.1.3 Key Objectives for Partners

All partners will adhere to the following guiding objectives:

- Establish and maintain effective exploitation mechanisms ensuring coherence between individual and collective actions.
- Inform and engage stakeholders through targeted interactions, networking events and bilateral meetings to stimulate feedback and cooperation.
- Ensure timely dissemination of exploitable knowledge to relevant audiences using the most suitable channels and formats.
- Promote international visibility and societal impact by sharing AI4SWEng results both at national, European and global level, particularly in areas where project outcomes can deliver immediate benefits to industry and society.

4.1.4 Strategic Implementation and Impact Tools

To maximize the exploitation impact, AI4SWEng will employ several complementary implementation mechanisms, including: Further R&D activities extending project outcomes into new initiatives; Licensing and commercial agreements with industry partners; Creation of new services, software products, or spin-off activities; Standardization and policy contribution, aligning with EU priorities for trustworthy AI.

Through this methodology, AI4SWEng ensures that its scientific, technical and societal results transition from research to practical deployment, market adoption and long-term sustainability, strengthening Europe's leadership in AI-driven software engineering.

4.2 Key Exploitable Results (KERs)

To ensure that the project's outcomes achieve measurable and lasting value, UNIBZ, as the Dissemination and Exploitation Leader, will conduct a structured questionnaire across all consortium partners to identify and verify potential Key Exploitable Results (KERs) emerging from AI4SWEng. These may include tangible and intangible results such as software tools, methodologies, datasets, demonstrators, frameworks, training materials, or policy recommendations.

Table 6. Exploitation Strategy

KER	Description	Exploitation Strategy
AISysDev Tool	Next-gen AI-powered IDE with debugging and design support.	Open-source adoption with commercial extensions.
Test Automation Tool (TAT)	Automated test generation and validation across DevOps lifecycle.	Subscription-based SaaS model.
Prompt Engineering Framework	Advanced prompt libraries and evaluation methods for developers.	Freemium model with premium enterprise support.

KER	Description	Exploitation Strategy
Compliance Toolkit	Ensures adherence to AI Act, GDPR and ISO standards.	Joint ventures with certification bodies.

Prior to project execution, AI4SWEng partners anticipated a diverse set of exploitable assets, as summarized in Table 7.

Table 7. AI4SWEng Anticipated Exploitation Routes of KERs.

Partner(s)	Expected Exploitable Result	Potential Exploitation Route
WP leaders and development partners	Development of AI-based software engineering frameworks enabling automation, explainability and reliability across the software lifecycle	Commercial licensing, integration in industrial workflows, open-source release under controlled terms
Research partners (universities and RTOs)	Generation of new scientific knowledge, methodologies and reference architectures for trustworthy AI, explainability and safety validation	Academic dissemination (OA publications, PhD/MSc theses), contribution to standardization and future R&D projects
Industrial partners	Creation of AI-enhanced toolchains, SDKs, or reference implementations that improve productivity and compliance in software development	Commercial deployment within existing product portfolios; technology transfer to partners or clients
All consortium partners	Establishment of cross-domain datasets and semantic assets supporting explainable AI, software quality assurance and digital twin validation	Shared repositories, open-data initiatives, or controlled access for further EU projects
Policy and ecosystem partners	Production of policy recommendations and standardization roadmaps for trustworthy and sustainable AI software engineering	Engagement with standardization bodies, EU policy platforms and industrial alliances
Communication partners	Expansion of stakeholder networks, new links to AI ecosystem actors and identification of new market niches for dissemination and exploitation	Community building, clustering with other Horizon Europe projects, innovation brokerage

As the project evolves, additional KERs will be identified through:

- Workshops and partner interviews coordinated by UNIBZ and the Exploitation Manager;
- Market and technology analyses assessing commercial and societal readiness;
- Iterative refinement in future versions of this deliverable.

Each identified KER will be evaluated for its innovation potential, ownership structure, maturity level (TRL) and preferred exploitation path, ensuring transparency and complementarity between partner strategies.

Ultimately, AI4SWEng's KER management approach aims to convert project knowledge and prototypes into tangible assets that strengthen Europe's leadership in trustworthy, explainable and human-centric AI software engineering.

4.3 Individual Partner Exploitation Plans

All AI4SWEng consortium partners share a strong commitment to ensuring the continuation, adoption and long-term sustainability of the project's outcomes beyond its completion. Partners will leverage AI4SWEng's results, such as methodologies, tools, datasets, demonstrators and policy recommendations, within their own internal R&D, commercial and educational activities, as well as across their industrial networks, research collaborations and stakeholder communities. This collective effort will contribute to establishing and maintaining a sustainable innovation ecosystem that extends the project's benefits to a wider set of end users and sectors.

To ensure a structured and coordinated exploitation process, UNIBZ will conduct a survey across all consortium partners to gather information on their individual exploitation plans. This survey will:

- Identify each partner's key exploitable assets and expected use cases;
- Define internal and external exploitation pathways (commercial, academic, policy, or community-based);
- Assess the partners' needs for support in intellectual property, market analysis, or business modelling.

The collected information will be consolidated and integrated into the AI4SWEng Exploitation Strategy. The first consolidated version of these individual exploitation plans will be reported in Month 12 (M12) and continuously refined through subsequent iterations of the Exploitation Deliverables.

4.4 Exploitation Monitoring

The AI4SWEng exploitation monitoring strategy is designed to ensure that project results are effectively utilized, scaled and sustained both during and after the project's lifetime. As the project progresses and delivers new outcomes, exploitation activities will evolve accordingly, transitioning from initial identification and planning to active deployment, market readiness and post-project continuation.

The monitoring process will be iterative and evidence-driven, aligning with the project's quality assurance and impact assessment framework. It will enable the consortium to track the maturity, ownership and utilization of each exploitable result, while maintaining flexibility to adapt to new opportunities and emerging priorities.

The final iteration of the exploitation plan (D7.2, due Month 42) will consolidate all activities, progress and follow-up actions, providing a detailed account of how AI4SWEng's results will be sustained, commercialized, or transferred beyond the project's end.

Table 8. Next Steps in AI4SWEng Exploitation Monitoring Plan

Action	Description	Responsible Partner(s)	Timeline
Internal discussion of the exploitation and sustainability strategy	Regular discussions will take place within the consortium to refine and validate the exploitation and sustainability strategy. Dedicated Exploitation Sessions will be integrated into consortium meetings, ensuring partner-wide input and transparency. The WP7 Leader (UNIBZ) will coordinate these sessions and compile the inputs into subsequent exploitation deliverables.	UNIBZ (WP7 Leader), All Partners	Continuous throughout project
Definition and refinement of KPIs	The consortium will review and update the Key Performance Indicators (KPIs) initially defined in the proposal to measure the success and reach of exploitation efforts. Revised KPIs will reflect result maturity, adoption levels and long-term impact. These will be reported in D7.2 (M42).	All Partners, Exploitation Manager	M36–M48
Expansion of exploitation actions	Partners will identify additional actions and new application domains to extend the exploitation potential of AI4SWEng results. These discussions will be captured during consortium meetings and integrated into the final Exploitation Plan (D7.2).	All Partners	Ongoing until project end
Use of dissemination and communication tools	Dissemination tools (website, newsletters, social media, press releases and webinars) will continue to be used to promote project results and raise awareness about ongoing exploitation opportunities. These channels will also support engagement with external stakeholders and clustering activities.	UNIBZ, All Partners	Continuous
Performance monitoring and continuous improvement	Exploitation performance will be regularly evaluated against defined KPIs and updated through the project's quality control framework. Lessons learned will inform improvements to the exploitation approach, ensuring alignment with project objectives and stakeholder needs.	Project Coordinator, UNIBZ, Exploitation Manager	Ongoing

The overall objective of AI4SWEng's exploitation monitoring is to ensure that:

- All exploitable results are tracked, refined and prepared for post-project sustainability;
- The consortium maintains collective visibility and ownership of exploitation progress;
- The strategy remains dynamic, measurable and results-oriented; and
- The final D7.2 Exploitation and Sustainability Plan reflects consolidated inputs from all partners, ensuring long-term continuity and impact of AI4SWEng innovations.

By integrating systematic monitoring with active partner participation, AI4SWEng guarantees that its outcomes, spanning software tools, frameworks and methodologies, will achieve real-world adoption and measurable contribution to Europe's digital transformation and AI leadership.

5 Conclusion

The D7.1 PCDER provides the strategic framework for AI4SWEng dissemination, communication and exploitation activities. It ensures visibility, uptake and sustainability of results. The document will be continuously updated throughout the project to adapt to stakeholder feedback, technological progress and regulatory developments.

D7.1 presents the project's comprehensive and living strategy for ensuring the visibility, acceptance and long-term sustainability of AI4SWEng's results. It outlines the key tools, channels, methods and coordinated activities that will be implemented throughout the project to maximize its scientific, technological and societal impact.

The document defines how AI4SWEng communicates and engages with its diverse ecosystem of stakeholders, including researchers, industrial actors, policymakers and the general public, through a structured set of actions aligned with the project's objectives, timeline and innovation milestones.

Because dissemination and exploitation are dynamic, context-dependent processes, this plan is conceived as a living document, to be regularly reviewed, refined and updated as the project progresses.

Periodic reviews of this deliverable will be carried out by the WP7 Leader (UNIBZ), in collaboration with all partners, to guarantee that the content reflects the most current results, activities and opportunities for visibility and impact. Updates will be documented and validated through consortium discussions and approved during periodic project meetings.

Once partners' expected results, products and services are clearly identified, targeted questionnaires and follow-up activities will be carried out to gather detailed exploitation intentions. This information will be synthesized into the next iteration of the Exploitation and Sustainability Plan (D7.2, due Month 42), which will build upon this deliverable and outline concrete post-project implementation pathways.

By maintaining this iterative and participatory approach, AI4SWEng ensures that its communication, dissemination and exploitation activities remain agile, inclusive and strategically aligned with the project's overarching mission, to advance trustworthy, explainable and sustainable AI software engineering across Europe.