



TANGO

D6.1 Brand and communication channels

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LIST OF ACRONYMS

Acronym	Definition
AI	Artificial Intelligence
CARR	Carr Communications Limited
D6.1	Deliverable number 1 belonging to WP6
DB	Database
DoA	Description of Action
EC	European Commission
HaDEA	European Health and Digital Executive Agency
KPI	Key Performance Indicator
Mx	Month (M3 = Month 3)
PHP	Hypertext Preprocessor
SEO	Search Engine Optimization
SQL	Structured Language Query
T6.1	Task number 1 belonging to WP6
UNITN	University of Trento
WP	Work Package

EXECUTIVE SUMMARY

D6.1 *Brand and Communication Channels* details the development of a strong brand identity for the TANGO project. It also reports on the establishment of a range of communication channels, each selected to reach key stakeholders and generate maximum impact.

This deliverable focuses on the period between the project launch in M1 and M3. The content provided in D6.1 will inform D6.2 *Impact generation strategy*, which will outline the project's impact generation strategy including the communication, dissemination and exploitation strategies and plans for the project. This will identify and strategize the communication and dissemination activities, selected audiences, and target channels for the lifetime of the TANGO project, and beyond. The initial progress outlined in this deliverable will also be expanded on in D6.3 *Communication and dissemination report*, which will report on the impact generation activities of the first eighteen months of the TANGO project. D6.3 will be updated twice (D6.5 and D6.6), focusing on the impact generation activities carried out throughout the lifespan of the project.

The report begins by outlining the approach to creating the project brand, followed by the approach to the selection and development of key communication channels. The approach section introduces each element of the TANGO brand, describing its purpose and function within the project. Additionally, this section identifies each of the project's communication channels, with the core channel being the project website. Similarly, the purpose and function of each channel is here defined.

Following on from the approach, the report presents the results of the project brand and communication channels, as achieved by M3. The results of the brand development, including logos, colour palettes and typography, are supported by the conceptual thinking behind the design of each element. The project website, which went live in M3, and plans for its development are also included.

The results section groups the core communication channels into the following: project website, social media, videos, promotional materials, and events. The tangible result, i.e., each established channel, is defined along with an overview of its content to date, images, current status, and plans for future use.

Ultimately, this deliverable emphasises the all-encompassing nature of TANGO's communication activities and it will act as one of the essential documents that inform these activities throughout the project's entirety.

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1 Introduction

1.1 Purpose of the document

The purpose of D6.1 *Brand and Communication Channels*, in alignment with the project’s Description of Action (DoA), is to cover the development of a strong brand identity and communication channels for reaching key stakeholders. Within the project’s roadmap this deliverable produces the project website, which will serve as the core of online communication and dissemination throughout the lifetime of TANGO and beyond. In addition, it covers all other communication channels to address the production of high impact print and digital communications material for appropriate audiences across targeted channels. It also facilitates the engagement of media and multipliers.

1.2 Relation to other project work

Due to the scope of the TANGO brand and communication channels and their role in communicating all major project developments, research, activities, and outcomes, D6.1 is related to all other tasks and deliverables within the TANGO Project.

D6.1 is a direct output of T6.1 *Dissemination and communication*, and it impacts directly on T6.2 *Clustering, networking and knowledge transfer*, and T6.3 *Exploitation and IP management*. Specifically, the comprehensive impact generation strategy that will be reported in D6.2 will outline the implementation strategy for the brand and communication channels identified in this deliverable. D6.1 is also closely linked to D6.3, D6.5 and D6.6 *Communication and dissemination report*, which will report on the impact generation activities that take place throughout the course of the project.

The project website serves as a hub for all external engagement and will host project outcomes, news, and updates on TANGO’s development. It will also support the exploitation of the project’s end results – the TANGO AI systems, research, and strategy – by hosting these key results, as well as targeted communications content focusing on the project’s results for potential users - peers in the research field, industry, other commercial players, and policymakers. At a minimum, all public TANGO deliverables will be uploaded to the project website for the purposes of project transparency and information-sharing when the deliverables have been approved by the European Commission.

1.3 Structure of the document

This document is presented in two major sections:

- **Section 2** presents the approach to the creation of the TANGO project’s brand, including the brand definition, brand vision, promise, tagline, values, and attributes. A brief introduction to each element is provided, followed by its core purpose, function, and link to the project. Following on, this chapter identifies each of the project’s key communication channels. Within each channel, a brief introduction and definition of the core purpose and function in the context of the project is defined. Overall, section two provides the thinking behind section three.

- **Section 3** presents the results of the project's brand and communication channels, based on the approach. The project brand and key communication channels are clearly defined, along with an overview of communication content produced to date, supporting images, current status, and plans for future use. Overall, this section provides the practical output of section two.

1.4 Glossary adopted in this document

- **Communication:** In the context of European research projects, the term communication means taking strategic and targeted measures for promoting the project's actions and its results to a multitude of audiences, including the media and the public, and selecting the correct means of communication that may involve a one-way or two-way exchange in the process. [1]
- **Dissemination:** In the context of European research projects, the term dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players, and policymakers). [2]

2 Approach

This section outlines the approach to the development of the TANGO brand, followed by the approach to the establishment of each of the project's communication channels. A full impact strategy (D6.2 *Impact generation strategy*), incorporating each of these communication channels as well as dissemination and exploitation activities, will be reported in M6. D6.2 will provide more detail on each of the communication and dissemination activities, the target audiences, and key channels, as well as initial partner-specific and consortium-wide exploitation strategies. It will also detail the overall strategy that will be followed to generate maximum impact for the TANGO project.

As per the project DoA, the following communication channels have been highlighted as important for the project, and each assigned a key performance indicator (KPI) to measure their effectiveness in generating impact. The approach to the creation of each channel is described in detail in the following section.

TANGO Communication Channels and KPIs:

- **Website:** visits to the project website (15,000 by M48); downloads (300); news updates and blogs (biweekly). Social/Digital Media: Twitter followers (1,000); LinkedIn members (200); posts (weekly); videos (10); podcast episodes (6).
- **Community Engagement:** community workshops (4); focus groups (2); interviews (10).
- **Media outreach:** press releases (6); media produced by partners/coverage in industry magazines /popularised articles in magazines (20); mass media: TV, radio.
- **Promotional material:** leaflets, posters, banners, infographics (updated annually); newsletter issues (8); newsletter readers (500). NOTE: Most of the content that will be produced will be in digital format; printed material will be avoided to minimize burden on the environment.

2.1 TANGO Brand

It is intended that the TANGO brand will be an EU-wide brand, synonymous with the development of a new generation of synergistic AI systems and will evolve throughout the project's lifetime as more events and activities take place. This influence is two-way – it is both an influence on, and influenced by the activities of TANGO, its tools, and instruments as they develop and as the project matures.

A clear and coherent visual and graphical appearance allows easier identification for the public. The TANGO brand will have an impact on all other deliverables to be submitted as part of the project, as it will provide guidance on the overall tone and direction of the project in the carrying out of research, events, and other activities, and in the communication and dissemination of these activities to key stakeholders and the wider public. The reader is referred to the results section 3.1, where the development of the TANGO branding is outlined in detail.

The following keywords have been identified as most appropriate to define the project and have contributed to the creation of the project brand which is outlined in the following subsections 2.1.1 to 2.1.4:

- Human-centred AI

- Trustworthy AI
- Human-machine symbiosis
- Research
- Innovation
- Europe
- European Union

2.1.1 What is a Brand?

A brand is the way a product, company, or individual is perceived by those who experience it. A brand is “*the intangible sum of a product’s attribute: its name, packaging, and price, its history, its reputation, and the way it’s advertised.*” [3]. In accordance with such definition, the creation of a unique TANGO project branding must be established coherently and strongly. Branding is mostly realized through a systematically crafted and implemented series of messages and actions that feed straight into the product/service/concept’s name and identity, after a phase of definition and agreement. This is achieved in two phases - the first being definition and agreement (D6.1), the second being the implementation plan to achieve the defined targets (D6.2).

At the same time, in the words of Neumeier (2015), “*A brand is a result. It’s a customer’s gut feeling about a product, service, or a company. It’s not what you say it is, it’s what they say it is. A brand is your reputation.*” [4] It is intended that the TANGO brand will evolve throughout the project’s 48-month lifetime as more events and activities take place, and more project results can be shared with relevant stakeholders, especially considering the aim of the project of building a trustworthy system between AI and humans. Although it is to be adapted over the lifetime of the project, as it is influenced by the developments of the project, its essence should remain the same and as the motivating principle for all project branding.

This document will describe the development of the TANGO brand in its practical form, including each key element of the brand, and its placement across all the project’s communication channels. The reader is directed to D6.2, due for delivery in March 2024, where the TANGO brand strategy will be included in the comprehensive communication and dissemination strategy for the project. This document is intended to be a reference point for all project partners, reviewers, and advisors. Its outcomes will have an influence on many other project actions and WP6 deliverables.

2.1.2 Brand Vision

The brand vision is the key to determining if implementation of the brand strategy is successful. This should outline the scale of ambition and challenge for the brand. It should be inspiring and motivating and provide stimulus for achieving reach and outputs. Additionally, it describes the goal for the project and makes it clear what the ‘finish line’ looks like. The TANGO project is being implemented at a time when the European Union (EU) is developing an approach to AI that is centred on excellence and trust, aiming to boost research and industrial capacity while ensuring safety and fundamental rights. The way we approach Artificial Intelligence (AI) will define the world we live in the future. The European AI Strategy [5] aims at making the EU a world-

class hub for AI and ensuring that AI is human-centric and trustworthy, so that people and businesses should be able to enjoy the benefits of AI while feeling safe and protected.

Specifically, the European Commission aims to build trustworthy AI that will create a safe and innovation-friendly environment for users, developers and deployers. This goal plays a key role in the brand vision for TANGO which, ultimately, aims to establish a symbiosis between humans and machines, in which all parties are aligned in terms of values, goals and beliefs, and support and complement each other so as to reach objectives beyond what each would be able to do by themselves.

At the time of the writing, AI is an innovative field where researchers and developers are constantly pushing the boundaries of their work, leading to a constant development of new AI technologies and applications, and industries are increasingly adopting the use of AI in their activities. As the landscape keeps evolving, the project brand will evolve too.

2.1.3 Brand Promise and Tagline

The brand promise is telling your stakeholders what you promise you will do for them. It is often supported by a ‘tagline’ which is, ideally, a short and easy-to-remember phrase that summarises the overall benefits of your service or product. In the case of TANGO, the fundamental relationship between the brand and its audience is extended from the typical service or product relationship. The tagline is a point of common ground shared by the consortium members and, in turn, with stakeholder groups as it captures the shared aim of the project and its stakeholders.

In this case, the choice of the name TANGO underlines the goal of creating a symbiosis between human and machine, where the two elements need to coordinate with each other and work together to reach objectives that wouldn’t be possible for them without the support of the other part.

The project tagline is:

“It takes two to tango: a synergistic approach to human-machine decision making”

The tagline communicates the key characteristics of the brand essence and the project’s context in a short and clear form; here it lays out the aim (‘decision making’), the methodology (‘synergistic approach’), and the ultimate concept of interaction between human and machine that is the primary focus of TANGO.

The brand tagline is extended by the project’s description. As TANGO is a multifaceted project it is important to have a summarised description that captures the essence of its goal, which can be used in all project communications, including social media, publications, and events. The following description has been created from the original project background information in the DoA and Grant Agreement (GA):

“Artificial Intelligence (AI) holds tremendous potential to enhance human decisions and to avoid cognitive overload and bias in high-stakes scenarios. To date, however, adoption of AI-based support systems has been minimal in settings such as hospitals, courts, and public administrations. For AI to fully develop its enormous potential in terms of positive impact on individuals, society and economy, a symbiosis should be established between humans and machines: people should feel they can trust the systems they interact with, in terms of

reliability of their predictions and decisions, capacity of the systems to understand their needs, and guarantees that they are genuinely aiming at supporting them rather than some undisclosed third party.

TANGO is a €8M EU-funded Horizon Europe project that aims to develop the theoretical foundations and the computational framework for synergistic human-machine decision making. The 4-year project will pave the way for the next generation of human-centric AI systems. The potential impact on individuals and society of the TANGO framework will be evaluated on a pool of real-world use cases of extremely high social impact, namely supporting women during pregnancy and postpartum, supporting surgical teams in intraoperative decision making, supporting loan officers and applicants in credit lending decision processes, and helping public policy makers in designing incentives and allocating funds. The success of these case studies will foster the adoption of TANGO as the framework of reference for developing a new generation of synergistic AI systems and will strengthen the leadership of Europe in human-centric AI.”

2.1.4 Brand Values and Attributes

A brand's values are the core beliefs which the brand or organisation stand for; they act as guide for the additional brand attributes, including the brand story, logo, actions, and decision-making processes. The reader is directed to the Description of Action and upcoming D6.2 where the project's dissemination and communications strategies, including its mission and vision, are outlined. Effectively, the brand values, mission and vision combined create the foundations of a strong project as the values set a standard that the project aims to uphold in pursuit of its mission and overall vision.

On the other hand, a brand's attributes are the characteristic traits that describe a brand. As identified by Killip [6] brand attributes can be divided into hard and soft; hard brand attributes are defined as tangible items such as your logo, colour palette and typography, whereas soft attributes are similar to personality traits, for example, credibility, reliability and consistency.

Based on the TANGO project's DoA, and the discussions held amongst the consortium since the project's kick off meeting up to now, the TANGO brand attributes can be defined as follows:

- Reliable
- Consistent
- Credible
- Ethical
- Trustworthy

2.2 Communication Channels

The TANGO communication channels, and the timing of the project's communications will continuously align with the core brand and target audiences. Each channel will be maximised and follow a strategic plan to communicate the key message required for the channel's target audience.

Over the course of the project, TANGO will communicate information across several different channels including:

- Project Website
- Social Media (LinkedIn, X (formerly Twitter), YouTube)
- Press
- Newsletter
- Blogs
- Podcast episodes
- Events (Conferences, Industry Fairs, Workshops)

2.2.1 Website

The TANGO website will serve as the central hub for all the project’s online communications. The website was assigned the following domain and can be accessed at this link: tango-horizon.eu. The website was reviewed internally in November – December 2023 and went live on Thursday 21 December 2023. The project website will cater to all the different audiences targeted by TANGO who will be able to navigate easily to dedicated website sections. Additionally, any digital/social media channels will support and amplify the key messages from the project website.

The broad range of TANGO different target audiences is included in Table 1.

Table 1: TANGO target audiences

Sector	Target Audience
Research community	Cognitive science (Association for advancement of AI, EurAI)
	Digital technology
Industry	Healthcare (European Health Management Association)
	Financial services (European Savings and Retail Banking Group, Euro Banking Association)
Facilitators	Providers of funding and support (REA, DG CNECT)
	Existing AI initiatives and clusters (HLEG, European AI Alliance, European Applied AI, Digital Innovation Hubs, AI Intelligence Centres, CAHAI)
	CLAIRE, ELLIS, BDVA
	SMEs, startups, investors, trade representatives, European Digital SME Alliance, tech funders (Index Ventures, Lakestar)
	Applied AI actors (Artomatrix, Healx, Ultromix)
Enablers	European and national policy makers
	Ministries of business & innovation
	Regulators
	Standardization bodies

Civil society	Public policy use case groups (Afloat, Frauen- und Familienzentrum Halle, Futurium, Impact AI, Europe for Citizens, Citizens for Europe, Civil Society Europe)
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More broadly, the project’s website will serve as its primary communication tool and a key element of engagement with the target audiences of TANGO. The public website will hallmark the project brand and provide well-presented, non-confidential project information in a clear manner that can be easily understood by the general public, including:

- Project biography, i.e., concept and methodology
- Core objectives
- A profile of each consortium partner
- Results and public deliverables
- Publications
- Information on pilot applications
- Project news, blogs, and events
- Project videos
- Downloads, e.g., infographics and factsheets
- Links to other relevant European Commission / Horizon Europe projects and initiatives

When designing the TANGO website, the aim was to make it visually attractive and easy to navigate, and at the same time informative and timely. According to Garrett et al. (2017), the elements that define a good website are, in order: navigation, graphical representation, organization, content utility, purpose, and simplicity. The TANGO website is built in order for the user to have access to an easy navigation, displaying the major information about the project in the landing page, from where the access to every other section is easily intuitive. [7] The website recalls the colour chosen for the branding of the whole project (see Chapter 2.1 for more details). The material on display on the website is representative of the project, its objectives, and activities, clearly stating the role of the project itself, and therefore recalling all the important aspects of web design. As a result, the users are encouraged to visit, browse further, and recognize the website as the project’s information nucleus.

The website is built with flexibility, meaning web sections may be added or removed as required. It is also programmed using the technique of responsive design, meaning it will present itself in a layout most appropriate and optimised for the device on which it is being viewed, be it desktop, smartphone, or tablet.

Functionally, beyond the completion of the TANGO project, the website will be the main host of its public results and serve as a virtual centre for all post-project activities. Therefore, the TANGO website has been created with the dual purpose of housing the project’s core communications and reaching its key audiences. It has been instilled with a striking visual identity, coherent structure, engaging content and streamlined navigation to encourage users to visit, browse further and recognise the website as the project’s information nucleus.

2.2.1.1 [Website structure](#)

The website is built on the WordPress platform which is an open-source content management system written in PHP and paired with a MySQL or MariaDB database. The platform includes a plugin architecture and a template system, referred to within WordPress as Themes. This allows the TANGO website to be as responsive as possible to its users. It also allows the site to be visually attractive and easily accessible.

A modular approach was used to create the website's structure and layout. This approach lays the information out in a series of content 'blocks', which provides flexibility of form as each block can:

- Be activated or deactivated at will;
- Have its on-screen prominence raised or lowered;
- Be easily converted from a small subsection to a focal point on the webpage and incorporate multimedia and social networking features around it.

The rationale behind this style of approach is the evolving dynamic nature of projects, where certain developments may transpire that alter the trajectory somewhat or where the focus shifts from one aspect to another. While a concrete roadmap will exist to chart the progression of actions over the duration of the project, the appropriate tone and means to communicate these to stakeholder audiences can be more fluid and this approach will enable their refinement and modification in real time.

2.2.1.2 Website Maintenance and Updates

WP6 leader Carr Communications (CARR) is responsible for the build, hosting, and maintenance of the TANGO website. CARR will also develop the content required for the website. In practice, this will involve writing, editing, and proofreading the written content for each page. Website content will be gathered from all partners to ensure a consistent stream of posts.

Given the broad range of audiences for the site, each with a different level of knowledge and expertise about specific areas of the project, the content writing will also comprise copywriting content in different ways, as the same information may have to be provided, using different tone and language, for the different audiences; for example, a technical project publication may be translated into a short form blog or video. CARR will also collect images and multimedia content related to TANGO to complement all written content and ensure that the site is visually appealing to visitors.

As project activities take place over the coming months, partners will be encouraged to contribute further to its development through blog posts, workshop proceedings, news, events, and updates on the status of their work within the project. All this information will be uploaded to the website in a timely manner, ensuring the content continues to evolve and be regularly updated throughout the project's lifetime.

2.2.1.3 Monitoring traffic to the website

Matomo is leading open-source analytics, which is respectful of user data, ownership, and privacy. This web analytics tool helps us to understand and analyse the overall performance and trends of the TANGO website. It is used to measure website traffic patterns, e.g., total number of visitors, pageviews, duration of visits, downloads, and the geographical spread of visitors. This information is used to gain insights into performance and provide feedback on how we can improve and optimize the website structure, so that the content and the design of the project website. The website will undergo annual review, based on the analytics and feedback

from the partners to improve the website performance. If a particular section proves to be frequently visited, we can make it more prominent on the website and ensure that the navigation journey becomes easier for visitors.

2.2.1.4 [Privacy Policy](#)

The TANGO project is committed to implement a high standard of protection for personal data that has been set up in the European Union. The Privacy Policy has been integrated into the project website. It establishes that processing of personal data will be done responsibly, securely, and proportionally. The full text of the Privacy Policy is presented in the Annex II of this deliverable.

The project website also integrates the concept of “privacy by design”, whereby visitors can make a choice on a lower or higher level of privacy. The cookie management tool allows visitors to grant their consent before any cookies are stored, and to specify their preferences for cookies which are not strictly necessary for the functioning of the website. The full description of the Cookie Policy is also included in the Annex II.

2.2.2 Social Media

Social media will be utilised as a central communications tool for TANGO in engaging with relevant stakeholders and disseminating the project’s key messages. A strong digital presence is vital for TANGO from a communications perspective, with search engines and social channels becoming the go-to place for information on a brand, organisation, or product in the digital age. The main social channels identified for use by TANGO were X and LinkedIn, both of which were set up in October 2023, as well as a YouTube channel, which was also set up in October 2023.

LinkedIn was identified as being a platform where AI researchers and technology developers could be located, while X is seen as having a more general audience which may include the public, media as well as researchers and policymakers. Considering the changes involving X (Twitter at the time of the DoA submission) following its acquisition by a new owner in November 2022, WP6 leader CARR will continuously monitor its developments and propose a different social media strategy, if needed, as substitution for the KPIs set for X.

Finally, with video content on the rise in recent years on social media, YouTube will aid TANGO in helping to break down topics, issues and queries that may arise into easily digestible videos for those interested.

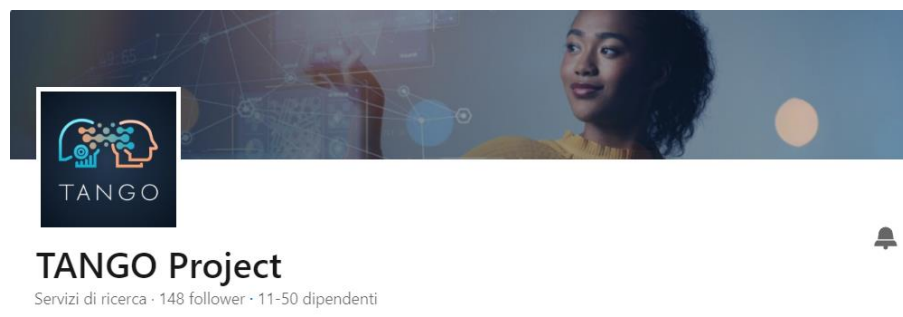


Figure 1: TANGO profile on LinkedIn



Figure 2: TANGO profile on X

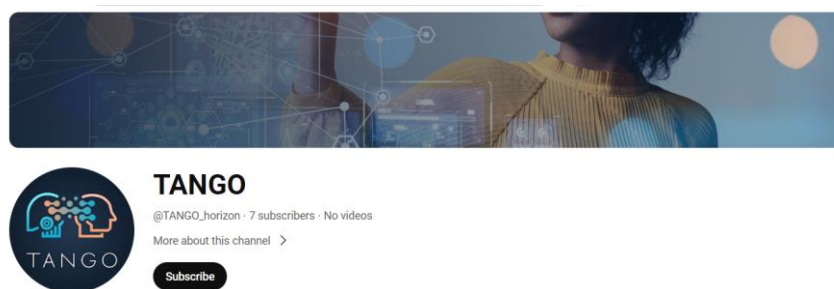


Figure 3: TANGO profile on YouTube

2.2.3 Media Outreach

Modern media consists of three main outlets for communication: traditional media (TV, radio, and printed newspapers/magazines), digital media (online news outlets, trade news sites and topic-specific websites) and social media (e.g., X, LinkedIn, Facebook, Instagram, TikTok).

Media represent an important audience for TANGO, as well as a multiplier channel to reach priority audience groups. During the first year of the project, significant efforts from CARR will be invested in building and growing a media contact database, which will include media outlets at local, national, and European levels. CARR will prepare and issue press releases on preliminary research results, outputs developed, and project events, in order to gain media coverage.

Other activities include: one on one media briefings with key journalists, pitching potential interview ideas with project partners, drafting articles for pitching to publications specialising in artificial intelligence, and providing media training to project partners prior to their media interviews. Local media will be targeted during TANGO events. These efforts will continue into the following years of the project; as the work on the

TANGO solutions progresses to next stages, media engagement and activities will become increasingly result-oriented.

The TANGO project will be presented to EU-level media outlets with a view to get coverage of the project activities and developed technologies.

In addition, we will rely on valuable EC resources that can serve as amplifiers and multipliers of the TANGO results. The EC offers to support the dissemination efforts of Horizon Europe projects, using the following outlets (but not only):

- Horizon Magazine <https://ec.europa.eu/research-and-innovation/en/horizon-magazine>
- Research and Innovation success stories <https://ec.europa.eu/research-andinnovation/en/projects/success-stories>
- CORDIS (news, interviews, results) <https://cordis.europa.eu/en>
- Research*eu stories <https://cordis.europa.eu/research-eu>
- Horizon Impact Awards https://ec.europa.eu/info/research-andinnovation/funding/funding-opportunities/prizes/horizon-impact-award_en
- The EU Innovation Radar Platform <https://www.innoradar.eu/>
- Horizon Results <https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/opportunities/horizon-results-platform>
- Horizon Results Platform TV <https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/opportunities/horizon-results-platform/hrptv>

2.2.4 Publications and Promotional Material

The scientific community is an important target audience for TANGO, and the publication of project results in relevant journals and conference papers will be a key dissemination activity for the project, with KPIs set against publications. Plans will be detailed further in the impact strategy under D6.2.

Promotional material will be designed for wider audiences and produced throughout the project, as results emerge. These materials will include leaflets, posters, banners, and infographics (updated annually). Most of the content will be produced in a digital format to minimize the burden on the environment. There is a section on the TANGO website for ‘Downloads’ where promotional material is available to download, as it becomes available. Deliverables and Publications are also included as subsections to the ‘Downloads’ section.

2.2.4.1 Newsletter

A newsletter series will provide regular updates on project developments, results, and outputs throughout the TANGO project. The TANGO website homepage includes a link to subscribe to the Newsletter, which will be issued twice per year, beginning in spring 2024. The project will continue to build on growing the followers as the project progresses and will utilise the LinkedIn profile to reach readers and subscribers.

One of the ways in which we will do this is via LinkedIn Newsletters. LinkedIn Newsletters are GDPR compliant, as first-tier connections are shown the newsletter and invited to subscribe. This ensures that the subscriber

list is fully opted in. LinkedIn Newsletters is a relatively new feature to the social media channel but has impact and direct link to attaining subscribers. It is straightforward for readers to subscribe – they can subscribe while using the LinkedIn platform, therefore the process does not require the user to have a LinkedIn account, but it does not require visiting a different third-party website to sign-up, making it homogenous with their everyday social media use. Whenever a LinkedIn Newsletter is published, an automatic notification is sent to subscribers and email inboxes, which will increase awareness of the TANGO project. Metrics can then be monitored in terms of the numbers of views.

2.2.4.2 Blog

A blog is a website or web page that is regularly updated either for personal use or in this case, to fulfil a business need. [8] The TANGO Blog is a core section of the project website that will feature monthly posts to update readers about project progress. As it is regularly updated using key words such as ‘Horizon Europe’, ‘Human-AI Interaction’ and ‘Trustworthy AI’ this will help to improve visibility of the website through Search Engine Optimisation (SEO) rankings. Various blog series (and one-off partner blog contributions) will focus on topics of interest, such as event participation, workshops, publications, key results and outputs, and any other relevant project / partner activities. Partners are encouraged to use accessible terminology when preparing their responses, as the blog posts are intended for a wider audience on the TANGO website and social media channels (X and LinkedIn).

2.2.4.3 Podcast

The use of podcasts as a communications tool has never been more popular than in recent years with an estimated 424 million listeners worldwide – accounting for over 20% of all internet users. [9] The TANGO project will run two podcast mini-series throughout the duration of the project, which will create value for TANGO as they will allow the project to communicate to a relevant and captive audience that we know has a clear interest in the topics to be discussed. The podcast miniseries will be streamed on major streaming platforms such as Spotify, Apple Podcasts, Acast, and Anchor.

2.2.4.4 Videos

Video content will play a significant role on all three of TANGO’s social media platforms – LinkedIn, X, and YouTube. The popularity of video content is continuing to rise exponentially with 92.7 percent of global internet users worldwide watching digital videos each week and spending around 100 minutes a day doing so. [10]

Video content will introduce TANGO’s audience to the project partners in a more relatable way, as they will listen to the protagonists of the project about how it will create an impact.

2.2.4.5 Community Engagement

Relevant events provide an opportunity for TANGO to communicate directly with a range of key audiences and share information about the project itself, as well as its outputs and results. A ‘live’ list of target events was compiled in Month 1 as part of the interactive ‘Dissemination and Communication Tracker’ spreadsheet, which is available in the project repository for partners to add to. They will include in-person, hybrid and virtual workshops and conferences with groups such as healthcare and financial services industry, cognitive science and digital technology research community, scientific community, policy makers, and regulators.

As the project progresses, exhibitions and open days will be explored to communicate the benefits of the TANGO project to the wider society. Community engagement is an important element of this communication, and it is planned to host four community workshops, three open webinars, two focus groups, ten interview sessions, and one final thematic summit during the project. Communications partnerships will be established with pre-existing technology providers, industry, and research communities, networks, and associations.

As set out in the DoA, a series of KPIs will be used to measure TANGO’s participation in a range of events as a communication channel. These include:

- Participation in Conferences
- Trade fairs / Exhibitions
- Seminars / Workshops
- Organization of community workshops
- Open webinars
- Interview sessions
- Organization of final event

Throughout the project, WP6 leaders CARR will use this tracker to monitor the progress of communication and dissemination, with a view to maximising the impact that can be generated for the TANGO project.

Dissemination & Communication Tracker	Instructions for Use
<p>Dissemination and communication KPIs</p> <p>Target Events</p> <p>Events attended</p> <p>Journals and Publications</p> <p>Media Coverage</p> <p>Articles Generated by Partners</p> <p>Theses</p>	<p><i>This dissemination and communication activities tracker is managed by WP6 leaders (CARR). The purpose of this spreadsheet is to track the project's KPI progress within WP6 and identify and share communication and dissemination opportunities related to the TANGO project such as events, target networks and target journals and publications. There are seven separate sections in the tracker - linked in the column to the left. Many of these headings are linked to a KPI outlined in the project Grant Agreement, you can see an overview of all WP6 communications and dissemination KPIs in the following section. The material in this spreadsheet will also facilitate planning for project news items, e.g. website articles, and social media posts.</i></p> <p><i>WP6 leaders (CARR) will manage updating the worksheet, however, all partners are welcomed and encouraged to input suggested events, networks and journals and publications. For example, you can input an event which you and/or your team are attending or you can share the event for the interest of the consortium i.e. if the event may be suitable for a different partner. Don't hesitate to contact CARR if you have any questions. Thank you for your assistance.</i></p>

Figure 4: TANGO Dissemination & Communication tracker – Categories & Instructions for use

3 Implementation

3.1 Project Brand

Activity: Brand logo, infographics, posters, brochures, videos, common templates for presentations and other actions that create identity, consistency, and awareness of the project.

Purpose: Develop a strong brand identity and through unified and consistent project brand elements including a logo and communications templates to be formatted for all requirements.

Current Status: In M3 the TANGO project logo, typography, colour palette, branded PowerPoint and deliverable template, and social media banners (M1) have been designed and finalised. The brand approach has been outlined in Section 2 and following this, CARR is currently establishing the project’s brand guidelines which will be delivered in the impact generation strategy in D6.2. This will guide all project partners on using the brand and set a benchmark to abide by so that there is a consistent, clear, and unified voice coming from the project.

The logo has multiple use cases so that it is viable in all situations including web design, social media, and print.



Figure 5: TANGO full colour logo



Figure 6: TANGO horizontal logo



Figure 7: TANGO monogram

To support the consistency of the brand, CARR will create brand guidelines including the use cases for the various logos for all partners to abide by so that there is a consistent, clear voice coming from the project. Project-specific branded presentation templates were created ahead of the Kick Off Meeting (M1) for use during the project. These include various slide types including title slides, section title slides, content slides and closing slides. They also have the project fonts and colours built in.

The TANGO colour palette has been derived from the project's background and mission and created to specifically work in a digital arena. The colours are vibrant and modern, giving impact and contrast to any on-screen products.

COLOUR PALETTE



R:247 G:160 B:114
C:0 M:44 Y:58 K:0
Hex: #F7A072



R:19 G:176 B:211
C:72 M:9 Y:12 K:0
Hex: #13B0D3



R:37 G:57 B:81
C:89 M:74 Y:44 K:38
Hex: #253951



R:178 G:83 B:41
C:22 M:77 Y:98 K:12
Hex: #B25329



R:3 G:101 B:117
C:91 M:47 Y:43 K:16
Hex: #036575



R:3 G:12 B:22
C:81 M:71 Y:60 K:80
Hex: #030C16

Figure 8: TANGO colour palette

The two brand fonts are Jost Semibold (Header Font) and Overpass (Body Font).

FONT PALETTE

Header font - **Jost Semibold**

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps over
the lazy dog. 0123456789**

Body font - **Overpass**

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps over
the lazy dog. 0123456789

Figure 9: TANGO typography

Both fonts have been specifically designed for onscreen clarity, while still working well for print if necessary. Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility. These brand fonts are included in the TANGO brand resource pack. They are also embedded in the presentation templates so they can be used even if the user does not have them installed thus, ensuring thorough brand consistency.

From the outset of the project, a clear brand basis was created and communicated to partners. The brand will continue to develop as the project evolves, its objectives are elaborated on, and its goals are achieved throughout the coming years. TANGO project partners will continue to play a critical role in the development of the brand and an even more important role in ensuring that the brand is used to effectively communicate the goal and objectives of the project.

3.2 Project Website

Activity: Website

Purpose: Dedicated website with online project communications including information, objectives, results, partners, and events.

Measure Activity Targets: Visits to the project website (15,000 by M48); downloads (300); news updates and blogs (biweekly).

Current Status: The TANGO project website was developed from M1-M3 and officially went live towards the end of M3, once all feedback from the consortium and coordinators had been gathered and implemented, and this deliverable (D6.1) was submitted to the EC portal. The link to access the website is: tango-horizon.eu. A breakdown of each section on the website can be seen below. As the project continues, the website will be continually updated.

➤ **Home Page:**

- The home page (or 'landing page') welcomes visitors to the TANGO website with a visually pleasing colour scheme, a minimalist layout including the project title, tagline, and a brief description of the core idea of the project. The home page header also includes a breakdown of the project's background, its duration, number of partners and funding amount. As the visitor scrolls through the home page, they will see stock imagery placed throughout linking to the different areas of the project and the variety amongst the consortium's professional experience.
- The user is provided with a brief written overview of TANGO by scrolling through the homepage. For more detailed information they can visit the 'About' tab to find out more about the project's core objectives and mission. Drop-down menus allow easy navigation through the site from the home page to find the information the visitor requires. The home page is presented and structured to capture the visitor's attention and provide them with all the information they need to continue browsing. The project has identified the following sections as most relevant to site visitors: 'About', 'Partners', 'News & Events' and 'Downloads'. Dynamic elements have been introduced to position these pages at the front of the project website.
- Additionally, there is an overview of the project consortium presented in a slide-through of all logos that represent each partner's representative organisation. There is also a link to the TANGO social media channels and an option to sign up to the project's LinkedIn newsletter. At the end of the website's landing page there is an acknowledgement and recognition of TANGO as a Horizon Europe project. Its funding by the European Union is also included along with the emblem and Grant Agreement number. There is also a disclaimer stating that the 'material presented, and views expressed here are the responsibility of the author(s) only'. This is visible at the bottom of every page on the TANGO website. When the visitor first arrives at the website, a banner will appear that alerts them to the collection of cookies on the website and the option to accept or deny this action. Finally, a separate webpage has been created to host the website's cookie policy along with its privacy policy which are accessible through the footer of the home page.

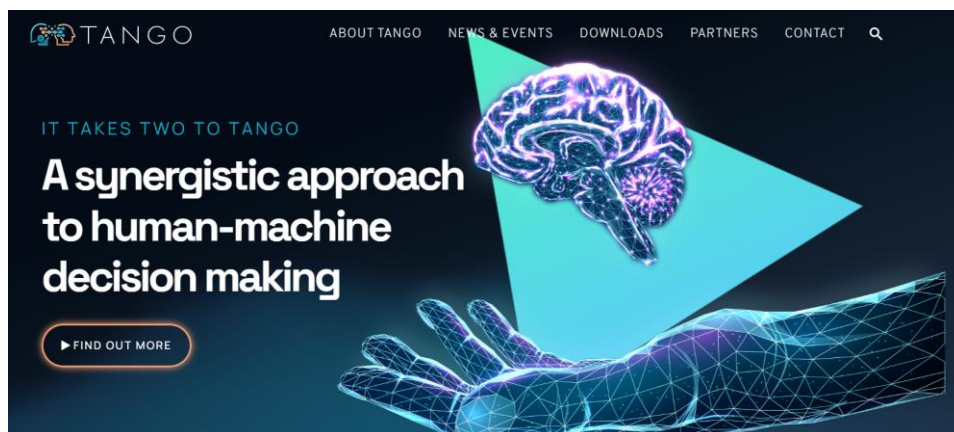


Figure 1: Homepage of TANGO website

➤ Project Partners:

- It is essential that all partners are clearly identified on the website to highlight their participation and role in the project and maximise the value of their existing networks thus, leveraging new opportunities for communication. Each TANGO partner has provided a brief description of their company, social media profiles, logo, and their role in the project which has been profiled on the website where the visitor can

click on any selected partner from the drop-down menu on the home page to see a more detailed profile of their work and role in the project. This will facilitate website visitors' awareness of the players involved in TANGO.

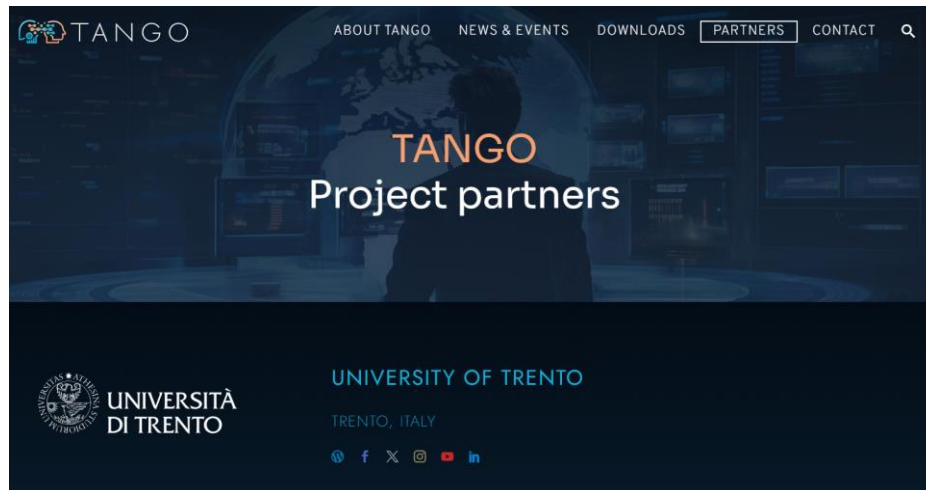


Figure 2: Example of Project partners' page on TANGO website

➤ News & Media:

- As outlined in the project DoA, an aim of WP6 is to develop TANGO as a strong brand and produce high impact print and digital communications material for appropriate audiences across targeted channels. The News and Media section will host details of the project, including news items, press releases, conferences, and project meetings.
- The TANGO blog, listed as a subsection under News & Media, will be a platform where partners can showcase their expertise in terms of their work within the project. This section will be updated regularly as the project develops and the first blog series on the National Workshops which took place in M2 has been featured.
- TANGO will also issue a regular newsletter via LinkedIn. Each newsletter will be archived on the website under the News & Media section. Finally, an event section also features under News and Media. This will be a hosting area for information on events both attended and hosted by the TANGO consortium.

➤ Downloads:

- The Downloads section of the website will function as a repository for project deliverables, publications (including Publications authored by the TANGO partners) and communications material such as infographics, posters, fact sheets, brochures and so on. All downloads will be uploaded in PDF format where possible, and the communications material will be clearly laid out, including the file size, title, and thumbnail. This section is also particularly important for communication to key media as they can use the downloadable material for coverage and visual presentation.

3.3 Social Media and Online Presence

Activity: Social Media

Purpose: TANGO’s digital presence and established social media channels have already been used as a key communication channel to share vital information surrounding the project and its relevant partners. The project will create interest on social media and digital platforms by using a variety of visual media assets such as videos, animations, and infographic imagery, as well as mobile enabled content and richer content experiences for users of any of the TANGO digital platforms.


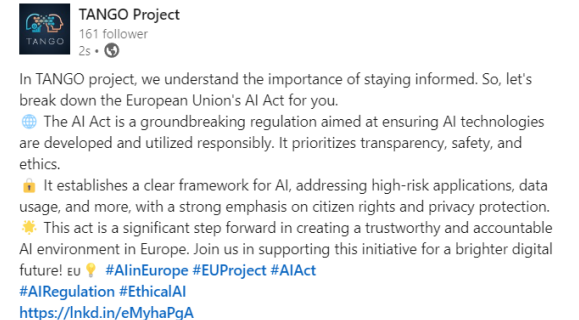
Measure Activity Targets: X followers (1,000); tweets (weekly); LinkedIn members (200); YouTube videos (10).

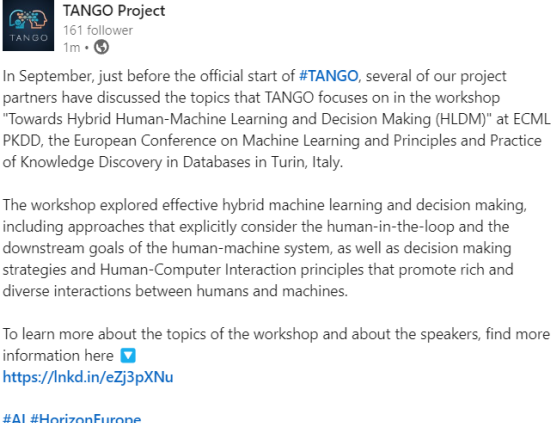
Current Status: TANGO’s social media channels have been effective in communicating the key messages of the project and highlighting the activities that have already occurred from M1-M3. Since their creation, both LinkedIn has had a very high engagement rate on posts as well as a steady growth in followers.

CARR is actively monitoring the developments linked to X, in order to possibly suggest a successful strategy adaptation in D6.2.

Table 1 shown below presents an insight into the social media content strategy that has been utilised in the first three months of the project, split into theme, reasoning, and examples. This will be elaborated within the communications strategy in D6.2 which will be submitted in M6. By clicking on the image, it is possible to view each post as it appears on the relevant TANGO social media channel.

Table 2: TANGO social media posts (months 1-2)

Theme	Reasoning	Example
Project introduction thread	<ul style="list-style-type: none"> ➤ Raise awareness of the start the TANGO project ➤ Educate and inform audiences on what TANGO entails in a brief and digestible format 	 <p>TANGO Project 161 follower 1m • Modificato •</p> <p>#TANGO aims to develop a new generation of human-centric #AI systems and to strengthen the European leadership in this area. The new EU-funded project, with 22 partners organizations from 9 countries across Europe, aims to establish a symbiosis between humans and machines to support and complement each other.</p> <p>Read more in our first press release</p> <p>Vedi traduzione</p> <p>AI: TANGO guides the revolution TANGO Project su LinkedIn • 2 min di lettura The new EU-funded project TANGO kicked off on 1st October 2023 and pools the expertise of 22 p...</p>
#CurrentlyReading	<ul style="list-style-type: none"> ➤ Sharing reports or blog posts from partners or other relevant organizations that are of interest to the TANGO’s project key themes 	 <p>TANGO Project 161 follower 2s •</p> <p>In TANGO project, we understand the importance of staying informed. So, let's break down the European Union's AI Act for you.</p> <p>The AI Act is a groundbreaking regulation aimed at ensuring AI technologies are developed and utilized responsibly. It prioritizes transparency, safety, and ethics.</p> <p>It establishes a clear framework for AI, addressing high-risk applications, data usage, and more, with a strong emphasis on citizen rights and privacy protection.</p> <p>This act is a significant step forward in creating a trustworthy and accountable AI environment in Europe. Join us in supporting this initiative for a brighter digital future! #AlinEurope #EUProject #AIAct #AIRegulation #EthicalAI</p> <p>https://lnkd.in/e/MyhaPgA</p>

<p>Events participation</p>	<p>➤ Sharing information on ongoing project dissemination activities</p>	
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3.3.1 Videos

Activity: Videos

Purpose: With the popularity of video content rising exponentially in recent years, TANGO will leverage video content to help educate and inform audiences about various elements of the project, but also to keep our target audience engaged, ensuring that our content is varied and not one-dimensional. Video content also enables TANGO to communicate some of the more complex elements of the project in a more digestible manner and helps our audience to humanise some of the partners/people involved in the project.

Measure Activity Targets: 10 YouTube Videos

Current Status: In M3 there are no existing videos. The first material will be collected in M12, at the second General Assembly. This will allow the project to communicate on the work done up to M12, expectations and future plans. These videos will take the form of an interview style with a shorter length meaning they can be shared on YouTube and on the TANGO social media channels.

3.4 Media Outreach

Activity: media outreach (press releases, coverage)

Purpose: The coverage of TANGO on various media outlets will be searched and exploited as a key communication channel to share vital information surrounding the project to a large number of stakeholders.

Measure Activity Targets: 6+ press releases, 40+ media produced by partners / coverage in industry magazines / promo in TV / radio

Current Status: From the approval of the project in March 2023, it was agreed that due to the multifaceted nature of TANGO and the wide variety of partners, a kick-off press release to announce the launch of the project would be produced and issued to the media. Together with the coordinator UNITN, CARR developed an overall press release template (Annex I: TANGO launch press release) which was distributed amongst project partners to adapt to their own context and needs, i.e., by editing the press release to highlight their organisation as a partner, including a quote from a member of their team and if preferred, translating the release text.

UNITN issued the press release at an EU level and at a national level in Italy. CARR created a targeted media list based on the project's key audiences, sectors, and relevant EU publications (e.g., Horizon Magazine). CARR and UNITN worked with the communications contacts and project partners so they could issue the launch press release to the regional and national media within their countries. Finally, the press release was also shared via social media which was reshared by various partners.

The aim of this initial press release was to raise awareness among, and provide information to media, rather than to obtain news coverage. Therefore, we anticipate future press releases will achieve more targeted EU-wide and regional targeted media coverage, as the project develops, and more research and tangible results emerge. TANGO will continually aim to gain media coverage at an EU and regional level so that all our target audiences are aware of the project. An extended media plan will be included in the communications strategy within D6.2.

3.5 Promotional Communication Materials

Activity: Promotional Communication Materials

Purpose: Produce high impact print and digital communications materials in line with the project brand to be formatted for all requirements, i.e., on screen digital and print.

Measure Activity Targets: leaflets, posters, banners, infographics (updated annually); newsletter issues (8); newsletter readers (500). Most of the content that will be produced will be in digital format; printed material will be avoided to minimize burden on the environment.

Current Status: Promotional material is going to be ready for public presentations that will take place from a later stage. These include a foldable brochure, a roll-up banner, and a PowerPoint presentation to highlight the core concepts of the project. All these initial promotional materials will be developed further as the project develops and outputs become available.

3.6 Community Engagement

Activity: Community Engagement (Events)

Purpose: Targeted events, conferences and seminars will be attended by partners and innovative communication methods including digital media and video will be used to communicate the project's research and results to the target audiences attending presentations by partners, at information stands and in networking events.

Measure Activity Targets: participation in conferences (25), trade fairs/exhibitions (20); seminars, workshops (5/year); organisation of community workshops (4); focus groups (2); interview sessions (10); organisation of final thematic summit (1).

Current Status: As the project is in its very early stages, no events have been attended by TANGO yet however, prior to the start of the activities in October 2023, the project coordinator UNITN, alongside with representatives from other project partners, have organized the workshop “Towards Hybrid Human-Machine Learning and Decision Making (HLDM)” at ECML PKDD, the European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases in Turin, Italy. The workshop explored the main topics of TANGO, such as effective hybrid machine learning and decision making, including approaches that explicitly consider the human-in-the-loop and the downstream goals of the human-machine system, as well as decision making strategies and Human-Computer Interaction principles that promote rich and diverse interactions between humans and machines.

Additionally, in preparation for TANGO’s participation at future events, a detailed list of upcoming events has been drafted by CARR in the project’s Dissemination Tracker (outlined in 2.2.4.5) and partners have been invited to provide input on upcoming events they plan to attend or events which may be of interest to their fellow partners. A more detailed initial list of the events that partners are planning to participate in can be seen below in Table 2. The TANGO partners are actively looking to participate in a variety of events including conferences, seminars and events organised by other relevant projects. All event participations will be recorded via the project’s Dissemination & Communication Tracker.

Table 3: Upcoming events of interest for TANGO

Event	Location
International Joint Conferences on Artificial Intelligence (IJCAI)	Various locations (IJCAI-PRICAI-24 in Jeju Island, South Korea, IJCAI-25 in Montreal, Canada, IJCAI-ECAI-26 in Bremen, Germany)
AAAI Conference on Human Computation and Crowdsourcing (HCOMP)	Various locations (HCOMP 2023 in Delft, the Netherlands)
European Conference on Artificial Intelligence (ECAI)	Various locations (ECAI 2024 in Santiago de Compostela, Spain, ECAI 2025 in Bologna, Italy, ECAI 2026 in Bremen, Germany)
International Conference on Machine Learning (ICML)	Vienna, Austria
Conference on Neural Information Processing Systems (NeurIPS)	Various locations (NeurIPS 2024 in Vancouver, Canada, NeurIPS 2025 in San Diego, USA)
International Conference on Learning Representations (ICLR)	Various locations (ICLR 2024 in Vienna, Austria, ICLR 2025 in Sydney, Australia)
European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases (EMCL PKDD)	Various locations (EMCL PKDD 2024 in Vilnius, Lithuania)
Conference on Uncertainty in Artificial Intelligence (UAI)	Various locations (UAI 2024 not yet defined)
International Conference Series on Hybrid Human-Artificial Intelligence (HHAI)	Various locations (HHAI 2024 in Malmoe, Sweden)

ACM CHI Conference on Human Factors in Computing Systems	Various locations (CHI 2024 in Honolulu, Hawai'i, USA)
AAAI/ACM Conference on AI, Ethics, and Society	Various locations (AAAI/ACM 2024 in Vancouver, Canada)
Association for Computing Machinery conferences	Various locations
ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT)	Various locations (ACM FAccT 2023 in Rio de Janeiro, Brazil)
ACM Recommender Systems Conference	Various locations (ACM RecSys 2024 in Bari, Italy)
European Researchers' Night	Various locations across the EU

4 Conclusions

In this report, the initial project brand and communication channels have been identified and reviewed in detail, including the current status of each channel in M3 and plans for future updates. D6.1 Brand and Communication Channels is developed in line with D6.2 *Impact Generation Strategy*, which will be submitted in M6 of the project. The information provided in D6.1 will inform the extended communications and dissemination strategy in D6.2.

The project brand will be the driving force of the project's visual representation and will be utilised at every communications activity and opportunity. As the project continues to develop, the brand will evolve alongside it. Next steps for the project brand include the completion of the TANGO brand pack which is already created and will be finalised in line with the website. This will include stock imagery and additional design assets, all designed with the TANGO branding.

Additionally, within this presentation is the project website which is a key channel for communicating with the main stakeholders of TANGO. The website will act as the project's primary information hub and will be regularly updated during the project with engaging and informative content from all project partners, across all work packages. The goal of the website is to serve as a repository for all TANGO related activities, research, and outputs and to engage key stakeholder groups and members of the public.

As the project is at an early stage, much of the information contained within the current iteration of the TANGO website is expressive and dynamic, as it plans for activities and innovations that will take place over the course of the project. Next steps for the additional communications channels include the creation of a strategy so each channel adds value and achieves maximum impact for the project.

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Annex I: TANGO launch press release

AI: Tango guides the revolution

The new EU-funded project that will kick off in autumn 2023, with 21 partner organisations from 9 countries across Europe, is set to develop a new generation of human-centric AI systems and to strengthen the leadership of Europe in this area

24 March 2023 – Artificial Intelligence (AI) holds tremendous potential to enhance human decisions and to avoid cognitive overload and bias in high-stakes scenarios. To date, however, adoption of AI-based support systems has been minimal in settings such as hospitals, tribunals and public administrations.

The EU recognises the need to foster research and innovation in this field, and on 13 March, TANGO secured €8M to develop the theoretical foundations and the computational framework for synergistic human-machine decision making, paving the way for the next generation of human-centric AI systems. The new EU-funded project that will kick off in autumn 2023, with 21 partner organisations from 9 countries across Europe, is set to strengthen the leadership of Europe in this area.

TANGO argues that in order for AI to fully develop its enormous potential in terms of positive impact on individuals, society and economy, we need to completely rethink the way in which AI systems are conceived. People should feel they can trust the systems they interact with, in terms of reliability of their predictions and decisions, capacity of the systems to understand their needs, and guarantees that they are genuinely aiming at supporting them rather than some undisclosed third party. In other words, a symbiosis should be established between humans and machines, in which all parties are aligned in terms of values, goals and beliefs, and support and complement each other so as to reach objectives beyond what each would be able to do by itself.

“It takes two to TANGO! Our perspective is that a deep mutual understanding between humans and machines is essential for the development of truly effective and innovative AI systems that can expand human reasoning and decision-making capabilities” says the project coordinator Andrea Passerini.

The potential impact on individuals and society of the TANGO framework will be evaluated on a pool of real-world use cases of extremely high social impact, namely supporting women during pregnancy and postpartum, supporting surgical teams in intraoperative decision making, supporting loan officers and applicants in credit lending decision processes, and helping public policy makers in designing incentives and allocating funds. The success of these case studies will foster the adoption of TANGO as the framework of reference for developing a new generation of synergistic AI systems, and will strengthen the leadership of Europe in human-centric AI.

Partnership - Among the 21 partner organisations there are universities, research centres, institutions, foundations and companies from 9 European countries. 7 are from Italy (the University of Trento, which is also the coordinator of the network, and the University of Pisa, the National Research Council, Scuola Normale Superiore, Fondazione Bruno Kessler, U-Hopper srl, Intesa Sanpaolo), 4 from Serbia (the AI Research and



Funded by
the European Union

Development Institute, SHARE Foundation, the A11 - Initiative for Economic and Social Rights, the Ministry of Family Welfare and Demography), 2 from the United Kingdom (Swansea University, the University of Warwick), 2 from Belgium (the Center for European Policy Studies, EIT Digital), 2 for Germany (University Hospital Heidelberg, TU Darmstadt) and one each from France (Université Paris Cité), Ireland (Carr Communications), Sweden (Surgical Science Sweden AB) and Spain (Basque Center for Applied Mathematics).

Annex II: TANGO Website Privacy Policy

INTRODUCTION

Thank you for visiting the TANGO website. This website is dedicated to the dissemination of the TANGO project, funded by the European Commission's Horizon Europe research and innovation program under grant agreement No. 101120763.

This privacy policy is part of the TANGO website and **solely concerns the processing of personal data that occurs in connection with the operation of this website**. This privacy policy explains how **Carr Communications** ("We", "Us"), the administrator of the TANGO website, uses personal data collected from you through the TANGO website when you use the website and when you provide your details to us via the contact form available on the website [[hyperlink to the contact form](#)].

In particular, in this privacy policy you will find information on:

- who is legally responsible for the data processing (data controller)
- the data collection and logging that we carry out automatically when you visit our website
- the data that we collect and process when you contact us via the contact form or when you sign up for our newsletter
- Your rights as a data subject
- Your right to lodge a complaint

WHO WE ARE

TANGO is a research and innovation project, with the overall goal of developing the theoretical foundations and the computational framework for synergistic human-machine decision making, paving the way for the next generation of human-centric AI systems. The TANGO Consortium consists of 21 partner organisations representing 9 countries across Europe. The project has been funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101120763. It is coordinated by the University of Trento. Carr Communications is the TANGO partner responsible for the dissemination and communication efforts of the project.

Carr Communications is committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the EU [General Data Protection Regulation \(GDPR\) 2016/679](#).

For the purposes of this website, the responsible data controller is **Carr Communications**, registered in Dublin, Ireland, under registered number 42175, with a registered office at 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

You can contact us:

- by e-mail at info@carrcommunications.ie
- by telephone: (+353.1) 772 8900
- by fax: (+353.1) 772 8901

Please explicitly mention "TANGO" in the subject line of your communication.

WHAT DATA WE COLLECT

Automatically collected usage data

When you access TANGO website on your device, we may automatically collect certain usage data, which may include:

- Date and time of access
- Duration of visit
- Your operating system
- The device you have used for access
- Browser type (including version)
- Referrer (name of the website that you accessed immediately before)
- Volume of data sent
- IP address
- Unique device identifiers and other diagnostic data.

Data provided by you

By contacting us through the website contact form, you will provide us with (and we will collect) your contact details, such as:

- your **name**
- your **email** address, and
- the **message** you submitted.

We are **not going to collect** any metadata that you did not expressly provide us with.

PURPOSE OF DATA COLLECTION

We process your personal data for the following purposes:

- to provide this page to you (usage data)
- to use your personal data for ensuring the security of the page
- to respond to your messages/queries
- to provide you with our newsletter when you subscribe to it.

LEGAL BASES OF PROCESSING

Legitimate interest

For the **data that we collect automatically**, we rely on Article 6 (1) point f of the GDPR (i.e., *legitimate interest*), as they are required for us to provide the service, to ensure technical operation and to investigate and remove any malfunctions of the website and to ensure the page's security. It is in our interest to ensure the use and technical operability of our website. This data is automatically processed when our website is accessed. Unless they are provided, you cannot use our service.

Consent

For the **personal data that you provide us with through the contact form**, we rely on your **consent** (Article 6(1)a of the GDPR), which you express by completing the contact form and sending it our way or by actively signing up for our newsletter.

HOW WE PROTECT YOUR DATA

We have put technical and organisational security measures and procedures in place to protect your personal data from loss, misuse, alteration, or destruction. We have made efforts to collect the minimum information needed to respond to your messages/requests.

We install and regularly update all security and anti-virus software in use on all our systems.

Although we have rigorous technical and organisational security procedures in place to keep your personal data secure, including the use of an SSL certificate, you are advised to remember that the Internet is not always a secure medium and that transmissions over the Internet are never completely private or secure.

If you are unsure about submitting any personal data to us, please contact us instead via telephone, fax or post instead.

HOW LONG WE KEEP YOUR DATA

We retain personal data only as long as it is necessary for the purposes described above i.e., to respond to your request or message. We erase this data **after 6 months** of the last communication unless there is a legal duty to keep the data for longer periods, such as due to accounting regulations or keeping evidence of legal requests. If the data is no longer required for the relevant purpose, we erase the data **within 24h**.

DO WE SHARE PERSONAL DATA WITH THIRD PARTIES?

We may occasionally share personal data with trusted third parties such as those listed below, to help us deliver efficient and quality services. When we do so, we will ensure that recipients are contractually bound to safeguard the data we entrust to them before we actually share the data.

We may engage with several or all of the following categories of recipients:

- Parties that support us as we provide our services (e.g., the host of this website)
- Our professional advisers, including lawyers and auditors
- Law enforcement or other government and regulatory agencies (e.g., tax authorities) or other third parties as required by, and in accordance with, applicable law or regulation

DO WE TRANSFER YOUR PERSONAL DATA OUTSIDE THE EU?

By default, we store personal data on servers located in the EU.

WHAT ARE YOUR DATA PROTECTION RIGHTS?

As a data subject, you can exercise the rights outlined in this section of the privacy policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information or to exercise any of your other rights. This helps us ensure that personal data is not disclosed to any person who has no right to receive it. No fee is required to make an initial request unless your request is

clearly unfounded or excessive. Depending on the circumstances, we may be unable to comply with your request based on other lawful grounds.

[Right to access \(GDPR Art. 15\)](#)

You have the right to obtain confirmation as to whether processing of your personal data takes place in connection with the operation of this TANGO website. If this is the case, you can request access to the data that we store about you. Granting the right to access only occurs where your identification is possible.

[Right to rectification \(Art. 16\)](#)

You have the right to obtain the rectification of inaccurate personal data concerning you. The exercise of this right is only possible where you can be identified and the inaccuracy of data is verified.

[Restriction of processing \(Art. 18\)](#)

You have the right to obtain the restriction of processing, where:

- the accuracy of your personal data is contested;
- the processing is unlawful, but you oppose the erasure of personal data and request the restriction of processing instead;
- we as the controller no longer need your personal data, but you require the data to establish, exercise or defence legal claims;
- you have objected to processing pursuant to GDPR Article 21.1 pending the verification of whether the legitimate grounds of ours (as the controller) override those of yours.

The exercise of this right may require provision of further information to allow your identification as described in the right to access.

[Right to object \(Art. 21\)](#)

A legal basis for the processing of your personal data in connection with the operation of the TANGO website is Art. 6.1(f) of the GDPR (our legitimate interest) or 6.1(a) (your consent). At any time you shall have the right to object to the processing of your data, on grounds relating to your particular situation, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

The exercise of this right may require provision of further information to allow your identification.

[Right to erasure \('Right to be forgotten'\) \(Art. 17\)](#)

You have the right to obtain erasure of your personal data, if:

- you object to the processing pursuant to Art. 21.1 and there are no overriding legitimate grounds;
- your personal data have been unlawfully processed;
- your personal data must be erased for compliance with a legal obligation in Union or Member State law to which we as the controller are subject.

[Right to data portability \(Art. 20\)](#)

If you have provided us with data on the basis of your consent, and as long as there are legal grounds, you can require us to send you the data you gave us in a structured, commonly used and machine-readable format, or you can require us to send your data to a different controller.

To exercise any of the aforementioned rights, please contact us at info@carrcommunications.ie. When you do so, please make sure that we can clearly identify you.

[Right to lodge a complaint with a supervisory authority \(Art. 77\)](#)

You have the right to lodge a complaint with a data protection supervisory authority in the Member State of your habitual residence, place of work or place of the alleged infringement if you believe that the processing of your personal data infringes the GDPR.

A list of national supervisory authorities can be found [here](#) (this links to a third-party website – official website of the European Commission).

DISCLAIMER AND LIMITATIONS OF LIABILITY

We aim to keep the information that appears on the TANGO website as complete and up to date as possible. If errors are brought to our attention, we will take all reasonable steps to make any necessary corrections within reasonable time. Please be aware that the information published on our website is for informational purposes only. None of the information contained on the website constitutes legal or professional advice, nor can we accept responsibility for how it might be used, and we are not responsible or liable for any errors or omissions in any of the information provided on the website. We cannot be held liable for any direct or indirect damage that may result from use of this site. Links to other websites are provided in good faith and for information only. A link to another website does not mean that we endorse or accept any responsibility for the content or use of such website.

While we take all possible steps to minimise disruption caused by technical errors, we cannot guarantee that our website will not be interrupted or otherwise affected by such problems. Please note that access may be suspended temporarily and without notice in the case of system failure, website maintenance or repair or for reasons beyond our control.

The use of our website is governed by the law of the Republic of Ireland. Any dispute arising from or related to the use of this website shall be subject to the non-exclusive jurisdiction of the Irish courts.

DO WE LINK TO OTHER WEBSITES?

Our websites may contain links to other sites, including the sites of the consortium partners, which are not governed by this privacy policy. Please review the destination websites' privacy policies before submitting personal data on those sites. Whilst we try to link only to sites that share our standards and respect for privacy, we are not responsible for the content, security or privacy practices employed by other sites.

HOW WE USE SOCIAL MEDIA

We use social media to communicate about the project through widely used channels, such as X, LinkedIn, and YouTube. You can access TANGO accounts on social media platforms directly from our website. In order

to protect your privacy, our social media buttons or components to connect to those services do not set cookies when our web pages are loaded on your device.

Each social media channel has their own policy on the way they process your personal data when you access their sites. If you would like to watch one of TANGO videos on YouTube, you will be asked to accept YouTube cookies; if you look at our activity on X, you will be asked to accept Twitter cookies; the same applies for LinkedIn.

If you have any concerns or questions about their use of your personal data, please carefully read their privacy policies before using them. The use of social media by TANGO, including X and LinkedIn, does not in any way imply an endorsement of X, LinkedIn, YouTube, and their privacy policy.

The ideas and views expressed by TANGO on social media are for information only. Views and opinions expressed do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

DO WE CHANGE THIS PRIVACY POLICY?

We regularly review this privacy policy and will post any updates to it on this webpage. This privacy policy was last updated on 14 December 2023.

CONTACT US

If you have any concerns as to how your data is processed, you can contact us by e-mail at info@carrcommunications.ie or by post: 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

We will respond to your queries within 30 days from when we receive them.

Cookie policy

CORE POLICY

A cookie is a small text file that is downloaded onto ‘terminal equipment’ (e.g., a computer or a smartphone) when you access a website. It allows the website to make user’s experience more efficient by recognising your device and by storing some information about your preferences or past actions. Cookies allow websites to remember your preferences and play an important role in making the site work better for you. To some extent, cookies can be seen as providing a “memory” for the website, enabling it to recognise a user and respond appropriately.

In accordance with law, we can store cookies on your device only if they are strictly necessary for the operation of this website. For all other types of cookies we need your permission. This means, that cookies which are categorized as necessary are processed based on Art.6.1(f) of the GDPR, i.e., our legitimate interest.

All other cookies, that is those from the categories' preferences and marketing, can be processed only based on your consent i.e. Art. 6.1 (a) of the GDPR. Note, that you can at any time change or withdraw your consent via our Cookie Management Tool available on our website.

HOW DO WE USE COOKIES?

This website uses different types of cookies. Some cookies are placed by third party services that appear on our pages (i.e., "third-party" cookies).

We use the following cookies and similar technologies:

Necessary Cookies

These cookies enable core functionality such as security, verification of identity and network management and they make the website work. You may disable these by changing your browser settings, but this may affect how the website functions since the website cannot function properly without those cookies.

Non-necessary cookies

- Functional cookies

Preference cookies collect data to remember choices users make to improve and give a more personalised experience. They enable a website to remember information that changes the way the website behaves or looks like, your preferred language, text size or the region that you are in. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

- Marketing Cookies

These cookies are normally used to track advertising effectiveness to provide a more relevant service and deliver better advertisements to suit your interests. However, since TANGO is a research project, WE **DO NOT use** any marketing cookies.

- Analytics Cookies

These cookies help us understand how visitors interact with our website or to discover errors. We use these cookies for internal research and analysis of our performance. The cookies simply assess how you interact with our website – as an anonymous user (**the data gathered does not identify you personally**).

Also, this data is **not shared with any third parties** or used for any other purpose. The anonymised statistics will be included in a report analysing communication efforts on the TANGO project.

However, you are **free to refuse** these types of cookies via the cookie management tool that you will see on the first page you visit.

We need your consent for the use of analytics cookies.

HOW DO I MANAGE MY COOKIE PREFERENCES?

Our cookie management tool will allow you to specify your preferences for those cookies that are placed on your device by this website and which are not strictly necessary for the functioning of it.

Just adjust the available sliders to 'On' or 'Off', then click 'Save and close'. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

We regularly review this cookie policy and will post any updates to it on this webpage. This privacy policy was last updated on 14 December 2023.