

**COMMUNICATION AND  
INFORMATION  
DISSEMINATION PLAN -  
DISSEMINATION PLAN**



Project funded by the European Union Next GenerationEU through the Slovak Republic's Recovery and Resilience Plan under project no. 09I05-03-V02-00049.



**PLÁN [OBNOVY]**



## CONTENTS

<b>1. DISSEMINATION AND COMMUNICATION OBJECTIVES</b> .....	<b>3</b>
<i>GENERAL DISSEMINATION AND COMMUNICATION OBJECTIVES OF THE PROJECT</i> .....	3
<i>DISSEMINATION OF INFORMATION AND COMMUNICATION OBJECTIVES OF THE PROJECT</i> .....	6
Communication objectives.....	6
Dissemination objectives .....	6
Key messages, communication style and language.....	7
<i>STRATEGIC AMBITIONS - EXPECTED IMPACT</i> .....	8
Improving internal communication.....	9
Updating strategic documents.....	9
Political dialogue, press and media relations.....	9
<b>2. STAKEHOLDERS AND TARGET GROUPS</b> .....	<b>10</b>
<b>3. PROCESSES AND CHANNELS FOR THE DISSEMINATION OF INFORMATION AND COMMUNICATION</b> .....	<b>10</b>
.....	10
<i>PROCESSES</i> .....	10
Working group for information dissemination and communication .....	10
<i>COMMUNICATION AND PROMOTIONAL CHANNELS</i> .....	11
Website.....	11
Social media channels.....	11
<b>4. ACTIVITIES AND TOOLS FOR INFORMATION DISSEMINATION AND COMMUNICATION</b> ...	<b>12</b>
<i>DIGITAL TOOLS AND ACTIVITIES</i> .....	12
Communication campaigns .....	12
<i>EVENTS</i> .....	13
<i>PROMOTIONAL MATERIALS, INCLUDING PRINTED MATERIALS</i> .....	15
Brochures, posters and leaflets .....	15
<i>PRESS AND MEDIA RELEASES</i> .....	16
<i>EXTENDED VISUAL IDENTITY</i> .....	18
<i>DEVELOPMENT OF DIGITAL COMMUNICATION CHANNELS</i> .....	18
<b>5. TIME SCHEDULE AND ACTION PLAN</b> .....	<b>19</b>
<b>6. MONITORING AND MITIGATION PLAN</b> .....	<b>21</b>
<i>MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES</i> .....	21
<i>RISK MITIGATION AND CRISIS COMMUNICATION</i> .....	23
<b>ANNEXES</b> .....	<b>25</b>

## INTRODUCTION

The project "*Automation of Legal Text Analysis based on Machine Learning*" (hereinafter referred to as "ALTAML") is a key initiative aimed at integrating innovative approaches in the field of data processing and subsequent analysis, specifically in the legal field, which also includes information and communication technology law. The aim of this project is to develop and verify effective methods for the automated analysis of legal texts using machine learning techniques, which specifically includes, for example, the development of tools that assist in the processing and analysis of large amounts of data in the form of various legal documents, or in the extraction of relevant information (attributes) from such documents, including the identification of key terms, references to various other legal regulations, or other attributes. The ALTAML project therefore aims to contribute to a more efficient approach to legal information and to speed up legal processes, thereby ensuring a higher degree of legal certainty and accessibility for professionals and the general public to legal texts, the results of their analysis and, last but not least, relevant legal information.

Effective communication is an integral part of the success of any research or development project, and the ALTAML project is no exception. Clear and direct communication with the public serves to ensure that the knowledge gained within this project reaches the relevant target groups, thereby maximising the usefulness of the project and its benefits for professionals and the general public. Effective communication not only ensures the dissemination of information about the results achieved and the benefits of the project itself, but also raises awareness of its importance and obtains feedback from experts and the public. External communication within the project is therefore an important tool for ensuring the sustainability of the project itself and for transforming the knowledge gained into real applications that will have added value for society as a whole.

The purpose of this communication and information dissemination plan (hereinafter referred to as the "dissemination plan") is to serve as a strategic document that defines in detail and lists all the main activities related to the dissemination of information and communication carried out on the initiative of the ALTAML project. The aim of the dissemination plan is to ensure the systematic, targeted and measurable dissemination of the results of the project itself, as well as the knowledge and information gained. This plan defines the following aspects:

- ***the project's objectives*** in the area of communication and dissemination of information,
- ***the target groups of communication and dissemination activities,***

- **the main promotional and communication channels** that will be used,
- **challenges** that are appropriate to disseminate and communicate to the public,
- **management, planning and monitoring of** specific activities and various actions.

The dissemination plan is designed for a wide range of target groups that are important for the success and sustainability of the ALTAML project, with the main target groups including the following:

- **the scientific and academic community**, consisting mainly of researchers, scientists and academics, particularly in areas such as legislation, legal informatics, legal theory, and experts in the field of artificial intelligence,
- **legal experts**, including judges, prosecutors, notaries, bailiffs, solicitors and other legal professionals who can benefit from the project results and apply the knowledge gained in practice or in decision-making processes;
- **students and young researchers**, especially doctoral students, first- and second-cycle students of law faculties and IT-focused departments, who can use the project results for their studies, writing papers, or as inspiration for future scientific directions,
- **public institutions and policymakers**, such as the Ministry of Justice of the Slovak Republic, courts, or other relevant bodies, who can use the project results, for example, as a template for modernising the legal system of the Slovak Republic, drafting legislation, or optimising administrative processes;
- **industry and the commercial sector**, in particular companies operating in the field of information technology, software development for legal services, consulting firms, or other entities that may be interested in commercialising the project results and possible cooperation in the field of innovative legal tools,
- **the general public**, including media representatives and citizens who are interested in scientific advances and their impact on everyday life, particularly in the area of access to legal information and the functioning of the rule of law.

## 1. DISSEMINATION AND COMMUNICATION OBJECTIVES

### GENERAL DISSEMINATION AND COMMUNICATION OBJECTIVES OF THE PROJECT

The general dissemination and communication objectives of the ALTAML project are strategically designed to maximise the reach and impact of the project's findings and results on various target groups, the fulfilment of which is key to ensuring the sustainability of the project, the transformation of outputs into practice, and the contribution to society, particularly in the legal field and the automation of legal text processing.

Communication itself is understood as a strategic and targeted measure used to promote the project and its results to the public, with effective communication continuing and being maintained throughout the duration of the project, including in particular the media, the public, and possibly involves a two-way exchange of various information relevant to the substantive intent and objective of the project itself. The dissemination of information is understood as making the results and outputs of the ALTAML project available to interested parties and academic and non-academic audiences, which ultimately contributes to the sustainability and success of the project even after its completion.

The main general objectives include:

- **raising awareness of the project and its results and benefits**, which includes informing the relevant target group about the very existence of the project, its objectives, methodology and potential benefits, which brings with it the introduction of innovative approaches to the automated analysis of legal texts and the streamlining of work, particularly in the legal environment,
- **dissemination of scientific and technical results of the project**, where the key objective is to disseminate scientific knowledge, methodologies or tools developed within the project, which includes the presentation of publishable results in peer-reviewed journals, at conferences and through professional workshops to be held within the project;
- **establishing and strengthening cooperation**, whereby this activity is intended to ensure the active search for and development of partnerships with other institutions, universities, companies, or relevant groups and individuals, with the aim of creating a strong network of collaborators from internal and external stakeholders.
- **promote the practical application of results and knowledge**, with the aim of ensuring that the results and knowledge gained from the project find practical application in society, whereby their use is not directed solely at one primary target group consisting of legal professionals, but rather that the search for legal information in legislation, court decisions or other authorities becomes a common practice among the general public,
- **ensuring the sustainability and long-term impact of the project**, which serves to lay the foundations for the long-term sustainability of the project's

results, specifically including building the team's reputation, ensuring the visibility of the ALTAML project, and creating conditions for the implementation of the developed solutions, even after the end of the project itself,

- **contributing to education and capacity building**, where the project's communication activities serve to raise awareness of the importance and possibilities of artificial intelligence and machine learning in a legal context, with the aim of informing the general public about progress in this area and inspiring interest in an interdisciplinary approach to law and technology,
- and, last but not least, **to increase the visibility and support for communication and dissemination activities, including the project's achievements.**

The individual project phases can be divided into several parts, such as:

- **Processing**

*Identification of a suitable method for processing legal text in selected case studies:*

A complex task is to create a chain of methods and tools that will enable the highest possible level of automation of legal text analysis, from obtaining the original sources, extracting the largest possible amount of relevant structured data, filtering relevant sources, to proposing methods for data and legal analysis of the acquired data set. Creating this chain of methods will result in a methodology for analysing legal text that will provide an effective way of working with even a large number of legal sources.

- **Attributes**

*Extraction of explicit and implicit attributes from legal text:*

The basic condition for analysing a set of decisions is the extraction of structured data from the text (so-called attributes), which are the subject of further analysis. In this context, the research team will identify and test various methods for extracting as many attributes as possible. Explicit attributes include attributes that are directly identifiable as part of the text (references to other legal sources, e.g. applicable legislation or other court decisions). Implicit attributes are not directly expressed as part of the legal text, but describe the text or part of it (e.g. keywords, key legal institutions). Any form of automation related to the extraction of concepts or terms will significantly speed up or directly replace any extraction provided by human analysis. The success of these methods will be verified by comparing their results with the results provided by attributes extracted by humans based on a selected number of legal sources.

- **Search**

*Representation of data obtained from legal text and proposal of a suitable search method:*

The available legal sources to be processed include documents in Slovak, English and French, with different attribute extraction methods being suitable for different types of documents. The research team plans to create a semantic model (RDF, OWL) for the uniform representation of objects, attributes and relationships in the form of a semantic graph. Although the Court of Justice of the European Union has already implemented such a representation, it does not yet exist in Slovakia. The disadvantage of this approach is slow searching, so the team will explore alternative forms of storage that minimise this disadvantage using RDMS, NoSQL databases and a full-text engine. The goal is a query system that would enable advanced searching in a set of legal documents using extracted attributes and a combination of full-text search or search using general terms. The result of this search would be a set of legal documents along with the attributes extracted from them.

- **Identification**

*Identification of relationships, deviations and groups of legal text:*

The greater the number of attributes and legal documents to be analysed, the more difficult it is for a person to identify interesting relationships between distinct attributes and documents that are specific or differ in some way from other legal documents. The research team's goal is to create a recommendation tool that will help reveal relationships between legal sources and identify documents worthy of further legal analysis. This can lead to the identification of so-called outliers, i.e. legal documents (e.g. court decisions) that deviate from established decision-making practice, or enable the discovery and verification of legal hypotheses reflecting internal relationships between legal documents. For verification purposes, case studies focusing on selected legal issues (in the field of personal data protection and criminal law) will be prepared.

## DISSEMINATION OF INFORMATION AND COMMUNICATION OBJECTIVES OF THE PROJECT

### *Communication objectives*

The communication objectives of the ALTAML project are strategically formulated to ensure the effective dissemination and maximisation of the impact of the project results in the field of automated analysis of legal texts, with the participating

entities focusing on raising awareness of the project its innovative benefits for a wide range of entities, with the aim of informing even smaller institutions about the existence of the project and its significance and benefits for society. We also consider the dissemination of results with professional or scientific benefits to be important, which includes the publication of articles in renowned journals and at conferences, or in the media or workshops, thereby ensuring public attention to the activities carried out within the project. Last but not least, it is important to create a positive image and build trust in the project, which all of the above activities should help to achieve.

The communication objectives of the project can be broken down into several primary points, namely:

- **announcing and promoting events and activities** carried out within the ALTAML project by sharing relevant information between internal and external stakeholders, thus ensuring that the results of the project and its benefits reach the right groups of entities,
- **raising awareness of project cooperation**, for example among students, staff, wider communities of member universities, or other institutions and bodies, specifically by providing appropriate and easily accessible information about the project, its activities and outputs;
- **ensuring the consistency and quality of communication itself**, in line with the mission, values and vision of the project,
- **directly identifying and highlighting individual outputs and results** of the project, with a particular emphasis on the role of deepening cooperation in areas such as technology, law and innovation.

#### *Dissemination objectives*

The specific dissemination objectives of the project are strategically set to maximise the overall impact and ensure that the project results are transferred to specific target groups. Thanks to the set objective, which is linked to the promotion of innovation and the practical applicability of the project outputs, the scientific outputs will become usable solutions in practice. As an integral part of the project is also the establishment of a network through cooperation and outreach to the public and potential partners, the target groups will acquire information on the use of artificial intelligence as a tool to streamline legal processes and improve access to justice for citizens.

We will focus specifically on the academic scientific community, where the concept of methodological innovations will be presented, while for legal professionals, the priority will be to demonstrate practical time savings and increased efficiency in the use of automated analysis of legal texts based on machine learning.

We want to inspire our target group, consisting mainly of students from various faculties, to pursue interdisciplinary studies that cover material from different fields,

such as law, computer science, or a combination of these two areas in information and communication technology law, which is closely related to the field of artificial intelligence, which is currently undergoing significant expansion.

The industrial sector may be attracted to the project by the potential for subsequent commercialisation and usability of solutions from the ALTAML project that could be used in practical problem solving. Subsequently, such a concept could also serve as an example for a range of public institutions, where the project outputs would be a positive contribution in relation to the modernisation of the legal system in the Slovak Republic, and education about the benefits and security of artificial intelligence in the field of law, with such an export of the project group's results bringing concrete benefits to various segments of society.

### *Key messages, communication style and language*

The messages conveyed by the ALTAML project are based on various pillars that accurately capture the essence and benefits of the project in question, while also being tailored to the target groups. First and foremost, this project revolutionises the processing of legal texts using artificial intelligence and pioneers the application of machine learning to the automated analysis of large data sets, opening up new possibilities for various fields, but especially for the legal field. The project and its outputs also help legal professionals to speed up and refine their work with legal texts, documents and sources of law, saving them time, reducing the risk of errors and increasing efficiency. The ALTAML project forms a kind of "bridge" between law and technology, bringing with it research with practical implications, ensuring interdisciplinary cooperation and supporting innovation. The automation of legal text analysis has the potential to increase the transparency and accessibility of legal information to the wider public, thus ensuring greater access to the law for all those who are interested. At the same time, this project is an example of how applied research in the field of artificial intelligence can bring concrete social benefits and address real challenges in today's society.

Communication and dissemination of information about the ALTAML project focus on providing answers to the main questions, which are:

- *What is the ALTAML project and what does it do? What are its goals and ambitions?*
- *Who are the members of the ALTAML project and what exactly do these members do?*
- *What are the expected and achieved results of the ALTAML project?*
- *What is the purpose of the ALTAML project, what will this project bring to different groups in society, and how can its results be used in everyday life?*

- *What is new in the field of law and artificial intelligence, and what should we pay attention to?*

The style and tone of communication should be primarily formal in relation to the public, given the official nature of the ALTAML project, but it should be characterised by a certain degree of flexibility and diversity, as a less formal style of communication is key to gaining the interest and engagement of certain target groups, such as students. When using shorter words and colloquial expressions, these should be used mainly on social networks (e.g. LinkedIn and project blog posts), as such spaces are characterised by increased flexibility with the possibility of using slogans or hashtags, which serve in communication campaigns to raise awareness and build engagement among the project's audience.

Regardless of the style of communication, the linguistic and grammatical correctness of the language used in communication channels and promotional materials, or in other documents, must be of an appropriate standard and comply with grammatical standards.

The main identity of the ALTAML project uses the basic elements of its visual identity, such as the logo, preferred font, colour palette and brochure template. The focus is primarily on the uniformity and consistency of the project's visual identity, thereby preventing fragmentation of the project brand and potential confusion with other projects.

Specifically, the project name "*Automation of Legal Text Analysis Based on Machine Learning*" or the abbreviated project name "ALTAML" will be the central element that will always be clearly and sufficiently communicated to the external structure of the company so that the target groups are aware of its existence and progress. The logo distinguishes the project from other initiatives, reflecting the areas of law, artificial intelligence and innovation, and is created from the initial letters of the English translation of the project name: "*Automation of Legal Text Analysis based on Machine Learning*". The project logo is designed to be modern and easily scalable for different types of platforms, while being easy to pronounce and memorable for target groups. The colour palette used on the project website and social networks is based on shades of blue and white, with this choice of colours ensuring clarity in the visualisation. At the same time, the project uses a uniform visual style for graphic elements, with a preference for clear and informative visuals that are relevant to the topics of artificial intelligence, data and law.

The purpose of maintaining consistency in the project vision is to create a sense of unity across all communication channels and relevant materials, including social media posts, templates, blogs and other documents produced by participating entities. All project members ensure the consistency and quality of project communication in accordance with the mission and objectives of the project, and all materials must ensure the appropriate display or visibility of the project's symbol/logo.

The specific use of the brand identity and the consistency of such use is ensured in particular by a graphic manual, which contains rules for the use of the project logo,

colours, fonts, layout, and the use of images or photographs. A range of templates is also available for use in presentations, documents, websites, social networks, printed materials and other documents. All interested project members involved in the creation of communication outputs will have access to this manual and will be familiarised with the rules for using the ALTAML project identity and the importance of its visual consistency, including through training and information provided to the entire team involved in communication outputs.

## STRATEGIC AMBITIONS - EXPECTED IMPACT

The activities developed in the area of project communication will be twofold, with the main objectives being:

- **raise awareness of the ALTAML project among target groups,**
- **disseminate the results and outputs of the ALTAML project.**

### *Improving internal communication*

Given the participating entities involved in the project, communication between them is key and must be effective, and the flow of information between these entities must not be interrupted. Although the individual entities are separate units, they participate in the project together and have designated levels of responsibility for individual tasks, which are assigned to them in advance and explained to them in detail. As part of effective internal communication, the participating entities have created a common internal communication channel where they can share their experiences, insights, or any problems that other members could help with. Through an effective communication process, the entities also agree internally on project decision-making processes, the organisation of workshops, the publication of articles on the relevant project blog, and other matters.

### *Updating strategic documents*

The results and insights gained from the project will be systematically integrated into strategic documents and project policy, ensuring their long-term impact and sustainability, while key methodologies and procedures will be reviewed internally as necessary and subsequently incorporated into scientific and research strategies or other plans. Thanks to the project's focus on the automation of legal text analysis, the knowledge gained will be actively accumulated and communicated to the relevant target groups, for example in the form of recommendations or opinions from the project group.

At the same time, all relevant knowledge, studies and analyses resulting from the ALTAML project can serve as background material for the preparation of new scientific or other projects, or grant applications at national or international level. To ensure transparency and support open access to knowledge, strategically important

documents and other relevant documents will be made publicly available on the project website, where possible.

### *Political dialogue, press and media relations*

Effective political dialogue and active press and media relations are key tools for the project, ensuring broad impact and ensuring that the results and outputs of the project are disseminated to all target groups in society. The implementation of the ALTAML project tasks is an opportunity to promote political dialogue, participate in open discussions with other stakeholders, and provide a space where new ideas and project activities can be implemented. The aim of the project will be to engage in open discussion and dialogue with local, regional and national stakeholders in order to discuss and analyse the latest aspects or challenges in the field of legal text analysis through machine learning, to make recommendations in line with the project results, and to establish new future collaborations and partnerships that can positively influence the network of participating entities. The aim is to inform institutions, authorities, entities and others about the potential of automated legal text analysis, to present specific solutions and subsequently to provide solutions relating to the regulation and implementation of artificial intelligence in the legal environment. Active contact with the press and individual media outlets will ensure the dissemination of information about the project's successes and findings to the general public, including, for example, the organisation of media workshops and interviews with journalists and the media. However, the most important thing at present is to create attractive media content, which is why the content of the ALTAML project will also be targeted at the online environment, where the audience may be interested in, for example, current contributions in the field of law and information technology, with links to the field of artificial intelligence.

## **2. STAKEHOLDERS AND TARGET GROUPS**

An important aspect of the project is to ensure that various recipients are informed about the functioning and activities of the project, with the level of awareness about the project expected to grow exponentially. However, communication and promotional activities must first understand the target group in question, and the communication style and appropriate communication channel must be selected according to each group.

- **Internal community of the ALTAML project**  
*academic and administrative management of the project,  
doctoral students as young researchers involved in the project,  
academic staff from UPJŠ and UNIBA,  
staff from Wolters Kluwer SR s.r.o.*
- **External audience**  
*students, doctoral students as young researchers, university graduates,  
legal aid providers (lawyers, judges, etc.),*

*state administration and public authorities,  
various institutions and other bodies,  
media and press,  
individuals as citizens of a constitutional state.*

### **3. PROCESSES AND CHANNELS FOR THE DISSEMINATION OF INFORMATION AND COMMUNICATION**

#### PROCESSES

##### *Working group for information dissemination and communication*

Effective information dissemination and communication require a coordinated approach by all parties involved in the project. To ensure a systematic and well-functioning approach, mutual coordination and communication between the participating groups consisting of members from the UPJŠ base members from the UNIBA base and members from the Wolters Kluwer SR, s.r.o. base, with each group having clearly defined positions and levels of responsibility, together with their specifications.

The working group will meet in person and online to plan, coordinate and evaluate the project's dissemination activities. The group consisting of participating entities will be responsible for assigning tasks and ensuring mutual information exchange on ongoing and planned communication activities. All members of the ALTAML project working group will follow a common dissemination plan and visual identity for the project and will ensure maximum effectiveness and consistency in their mutual communication.

The working group consists of:

- ***Pavol Jozef Šafárik University in Košice (UPJŠ)***

As the main coordinator and contributor to the project, UPJŠ holds key positions in the area of project management, communication and coordination. Representatives of this university are responsible for the overall strategic planning of dissemination activities, approving and mediating joint communication between participating groups, and ensuring compliance with the requirements of the grant scheme. Representatives also oversee compliance with the graphic manual and key project messages, supervise the management of the main website and, where necessary, coordinate all activities related to this project. The participating UPJŠ group is also responsible for communication with the managing authorities and for ensuring the integrity of all communication outputs. In the process itself, the group actively participates in all phases of the project, which include processing, attributes, search and identification.

- ***Comenius University Bratislava (UNIBA)***

The participating group from UNIBA will bring expertise to the project, particularly in the legal field. Its representatives will actively collaborate on the preparation of publications, for example, in the form of current news in the field via blogs, and will also participate in the preparation of publications and presentations at

conferences and workshops. This group will also focus on the process of automating the analysis of legal texts based on machine learning for the direct extraction of explicit and implicit attributes from legal texts, the representation of data obtained from legal texts, and will also participate in the design of a suitable search method.

- **Wolters Kluwer SR s.r.o.**

As a leading publisher of legal information and provider of software solutions for the legal sector, Wolters Kluwer SR s.r.o. has the main task of bridging the knowledge gained from the project to the practical and commercial sphere. Representatives of this group will participate in promotional activities aimed primarily at legal professionals, public authorities and state administration bodies, and other relevant entities that could effectively use the outputs and results of the ALTAML project. The expertise of this group will be essential in translating complex scientific knowledge into understandable information for practitioners and in identifying the commercial potential of the results, particularly in relation to the professional and lay public. This group will also participate in the organisation of presentations and workshops aimed at the general public, focusing on the practical applicability and benefits of the ALTAML project solutions.

## COMMUNICATION AND PROMOTIONAL CHANNELS

### *Website*

**Main website of the ALTAML project:** <https://altaml.upjs.sk/>.

**Objective:** to raise awareness of the project, its vision, objectives and funding bodies, to secure its position on the internet, to share news and gather all the most important information by publishing blog posts and current project outputs.

**Main target groups:** academics, researchers, interested internal parties, interested external parties, media and press.

### *Social media channels*

**ALTAML project LinkedIn page:** <https://www.linkedin.com/company/altaml-project/posts/?feedView=all>.

**Objective:** to communicate and promote the activities carried out within the project, to promote the outputs and results of the project, as well as the latest news.

**Main target groups:** all internal and external audiences.

**Website where blogs are published as contributions to the ALTAML project:** <https://altaml.upjs.sk/blog/> and also on the Comenius Blog at <https://comeniusblog.flaw.uniba.sk/>.

**Objective:** to communicate news from the field of law and artificial intelligence.

**Main target groups:** academics and researchers.

## 4. ACTIVITIES AND TOOLS FOR INFORMATION DISSEMINATION AND COMMUNICATION

### DIGITAL TOOLS AND ACTIVITIES

#### *Communication campaigns*

The ALTAML project's communication campaigns are strategically designed to target different audiences simultaneously, thereby ensuring increased awareness of the project itself, its activities and, subsequently, its outputs. The communication campaigns will be a long-term and coordinated effort, tailored to the duration of the project, its phases and set objectives, with each campaign having a defined audience, selected communication channels and clearly defined objectives.

In the initial phase of the project, i.e. the initiation and awareness-raising phase, the project will primarily focus on presenting the ALTAML project to the general public, mainly through the launch of the official project website and active use of social networks, such as a LinkedIn profile, where the most important information about the project and its vision for the future will be published.

In the second phase, which is already part of the subsequent development of the project, communication campaigns will focus on disseminating scientific, professional and other knowledge, which will include, for example, the creation of presentations, conferences and workshops for both the lay and professional public in order to maximise the impact of the project on the widest possible audience. At the same time, communication campaigns will also take place online through the publication of information on the project website and on the project's social media profiles. At the same time, blogs will be created as part of the project to communicate the broader social benefits of the project, raise public awareness of current developments in the field of law and artificial intelligence, and build a positive relationship with the project and its activities through active media relations.

All communication campaigns will be carefully planned with a focus on the target audience, available project resources and measurable success indicators, with the flexibility of the plan allowing for ongoing adaptation of different strategies based on feedback and project development.

Campaigns may consist of various activities such as:

- *online lectures and lectures organised in the form of webinars,*
- *posts published on social networks,*
- *holding various conferences focusing on topics related to the project's activities, progress and outputs,*
- *organising various workshops focusing on topics related to the project's activities, progress and outputs,*

- *publishing short informative blogs that provide readers with the latest information and news in the world of law and artificial intelligence across the globe.*

## EVENTS

Events organised as part of the ALTAML project strategy are an integral part of the dissemination plan and provide a means of direct contact with various target groups. The events not only allow for the presentation of results, but also encourage interactive discussion, relationship building with the public and potential future partners, and, last but not least, the collection of feedback, which is important for the activity and functioning of the project itself. The planned events will be organised on a variety of scales and will be tailored to the specific objectives of the event itself. The selection of specific events will be adapted to the current status of the project, available resources and possible opportunities. Each event will be carefully planned with regard to its specific objectives, and the success of the events will be evaluated and monitored internally.

Classification of the range of planned types of events:

- ***Scientific and professional conferences***

In order to disseminate scientific, professional and other results of the project, priority will be given to participation in relevant conferences, where the main contributor and its partners will actively present the progress of the project, its results achieved so far and the possibility of practical implications of the outputs for interested parties. Preference will be given to conferences that ensure high-quality dissemination and subsequent awareness-raising about the existence and activities of the project. Holding and participating in various conferences is key to developing discussion, establishing potential collaborations, and raising awareness of the ongoing activities carried out within the project scheme. In order to support communication efforts and enable wider communities to benefit from the results of this project, ALTAML will organise and participate in meetings as part of local initiatives, external initiatives or, if necessary, internal initiatives. Members of the research team will organise the event Law and Innovation - Legal Practice Ready for Artificial Intelligence?, which will take place on 14 November 2025 (<https://lai.sk/>). The conference will focus on issues of artificial intelligence regulation in a broad context, taking into account its overlap with practical application as well as legal education. The conference is intended for all legal professionals, with a view to how artificial intelligence can enrich their daily legal practice or education.

- ***Specialised workshops***

The project will organise specialised workshops focusing on specific methodological aspects, project phases, and practical applications of developed solutions that may be of interest to participating entities. The professional workshops will be targeted at a narrower and more specific audience, such as legal professionals (lawyers, judges, corporate lawyers and others), academics, students, and

representatives of companies specialising in artificial intelligence and legal technology. The workshops and seminars can be conducted in an active form, including practical demonstrations, discussion groups, or the opportunity to directly try out various activities carried out within the project. The aim of such dissemination activities is to spread knowledge and information about the project and its activities, including its results, as well as to obtain feedback.

- ***Presentations for students and the academic community***

In order to engage the younger generation and build capacity for the future, the ALTAML team will give presentations at universities, primarily at the law and IT faculties of UPJŠ and UNIBA. The presentations in the form of lectures will focus on popularising the topic of artificial intelligence in the field of law, presenting the results of the project, and inspiring and motivating students to take an interest in this interdisciplinary field, which is currently attractive to younger generations. In the case of dissemination and communication and compliance with the dissemination plan, this may also involve participation in Open Days, for example, or the organisation of various events on the topic of legal technologies.

On 14 May 2025, a workshop focusing on the analysis of court decisions was organised for students and the public at the Faculty of Natural Sciences, UPJŠ. During the workshop, participants learned how to use data analytics and machine learning methods to examine court decisions. Special emphasis was placed on graph structures, which allow individual decisions to be represented as nodes and their interrelationships to be visualised. Participants tried out representing decisions as a graph and categorising this data; visualising relationships between decisions using graph models; identifying anomalous or non-standard decisions using outlier detection – i.e. searching for significantly different decisions based on attributes and relationships in the graph. The workshop concluded with a practical demonstration of the COIN (Contextual Outlier Interpretation) method, which allows for a more detailed explanation of why a particular court document was evaluated as an anomaly. Link: <https://altaml.upjs.sk/news/workshop-analyza-sudnych-rozhodnuti-pomocou-dat-a-strojoveho-ucenia/>

Workshop organisation, on 11 November 2025 from 9:00 a.m. to 10:30 a.m., at the Faculty of Natural Sciences, UPJŠ. The workshop will present an analysis of court decisions using data analysis and machine learning. Participants will have the opportunity to learn about the use of graph structures for categorisation, visualisation and detection of anomalies in decisions.

Organising a workshop in April 2026 at the Faculty of Law, Comenius University Bratislava, to demonstrate the practical application of the results achieved in individual work packages.

- ***Events for the general public, media and press***

In order to raise awareness of the benefits of the project on a broader level and build trust in the use of artificial intelligence in the specific form of machine learning in

the legal field, events will be organised for the general public, media and press. Participation in various events can also be expected in the case of such events. In terms of effective dissemination and communication, such events may include press conferences, discussion forums, popularisation lectures or participation in various initiatives. The aim of organising or participating in such events is to communicate complex topics in understandable language ( ) and to demonstrate the social relevance of the project to the general public.

- **Internal events of partners**

In addition to external events, it will also be important to organise internal events within the partner entities, which are UPJŠ, UNIBA and Wolters Kluwer SR s.r.o. Such events may include internal seminars, training sessions, discussion forums or workshops to keep all members involved informed about the progress of the project, important relevant information concerning the results achieved, or the distribution of additional tasks among the partner entities. Holding internal events for cooperating partners will strengthen overall engagement and internal dissemination of knowledge.

## PROMOTIONAL MATERIALS, INCLUDING PRINTED MATERIALS

### *Brochures, posters and leaflets*

In order to promote the project to a wider audience, especially during external meetings and promotional events, a set of communication tools will be created, which will include a description of the project, its activities and objectives, and will be in line with the official brand identity of the project.

Brochures, posters and leaflets are a key tool for the visual and tangible dissemination of information about the project, and despite the current digital age, such tools remain relevant, especially when contacting target groups at events, conferences or within partner organisations. The role of these communication tools is primarily to communicate the key messages and benefits of the project to the public in a concise, visually attractive and effective manner, allowing them to gain an insight into the project's activities in this form. Such tools in material form can be distributed physically locally, at member universities, among staff, students, local institutions and other relevant entities, as well as during online events and activities organised on the internet. All elements of the project's communication toolkit will be distributed to all project members so that they can be made available when needed.

All of the above-mentioned printed materials will be designed in accordance with the visual identity of the project brand to ensure maximum consistency and recognisability of the ALTAML project from other entities. Brochures, posters and leaflets will be updated as necessary during the project to reflect its current results and milestones achieved by the project partners to date.

- **Brochures**

Brochures will be used to present the project and its results to date in more detail and with greater precision. The brochures will be designed to appeal to the widest possible range of target groups, but especially to professionals, the general public and potential future partners.

Content focus of the brochures:

- presentation of the project, including its name and logo,
- key results and benefits of the project,
- information about participating partners and the project team,
- contact information.

#### • **Posters**

Poster materials will be primarily intended for the visual presentation of the project at conferences, events, or university corridors, or for the presentation of the project in other public spaces. The aim of these materials is to attract attention, with the posters conveying all the important information about the ALTAML project in a short space of time, including its name, objectives, vision and results achieved to date.

The emphasis in the case of poster materials will be on:

- attractive visual design,
- concise and succinct messages and project objectives,
- a colour scheme in line with the visual identity of the project brand.
- QR code for easy access to the project website.

#### • **Leaflets**

Leaflets will be the most concise and widely distributable format among these dissemination and communication tools. Leaflets will be intended for mass distribution, which means that they can be distributed at various events, such as information stands, conferences, open days, or they can be used as part of promotional packages. This tool will be designed to be easy to read, visually appealing and quickly convey the essence of the project itself. Leaflets should serve as introductory material to more detailed information for the general public and potential interested parties.

Content focus of the brochure materials:

- presentation of the project, including its name and logo,
- one or two key messages or project objectives,
- the project's web address along with basic contact information,
- QR code for quick access to online information published on the website.

## PRESS AND MEDIA RELEASES

During the project, press releases will be issued to report on the most important project activities, initiatives and results achieved so far. Such relevant press releases will be published regularly and will be available mainly on the official project website, and can be distributed through various communication channels by directly sharing the link.

The project partners will follow and comply with the following when disseminating information:

- *keeping records of activities related to the ALTAML project,*
- *keeping records of dissemination activities carried out, such as presentation materials, detailed reports from meetings, or directly recorded audio-visual recordings of lectures and conferences.*

Press and media releases are a necessary tool for the project for controlled communication with the media and the general public, ensuring the effective dissemination of important news and results achieved through the project's activities, which in turn ensures relevant media publicity. , reports of this type will be formulated in a concise but professional manner, with an emphasis on communicating the benefits to the defined target groups that were to be addressed.

As part of the effective functioning of the ALTAML project, the participating entities will issue press or media releases, the frequency of which will be adjusted to the milestones achieved and successes made in the individual project phases.

Press and media releases may cover a wide range of events, from the initial official announcement of the project launch, its participating entities and objectives, to information on breakthrough milestones, publications, contributions, events and meetings. In the event of the project's success, the media may be informed about the completion and successful testing of a functional tool in the field of automated legal text analysis based on machine learning, with a particular emphasis on the practical use of such a tool and its benefits.

Events such as workshops, conferences or lectures may also be the subject of press and media announcements. In the event of future strategic partnerships, comprehensive summaries of the final results of the project and the long-term potential for future development of the project results may also be processed and used in the form of press or media releases.

Each individual press and media release will be carefully structured to ensure maximum clarity and effectiveness of communication. The header of the release will include an eye-catching headline that is clear, concise and immediately communicates and conveys the main message. This will be followed by an introductory paragraph summarising the most important information about the shared fact (e.g. what specifically happened, which entities were involved in the activity, when it happened and why it is important to mention it). This will be followed by the body of the report, which will consist of additional information and a more detailed explanation of the context of the communicated fact. This section may include, for example, quotes from project team members, representatives of partner organisations or leading experts in the field, which will add considerable credibility to the report and complement the text.

Press and media releases will also contain at least brief and concise information about the basic activities and message of the ALTAML project and its relevant objectives, as well as a short introduction to the entities involved in the project, which

are UPJŠ as the main contributor, UNIBA and Wolters Kluwer SR s.r.o. as partner entities. The press and media release tool will also contain basic contact information for the media, including the name of the project, its function and a link to the official project website.

Press and media releases will be distributed through various communication channels to maximise the reach of such tools and target the relevant audience, namely through:

- **e-mail distribution lists**, through which reports can be sent directly to relevant journalists, editors, online news portals and agencies interested in science, law and technology;
- **the official project website**, where news will be published for the purpose of effective communication with the general public,
- **official websites of partner entities**,
- **social networks** where short announcements and links to the full text of media and press releases will be published on the official project website,
- **press agencies** whose services can be used to distribute news to a wider media network,
- **professional magazines and various web portals** that can be directly addressed as specialised periodicals and online platforms.

In the dissemination and communication plan relating to the specific area of media and press releases, attention must also be paid to the language and tone of communication used in these tools. The messages will be formulated in clear, concise and professional language that is understandable to the general public, while also respecting technical terminology. The tone of communication will be exclusively informative, emphasising the innovative nature and specific partial benefits of the project. To ensure global reach and potentially attract international media, key messages may be selected and made available to such media primarily in English.

## EXTENDED VISUAL IDENTITY

The basic visual identity package for the project contains specific guidelines for the project's brand identity in line with its website, the project logo in various formats, guidelines for graphic design, basic templates for creating presentations and letterheads. The extended visual identity of the project, on the other hand, goes beyond these basic elements. The extension focuses on a comprehensive and consistent visual language that could be applied to all communication materials and platforms in order to strengthen the recognisability of the ALTAML project, its credibility and its innovative character. The aim of creating an extended visual identity is also to create a uniform

aesthetic for the project that will be immediately associated with the project and its mission and vision.

The extended visual identity of the project will include the following:

- **a set of graphic elements and icons** that can visually represent various themes of the project, such as icons and elements depicting data processing, legal texts, artificial intelligence, or others, in order to contribute to a quick understanding of the more complex concepts of the project and increase the visual appeal of the project materials,
- **photographs and illustrations**, for which rules for their selection and use will be established, with preference given primarily to modern, professional and relevant visuals with visual content focused primarily on their originality,
- **videos and animations**, which, with the growing popularity of visual content, will serve to present the project concept, demonstrate the tools used in it, or simply as promotional spots,
- **rules for web and digital platforms**, which will define in more detail the standards for the layout of content on the project website, formats for the project's social networks and other digital communication channels, and which may include, for example, image sizes for social media, font style, or text formatting.

## DEVELOPMENT OF DIGITAL COMMUNICATION CHANNELS

In today's digital age, it is important for the project to make effective use of online space to disseminate information, engage specific target groups and build a community in this space. The development of digital communication channels involves the creation and management of online communication channels for the project, which will ensure rapid access to information, transparency and dynamic communication about news, progress and results of project activities. The project's digital communication channels will be continuously maintained and developed to ensure that they remain attractive to both current and new supporters.

The primary and most important digital communication channel for the project will be its official website, which will serve as a central information and communication hub. The website is designed with an emphasis on user-friendliness and a memorable design. The content of this official project website will be updated as necessary and should always include the following:

- **news and a blog** highlighting the latest information, including significant milestones, project results, recent participation in events and conferences, and other relevant events;
- **new publications and outputs**, through which visitors to the project website will have access to the latest documents, reports or relevant articles,

- **comprehensive information about the project**, which may include its objectives, methodology, new project partners, or its individual members,
- **multimedia content**, which may consist of a photo gallery created from events, videos or other visual materials,
- **contact information**, which is essential for establishing contact with the project participants.

An additional digital channel is the project profile on the relevant social network LinkedIn, which is the primary channel for professional and academic communication, where it is also possible to share general information about current events, contributions, or other information about the project and establishing cooperation with experts. The project profile on this social network also serves for quick sharing of news, links, or for real-time interaction with the community. Managing the ALTAML project's LinkedIn profile involves regular posting, interacting with users of this social network, and monitoring relevant trends or discussions that could be directly related to the project.

All of the above digital communication channels will be visually consistent with the project's extended visual identity and will be interconnected to ensure a smooth flow of information and easy access to their published content. Monitoring analytical data, which mainly includes project website traffic and the reach of social media posts, will be an important element in the ongoing evaluation of the effectiveness of the dissemination strategy and, subsequently, its optimisation.

## 5. TIME SCHEDULE AND ACTION PLAN

Effective dissemination and communication of the project require a clearly structured timetable and action plan that simultaneously links the individual communication strategies with specific activities and phases of the project. A comprehensive approach and scheduling of the project life cycle will enable its ongoing monitoring and subsequent evaluation of the progress achieved in each phase of the cycle.

The timetable itself will be clearly divided into several phases, each of which will correspond to the most important stages of project development, starting with the project initiative and ending with the final summary of project results, i.e. the actual completion of project activities. Although the overall framework of the schedule should provide a reliable basis for planning, the exact dates and duration of individual activities will be continuously updated and adapted to the current status of the project.

The phases of the project dissemination and communication plan, reflecting their chronological order and the primary focus of each stage:

- **Phase 1 – Project launch and establishment**  
In the initial phase, which focuses on initiative and building basic awareness of the project and lasts approximately the first 3-6 months, the project team

will focus on creating a solid communication foundation. The official launch and operation of the ALTAML project website is considered key at this stage. At the same time, information about the launch of the project, its ambitions and the partners involved will be published on this website with the aim of attracting and addressing all target groups on this communication channel. A project profile will also be actively launched on the LinkedIn social network, which will be particularly relevant in relation to professional communication and will ensure wider popularisation of the project. An integral part of the first phase is also the organisation of internal meetings and workshops for all project partners, at which communication principles for all entities will be unified and the project's dissemination and communication policy will be discussed in detail.

- **Phase 2 – scientific and expert dissemination**

The next phase, which is dedicated to more intensive dissemination and communication, will run continuously throughout the main research and development phase of the project. At this stage, the project team will participate in various activities, such as attending and organising events and workshops for different target groups, publishing articles on news and interesting facts about artificial intelligence in a renowned professional journal and on the project's main website, and others. This phase also includes the organisation of internal professional seminars and workshops for students and young researchers from partner universities who could further use the knowledge gained and who might be interested in the project activities. This phase also involves updating the project's main website and LinkedIn profile with detailed information on scientific and other results and milestones achieved so far, in which the project team is jointly involved.

- **Phase 3 – application and cooperation with practice**

In the third phase of the project life cycle, attention will focus on practical applications and engaging potential future stakeholders who may be interested in the results of the machine learning-based legal text analysis automation tool. In this phase, it is necessary to focus on organising external and specialised workshops or seminars that will address a wide range of target groups, including, for example, solicitors, judges, notaries, and lawyers working in companies. These workshops and seminars will focus primarily on the benefits and effectiveness of the project's solutions in practice, with at least two such events to be held each year. At the same time, promotional materials in the form of brochures and leaflets will be created and distributed to communicate the practical benefits of the project. Active targeted communication aimed at businesses, industry representatives and potential commercial partners will be key to identifying

opportunities for commercialisation and further development. At this stage, it is also desirable to issue media or press releases providing more detailed information on the results achieved within the project in the field of automated analysis of legal texts using machine learning and on the direct practical benefits not only for the legal field.

- **Phase 4 – Final impact and sustainability**

The final phase of the project cycle focuses on the final process of dissemination, communication and sustainability, and will be implemented in the last three months of the project and will continue after its completion. In this phase, a comprehensive final press release will be issued, summarising in detail the results achieved, which will be presented to the general public and the professional community in this way. An important activity will be the preparation of a final study on the impact of the ALTAML project and the formulation of specific recommendations that could influence future legislative or regulatory processes in the field of law, artificial intelligence and technology. All data, outputs and key documents produced to date will be published on the official project website, ensuring their availability and accessibility for further use. Finally, this phase will focus on planning specific actions and activities related to ensuring the sustainability of results even after the end of project funding, thereby maximising their long-term benefit to society.

For the purposes of ongoing monitoring of the implementation of this timetable and action plan, it is necessary to hold regular meetings of the working group of implementing entities at least on a monthly basis, which is involved in the dissemination and communication plan of the project. Such regular meetings of the group will also facilitate the flexibility of possible updates to the action plan according to the needs of the project throughout its duration. At the same time, the successful fulfilment of the objectives of these four phases is an essential step for ALTAML to achieve its set goals and effectively transfer its knowledge and innovations into the practical use of project results, thus contributing to the modernisation of the legal system in the Slovak Republic.

## 6. MONITORING AND MITIGATION PLAN

For the dissemination and communication plan to work effectively, it requires not only detailed communication strategies, but also a sophisticated system for ongoing monitoring of progress and active mitigation of potential risks that may arise during the course of the project. This system must include systematic monitoring of the performance of all project communication activities, evaluating their actual impact and identifying potential obstacles in a timely manner. Thanks to this system, the project implementers will be able to respond promptly to situations that arise and thus ensure the successful achievement of all the dissemination and communication objectives set.

In order to monitor the progress of planned project activities and take corrective action where necessary, the following reporting tools will be introduced:

- **an annual communication report**, which will include a brief summary of the most important communication and promotion activities and actions, together with the results achieved;
- **a presentation or internal evaluation at six-monthly intervals**, summarising the ongoing collection of data to measure the effectiveness, impact and reach of the communication and promotion activities and actions carried out, together with the results achieved over a six-month period.

## MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES

The monitoring of activities carried out during the course of the project will be systematic and continuous throughout the duration of the project, based on quantitative and qualitative indicators. These indicators will provide the project team with a comprehensive picture of the success and impact of its efforts.

- **Quantitative indicators**
  - **the official project website**, where visitor traffic will be carefully monitored, including the total number of views, time spent on the website, and the ability to compare the attractiveness of topics in relation to the number of views of a particular concept published on the website, while it would also be appropriate to analyse the sources of traffic and the number of downloads of documents or other materials that may indicate the depth of interest in the project content,
  - **a profile on the LinkedIn social network**, where the reach of posts and engagement will be monitored, taking into account the number of profile views, "likes", comments, shares, clicks directly on links published under individual posts, or the growth in followers indicating the expansion of the online community,
  - **media publicity**, for which it is necessary to record the number of media mentions, articles, posts, interviews, or others, and based on which the approximate number of people who were addressed and attracted by the mention is then estimated, while it is appropriate to focus on a qualitative analysis of such mentions – in the form of positive, neutral, or negative mentions,
  - **publications, contributions and presentations**, where their number for the analysed period will be important, as well as possible citations in various databases such as Scopus, Web of Science or Google Scholar, which will indicate the interest of the professional and scientific community in the topics in question,

- **interactions and feedback**, where it is appropriate to analyse the number of enquiries received via contact forms on the official project website or by email, as well as the systematic collection and analysis of qualitative feedback from comments and suggestions that will help to improve the planned project activities and actions.
- **Qualitative indicators**
  - **perception of the ALTAML project**, with the aim of finding out how the project in question is perceived by various target groups, for example in terms of its innovation, relevance or credibility, which will indicate the audience's engagement with the project itself and their interest in the subject of the project,
  - **quality of interaction**, which will evaluate the depth and contribution of discussions at organised and implemented seminars, workshops, other events or, where applicable, on social networks, which will also indicate the audience's engagement with the project itself and their interest in the subject matter of the project,
  - **impact on policy and legislation**, where it will be necessary to monitor specific cases in which the project results have influenced discussions or decisions, for example within the state administration or the legislative process in the Slovak Republic;
  - **quality of partnerships**, where the contribution and stability of established cooperation with other institutions and entities will be evaluated, which will have a significant impact on the long-term sustainability of the project.

A team consisting of the implementing entities will meet regularly to ensure effective monitoring and prepare reports on the progress of dissemination activities and actions based on the data collected. Specialised analytical tools will be used to collect and analyse the data in question in order to monitor in detail the traffic on the project website and the behaviour of individual users on this platform and on other social networks of the project. The working team will also have access to the analytical tools of individual social networks, which will provide an overview of the reach and engagement of posts.

## RISK MITIGATION AND CRISIS COMMUNICATION

Despite thorough planning, unforeseen obstacles or crisis situations may arise during the implementation of the project, for which it is necessary to have a risk

mitigation plan in place, focusing on anticipating potential obstacles and preparing effective strategies to address them.

The main potential risks identified include low interest among target groups, especially in cases where the communicated project objectives do not resonate with the target audience or fail to reach them sufficiently. Another identified risk is insufficient media coverage in cases where the press and media releases do not reach the media and press agencies or are completely ignored. In such cases, the overall visibility of the project is reduced, with the risk of negative publicity being particularly sensitive, which is reflected in negative responses from society or individual entities, which may arise, for example, in relation to concerns about artificial intelligence and its impact on society and others. Technical problems that cannot be completely ruled out must also be taken into account and may include, for example, a malfunction of the project's official website or problems with internet platforms that could disrupt smooth communication.

Other risk factors include personnel changes, specifically in the individual participating groups of researchers, which may affect the continuity and quality of communication activities. Budget constraints are also identified as a potential risk, which may subsequently lead to a lack of funds for planned dissemination and communication activities. Another risk factor may be delays in meeting the project milestones, as such delays may have a negative impact on the ability to adhere to the planned schedule.

Specific strategic measures will be prepared for each of the risks identified above, as follows:

- *In the event of low interest, the project partners will re-evaluate the messages and individual project objectives and analyse the relevance and attractiveness of the project and its activities for different target groups. At the same time, it will be necessary to diversify communication channels and seek alternative ways of reaching the audience. In such a situation, it is also necessary to re-evaluate the improvement of published content, which may consist of creating more engaging, interactive, or visually appealing content.*
- *In the event of insufficient media coverage, the project team will proceed to personalise its approach to the media, which involves sending targeted materials to selected journalists or editorial offices. If necessary, the team will consider working with a PR agency that would be suitable for ensuring specialised and more extensive media distribution. To address negative publicity, it will be necessary to appoint a responsible person who will approve a pre-prepared key message and approve the subsequent process of communication with the public. If there is a risk of public concern about various aspects, it is necessary to proactively educate the public to ensure that the aspects of the project itself are explained and that it is transparent.*

- *In the event of technical problems, the project team will mitigate these risks by regularly maintaining the official project website and profiles on existing social networks. The team will also prepare to look for alternative solutions to such situations, which may include, for example, using other communication channels in the event of a failure of the main communication channel.*
- *In the event of personnel changes, budget constraints or project delays, it will be necessary to respond flexibly, which in turn will require adapting the dissemination plan to changing conditions:*
  - *in the event of personnel changes, there will be a redistribution of tasks and the assignment of responsibilities to specific individuals within the project team;*
  - *in the event of financial constraints, the search for alternative available resources will be considered, but it may be equally effective to search for and implement cheaper but equally effective communication strategies,*
  - *and in the event of delays in project activities and tasks with subsequent postponement of milestones, it will be necessary to update the dissemination plan according to its needs and time constraints.*

Regular meetings of participating and cooperating project entities will also serve as a platform for the continuous identification of potential and new risks, but will also serve as a space for discussion on the most effective strategies for mitigating such risks, thus ensuring the necessary adaptive approach to project communication management.

## ANNEXES

### 1. Project logo

Colour variant



Black variant



White variant





### 3. Presentation slide template





Financované  
Európskou úniou  
NextGenerationEU

PLÁN [OBNOVY]



ÚRAD PODPRESEDU VLÁDY  
SLOVENSKEJ REPUBLIKY  
PRE PLÁN OBNOVY  
A ZNALOSTNÚ EKONOMIKU



VÝSKUMNÁ  
AINOVAČNÁ  
AUTORITA



VÝSKUMNÁ  
AGENTÚRA



UNIVERZITA  
KOMENSKÉHO  
V BRATISLAVE



Wolters Kluwer

ALTAML

