Proposal No. 101047818
Call: ERASMUS-JMO-2021-HEI-TCH-RSCH

Project start: February 28, 2022
Project duration: 36 months

Digital Mare Nostrum – Mediterranean Digital Societies and Law (DIGIMED)

D1.1

Plan for dissemination, awareness-raising, and exploitation

Document Identification	
Due date	27th June 2022
Submission date	27th June 2022
Revision	-

Related WP	1	Dissemination Level	PU
Lead Beneficiary	POLITO	Lead Author	Dr. Alessandro Mantelero
Type	R	Related Deliverables	

Project: 101047818 - DIGIMED - ERASMUS-JMO-2021-CHAIR

Index

Executive Summary

This deliverable provides details on the dissemination, awareness-raising, and exploitation activities to be carried out during the project life cycle through different channels. It describes the implementation of these three activities in relation to the main goals of the DIGIMED project, described in the first Section (I. Project overview).

The deliverable is divided into four sections. After a brief overview of the project, the two core sections describe the **main targets** of the dissemination, awareness-raising, and exploitation strategy and the **main tools** used to develop it.

The analysis of the main targets includes four groups: (i) students; (ii) academia; (iii) civil society and business, and (iv) policymakers. The main tools used by the Chair for dissemination and awareness-raising purposes are the project's website, its social media accounts, the DIGIMED newsletter, the Network of Experts on Digital Mediterranean Societies (NEDMS) and the DIGIMED international events (conferences, workshops, and seminars). A key role in the entire strategy is played by scientific publications, which contribute not only to increasing awareness and disseminating the results of the project but also to the scientific exploitation of the Chair's activities.

Finally, two shorter sections deal with the project image and the challenges in the project development.

The Plan for Dissemination, Awareness Raising, and Exploitation will be systematically reviewed and updated in line with the development and the activities of the Chair, based on the project description. Given the main objectives of the Chair, this Plan aims to achieve the following **main goals**:

(i) **To raise awareness** among technical university students and scholars on the role of EU regulation in digital innovation, focusing both on the general framework and on the most challenging sector-specific issues.

(ii) **To disseminate knowledge** and insights on digital societies to a wide audience in order to stimulate policy debate and support EU policy-making about Mediterranean data-driven societies and with a focus on their socio-legal culture and contextual issues.

(iii) **To foster the dialogue** between academia and civil society through the engagement of stakeholders in public events, workshops and debates.

(iv) **To create stronger interdisciplinary interaction** between technical and non-technical universities on EU digital strategies and regulations.

(v) **To promote the dialogue between Mediterranean EU and non-EU countries**, contributing to addressing various policy and cultural issues, such as migration, maritime trade, and inclusive smart cities development.

To successfully achieve these goals, this Plan adopts a multi-faceted strategy encompassing different targets and tools, in line with the general "Who, How, What and When" scheme:

- Who: The Plan specifies the main target audience, identifying those who will benefit from the Chair's activities and tailoring the dissemination products for their specific profiles and interests.
- How: To better reach its multiple target audience and to expand it towards a more general public, the Chair relies on various tools and platforms for the dissemination and awareness-raising activities described in the Plan.
- What: The Plan presents the expected contribution of this project which includes scientific events, scientific publications, social media and media communication activities focused on the project goals, targeted communications tools to promote the project and the debate on digital societies (e.g., DIGIMED newsletter, Network of Experts on Digital Mediterranean Societies).
- When: The timing of the dissemination strategy will follow the ongoing tasks detailed in the project description according to its deliverables and milestones.

I. Project overview

The project focuses on digital societies and law aiming to investigate the apparent uniformity of the existing and proposed **EU regulatory framework** in the light of the socio-cultural component that, from a legal perspective, may influence its implementation and contextualisation.

To examine this relationship between the EU legal framework and **its concrete implementation in specific cultural contexts**, the Chair focuses on the Mediterranean area. This geographical area was selected because of two key components: its less active role in the EU debate on digital regulation and its cultural homogeneity emphasising the role of communities.

From this perspective, the focus on the Mediterranean dimension will shed light on the contribution of this area to EU regulation by providing different and complementary perspectives in the design and implementation of future digital strategies and human-centric AI. Viewing EU data and technology regulations through the lens of the Mediterranean culture contributes not only to their effective implementation but also to properly **addressing the specificity of the Mediterranean Member States**.

In addition, the Mediterranean perspective also creates a bridge in this field with non-EU cultures, which are actively involved in the events organised by the Chair. Fostering this **pan-Mediterranean dialogue on EU regulations** and policies is crucial in several fields, such as humanitarian actions and maritime traffic data management.

By focusing on the Mediterranean area, **the Chair aims to address three main needs**: (i) to strengthen the bridge between higher technical education and legal studies; (ii) to contextualise societal issues addressed by EU regulation on digital society; (iii) to foster Mediterranean studies in computer law through an international network of scholars and experts.

The main objectives of the project are: (i) to raise awareness among technical university students and scholars on the role of EU regulation in digital innovation; (ii) to draw attention, through public events and studies, to the specificity of the Mediterranean socio-legal context so that it is emphasised in the context of European digital policy development; (iii) to promote dialogue between academia and civil society; (iv) to facilitate interdisciplinary collaboration between technical and non-technical universities on EU digital strategies and regulations; (v) to build bridges between Mediterranean countries, including non-EU countries, on issues of common interest related to digital societies.

The overall objective of the Chair is to open up **a new field in legal interdisciplinary studies focused on digital Mediterranean studies**, contributing to addressing various policy and cultural issues in the Mediterranean area, such as migration, maritime trade, cybersecurity, and inclusive AI-based smart cities.

5

II. The main targets of our strategy

Based on the needs analysis briefly mentioned in the previous section and the project's objectives, the Chair identified four different target groups that can benefit from the Chair's activities: students, academia, civil society and business, and policymakers. The following subsections analyse each target group considering its composition and the tailored strategies and tools for dissemination, awareness-raising, and (where applicable) the exploitation of the project results.

II.1 Target 1: Students

The Chair's main activities are characterised by **an inherent strategy of dissemination, awareness-raising, and exploitation**. In this sense, teaching EU law and the exploration of project topics in MSc and PhD courses provides students at a technical university with an opportunity to discover the societal and legal implications of technology impact. This in itself constitutes an awareness-raising exercise.

Confirmation in this respect was given, for example, by the feedback received at the end of the first PhD course on Digital Societies & Law where students expressed positive comments highlighting the opportunity given to them by the course to address various aspects relevant to their research, which had not been investigated before in relation to EU law and digital technology regulation.

Another element of awareness-raising is provided by the **international seminars and conferences** organised by the Chair. Although these are scientific events designed to address a broad audience, students are undoubtedly the primary beneficiaries of the international seminars and conferences organised by the Chair over the three-year period.

First, these events provide an **in-depth analysis of crucial topics**, increasing awareness of societal challenges such as the humanitarian crises, smart city management, and cybersecurity in maritime traffic, to name but a few. Since limited room is usually given in university courses to the discussion of specific topics such as these, the Chair's dedicated events complement students' knowledge and awareness of the complexity of digital society by providing insights into key issues.

Second, the presence of renowned international experts makes possible **direct contact with those who are most involved in policy making and in the legal and technical debate** on digital society. This also contributes both to increasing students' awareness and to disseminating knowledge on the topics covered.

Finally, these events are both **streamed online and recorded, making it possible to reach a wide range of students**. As seen in the first quarter of the project, seminars and conferences are attended by students from other universities in Italy and abroad. This also stimulated on several occasions interesting debates in the Q&A session focusing on contextual experience and addressing specific doubts and questions on the EU legal framework and its application.

As regards the **dissemination strategies**, a distinction must be made between internal and external communication, considering the involvement of students from the

6

Politecnico di Torino and from other universities, including some universities the members of the Teaching Team are affiliated with.

Internal communication is based on ex ante **announcements** in courses, **posters** on the university's notice boards and on the **official website of the Politecnico**.[1] After the event, the main outcomes are disseminated via the **Chair's micro-website** on the Politecnico website.[2]

External communication uses some of the channels already mentioned for internal communication, namely the Politecnico website and the Chair's micro-website, but also dedicated tools such as the **e-learning solutions** used for online streaming of the events organised by the Chair and the availability of the recordings on the Chair's website. In addition, **networking strategies** are used to promote these events among students at other universities by relying on the network of the academics involved in the Teaching Team, who teach courses on ICT law and related topics at their universities.

Both internal and external communication is further amplified through social networks, where the Chair's accounts, as well as the Chair holder's profiles, contribute to disseminating both the events organised and their findings.

II.2 Target 2: Academia

As in the case of students, internal and external communication is addressed to this target group, which is also involved in awareness-arising strategies and, given the academic context, in the exploitation strategy.

With regard to the internal strategy, this mainly focuses on **increasing the attention of colleagues in the technical fields on the legal issues** related to digital applications when they have an impact on individuals and society. In this first stage, this was done through the promotion of the Chair and its initiatives, using the **media communication service** of the hosting university.[3] In addition, the Rector of the Politecnico opened the inaugural conference of the Chair, and all events are promoted internally in the Politecnico's **weekly newsletter**.

The project results have been and will be further exploited in **synergy with other research activities at Politecnico**, such as the nationally-funded "Dipartimento di Eccellenza" project (funded by the Ministry of Education) of the Department of Management and Production Engineering, which has a specific tack on AI and liability, and other collaborations with ongoing projects, such as the CyberSec4Europe project (funded by the European Union under the H2020 Programme) and the Collaborative

---

[1] See, e.g., https://www.politocomunica.polito.it/events/appuntamenti/(idnews)/18391 and https://www.politocomunica.polito.it/events/appuntamenti/(idnews)/18833.

[2] See. e.g., https://www.digimed.polito.it/2022/06/01/protecting-refuges-in-the-mediterranean-area-the-role-and-challenges-of-ai/; https://www.digimed.polito.it/2022/06/23/humanitarian-actions-in-mediterranean-digital-societies/.

[3] See, e.g., https://poliflash.polito.it/in_ateneo/al_politecnico_la_cattedra_jean_monnet_in_mediterranean_digital_societies_and_law.

Intelligence for Safety Critical Systems programme (funded under the Marie Skłodowska-Curie programme).

A second level of academic interaction is with the **members of the DIGIMED Team**, through their direct involvement in the scientific events organised by the Chair and in the dissemination and exploitation of the project results. They will also be involved in participating in the book *A sea of data: A Mediterranean perspective for digital societies* (see below) and as co-authors in scientific articles. With regard to publications, the Chair also aims to **stimulate the participation of young scholars** (see below on the call for papers for the Chair's events) and the **cross-fertilization** between different expertise and scientific backgrounds.

Regular communication between the project team also facilitates the dissemination of the Chair's events and the involvement of other colleagues from the partners' universities. This facilitates awareness-raising on the main issues concerning digital societies and opens up multi-disciplinary discussion, as already demonstrated with the first events. In this respect, a useful channel to share the contributions of the various project partners is the **project mailing list**, which is also used to share views on future events, coordinate partners' participation in them and their dissemination.

As regards external communications strategy, this is addressed to scholars who do not belong to the host institution and are not part of the project team. Both the **newsletter** and the creation of a **Network of Experts on Digital Mediterranean Societies** (NEDMS) are the main tools for promoting the project and its results among this audience. This is also achieved through the direct involvement of these scholars in the debate on the core topics of the project, as **speakers** or in workshops.

Furthermore, the planned **publications in international law journals** and the **online events** will enhance all the three goals discussed in this deliverable, i.e., dissemination, awareness-raising, and exploitation of the results. In this respect, the first scientific events have already seen the **participation of scholars from different scientific fields**, including non-legal areas such as Political Science, Sociology and Theology. The Chair will continue this **interdisciplinary dialogue** in future seminars and conferences, combining different perspectives on the topics addressed.

II.3 Target 3: Civil society, business community and SMEs

With regard to this target group, which includes various profiles, the Chair adopts a strategy based on **direct engagement** in the scientific events where we address the most relevant issues for civil society and business. They are also included in the Chair's **communication** activities, taking into account the specificity of these stakeholders.

In this regard, representatives of civil societies have been extensively involved in our first events with speakers from Homo Digitalis (Greece), the International Committee of the Red Cross, the Council of Europe, The Turkish Red Crescent, European Digital Rights, Human Rights Watch, Global Privacy Assembly, Privacy International. The same pattern will be adopted for future events and several of the organisations already involved in the project activities expressed their interest in continuing and broadening their cooperation with the Chair.

Regarding the involvement of the business community and SMEs, they benefit both from our **communication** and the online availability of **streamed and recorded events**, which adopt an accessible and problem-focused approach that facilitates the identification of key issues concerning digital societies, usually not debated in the business community. In addition, the business community and SMEs also benefit from their **direct involvement in the events** organised by the Chair.[4]

For the coming years, it is also planned to invite in the Chair's conference and create joint events with the Ilustre Colegio de la Abogacía de Barcelona – ICAB, considering the relevant attention to digital innovation in Barcelona, and the European Center For Not-For-Profit Law (ECNL), which plays a key role in giving the non-for-profit sector a voice in European digital regulation.

More in general, the Chair aims to create direct connections and to involve in its activities a variety of civil society and business community leaders to foster awareness of legal issues concerning digital societies within the EU regulatory framework. This will be done by adopting **a broad geographic scope** and facilitating dialogue between Mediterranean and non-Mediterranean countries, as was the case for the first events, with speakers from Greece, Turkey, the UK, the US, Belgium, and the Netherlands.

II.4 Target 4: Policymakers

As with the categories discussed above, social media communication, the Chair's website, the project newsletter, and the creation of a Network of Experts on Digital Mediterranean Societies are the main drivers of the Chair's dissemination and awareness-raising strategy for policymakers, who are also invited as speakers at the Chair's event.

In addition, although not included in the project, the Chair aims to directly involve the authorities most concerned with digital societies, i.e. data protection authorities. The idea is to involve them in a series of interviews, hosted on the Chair's website, and provide a general overview of the Mediterranean strategies they are developing in shaping policies for digital societies.

The feasibility of this project, which entails some challenges regarding the active involvement of these authorities, also due to the varied geo-political context, will be assessed in the coming months. The format is based on 15-minutes videos posted for each authority with an interview on the most relevant past, present and future challenges in policymaking for digital societies. This would be a significant contribution, combining the views of authorities from EU and non-EU countries and working in different socio-political contests dealing with different regulations.

---

[4] See, e.g., two sector-specific SMEs (LT42 and ReaQta) participated in the technical panel of the inaugural conference of the Chair, https://www.digimed.polito.it/events/#seminar202203.

III. The main tools of our strategy

To promote project activities and results, a variety of channels and tools are used with different target groups, as described in the previous section and summarised in the table below:

Dissemination tool	Target groups	Impact	Geographical impact
Website	Students, international students, scholars, civil society, business community and SMEs	High	Global
Social media – LinkedIn	Experts, professionals, business community, SMEs, policymakers, academia	High	Global
Social media – Twitter	Students, civil society, business community, SMEs, policymakers, academia	Medium	Global
Newsletter	Experts, professionals, business community, SMEs, policymakers, academia	Medium	Mediterranean /global
Network of Experts on Digital Mediterranean Societies (NEDMS)	Experts, professionals, business community, SMEs, policymakers, academia	High	Mediterranean /global
Publications on international law reviews	Students, experts, professionals, policymakers, academia	High	EU/global
Publication - Book	Students, experts, professionals, business community, policymakers, academia	High	EU/global

International conferences	Students, experts, professionals, business community, SMEs, policymakers, academia	High	EU/global
International seminars/workshops	Students, experts, professionals, business community, SMEs, policymakers, academia	Medium	EU/global

III.1 The Chair's Website

The Chair's project website is a dedicated micro-site hosted on the Politecnico di Torino website (https://www.digimed.polito.it/) and is both as a gateway to facilitate the interaction among project partners and a showcase where those interested in the issues addressed by the project (see target groups above) can access and remain up-to-date on project results. The structure of the website will be adjusted throughout the life of the project to meet changing needs as the project progresses.
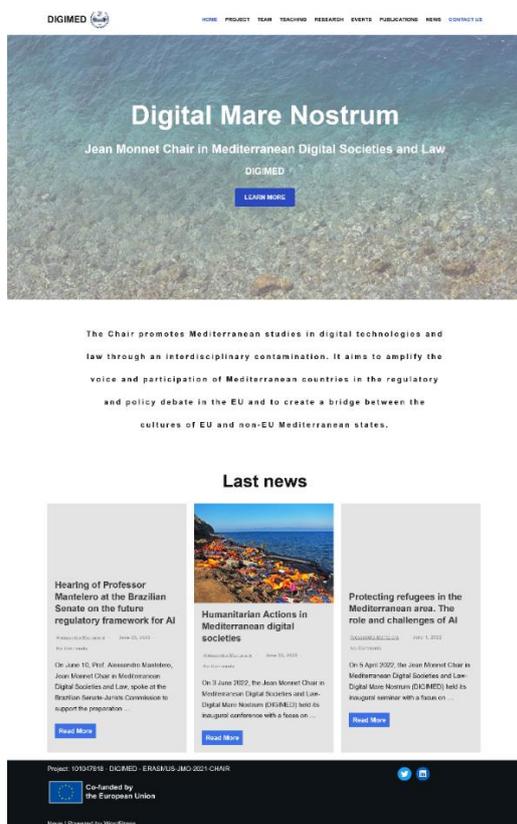
The website structure includes dissemination and interactive components. The dissemination components currently include information on the Chair's partners and the Advisory Board, contact information, event announcements (conferences, seminars, and workshops) and related videos, teaching activities, publications, and recent achievements. The interactive components include an active blog with posts from project staff and Advisory Board members about the project and project-related content.

The Chair's website is divided into 9 main sections: Home, Project, Team, Teaching, Events, Publications, News and Contacts. All pages include a reference to the project number and the EU logo. They also include links to the Chair's social media accounts.

In the coming months the logo composed of the project name and the logo of the Politecnico di Torino will be replaced by a dedicated logo, which has not yet been designed due to the challenges that characterised the project's start-up phase (see below Section V).

The homepage of the project website includes a brief description of the Chair's main goals and the last three posts on its activities (seminars, conferences, publications, other events and initiatives related to the Chair).

The Project section provides more information about the project and the needs it faces, while the Team page includes the profiles (photos and biographies) of the Chair holder, members of the Teaching Team and members of the Advisory Board.

A dedicated page focuses on teaching activities, providing a brief description of the courses and main activities, with links to the official pages of these courses.

The most articulate part of the website is the Events section as it plays a crucial role in communicating, raising awareness, and strengthening the relationship with all the experts and scholars that participate in the project and the various potential target audience.

To visually show the project progress, an interactive timeline is embedded and updated with the scientific events. This timeline facilitates the communication of the project activities so all the target groups can know in advance the topics of the events and plan their participation in the seminars/conferences, as well as scholars can decide to submit their proposals through the Chair's call for papers.

This timeline also provides a general overview of the project outcome and includes links to all the programmes and video recordings of previous events, which are available on the same page.
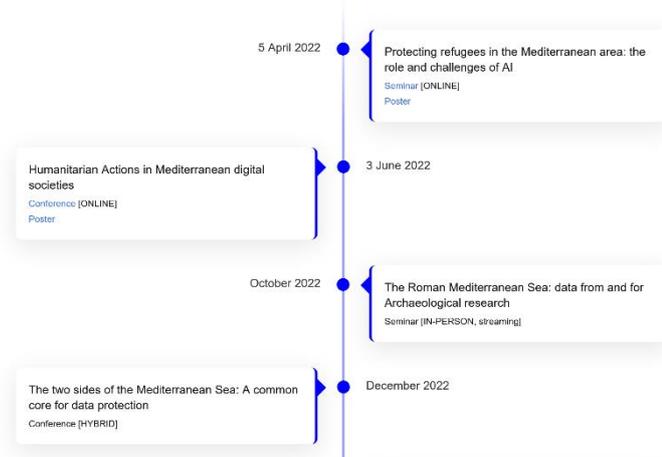
These video-recorded events provide an important contribution to the dissemination and awareness-raising objectives of the project, together with the dissemination on social media, creating a single point of reference for those interested in learning more about digital Mediterranean societies and law.

In terms of communications strategy, given the privacy-sensitive community involved in the project, the Chair decided to host all content only on the Chair's website rather than on other platforms (e.g., YouTube). Although this is more challenging technically and in terms of communication (we have to intensify the communication via social networks), this solution provides a more data protection-oriented environment and has been highly appreciated by several speakers.

Another important section of the website is the News page. Here we post the summary and the main outcome of each DIGIMED event,[5] easing the dissemination through the newsletter, social media, and other channels. The news also includes other activities related to the main topics of the project and carried out by the Chair holder or members of the project team.[6]

As these posts include several links to different related sources, they also provide a contribution to increasing knowledge and awareness on the topics covered, by referring to research centres, publications, and other sources useful to students and our wide audience to deepen the themes related to the Chair's main goals.

This section will also be used to gather contributions from experts in various non-legal fields, such as history, sociology, and economics, to better capture the complexity of the Mediterranean digital culture.
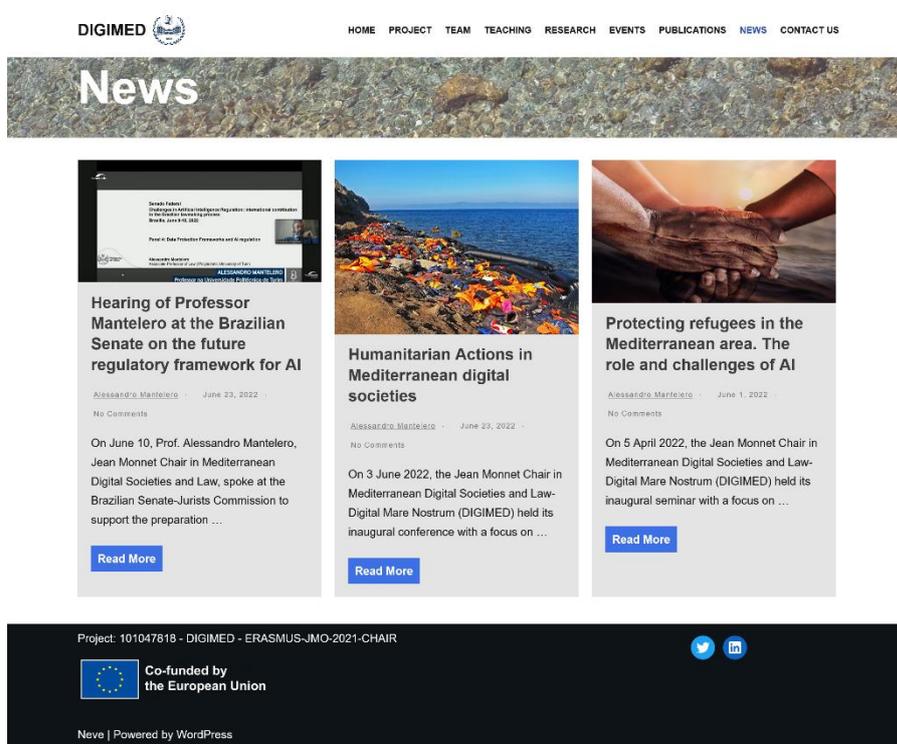
The contact section has standard features that make it possible to contact the Chair directly via an online form and a dedicated email. It also includes information on the location of the host institution and how to reach it.

The last sessions, on research and publications, are still underdeveloped as the project started in March. They will host information on the scientific activities of the Chair and a list of publications related to the Chair's topics authored by the Chair holder and other team members, including the specific publications expected as the main outcome of this project (see below Section III.6).

---

[5] See, e.g., https://www.digimed.polito.it/2022/06/23/humanitarian-actions-in-mediterranean-digital-societies/ and https://www.digimed.polito.it/2022/06/01/protecting-refuges-in-the-mediterranean-area-the-role-and-challenges-of-ai/.

[6] See, e.g., https://www.digimed.polito.it/2022/06/23/hearing-of-professor-mantelero-at-the-brazilian-senate-on-the-future-regulatory-framework-for-ai/.

III.2 Social media

The Chair has an active social media presence, focusing on two main channels (Twitter and LinkedIn) to provide regular updates on project activities and results. These platforms are used in ways that fit their nature, with the Twitter account most active during events to live-tweet and interact with the different target groups. On the other hand, communication via LinkedIn (given its academic, professional, and policy-making audience) is more widely used to disseminate event announcements, links to publications and relevant content. This social network is also used for more in-depth analysis, cross-posted from the DIGIMED blog.

The hashtag feature on these social media sites serves to channel and frame discussions around the Chair, based on the use of relevant keywords such as #AI, #HumanRights, #privacy, etc.

Twitter account

The Chair's account was created at the beginning of the project and after only a few months it is already showing a good performance, as demonstrated by the following figures concerning the last 28 days and the trends in the first three months. This is also taking into account the time required for positioning in a highly populated network such as Twitter.

Communication on Twitter has been focused on the Chair's activities and this necessarily affects the variation of account activity and the monthly profile visits and impressions, which increase in connection with conferences/events organised by the Chair.

The broader and more mixed audience of this social network also facilitates wider dissemination of multimedia content and real-time interaction with all the targets of our communication and dissemination strategy, as well as contributes to raising awareness of the specific topics covered by the Chair's events and enables the Chair to reach a general, non-expert audience.

Mar 2022 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 650 impressions

Save the date!
📅 April 5 - 16:00CET (online)
@DIGIMED_JMChair Inaugural Seminar

PROTECTING REFUGEES IN THE
MEDITERRANEAN ARE. THE ROLE AND
CHALLENGES OF **#AI**
With **@EleChelioudakis**
@massimomarelli @ClemBarbaro
@empo11on T. Gazi **@bayramselvi06**
@ChloBemy

politocomunica.polito.it/en/events/all_…
pic.twitter.com/v7dBQ17Ng8

INAUGURAL SEMINAR
PROTECTING REFUGEES IN THE MEDITERRANEAN AREA
THE ROLE AND CHALLENGES OF AI
April 5, 2022 - 16.00-19.00 CET

↩ 1   ⟲ 6   ♥ 10

View Tweet activity   View all Tweet activity

Top mention earned 37 engagements

Save the date!
📅 April 5 - 16:00CET (online)
@DIGIMED_JMChair Inaugural Seminar

PROTECTING REFUGEES IN THE
MEDITERRANEAN ARE. THE ROLE AND
CHALLENGES OF **#AI**
With **@EleChelioudakis**
@massimomarelli @ClemBarbaro
@empo11on T. Gazi **@bayramselvi06**
@ChloBemy

politocomunica.polito.it/en/events/all_…
pic.twitter.com/v7dBQ17Ng8

INAUGURAL SEMINAR
PROTECTING REFUGEES IN THE MEDITERRANEAN AREA
THE ROLE AND CHALLENGES OF AI
April 5, 2022 - 16.00-19.00 CET

↩ 1   ⟲ 6   ♥ 10

View Tweet activity   View all Tweet activity

MAR 2022 SUMMARY

Tweets	Tweet impressions
7	1,141

Profile visits	Mentions
1,379	7

New followers	
8	

17

Analytics   Home   Tweets   More ⌄   Jean Monnet Chair Mediterranea… ⌄   Sign up for Twitter Ads

Top Follower followed by 86.4K people

FREE TO BE HUMAN
PI

Privacy International ✔
@privacyint   FOLLOWS YOU

For a world where technology will empower and enable
us, not exploit our data for profit and power.

View profile

Apr 2022 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 163 impressions

here is the link to connect:
polito-it.zoom.us/j/84010990761?…
twitter.com/DIGIMED_JMChai…

⟲ 1   ♥ 1

View Tweet activity   View all Tweet activity

Top mention earned 59 engagements

Global History of Empires
@HistoryEmpires · Apr 4

@Sasha_Etkind @PriyaSatia
@Andreas_M_Bock
@lorenzokamel @AlexLHinton
@muradsubav
@KimAtiWagner @giannako
@dirkmoses
@European_Yale @PeruginiNic
@_sen_sharmila
@transimphist @LalehKhalili
@DIGIMED_JMChair
@nyuiilj @IntHist @razsegal

↩ 1   ⟲ 1   ♥ 5

View Tweet

APR 2022 SUMMARY

Tweets	Tweet impressions
3	1,062

Profile visits	Mentions
753	2

New followers	
17	

Analytics   Home   Tweets   More ⌄   Jean Monnet Chair Mediterranea… ⌄   Sign up for Twitter Ads

Top Follower followed by 7,380 people

Sofia Ranchordas (she/her)
@SRanchordas   FOLLOWS YOU

Full Professor Public Law & Innovation **@univgroningen**
@UniLuiss former **@yaleisp** Digital Innovation &
Inequality | SmartCities | Regulation Fiction 📗 🎨🌍

View profile

May 2022 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 400 impressions

📅 Save the date!
3 June 2022
@DIGIMED_JMChair [on Zoom]

International conference on Humanitarian Actions in Mediterranean Digital Societies

Click here to register:
polito-it.zoom.us/webinar/regist…
pic.twitter.com/6XS2JMPJja

INAUGURAL CONFERENCE
HUMANITARIAN ACTIONS IN MEDITERRANEAN DIGITAL SOCIETIES
Friday, June 3, 2022
Morning Session 9:30 - 12:30 | Afternoon session 14:30 - 17:30

↩1 ♻4 ♥5

View Tweet activity | View all Tweet activity

Top mention earned 82 engagements

Alessandro Mantelero
@mantelero · May 21

📅 Save the date!
3 June 2022
@DIGIMED_JMChair [on Zoom]

International conference on Humanitarian Actions in Mediterranean Digital Societies

Click here to register:
polito-it.zoom.us/webinar/regist…
pic.twitter.com/6eRNgGFCfK

INAUGURAL CONFERENCE
HUMANITARIAN ACTIONS IN MEDITERRANEAN DIGITAL SOCIETIES
Friday, June 3, 2022
Morning Session | Afternoon session

↩1 ♻8 ♥10

View Tweet

MAY 2022 SUMMARY

Tweets	Tweet impressions
2	538

Profile visits	Mentions
367	3

New followers
4

🐦 Analytics Home Tweets More ⌄   Jean Monnet Chair Mediterranea… ⌄ 👤 ⌄ Sign up for Twitter Ads

Top Follower followed by 1,533 people

Yannick Meneceur 🇪🇺
@YannickMeneceur FOLLOWS YOU

Personnel | Chef de div. @ Conseil de l'Europe | Maître de conf. associé @ Unistra | Auteur de « L'#IA en procès », Bruylant - Prix du Cercle Montesquieu 2021

View profile

Jun 2022 · 22 days so far…

TWEET HIGHLIGHTS

Top Tweet earned 190 impressions

Thank you to all who participated in this conference on Humanitarian Actions in the Mediterranean Digital Societies.

We look forward to seeing you at our next events! digimed.polito.it/events/
twitter.com/mantelero/stat…
pic.twitter.com/yc2w3Qqp7G
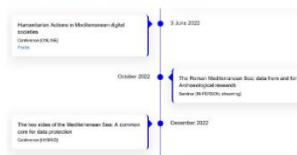
🐦 Analytics Home Tweets More ⌄

View Tweet activity | View all Tweet activity

Top mention earned 93 engagements

Alessandro Mantelero
@mantelero · Jun 3

The inaugural conference of the @DIGIMED_JMChair has started, join us!

digimed.polito.it/events/
pic.twitter.com/EtSPXqhSKq

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

JUN 2022 SUMMARY

Tweets	Tweet impressions
2	3,069

Profile visits	Mentions
645	8

New followers
6

Jean Monnet Chair Mediterranea… ⌄ 👤 ⌄ Sign up for Twitter Ads

Tweets with photos get noticed

It's true. Tweets with images **drive more engagement** and generate more responses.

Learn how to share a photo

Top Follower followed by 2,321 people

BİLGİ Information Technology Law Institute

BILGI IT Law Institute
@Bilgi_ITLaw FOLLOWS YOU

Istanbul Bilgi University IT Law Institute

View profile

LinkedIn Chair's profile

The profile was created at the beginning of the project, but shows a slower growth compared with the Twitter profile. This is due to two main reasons: the different nature of this social network and the 'competing' role played by the LinkedIn account of the Chair holder. The professional nature of this network makes it useful to create stronger connections focused on the project topics, also in the view of the creation of the Network of Experts on Digital Mediterranean Societies (see below) whose initial core can built on the LinkedIn network.

On the other hand, this network is more oriented towards professional collaboration than content sharing and needs more time to grow in number. In the first months, a limited number of contacts (21 connections and 28 followers as of 26 June 2022) is therefore to be expected. In addition, a fairly strong LinkedIn profile of the Chair holder (622 profile viewers in the past 90 days; 1,495 followers; 1,242 connections) negatively affects the propensity of potential followers to also connect to the Chair's profile.

To address this issue, the communication strategy in the coming months will seek to characterise the Chair's profile in a different way than the personal profile of the Chair holder. This will also be facilitated by the increasing number of events that will be organised during the project development drawing more attention to the Chair's profile.

Finally, despite the limited number of connections, it is worth noting that there is a prevalence of academic followers with specific expertise on the topics covered in the first public events organised by the Chair and some of them have an extensive social network on LinkedIn that may be useful for future dissemination.

III.3 DIGIMED newsletter

Published every three months, this newsletter is used to provide partners and stakeholders with information on the development of the project, initiatives and news related to project topics, and ongoing collaborations with other entities focused on Mediterranean digital societies and EU law.

The first newsletter will be realised in July, a little behind the schedule,[7] as it will be used to promote the newly developed Chair website and provide summaries of the first two international events organised by the Chair.

III.4 Network of Experts on Digital Mediterranean Societies (NEDMS)

In the course of the project, a dedicated network will be created with the aim of involving scholars, experts, policymakers, and civil society representatives who wish to contribute to the development of Mediterranean studies on digital societies and law. The first core group of the NEDMS will be the Teaching Core Team, but we will use the Chair's social networks to expand it, as well as involve those who participated in the Chair's event as speakers.

---

[7] See also Section V.

The NEDMS will not only promote the initiatives of the Chair and disseminate their results, but also contribute to the implementation of the project and to its long-term impact by contributing to the development of Mediterranean studies on digital societies and law.

III.5 International conferences, workshops and seminars

Each year, the Chair organises two international conferences on thematic topics concerning the Mediterranean dimension and the use of data and AI. These events make it possible to reach a wide international audience, fostering the EU integration process on data-driven societies and the dialogue and cooperation between EU countries, as well as between EU and non-EU countries.

To better achieve this goal and to promote communication and dissemination of the project results, all events are streamed online, recorded, and made available on the Chair's website (see above Section III.1). In addition, the Chair aims to increase the attention of young scholars from different fields on the issues that characterise digital societies; to this end, a call for paper is issued before each conference to select two speakers to be included in the conference programme.

The structure of these events is open and facilitates interaction and active learning, by combining the traditional conference format (presentations, roundtables) and workshop methodology. Depending on the different topics addressed in each event and the expected outcomes, these two parts can be merged and organised in various ways, in terms of time allocated to each of them and the use of open or closed sessions for the conferences and workshops.

Seminars and Conferences

5 April 2022, Seminar [ONLINE]

Protecting refugees in the Mediterranean area: the role and challenges of AI

3 June 2022, Conference [ONLINE]

Humanitarian Actions in Mediterranean digital societies

October 2022, Seminar [IN-PERSON, streaming]

The Roman Mediterranean Sea: data from and for Archaeological research

December 2022, Conference [HYBRID]

The two sides of the Mediterranean Sea: A common core for data protection

May 2023, Workshop [IN-PERSON]

Tourism and data: open data and data commons

June 2023, Conference [HYBRID]

Tourism and responsible data use in the Mediterranean area

October 2023, Seminar [IN-PERSON, streaming]

Human architecture and digital architecture in AI- based Mediterranean smart cities

December 2023, Conference [HYBRID]

Public data: Planning cites

May 2024, Seminar [IN-PERSON, streaming]

Maritime traffic and cybersecurity

June 2024, Conference [HYBRID]

Maritime traffic data

December 2024, Workshop [IN-PERSON]

Societal biases and AI regulation

February 2024¸ Conference [HYBRID]

Privacy cultures in the Mediterranean Sea

III.6 Scientific publications

Based on the research results presented during the seminars and conferences, the book **A sea of data: A Mediterranean perspective for digital societies** will be published in English by an international academic publisher (Springer, Intersentia, Hart Publishing or Routledge).

This book edited by the Chair will be the main academic contribution of this project, focused on digital societies in the Mediterranean area and dealing with the socio-legal challenges of data-intensive technologies and AI. The book will adopt a multidisciplinary approach with chapters covering different issues, including the legal, societal, and technical dimensions. It will benefit from contributions provided by scholars and experts from the Mediterranean area, including some from the Teaching Team and from the list of the invited speakers at the events organised by the Chair.

With the support of the Teaching Core Team, the Chair is also **expected to publish at least one article per year in a scientific international law review**, focused on the main topic addressed in the year. In this regard, the network created during this three-year project, involving different universities and institutions, will facilitate joint publications focused on the Mediterranean on some of the topics addressed, both on national and international scientific reviews.

Finally, the project will create a **"Jan Monnet - Digital Mare Nostrum" working paper series** based on the best papers selected through the call for papers launched for the annual conferences organised by the Chair.

DIGIMED project is fully committed to open access and all the teaching materials and publications produced by the projects are open access. The default open access rule for publications and teaching materials will enable full and easy access to learning and scientific results.

IV Project image and language

The project's image focuses on the Mediterranean context, and this is reflected in the dominant **colours** of the Chair's website (blue and white) and in the selection of the main images used in the webpages.

A **dedicated logo** of the Chair will be created by the Media Relations Unit of the Politecnico di Torino to be used for all public activities (presentations, publications, website, social media, etc.) together with the information on the EU funds. This will facilitate the Chair's activities in being identified and being recognised as funded by the EU. Reference to the Jean Monnet Chair was added to the Chair holder's qualifications in all the official communications and conference presentations.

Finally, as regards the **language**, the adoption of the English language for all the activities (courses, teaching materials, conferences, seminars, workshops, and publications) makes the project results accessible to an international audience of students, scholars, business, civil society, and policymakers who can benefit from the broad debate on digital societies and EU law carried out in this project and its proposals on new policies and improved practices. The Chair's proposals will then be developed more specifically in the project publications, with a case-based and policy-oriented focus.

V. Challenges in project development

In January, after a very positive evaluation of the DIGIMED proposal, the EC asked for the project to start. As this project – given its teaching core – was planned in its proposal to start at the beginning of the academic year, this created serious difficulties. In this regard, an amendment was also needed to meet the project requirements within the framework of the 2021/22 curriculum already set by the host institution.

The impact was even more significant on the organisation of Chair's events. Considering their international dimension and the side effects of the still severe Covid pandemic in Italy and in Europe at the beginning of 2022, as well as the very short time to contact intentionally renowned speakers. The first part of the project was therefore time consuming and the effort in terms of organisation was greater than originally envisaged in the proposal.

In this regard, it is worth mentioning that the first two events organised by the Chair involved **20 speakers from 11 countries**, all **high-profile speakers** such as the former UN Special Rapporteur on the right to privacy, the Head of the Data Protection Office at International Committee of the Red Cross, the Head, Youth Policy Division – Secretary to the Joint Council on Youth and the European Steering Committee for Youth at the Council of Europe, the Director of Migration Services at The Turkish Red Crescent, the Co-Director of the Norwegian Centre for Humanitarian Studies, and several distinguished scholars, such as Aaron Martin (Tilburg University and Maastricht University), Michelle Pace (Roskilde University), Paolo Benanti (Pontifical Gregorian University).

The overlapping of the pre-project phase to prepare the launch of the project in all its parts, including communication on social media and the website, and teaching activities

(which, moreover, created an overrun of 50 hours on the maximum teaching workload foreseen for the Chair holder according to the university regulations, due to previously assigned teaching duties for the academic year 2021/22), inevitably had a negative impact on the harmonious development of the project in the first months and the achievement of all KPIs.

On the one hand, all teaching activities were realised, and events held. The number of attendees, on the other hand, was more limited due to the pandemic situation and the short time to promote the Chair. In this regard, the development of the main objectives of the communication plan was brought forward compared to the project timeline, with the launch of all the social media accounts in January and the finalisation of the project website by the end of May (M3), although expected for M6.

Finally, it is worth noting that, despite the lump sum approach adopted by the funding agency, Italian regulations and administrative practices require public procurement procedures and a series of authorisations (that in many cases take months) to obtain crucial services related to project development.