

D6.2: Dissemination and communication mid-term report

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Abstract	This deliverable provides a report on communication and dissemination activities pursued by the BAG-INTEL consortium during the first half of the project. It also reports on the achieved progress against set targets and goals. In addition to tracking and reporting on the progress, the deliverable presents the amended strategy and plan for communication and dissemination, which will be pursued by the consortium during the second half of the project to guarantee BAG-INTEL's broad visibility and uptake of its results.
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Nature of the deliverable:	to specify R, DEM, DEC, DATA, DMP, ETHICS, SECURITY, OTHER*	
Dissemination Level		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	✓
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
Classified S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan



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ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This report builds on deliverable D6.1 Dissemination and Communication Strategy and Plan, submitted to the EC in December 2023, and the set of Key Performance Indicators (KPIs) defined and agreed on before the project launch. The document describes pursued communication, dissemination, and community-building activities, as well as tools and channels used by the BAG-INTEL consortium to maximize the project visibility and engagement with target audiences during the first 18 months of the project, i.e., since its kick-off in September 2023, up to the project mid-term in February 2025.

The report highlights how the BAG-INTEL consortium has worked toward achieving the following strategic objectives:

- Establish a strong and recognizable project identity: Develop a distinctive visual and brand identity to support outreach efforts and enhance the project's visibility.
- Engage diverse stakeholders to showcase project outcomes: Foster active engagement with end users, the scientific community, industry stakeholders, policymakers, and citizens to promote the BAG-INTEL solution and its practical applications.
- Facilitate the adoption of BAG-INTEL results: Contribute to scientific domains and standardization bodies and actively promote further development of innovative solutions based on project outcomes.
- Leverage synergies with related initiatives: Collaborate with other publicly funded projects and initiatives to amplify impact, share best practices, and ensure knowledge exchange.

The document evaluates the progress in spreading knowledge about the project, stimulating stakeholder engagement, and ensuring free and open access to key project results. It also outlines the planned communication and dissemination activities for the remainder of the project, ensuring alignment with the overarching strategy and objectives outlined in D6.1.

By reflecting on both achievements and lessons learned, this deliverable aims to serve as a reference for continuous improvement in the project's communication and dissemination endeavors, ensuring that the outcomes of BAG-INTEL are effectively communicated to relevant audiences to ensure their uptake and sustainability.

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ABBREVIATIONS

AI	Artificial Intelligence
CERIS	Community for European Research and Innovation for Security
D	Deliverable
EC	European Commission
ESReDA	European Safety, Reliability & Data Association
ICT	Information and Communications Technology
KPIs	Key Performance Indicators
LEA	Law Enforcement Agency
M	Month
SEO	Search Engine Optimization
WP	Work Package

1 COMMUNICATION AND DISSEMINATION M1-M18

1.1 COMMUNICATION AND DISSEMINATION STRATEGY

To ensure BAG-INTEL's broad visibility and maximize its impact, a comprehensive communication, dissemination, and community-building strategy (outlined in more detail in deliverable D6.1 Dissemination and Communication Strategy and Plan) was developed at the beginning of the project. This strategy establishes the overarching framework for the project's communication and dissemination activities and provides clear guidance for individual members of the BAG-INTEL consortium to effectively carry out their outreach efforts. The strategy has been consistently implemented by project partners since the project kick-off. Specific tools and activities developed and utilized during the first half of the project are detailed in the following sections.

1.2 COMMUNICATION AND DISSEMINATION OBJECTIVES

As planned during the proposal preparation, BAG-INTEL's communication and dissemination activities will span the entire project duration, to ensure the project's broad visibility and effective showcasing of its innovative solutions, technologies, and results. This ambition is guided by the following impact-creation related objectives:

- Establishing a distinctive and recognizable visual identity to support outreach activities and ensure broad visibility of the project.
- Effectively showcasing project results by engaging stakeholders across diverse sectors, including end-users, the scientific community, industry, policymakers, and citizens.
- Facilitating the adoption of BAG-INTEL results by contributing to scientific domains and standardization bodies and actively promoting further development of innovative solutions based on project outcomes.
- Building synergies with other publicly funded projects and initiatives to enhance the impact of BAG-INTEL.

1.3 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

1.3.1 Visual Identity

The work within WP6 started with the design of the BAG-INTEL visual identity. In that context, the following assets were developed: color palette, logo and icon with different variations, typography, and templates for deliverables and presentations. Besides, a style manual was developed and shared with all project partners to ensure that the project's visual identity is coherent and recognizable across all channels and materials used by the consortium to promote the project. The BAG-INTEL visual identity elements have been and will continue to be integrated in all promotional and dissemination materials produced by the project. Additional details can be found in D6.1.



Figure 1: Example of BAG-INTEL illustrative visual and logo package

1.3.2 Project website

Design, structure, and content

The BAG-INTEL project website, developed in the first months of the project, is a fully operational platform providing detailed information on the project's objectives and work. It features a user-friendly interface that allows easy access to public materials produced by the project, as well as content gathered from various activities and related initiatives. Serving as the primary access point for both the public and stakeholders, the website offers a range of materials and information related to BAG-INTEL's ongoing work and plans.

The website's design and structure, developed by web design specialists, were specifically crafted to effectively communicate about the project to the relevant target audiences. Built on the WordPress platform, the site aligns closely with BAG-INTEL's bespoke branding, reinforcing the project's identity and visibility.

All produced promotional and dissemination materials refer to the website, ensuring consistent messaging and a recognizable project brand identity. The website adopts responsive design principles to ensure optimal viewing across various devices, adapting its layout based on the user's viewing environment.

The BAG-INTEL website is periodically updated to ensure its content is relevant and interesting for visitors. Besides, to help drive traffic to the website, close attention is paid to Search Engine Optimization (SEO), keywords, and cross-references.

Website traffic – statistics

The website performance is continuously monitored through Matomo, an analytics platform chosen to track site visits and other relevant information. This tool provides valuable insights to inform content strategy adjustments.

At the time of writing (February 26, 2025), the website counted 4,493 unique visitors who generated 7,663 page views.

The most frequently visited pages – homepage aside - include:

Events (751 page views)

News (606 page views)

Consortium (543 page views)

Visits Overview



Figure 2: Matomo analytics screenshot

1.3.3 Social media

To effectively promote the project's activities and outcomes, several social media accounts have been established and integrated with the project website. These platforms play a crucial role in fostering discussions on innovative border management technologies and related topics, while also highlighting the project's achievements and building an engaged online community. BAG-INTEL leverages LinkedIn, YouTube, and X, with LinkedIn serving as the primary outreach platform as the community increasingly migrates away from X.

To enhance engagement and maximize impact, BAG-INTEL actively monitors the social media activities of its consortium members and synergy projects. The project strategically tags and mentions both partners and synergy projects in relevant posts, increasing their visibility and encouraging collaboration. This approach strengthens the collective online presence and fosters partner and stakeholder engagement, creating a ripple effect that amplifies outreach and impact.

At the time of writing, BAG-INTEL counted 54 followers on X and 239 followers on LinkedIn. The project's relatively low follower count on X is primarily due to the ongoing shift in social media user preferences. Over the past months, many users and organizations have reduced their presence or entirely migrated away from X to alternative platforms such as Mastodon and Bluesky. In response to these changes, the project has prioritized its presence on LinkedIn, where engagement is more stable.

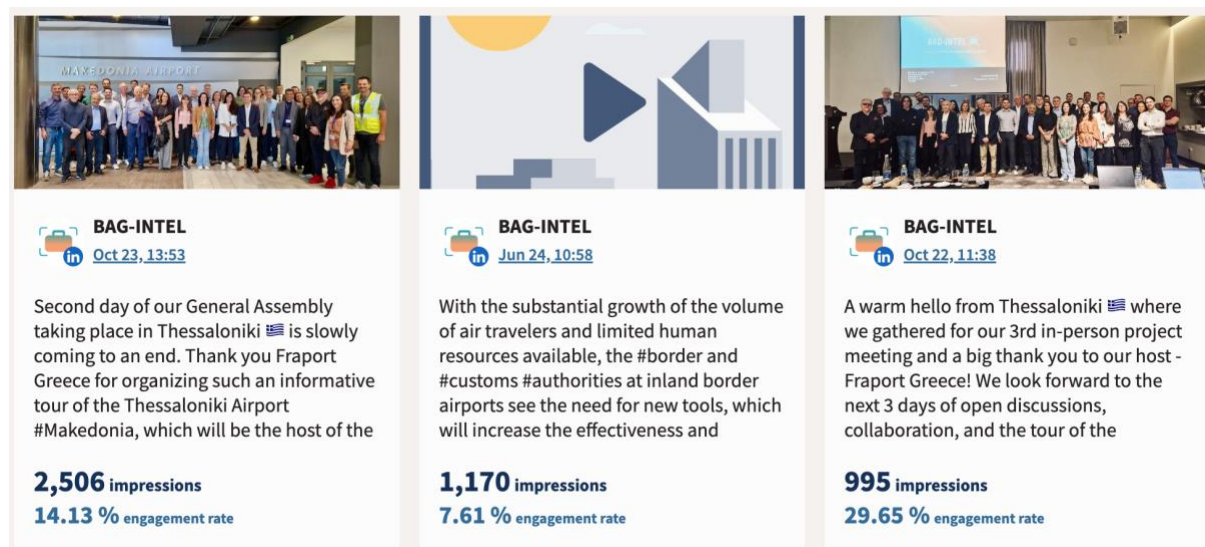


Figure 3: Top 3 LinkedIn post engagement (source: Hootsuite analytics)

1.3.4 News items

The BAG-INTEL consortium ensures transparency and keeps its stakeholders, including the public, informed about project activities by publishing news items that highlight key undertakings, achievements, and milestones. To date, the project published 22 news articles and two press releases—one announcing the project kick-off and another marking the relocation of Use Case III to Milan. Demonstrating its commitment to broad accessibility and engagement, the consortium published these press releases in eight languages, reflecting the linguistic diversity of its partners. All articles are available on the BAG-INTEL website, with selected pieces also promoted via social media and the project newsletter.

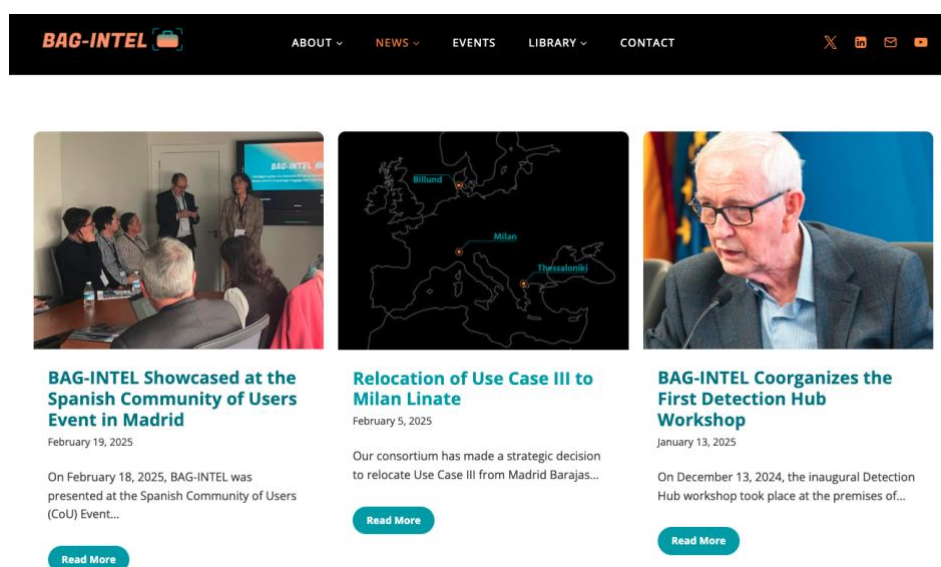


Figure 4: The news section of the BAG-INTEL website

1.3.5 Newsletter

The BAG-INTEL newsletter is published twice a year, providing updates on project activities and outcomes. It includes information on past and upcoming tasks, attended and organized events, as well as significant news and announcements from individual consortium partners. All project partners contribute relevant information to ensure the newsletter content is engaging, accurate, and timely.

A subscription-based mailing list was established to facilitate the distribution of the newsletter via mass mailing. Interested parties are able to register for the newsletter through a subscription form available on the project website. The consortium ensured that all actions complied with GDPR regulations.

Three project newsletters were distributed to date. Each edition of the newsletter was designed in line with the BAG-INTEL brand identity and optimized for responsive display across various devices. In addition to the regular newsletter, one newsflash was sent to the same subscriber database to share time-sensitive updates. All published newsletters and newsflashes have been uploaded on the project website.



Figure 5: One of the BAG-INTEL newsletter issues

1.3.6 Communication campaigns

The first communication campaign was launched at the beginning of the project to provide an introduction to the BAG-INTEL consortium. The campaign featured a series of social media posts highlighting each consortium partner, outlining their expertise, specific role within the project, and contributions to the overall project goals. This approach helped showcase the diversity of skills within the consortium, fostered visibility among stakeholders, and established a strong foundation for future communication activities.

The second communication campaign was launched in January 2025 with the aim of showcasing the project's technical work and highlighting its key deliverables. The campaign features visually engaging

summaries of the submitted deliverables, designed to capture the interest of a broader audience. By simplifying complex technical content, the campaign ensures that non-technical stakeholders can easily grasp the project's progress and contributions. Meanwhile, the technical audience benefits from concise overviews of deliverables, which helps them determine if the full document is of interest and relevance to them. This approach not only broadens the project's reach but also facilitates a deeper engagement with both technical and non-technical stakeholders. The consortium has decided to expand the scope of this communication campaign in the second half of the project to include not only deliverables but also published papers, thereby further broadening its impact.

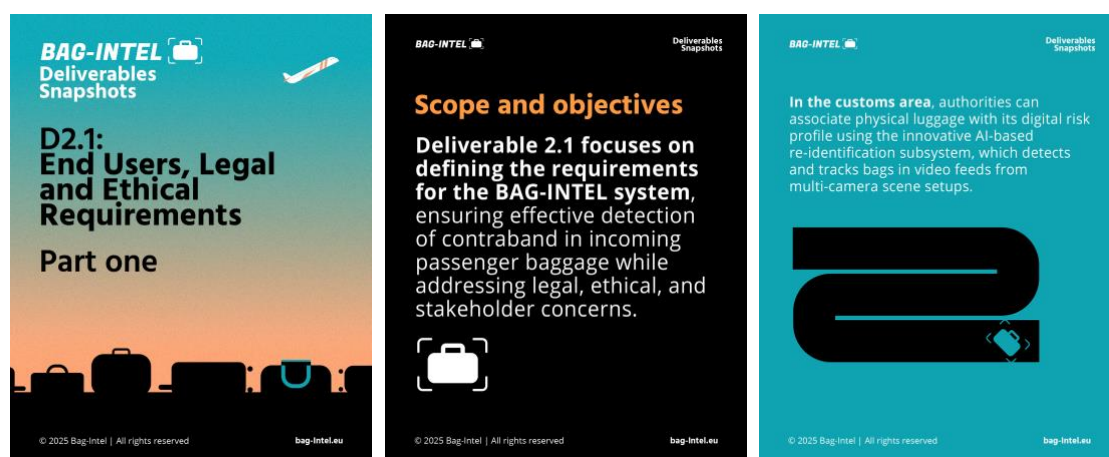


Figure 6: The “Research Snapshots” campaign

1.3.7 Promotional materials

During the first reporting period, several key promotional materials were produced and disseminated, primarily in the context of event participation.

Project flyer: Released in February 2024, the project flyer provides an overview of the project’s ambition and core components. This flyer underwent a content update in September 2024 to ensure its relevance and accuracy.

Roll-up: A roll-up was independently designed by project partner GUCI, under the supervision of MARTEL, for use at the second plenary meeting. This meeting included participation from local connected authorities, enhancing the visibility of the project among relevant stakeholders.

PowerPoint presentations: Several engaging PowerPoint presentations were developed to promote the project, share its ambition, and explain its potential to improve customs operations. These presentations were used at various events and meetings to effectively communicate the project’s objectives and demonstrate its relevance and applicability.

Context & Mission

With the substantial growth of the volume of air travellers and limited human resources available, the border and customs authorities at inland border airports see the need for new tools, which will increase the effectiveness and efficiency of baggage customs controls without the need to increase the total number of human resources involved in the process.

How does **BAG-INTEL** come into play?

BAG-INTEL is a Horizon Europe project established to address this challenge. Over the course of the project, our international consortium will bring together all their expertise to develop robust AI-based information utilisation and decision-making support tools that will help the border and customs authorities at inland border airports in performing their duties.

Project Objectives & Features

- **AI-powered functionality** for enhanced detection of contraband in **x-ray scanning** of luggage
- **AI-camera-based end-to-end reidentification** of luggage
- **Digital twin** for system visualisation and performance optimisation
- **Use cases** for tests, demonstrations, and evaluations at three European airports
- Easy-to-use **training material** for end users

BAG-INTEL in numbers



24
PARTNERS



8
COUNTRIES



36
MONTHS



3
USE CASES

Figure 7: The BAG-INTEL flyer (inner spread)



The flyer for the BAG-INTEL Second Plenary Meeting features a teal and orange color scheme. At the top, it displays logos for the Government of Spain, the Ministry of Interior, and the Spanish Guardia Civil. The central text reads "BAG-INTEL" with a suitcase icon, followed by "SECOND PLENARY MEETING". The event details are "Adolfo Suárez Madrid-Barajas Airport" and "6-7 March 2024". Below this, a grid of logos represents the project's partners, including Leged Technologies, netcompany, DBC, clackhaus, PSI, INSA, samtha detection, EXUS, Isdefe, CEP-LIS, EASA, Euprot, AASE, ADM, TOLD, STYRELSEN, and MARTEL. The bottom section, titled "Project funded by", lists the European Union and the Swiss Confederation, along with their respective government departments.

Figure 8: The BAG-INTEL roll-up

1.3.8 Videos

In the first reporting period BAG-INTEL released three videos which have been uploaded on the project's YouTube channel and mirrored on its website. So far, the videos uploaded on the project's YouTube Channel reached a total of 400 views.

The video “Introducing the BAG-INTEL project”, features an interview with the Project Coordinator Henrik Larsen who introduces the key concepts and expected impact of the work conducted within BAG-INTEL. The video was shot during the BAG-INTEL's kick-off meeting and published in February 2024.



Figure 9: Screenshot from “Introducing the BAG-INTEL project”

The video “The BAG-INTEL project at a glance”, is a brief explainer video depicting the animated journey of a suitcase through the envisioned BAG-INTEL contraband detection and reidentification system, from arrival to inspection. The piece also briefly informs stakeholders about the planned use case pilots' locations. The video was published in June 2024; in addition to the reported performance on YouTube, it reached a total of 1,160 impressions on LinkedIn (plus 8 total reposts) and was used within presentations at several external events.



Figure 10: Screenshot from “The BAG-INTEL project at a glance”

The video “Ethical and Societal Implications of Security Technologies in Border Management – online workshop”, consists of a full recording of the eponymous workshop co-organized in collaboration with I-SEAMORE, ODYSSEUS, and FLEXI-Cross projects. Omitted are only the breakout sessions conducted to stimulate discussion on specific topics, whose outcomes are nevertheless covered in the recorded wrap-up. The recording was published shortly after the event took place, in November 2024, and further shared by the other projects which co-organized the webinar.



Figure 11: Screenshot from the webinar recording

1.3.9 Events

Attended



Figure 12: The BAG-INTEL partners on the stage of external events

The BAG-INTEL consortium participated in a variety of events to present and promote the project and network with relevant stakeholders. Some of the attended events include:

Spanish Community of User – Plenary Meeting, February 18, 2025. Led by the Spanish Ministry of Interior and co-organized with the Center for the Development of Industrial Technology, the event brought together key security end-users and stakeholders. BAG-INTEL was presented by ISDEFE who highlighted the challenges addressed by the project and its technological approach to enhancing security operations.

ODYSSEUS Technical Webinar on Border Management Technologies, December 11, 2024, online. The event brought together project experts working on cutting-edge technologies designed to enhance border management processes. The webinar highlighted significant advancements achieved by ODYSSEUS, I-SEAMORE, FLEXI-Cross, and BAG-INTEL.

II Congress of Artificial Intelligence of Andalusia, November 19-21, 2024, Granada, Spain. A BAG-INTEL ethics expert from the University of Granada delivered a presentation at the session “Building a Responsible AI: Regulation, Transparency, and Ethics.”

XI National Defence and Security R&D Congress, November 12-14, 2024, Jaén, Spain. GUCI participated as a speaker in the plenary session “Technologies for Security”, presenting the technologies developed in BAG-INTEL and other EU and nationally funded projects, in which GUCI is involved.

Seminar ‘Technological Innovations in the Civil Guard,’ November 5, 2024, Aranjuez, Spain. During this event, GUCI presented, among other topics, the technological innovations developed in BAG-INTEL and other EU and nationally funded projects, in which GUCI participates.

ESReDA seminar “From Risk Imagination to Safety Intervention – Managing Risks with Knowledge,” November 14-15, 2024, Athens, Greece. BAG-INTEL was highlighted in a dedicated session, where three papers showcasing the project’s cutting-edge developments in risk management and security technologies were presented.

The Saudi Airport Exhibition, November 11-12, 2024, Riyadh, Saudi Arabia. PSI represented BAG-INTEL, showcasing the project’s innovative approach to transforming customs controls for incoming luggage. The event, centered on Saudi Arabia’s airport expansion and modernization, offered a valuable opportunity to introduce BAG-INTEL to both local and international stakeholders.

I-SEAMORE webinar “Use of AI in Border Security,” October 30, 2024, online. The event showcased AI’s transformative role in enhancing safety, efficiency, and transparency in border operations. BAG-INTEL’s presentation by Henrik Larsen highlighted its AI-powered customs solution for baggage controls, sparking interest among attendees. The event fostered cross-project insights, with presentations from I-SEAMORE, ODYSSEUS, and FLEXI-Cross projects.

Research and Innovation Symposium for European Security (RISE-SD), October 16-17, 2024, Chalkidiki, Greece. ICCS presented BAG-INTEL’s Secure-by-Design, Hierarchical-Multi-Cloud, IoT-Edge-Cloud Architecture while DBC presented legal, privacy, and ethical challenges addressed by BAG-INTEL.

The 88th Thessaloniki International Fair, September 7-15, 2024, Thessaloniki, Greece. The event, which welcomed over 221,000 visitors, highlighted global advancements in technology, sustainability, and innovation, fostering international collaboration and engagement. BAG-INTEL was represented by Fraport Greece, which, as part of the fair’s ‘zero waste’ initiative, used QR codes at its booth to provide digital access to BAG-INTEL materials.

Projects to Policy Seminar, June 25-26, 2024, Brussels, Belgium. Organized by CERIS, the event facilitated knowledge exchange, networking, and strategic insights for aligning project results with EU policy needs. BAG-INTEL was represented by the Project Coordinator and its communication and dissemination lead who presented BAG-INTEL’s operational scenario, its features and capabilities, and an explanation of how the project intends to advance beyond the state-of-the-art.

IT Exchange (Fraport's corporate event), June 4-6, 2024, Varna, Bulgaria. Fraport Greece presented BAG-INTEL to a group composed of IT Department Heads of Fraport Group of companies/airports.

Passenger Terminal Expo & Conference, April 16-18, 2024, Frankfurt, Germany. PSI Logistics attended and exhibited at the Expo to gain insights into the industry's latest developments, discuss solutions to its key challenges and prospects, and present BAG-INTEL.

SICUR 2024, February 27-March 1, 2024, Madrid, Spain. GUCI attended and exhibited at the event to showcase the most cutting-edge resources they use in their daily work at the service of citizens and present BAG-INTEL and other EU and national funded projects in which GUCI is involved.

CERIS workshop on illicit drugs: challenges and opportunities for introducing innovative and science-based approaches, February 21, 2024, Brussels, Belgium. KEMEA attended to engage with EU research initiatives, explore new approaches for combating drug-related issues, and discuss the role of innovative science-based methods in supporting EU policy and practitioners.

Organized



Figure 13: BAG-INTEL Project Coordinator Henrik Larsen on the stage of the Detection Hub workshop

In addition to attending external events to present the project and network with relevant stakeholders, the BAG-INTEL consortium was also actively involved in the organization of the following events:

Detection Hub workshop, December 13, 2024, Madrid, Spain.

BAG-INTEL co-organized the inaugural Detection Hub workshop at CETSE in Madrid, Spain with other projects comprising the Detection Hub (more information about the Detection Hub was provided in Section 1.4). The event brought together experts from law enforcement, civil security, and border management to exchange knowledge and discuss challenges and innovations in detecting drugs, explosives, and illicit goods. The event included project presentations and panel discussions on procurement strategies and operational experiences and capabilities, emphasizing multi-sectoral collaboration and technological advancements. The workshop highlighted the achievements of several EU-funded projects, fostered valuable networking opportunities, and laid the groundwork for future advancements in detection technologies and civil security. BAG-INTEL was represented by Henrik Larsen of Legind Technologies and Miguel de la Rubia Rodiz of the Spanish Tax Administration Agency (AEAT).

Workshop on Ethical and Societal Implications of Security Technologies in Border Management,
November 20, 2024, online.

BAG-INTEL collaborated with three other EC-funded projects—ODYSSEUS, I-SEAMORE, and FLEXI-Cross—to organize a webinar addressing the ethical and societal implications of security technologies in border management. The event brought together 60 international experts to discuss challenges and opportunities in aligning technological innovations with legal, societal, and ethical standards. BAG-INTEL contributed a presentation led by Henrik Larsen of Legind Technologies and Javier Valls-Prieto of the University of Granada, focusing on integrating ethical principles into technology development for smarter customs controls. Interactive breakout sessions facilitated discussions on regulatory frameworks, societal challenges, and practical solutions for embedding ethics into border operations.

1.3.10 Publications

The BAG-INTEL consortium is committed to bringing research results closer to the public and adheres to the open access guidelines set by the Horizon Europe work program. In line with these guidelines, all scientific publications emerging from the project are freely available to interested parties. To date, three papers developed as part of BAG-INTEL have been published (see Table 1). All published papers are available on the project website and Zenodo, a general-purpose repository, supporting long-term preservation of data deposits.

Table 1: BAG-INTEL publications

Title	Authors	Publication venue	Link to paper (on Zenodo)
“Risk-based Customs’ Intrusive Inspection Decision Making: Algorithm & Preliminary Case Study”	Lamia Hammadi, Eduardo Souza de Cursi, Mohamed Eid, Henrik Larsen	65th ESReDA Seminar From risk imagination to safety intervention – Managing risks with knowledge	https://zenodo.org/records/14926243
“Processing Heterogeneous Data Sources for Risk Management by Knowledge Graph Databases: The Case of BAG-INTEL Research Project”	Bartolome Ortiz-Viso, Karel Gutierrez-Batista, M. Dolores Ruiz, Maria J. Martin-Bautista	65th ESReDA Seminar From risk imagination to safety intervention – Managing risks with knowledge	https://zenodo.org/records/14006314
“BAG-INTEL: A Hierarchical Multi-Cloud IoT-Edge-Cloud Architecture for	George Bardas, Panayiotis Michael, Panayiotis Tsanakas,	65th ESReDA Seminar From risk imagination to safety intervention	https://zenodo.org/records/14883223

Enhanced Airport Security and Operation"	George Lalas, and Henrik Larsen	– Managing risks with knowledge	
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1.3.11 Digital infrastructure and tools

The BAG-INTEL consortium leverages a state-of-the-art hosting infrastructure to ensure the project website operates efficiently, securely, and reliably, serving as the central hub for BAG-INTEL's outreach and engagement efforts. A suite of specialized tools complements this infrastructure, supporting the achievement of BAG-INTEL's impact creation objectives across various communication and dissemination activities. These tools include: Matomo (website analytics), Prowly (media database), Meltwater (media monitoring), Hootsuite (social media management), Tito (event management), MailerLite (newsletter management), and Qualtrics (survey development and management). The use of these tools greatly supports the execution of BAG-INTEL's communication, dissemination, and engagement strategy and ensures the project's visibility.

1.4 COOPERATION AND LIAISONS

The BAG-INTEL consortium recognizes the importance of establishing and maintaining strategic liaisons within the broader customs and border management ecosystem. These collaborations are essential for exchanging knowledge, aligning efforts, and amplifying the impact of initiatives aimed at enhancing customs operations through innovative technologies. Liaisons within this ecosystem serve multiple strategic purposes, including:

- **Fostering synergies:** By liaising on activities and strategic objectives across projects, we leverage collective and individual strengths and ensure that efforts are complementary and mutually reinforcing, thereby maximizing impact.
- **Knowledge sharing:** Collaboration facilitates the exchange of insights, best practices, and lessons learned, fostering innovation and efficiency across projects.
- **Resource optimization:** Through shared initiatives and resources, projects can achieve more while avoiding the duplication of efforts.
- **Community building:** Engaging with a broader network of customs, border management, and technology stakeholders strengthens the community, promoting a unified vision for modernizing customs operations and enhancing border management processes.

1.4.1 Coordination with relevant initiatives and related EC-funded projects

The BAG-INTEL consortium is committed to maximizing project outreach and impact through leveraging existing networks and partnerships of its members. As such, the project has successfully established close coordination with various initiatives and organizations, including:

ESReDA

ESReDA is an association providing a platform for European specialists to exchange information and data on safety and reliability. It aims to foster knowledge sharing, enhance collaboration among experts, and promote the application of safety and reliability engineering principles across products, processes, and systems. BAG-INTEL established a collaboration with ESReDA through project partner

INSA. As part of the collaboration, the information about the project has been featured in several ESReDA newsletters. BAG-INTEL also had an opportunity to organize a dedicated session at the ESReDA seminar “From Risk Imagination to Safety Intervention – Managing Risks with Knowledge,” which took place on November 14-15, 2024 in Athens, Greece, where three papers showcasing the project’s cutting-edge developments in risk management and security technologies were presented to the event’s audience composed of researchers, engineers, risk analysts, and post-doctoral fellows from various sectors and industries who gathered to explore the identification, analysis, and mitigation of risks using knowledge-driven approaches.

EC-funded projects

The consortium also established synergies with related EU-funded projects to facilitate knowledge transfer and prevent duplication of efforts.

The **CEASEFIRE** project, which is developing a highly innovative approach for aiding EU Law Enforcement Agencies (LEA) in their struggle to detect, analyze, and track cross-border illicit firearms trafficking through advanced AI and ICT tools.

The **MELCHIOR** project, which aims to improve fast detection of drugs, explosives, weapons, and illicit goods concealed on individuals and in critical human cavities through infrasound mechanical impedance interrogation and non-contact technologies, enhancing border staff safety and ensuring travelers’ privacy.

The **ODYSSEUS** project, which aims to enhance the experience of border crossing for travelers and border authorities’ staff while keeping secure and tracking the movements across external water and land borders of the EU. This initiative aims to protect passengers’ fundamental rights while promoting the security and integrity of European space by minimizing unauthorized cross-border movements of people and goods.

The **I-SEAMORE** project, which is developing an integrated Ecosystem composed of an advanced platform solution to host and manage the operation of several innovative assets, services and systems with the aim to provide European authorities with increased situational awareness and operational capabilities for Maritime surveillance operations resorting to aerial and water surface support.

Detection Hub

BAG-INTEL is also part of the Detection Hub, a collaborative dissemination and communication initiative for EU-funded projects under the main thematic category of detection of drugs, explosives, and illicit goods, initiated by BAG-INTEL project partner KEMEA. Other EU-funded projects that comprise the Detection Hub include DRUGDETECT, PARSEC, ODYSSEUS, I-FLOWS, UNDERSEC, EURMARS, MELCHIOR, COSMOPORT, SAUST, METEOR, and RISEN.

The initiative aims to address the challenges faced by LEAs while exploring opportunities to introduce innovative and scientific approaches that enhance stakeholder engagement and foster clustering activities. A key advantage of the Detection Hub is its ability to facilitate EU-funded projects in presenting their findings and objectives (at their respective stages of development), identifying shared goals and exploitation opportunities, and informing the market along with potential end-users across various sectors, including police and customs authorities, among other relevant agencies.

BAG-INTEL actively participates in Detection Hub’s regular alignment calls, which serve as a platform to ensure synchronization, coordination of outreach efforts, and alignment with shared objectives across participating initiatives, and other activities, such as joint events and social media promotion.

1.5 PROGRESS TRACKING

The communication and dissemination strategy has been closely monitored since the project start. The BAG-INTEL consortium defined a comprehensive set of communication and dissemination-related KPIs (Table 2) to monitor the progress of impact creation activities. The evaluation is carried out on a regular basis to ensure that all KPIs are met before the project ends.

Table 2: BAG-INTEL KPIs

Activity/Measures KPIs (M1 - M36)	Objective/ Impact	KPI	Status at M18 (Feb. 26, 2025)
Project website	One-stop shop for all project information. The interface between the target stakeholders and the consortium.	No of unique visitors to the website: 1500 (average per year)	4,493
Flyers Posters/roll-ups	For distribution via participation to and organisation of dedicated events; Online distribution on the website.	No of flyers: 6 No of posters/roll-ups: 4	1 printed flyer 3 digital brochures covering the key aspects presented in deliverable D2.1 1 roll-up
Social Networks	For keeping the relevant target groups informed of the project's milestones, events, and outputs. For expanding the potential audience.	Project accounts on Twitter and LinkedIn: $\geq 1,000$ connections/followers in total ≥ 60 posts on social networks	Number of followers on: X: 54 LinkedIn: 239 Number of published posts on: X: 22 LinkedIn: 62
Videos (including motion graphics explainer video)	Raise awareness about the project's objectives and results and explain the benefits of the projects.	≥ 6 online videos	1 interview with the Project Coordinator presenting the project ambition 1 animated explainer 1 webinar recording
Press releases	Raise awareness and inform on	≥ 4 press releases to be translated and	2

	the project's results; Tailored to specific target groups.	published by the partners	
Newsletters	Raise awareness and inform on the project's results; Shared on social media and on the project website.	≥ 6 newsletters (one every 6 months)	3 newsletters 1 newsflash
Multimedia training materials	Inform about the project's results and train the target stakeholders for the adoption of AI solutions.	12 multimedia items	activity planned for the 2nd half of the project
Participation in workshops, fairs, conferences and other events (in person or online)	To disseminate to the academic community, industry, and end-users the results, to receive feedback and discover scientific and business cooperation opportunities.	≥ 8 fairs and conferences where partners will take part and present BAG-INTEL concept, results and demos	15
Organization of workshops (in-person or online)		≥ 6 workshops with 30 participants attending each workshop	2 (1 in-person, 1 online) 70+ attendees to the in-person workshop 60 attendees to the online workshop
Publications		≥ 12 articles	3

2 UPDATED COMMUNICATION AND DISSEMINATION STRATEGY

The project will continue to execute its communication, dissemination, and community-building strategy (outlined in more detail in D6.1 *Dissemination and Communication Strategy and Plan*) also in the second half of the project, focusing on the activities listed below.

2.1 PLANNED COMMUNICATION AND DISSEMINATION ACTIVITIES M19-M36

2.1.1 Project website and social media channels

The consortium will continue to grow the BAG-INTEL community and raise awareness about the project work via the established channels, including but not limited to the project website and its social media platforms (LinkedIn, Twitter, and YouTube). Relevant project findings will be made available as soon as possible to keep the community updated on project activities and results. This will be achieved through communication campaigns, regular publication of news items, social media posts, as well as the project newsletter and ad hoc newsflashes. As one of the main promotional and dissemination channels, the BAG-INTEL website will continue to be periodically updated to ensure its content remains relevant and engaging for visitors.

2.1.2 The BAG-INTEL newsletter

The project will continue distributing the newsletter twice a year. The periodic newsletter will include updates on the project work and activities, relevant news from project partners, and updates on the AI-driven border management and customs technologies. The newsletter will also feature information about upcoming project engagements and relevant events. Invitations to relevant workshops, webinars, consultations, and any other information that requires immediate dissemination will be sent out in the form of a newsflash to the same database used for the project newsletter.

2.1.3 Communication campaigns

The consortium will continue publishing summaries of submitted deliverables and scientific and technical papers to (1) help non-technical stakeholders gain a better understanding of the work performed within the project and (2) assist stakeholders with technical knowledge in getting an overview of the content of submitted deliverables, enabling them to identify documents of interest and relevance.

2.1.4 Promotional materials

Additional promotional materials will be produced in alignment with event organization and attendance. Among other materials, a brochure covering some of the technical aspects of the project will be created to help drive greater engagement with relevant stakeholders met at events.

2.1.5 Multimedia training materials

The development of multimedia training materials will follow a structured, two-pillar approach designed to effectively address the diverse interests and needs of various target groups, including IT staff, end users/customs decision-makers, and legal departments.

Pillar 1: This foundational pillar will cover the core experiences and key findings from the project. It will provide basic information on the developed solutions, their functionalities, and the associated ethical considerations. This pillar is intended to establish a broad understanding, serving as an entry point for all target groups.

Pillar 2: Building on the general foundation, the second pillar will offer more detailed, specialized content tailored to the specific needs of different target audiences. This will ensure that each group receives relevant, in-depth training aligned with their roles and responsibilities.

The training materials will be developed using a modular system, allowing for flexibility in their application. This approach ensures that content can be easily adapted for various formats and audiences. The materials will include handbooks, brochures, PowerPoint presentations, and explanatory videos. This modular design supports both the "train-the-trainer" model and self-study options, enabling ongoing learning even after the project concludes. The combination of diverse formats and adaptable modules will facilitate effective knowledge transfer and long-term usability of the training materials.

2.1.6 Publications

Several scientific papers will be published in the second half of the project. At the moment, a paper titled "A Fuzzy Risk Level Estimation Framework for Flight Contraband Using Knowledge Graphs" is undergoing the necessary internal checks prior to its publication. The paper presents a fuzzy risk assessment mechanism for airport routes, aimed at improving customs officers' decision-making. It addresses the challenge of processing diverse and complex information by integrating expert knowledge and a graph-based representation of various data sources and past experiences. The approach generates a fuzzy risk label to simplify evaluations and comparisons with previously identified risky routes, enhancing customs operations.

2.1.7 Events

In the second half of the project, the consortium plans to attend a number of relevant events, including but not limited to:

The World Border Security Congress, March 25-27, 2025, Madrid, Spain. This is a 3-day event for senior border officials to discuss the current and future policies, implementation issues and challenges, as well as new and developing technologies that contribute to safe and secure border and migration management. This event is co-organised and supported by the Spanish Ministry of the Interior, the Spanish Civil Guard, and the National Police. GUCI will participate in several sessions, including "Emerging Trends in Technology at the Border (Government Perspectives)", where they will present the METEOR project, along with information about other projects they are involved in, including BAG-INTEL.

Passenger Terminal Expo & Conference, April 8-10, 2025, Madrid, Spain. This highly regarded international airport conference features a comprehensive range of presentations and panel discussions. The conference, attracting senior airport, airline, aviation authority, government and related business executives from all over the world, is the place where attendees gather to pool information, address concerns, discuss solutions and exchange ideas for the future development of the world's airports. PSI will attend the event to network with relevant stakeholders and present BAG-INTEL at the GATE-Alliance stand.

The European Police Congress, May 20-21, 2025, Berlin, Germany. As one of Europe's leading conferences on internal security, the event brings together key stakeholders from law enforcement, politics, and industry to discuss the latest developments in policing and security. BAG-INTEL will be represented by HFOD, who will present the project's objectives, key features, and its potential to enhance intelligence and security collaboration. The event will provide an excellent platform for knowledge exchange, networking, and showcasing BAG-INTEL's innovative approach to advancing law enforcement technologies.

16th International Conference on Flexible Query Answering Systems (FQAS 2025), September 11-13, 2025, Burgas, Bulgaria. The event focuses on cutting-edge research and innovation in flexible query answering systems and related fields. The BAG-INTEL Project Coordinator is a member of the Steering Committee.

In addition to attending relevant webinars, conferences, and fairs, the consortium plans to organize a number of events to share recommendations and project results with the research community, industrial stakeholders, policymakers, and end users. These will include both online and physically held workshops, as well as training sessions. The project partners will do their best to co-locate BAG-INTEL workshops with conferences or other events or co-organize them with related projects to minimize costs and maximize stakeholder engagement and impact. One of the events currently under BAG-INTEL's consideration is the second DETECTION HUB Workshop, scheduled for June 17–18, 2025, in Riga, Latvia. Additionally, the consortium is exploring the possibility of organizing a dedicated BAG-INTEL session at FQAS 2025, which will take place on September 11–13, 2025, in Burgas, Bulgaria.

3 CONCLUSIONS

This deliverable builds on the dissemination and communication framework established in D6.1 and evaluates the progress achieved during the first 18 months of the BAG-INTEL project, from its kick-off in September 2023 to its mid-term in February 2025. The report highlights the activities undertaken to maximize project visibility, engage stakeholders, and promote the adoption of BAG-INTEL's outcomes, while assessing performance against the defined KPIs.

The communication and dissemination efforts of the project are progressing according to plan, delivering tangible results and effectively supporting its strategic objectives. These include developing a distinctive visual identity, launching and managing the BAG-INTEL website, which serves as the main project information hub, participating in numerous events to present the project and engage with a wide array of stakeholders, and establishing synergies with other initiatives. The active participation of all BAG-INTEL consortium partners and regular performance monitoring have enabled the team to meet the objectives, ensuring impactful outreach and engagement.

Reflecting on achievements and lessons learned, this deliverable reaffirms the consortium's commitment to maximizing the visibility and impact of the project, ensuring its outcomes reach relevant stakeholders, and contributing to the long-term sustainability of the BAG-INTEL solution. Looking ahead, in the remaining 18 months of the project, the team will focus on building upon the successes achieved thus far. Key priorities will include:

- Enhancing stakeholder engagement by strengthening connections with customs authorities, industry stakeholders, policymakers, and the broader public through targeted outreach, participatory events, and co-creation activities to ensure the solution meets end-user needs and fosters widespread adoption.
- Continuing to promote BAG-INTEL results to scientific and industrial audiences to maximize uptake by disseminating findings through high-impact journals, international conferences, and industry forums, while also leveraging digital platforms to reach a broader audience.
- Leveraging collaboration with similar projects and initiatives to amplify impact and share knowledge and best practices by contributing to thematic networks and partnerships, and co-organizing and participating in events.
- Ensuring free and open access to project results to facilitate their adoption and sustainability by publishing project outcomes on open platforms, e.g., Zenodo.

The next steps will be guided by the overarching strategy defined in D6.1, ensuring alignment with the project's goals and long-term vision. By maintaining a focus on continuous improvement and strategic communication, the BAG-INTEL consortium aims to secure lasting impact and relevance for its innovative solutions.